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Automotive News

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latenews

Senate blocks vote on energy

WASHINGTON — The Senate on Friday decided not to vote on an energy bill that included a proposal to increase corporate average fuel economy standards. Sen. Bennett Johnston, D-La., fell 10 votes shy of the 60 needed to proceed.

Johnston's office indicated that a revised proposal could be resubmitted later this month. Johnston had backed a plan to raise CAFE standards 20.9 percent by model year 2001.

A competing bill by Sen. Richard Bryan, D-Nev., calling for a 40 percent increase in CAFE by 2001, has not been scheduled for Senate debate. After Friday's vote, Bryan plugged his bill, warning that the Japanese "intend to use improved fuel economy to bludgeon our auto industry once again."

— Max Gates

BMW prices rise for 1992

NEW YORK — BMW of North America Inc. hiked prices by a few hundred

see LATE NEWS, 2

Sale to help Chrysler now; Mitsubishi must wait

LINDSAY CHAPPELL, MARY CONNELLY and MARY ANN MASKERY
Staff Reporters

Mitsubishi Motors Corp., which has sought more production space to supply its growing U.S. retail trade, now owns 100 percent of a plant whose products are more oriented to Chrysler Corp. than ever before.

Chrysler's sale of its 50 percent stake in Diamond-Star Motors Corp. last week leaves Mitsubishi bearing the cost of developing some new Chrysler vehicles, yet analysts believe the Japanese ex-partner may come out better in the long run.

Under terms of the buyout:

- Mitsubishi agreed to continue a future-product plan that is slanted toward providing Chrysler products. By 1994, the Diamond-Star plant in Normal, Ill., will produce

see DIAMOND, 52

Big 3 must book huge losses

Retirees' health-care costs to slash equity by billions

Chrysler loses $82 million > 4

MARY CONNELLY, PHIL FRAME and KATHY JACKSON
Staff Reporters

Big 3 financial executives are trying to decide when to make a mandated accounting change that could slash more than $20 billion from their combined balance sheets in 1993.

The change could show up as multi-billion-dollar losses on income statements and will drastically cut shareholders' equity, or net worth.

Cash flow and operations will not change under the new accounting standard for future retirement benefits. But balance sheets will take a big hit, and reported annual earnings will be reduced by hundreds of millions of dollars each subsequent year as automakers account for the liability for future post-retirement health and other benefits for both active employees and current retirees.

Until now, companies have simply booked the expense of those benefits as they were paid.

"Obviously, with our very large retiree population, our very large work force, it is going to have a tremendous impact on General Motors," said GM Chairman Robert Stempel. "But we haven't forecast the amount yet."

The accounting change shines a spotlight on the automakers' huge health-care costs, which have been growing at double-digit rates. According to a 1990 study issued by Sanford C. Bernstein & Co. Inc. in New York, health care cost $579 for each GM car, $357 for each Ford and $452 for each Chrysler vehicle. The study said Japanese transplant operations pay $85 in health-care costs for each vehicle produced.

The accounting change doesn't actually cost corporations more than they currently pay, but it forces companies to account for the enormous liabilities of the future.

Chrysler Corp. estimates its one-time charge at between $4 billion and $6 billion. If taken at once, the charge could effectively eliminate the company's shareholders' equity of $6 billion.

Ford's charge is estimated at between $5 billion and $9 billion, compared to shareholders' equity of $20.4 billion as of Sept. 30.

General Motors, which has both more employees and more retirees than Ford and Chrysler combined, will certainly have to take an even bigger charge.

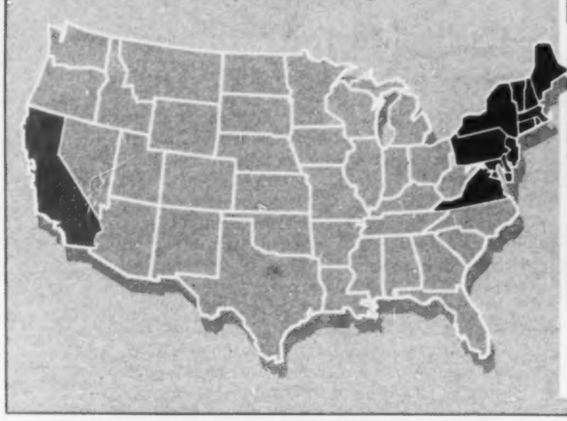
The accounting switch will add a liability to the balance sheet for all the non-pension, post-retirement benefits that will be owed in

see WRITE-OFF, 50

Calif. air rules may cover Northeast

How the Northeast changes the clean air market

Adding 12 states and the District of Columbia triples the size of the market affected by California's tough clean air rules.



States	Market share	Electrics in 1998*	Electrics in 2003*
[illegible]			
California			
[illegible]	[illegible]	[illegible]	[illegible]
AGREED TO CHANGE			
Washington D.C.			
New Hampshire			
Delaware			
New Jersey			
Massachusetts			
New York			
Maryland			
Pennsylvania			
Maine			
Virginia			
[illegible]	[illegible]	[illegible]	348,000
LIKELY TO CHANGE			
Rhode Island			
Connecticut			
Vermont			
Total	2.0%	6,000	30,000
Combined total	36.7%	[illegible]	[illegible]

*For U.S. market of 15 million vehicles

MARTHA GRATTAN / AUTOMOTIVE NEWS

Would affect 36% of vehicles in U.S.

JIM HENRY and KRISTINE STIVEN BREESE
Staff Reporters

NEW YORK — More than a third of the nation's cars and light trucks would have to meet California's stricter emissions standards if all the states that have now endorsed the higher standards adopt them.

The effort to expand the California club gained more political clout last week when the governors of nine states and the mayor of Washington signed an agreement to support California-style rules in their jurisdictions.

The states are Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Virginia.

Those states plus California and three other states that are considering adopting California rules represented 36.7 percent of U.S. car and light-truck registrations in 1989 and 1990. California represented 11.5 percent, so the total bloc would be more than three times the size of California.

Predictably, auto industry representatives met the news with a groan, even though last week's agreement had no immediate practical effect. All those states had already taken preliminary steps toward imitating California's rules, and the new rules have already survived court challenges in some states.

"This will make our job a lot more difficult," said John Schutz, director of powertrain and emissions for Nissan Research and Development Inc. in Gardena, Calif.

see CLEAN AIR, 50

Hurdles electric vehicles must clear

- New safety rules covering:
  - High voltage
  - Electric braking systems
  - Battery safety, leakage and storage
- Creation of new service tools
- Service personnel training

DAVID L. BURHANS / AUTOMOTIVE NEWS

Advent of electric car creates hurdles for NHTSA, GM dealers

PHIL FRAME
Staff Reporter

As General Motors races to become the first manufacturer to mass-produce a modern electric car, potential delays lie in wait that aren't directly related to development of the vehicle.

National Highway Traffic Safety Administration regulations must be interpreted or rewritten, a process that will take at least 18 months.

And thousands of dealership service departments must be prepared to handle electric cars. Technicians must be trained to do the work, and new service equipment may have to be invented.

GM has made it clear that it wants to be the first on the market with a modern, mass-produced electric car patterned after the Impact, which debuted on the auto show circuit in January 1990.

Public response was so strong, it convinced GM that it should manufacture the car. Last spring, GM announced that the car will be built in Lansing, Mich., and has since tabbed the suppliers for the car's "powertrain" components. Plans for start of production are

see ELECTRIC, 10

NEW INTEREST IN NATURAL GAS 16

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CRASHING SWORDS
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Ford returns to Indy with a new Cosworth engine. PAGE 8

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Low supplies of new cars are hurting sales. PAGE 8

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Dealers had until last Friday to decide their future. PAGE 22

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Production, weekly by model

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Production, weekly by model

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HANS G. LEHMANN/HIDDEN IMAGE

Mercedes prepares S-class coupe

Mercedes will release this 6.0-liter V-12 powered 600SEC coupe in spring 1992. The four-seater sports a nose similar to Mercedes' SL sports cars and has a much shorter rear deck than its predecessor. A convertible version is expected sometime in the future.

latenews

CONTINUED
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dollars at the low end of its 1992 line and about $2,000 for some of its most expensive models.

The 325i sedan, introduced as an early 1992 model last June, stays at $27,990. It's the first of several models in an all-new 3 series, with a new coupe due in 1992.

The 318i convertible rose $370, or 1.3 percent, to $28,870. The 325i convertible is $36,320, up 1.7 percent. They are the only remaining models of the old 3-series.

The mid-range 525i went up $1,100, or 3.2 percent, to $35,600. The more powerful 535i is $44,350, up 4.1 percent.

The 735i jumped $2,090, or 4.1 percent, to $52,990. The 735i went up 3.5 percent to $56,950.

Prices for the 750iL and 850i will be announced after Jan. 1.

— *Jim Henry*

Honda promises to buy more foreign chips

TOKYO — Honda Motor Co. said it has raised its target for installation of foreign-made semiconductors in Japan- and U.S.-built cars.

The company said last week that for the 1993 fiscal year ending in February 1994, it would boost its use of foreign-made chips to 20 percent of total from a current target of 10 percent. Honda said it expects foreign companies to supply about 9 percent of its semiconductor requirements in the current fiscal year, which ends next February.

The company said the value of its foreign purchases in the 1993 fiscal year will rise to about 5 billion yen (about $38.2 million at current rates) from 1.8 billion yen ($13.7 million) in the current fiscal year.

The semiconductors are used for engine-control systems, instrumentation, cruise-control systems, air conditioners and audio systems.

Honda also plans to begin applying foreign-made chips to anti-lock braking systems and air bags. Honda expects to set up development collaborations with foreign suppliers, the company said.

— *Richard Johnson*

VW defers payments for Calif. fire victims

SAN FRANCISCO — Volkswagen dealers in the San Francisco area are offering special deferred-payment financing to Oakland and Berkeley, Calif., residents who lost property in the area's fire disaster last month.

Residents of Oakland and Berkeley will be allowed to defer payments for up to four months when they purchase a new 1991 or 1992 Volkswagen from any of the area's 16 VW dealers.

Emil Paul, general manager at Broadway Volkswagen in Oakland, said the offer is meant to help those residents who lost vehicles in the fire and don't have the resources to begin making new-car payments right away.

"This is our small way of helping those people get back on their feet," said Paul.

Nissan will try again to keep injury logs secret

NASHVILLE, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. says it will again appeal a Tennessee ruling ordering the company to turn over worker injury logs to four former employees.

The logs became an issue in a 1989 UAW organizing campaign when workers said injury rates were high at the plant. Nissan said the plant's injury rate was among the lowest in the industry. The organizing drive failed.

Last month, an administrative law judge upheld a 1989 verdict from the Tennessee Department of Labor that Nissan must release the injury reports. On Oct. 25, an independent review committee appointed by the governor of Tennessee upheld the recent administrative judge's ruling. Nissan, which contends that release of the data would be a violation of employees' privacy, has not paid the fine and will now take the case to chancery court in Nashville.

— *Lindsay Chappell*

Ford's Marine Midland changes name to Primus

BRENTWOOD, Tenn. — Ford Motor Co.'s Marine Midland Automotive Financial Corp. subsidiary has changed its name to Primus Automotive Financial Services Inc.

Primus President George Watts said the company now has established wholesale finance relationships with 210 dealerships, and receivables have grown from approximately $500 million to $650 million over the past year. Ford acquired the company in 1990.

Watts said Primus expects the number of wholesale customers to increase to about 300 next year. Primus is processing about 5,000 retail contracts a month for import dealerships. Volume is expected to reach almost 8,000 contracts a month next year, Watts said.

Primus provides private-label financing through Mazda American Credit and Jaguar Credit and was recently named as the lender of choice for Daihatsu America Inc.

The company also is helping Subaru of America Inc. establish a retail leasing program in markets outside New England.

Primus will move its headquarters from Brentwood to nearby Nashville in January.

— *Lindsay Chappell*

Cummins forms venture with Soviet truckmaker

COLUMBUS, Ind.— Cummins Engine Co. said last week that it has formed a 50-50 joint venture with Kamaz Inc. of the Soviet Union. It is called KamDizel.

The venture will handle application engineering, marketing, servicing and eventually production of Cummins engines. Its marketing and application work will cover engines ranging from 76 to 2,000 horsepower.

The engines are to power Kamaz trucks, particularly those for export; Ikarus buses and other buses; and trucks and industrial equipment produced within the Soviet bloc.

Engines will be supplied initially by Cummins' plant in the United Kingdom.

Cummins is a major producer of diesel engines, and Kamaz is the world's largest maker of heavy-duty trucks.

briefly

Honda minivan too big for Ohio

Honda Motor Co. Executive Vice President Shoichiro Irimajiri says it would take Honda four years to prepare a minivan for the U.S. market, partly because the company has no line to build it on. A minivan would not fit on Honda's Ohio assembly lines because "the size of the body is too big. That is our problem, we have no manufacturing for the minivan."

POLK MAKES MONEY — Not all auto-related companies write with red ink during depressed economic times. The automotive marketing division of R.L. Polk & Co., a research and marketing firm in Detroit, is projecting a boost in revenues this year. "A depressed auto market helps our business," said Joseph Cirrincione, president of Polk's Automotive Marketing Group. "Auto companies step up marketing, and they tend to re-evaluate their dealer base." Cirrincione says Polk's clients include every automaker doing business in the United States. He says revenues from the automotive division will be up 7.5 to 8 percent from 1990 and will account for about one-third of the company's projected $300 million total revenues this year.

BRAKING HABITS — Motorists on Germany's *autobahnen* aren't used to keeping the pedal *from* the metal, but in bad weather they'll have to do just that. The German government, in an effort to eliminate highway pileups that routinely involve dozens of vehicles, has imposed a weather-based speed limit. A 50-kilometer-per-hour (30 mph) limit now kicks in whenever heavy fog cuts visibility to less than 50 meters (165 feet). Speeds on the *autobahn* usually average 90 mph.

OL' FAITHFUL —A Tennessee dealership is giving new meaning to the phrase "repeat business." Last week, Tarr **Chevrolet** in Jefferson City delivered a 1992 Caprice to Buford Bible, an 86-year-old retired school teacher. In 1954, Bible ordered his first of 35 Tarr Chevrolets, a turquoise and white Bel Air. He has bought a new one every year since 1957. Five years ago owner Lonus Tarr extended his "Buy 20 cars, get one free" policy to give Bible a free Chevy after his 30th purchase. He's been promised another after his 40th.

WHO'S THE BOSS? — For an 80-year-old whose family controls more than 50 dealerships, Victor Potamkin was quite humble when Cadillac big-wigs led by General Manager John Grettenberger showed up at last week's grand re-opening of Potamkin **Cadillac-Buick-Chevrolet** in Manhattan. "I have to go now," Potamkin told a TV crew that was interviewing him when Grettenberger arrived. "He's my boss."

Potamkin bows to the boss

GOOD NEWS, KINDA — A friendly observer based in our nation's capital spotted this one: Following the Clarence Thomas confirmation hearings and Congressional check-bouncing disclosures, a national poll shows the reputation of automobile dealers is now 77 points higher than that of senators and members of Congress.

Nissan, Mitsubishi report earnings drop

Weak sales, rising costs cited for 1st-half falloffs

MARY ANN MASKERY
Staff Reporter

TOKYO — Two of Japan's biggest automakers, No. 2 Nissan Motor Co. and No. 4 Mitsubishi Motors Corp., last week posted sharp declines in operating profit for the first half of their fiscal years in the face of continuing weak sales and rising costs.

Nissan said its unconsolidated operating income for the six months ended Sept. 30 slid 70.1 percent from a year earlier, to 21.7 billion yen (about $167 million), as worldwide vehicle sales slipped 2.9 percent, to 1.15 million units.

Unit sales in the home market fell 4.9 percent from the record level of a year earlier to 682,449, the company said.

Net income fell 48.2 percent, to 24.27 billion yen (about $186 million), Nissan said.

The company said it expected to post lower earnings for the full fiscal year as rising costs offset the benefit of a projected increase in sales.

"Investments aimed at ensuring future growth will continue to swell operating expenses" in the second half, offsetting the benefits of stronger domestic demand, said Atsushi Muramatsu, Nissan's executive vice president.

The company said it also expects higher steel costs in the second half, as well as higher research costs to meet environmental concerns in both the United States and Japan.

Meanwhile, Mitsubishi said Friday that its operating profit for the first half of its fiscal year slid 24.4 percent from a year earlier and that it expected weaker earnings for the full year.

The report followed by only days the company's announcement that it will pay a total of $450 million to take over Chrysler Corp.'s 50-percent share of Diamond Star Motors Inc., the two companies' joint-production venture in Normal, Ill.

That cost will be reflected in the company's second-half results.

Mitsubishi said the drop to 26 billion yen (about $200 million), reflected weakness in the Japanese truck market, high development and operating costs, and weak sales for its mainstream Mirage and Galant models.

Net income, which reflects tax treatment and other considerations, rose 21.2 percent to 14.6 billion yen (about $112 million). The company said it expected profits to continue weak for the remainder of the fiscal year.

Mitsubishi said home-market unit sales rose fractionally in the period, to 372,019 from 360,199 a year earlier.

Exports also increased, from 269,621 to 295,003.

Even Toyota Motor Corp., the Japanese industry's biggest and wealthiest producer, has put a clamp on spending in anticipation of sharp profit declines.

In recent weeks, the company has warned all supervisors of the need to curb costs in their respective sections.

Tighter belt limited loss, says Chrysler

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Chrysler Corp. claims its ongoing corporate restructuring is making the company fiscally fit.

Chrysler last week said it lost $82 million, or $0.36 per common share, in the third quarter, considerably less than the loss of nearly $200 million anticipated by auto analysts.

General Motors lost $1.06 billion in the third quarter, and Ford Motor Co. posted a $574.4 million deficit.

"We believe that our results compared to Ford's and GM's indicate that we are pretty well along when compared to them in terms of achieving fundamental change in the way we do business, both in terms of the efficiency of the day-to-day operations as well as the effectiveness of our new-model development process or platform team concept," said Jerome York, Chrysler executive vice president of finance.

In the third quarter, the company achieved for the first time $3 billion in annualized cost reductions, York said.

Third-quarter results also reflected a decline in the sales percentage of lower-margin fleet units.

"Our fleet sales in the third quarter ran 16 percent of the total vs. 25 percent in the second quarter," York said.

"We believe the decline is a function of two things. The third quarter is normally lower than the second because of the daily rental companies' buying cycle. And manufacturers have been taking steps to try to stretch out the length of time the car rental units are in service. We believe that was a factor as well."

Per-vehicle incentive costs were unchanged from the second quarter and averaged about $1,300 per unit in the third quarter, York said.

York: Factor in daily rental sales

Chrysler also improved its cash position in the third quarter. The company's cash horde rose to $2.5 billion, up from $2.4 billion at the end of the second quarter.

Chrysler reported the $82 million loss on total sales and revenues of $7.5 billion for the quarter. That compares to a loss of $214 million on sales and revenues of $6.5 billion for the 1990 period.

For the first nine months of 1991, Chrysler lost $892 million, compared to net earnings of $37 million for the same period of 1990.

Sales and revenues for the first nine months of 1991 were $21.1 billion compared to $23.0 billion for the 1990 period.

Chrysler's dealers sold 614,433 cars and 679,024 trucks and minivans in the United States and Canada in the first nine months of 1991.

Worldwide factory sales in the first nine months of 1991 were 1,352,002 vehicles, compared to 1,491,950 for the same period a year ago.

Chrysler Financial Corp., the company's financial services subsidiary, reported third-quarter earnings of $81 million, compared to $83 million in the third quarter of 1990.

THIRD QUARTER FINANCIAL RESULTS

	Total sales (billions)	Change from '90 (billions)	Net income (millions)	Change from '90 (millions)
GM	$28.9	$−1.9	$1,060	$+919
Ford	21.1	−1.9	574	−676
Chrysler	7.5	+1.0	82	+132

Source: Manufacturers

Recession, not dealers, blamed for 24% hike in bankruptcies

CHARLES M. THOMAS
Staff Reporter

Bankruptcy filings on indirect auto loans soared 24 percent in 1990 and are expected to climb another 21.2 percent this year, which means banks probably won't loosen credit policies soon.

The figures released by the Consumer Bankers Association aren't expected to affect the relationship between lenders and dealers. Indirect loans originate at dealerships, rather than at bank offices.

"Many of these loans were made two or three years ago," said George Williams, chairman of the Consumer Bankers Association and senior vice president of AmSouth Bank, in Birmingham, Ala.

Financial institutions have spent the last two years evaluating and strengthening credit guidelines. Even the automakers' captive finance companies have instituted tiered credit ratings.

"The rise in bankruptcies is certainly not the dealers' fault," said Williams. "This recessionary period is part of what we must pay to get back to the fundamentals of sound credit."

Because consumer bankruptcies are responsible for a bigger share of auto loan losses, 87 percent of the lenders in the survey said they are taking steps to prevent them.

Of those, 38 percent said they offer credit counseling to the customer; 35 percent said they have upgraded qualifications for credit; and others said they have offered loan extensions, refinancing, debt consolidation and reduced payments to help customers avoid bankruptcy.

The banks aren't the only ones helping customers avoid bankruptcy. A Ford Motor Co. spokesman said the company's repossession rate has remained low, bucking industry trends because "we will do almost anything to help customers stay in their cars."

At General Motors, the repossession rate (annualized percentage of the average number of contracts outstanding) was 2.64 for the first nine months of this year, up from 2.52 for the same period a year ago.

In the Consumer Bankers Association survey, 64 percent of the respondents said they are looking at systems to track bankruptcies. And 29 percent said they now use a bankruptcy predictor model like those offered by credit bureaus and credit scoring companies.

Seventy-seven percent of the lenders said customers filed for bankruptcy because they were overextended on credit. The

see LOANS, 54

Film fuels debate on crash-test data

MAX GATES
Staff Reporter

WASHINGTON — A spat here last week over the crashworthiness of small cars has spotlighted an open question: Should consumers believe their eyes or the test scores when judging a car's safety?

Data from dummies used in car crash tests give a less complete picture of the safety of an automobile than films of the crash, say a federal official and an auto safety investigator.

Not so, says a consumer safety advocate, who argues crash films are misleading. Only the dummy measurements of potential for head, chest and leg injuries accurately reflect the dangers to auto occupants in a collision, says Clarence Ditlow, executive director of the Center for Auto Safety.

The disagreement emerged from a furor over the use of a government film in a lobbying campaign against higher corporate average fuel economy standards.

The film shows a head-on collision between a 3,860-pound Ford Crown Victoria and a 1,920-pound Subaru Justy. The Justy showed severe damage; the Crown Victoria was mildly disfigured.

But data from the dummies inside those cars indicate that even though the Justy did not contain an air bag, an occupant would probably have survived the crash. Head-injury readings were below the level where death is possible, according to calculations by the National Highway Traffic Safety Administration, while chest injuries slightly exceeded the threshhold for possible serious injury or death. Crown Victoria readings were well below the threshhold.

"To my mind, the visual is a better depiction of the overall effect (of a crash) than just looking at the test scores," said George Parker, head of NHTSA research.

NHTSA, which produced the film, runs the New Car Assessment Program that reports test scores from dummies in 35 mph laboratory crashes of new cars.

But Ditlow says, "You should believe the numbers, not your eyes. All crashes appear violent. What one has to look at is whether the occupant survives, not how much damage there is to the car. Film is deceptive."

The film was used by the industry-backed Coalition for Vehicle Choice in an ad opposing stiff new CAFE standards. In its ads, the coalition contends that increased fuel economy, such as the 40 percent gain by 2001 proposed by Sen. Richard Bryan, D-Nev., will require automakers to produce smaller and less safe cars.

Another crash test, this one conducted earlier this year by the Insurance Institute for Highway Safety in Arlington, Va., may provide a better picture of what collisions between big cars and small cars will look like in the future.

The test involved a head-on collision between a 3,580-pound Buick Park Avenue and a 2,282-pound Geo Storm. Both contained air bags, which are expected to be nearly universal in U.S. cars produced by the 1996 model year, the earliest that proposed new fuel economy standards would take effect.

In the Insurance Institute test, measurements of the dummy in the Geo Storm were well within acceptable test limits for head, chest and leg injuries.

Dummy measurements in the Buick Park Avenue were also within the threshold for both head and chest injuries. But the Park Avenue exceeded the standard for leg injuries, indicating that serious injury was possible.

Chuck Hurley, Insurance Institute researcher, warns, "Dummy values don't measure all the violence of a crash. Their simplistic use is not good science."

Hurley said film of the crash showed that the head of the dummy in the Storm went out the open side window, then back in, without hitting anything.

"You have to look at the cars as well as the numbers,' said Hurley, whose group has sided with NHTSA in arguing that a higher CAFE will lead to smaller cars and more highway deaths.

Curry blasted by Ditlow, Claybrook

The debate over the validity and use of the National Highway Traffic Safety Administration crash-test film reached a political flashpoint last week.

Consumer advocates Clarence Ditlow of the Center for Auto Safety and Joan Claybrook of Public Citizen accused NHTSA Administrator Jerry Curry of misusing the powers of his office.

Claybrook and Ditlow, citing documents obtained under government sunshine laws, claimed that Curry ordered NHTSA contractors to crash test the two cars specifically to produce dramatic film at a cost of $200,000 to taxpayers. Curry then distributed hundreds of copies of the film, including one copy to the Coalition for Vehicle Choice, according to Claybrook and Ditlow. The industry-backed coalition used the film in an ad opposing stiff new corporate average fuel economy standards.

Curry, who has argued that mandates for stiff fuel economy will result in smaller cars and more traffic fatalities, admitted ordering the crash test. "That's my job," he said.

He also admitted distributing hundreds of copies of the film. But he denied any collusion with the coalition to aid in its campaign against higher fuel economy standards.

— Max Gates

ELECTRIC

New rules for new cars

continued from PAGE 1

top secret, but sources at GM indicate that the company hopes to start very limited production during the 1993 calendar year. But even if the car and plant were ready now, certifying that the car meets NHTSA safety regulations would be problematic.

The NHTSA regulations need attention because there are concerns about electric vehicles that are not addressed in today's requirements — among them high voltage, electrical braking systems, battery safety and information displays.

There also are some present requirements that make no sense for electric vehicles.

"Sometimes, the words we put in there deal with hydraulics or mechanical linkages, and when you get an electric vehicle, they just don't make sense," said Barry Felrice, NHTSA's associate administrator for rulemaking.

"The accelerator control may be one item. A safety standard requires that when you take your foot off the gas, the throttle has to go back to neutral, which is idling speed, and within a specified period of time. If everything is electrical in a car, I'm not sure what a throttle is."

RULEMAKING BEGINS

Felrice said the agency is putting together an Advance Notice of Proposed Rule Making that will deal with the safety of electric vehicles. He said the notice will be issued by the end of this year. Companies and groups then will have two months to comment before NHTSA issues a Notice of Advanced Rule Making. There's also two months of public comment at that stage.

Felrice said the advance notice will ask questions on two basic issues:

- Are there any specific safety regulations that need to be amended so as not to impede the introduction of electric vehicles?
- Should there be additional standards that apply solely to electric vehicles?

"We're not talking about doing away with safety standards or exempting these vehicles, but . . . some of our standards may not make sense," Felrice said. "Fuel system integrity is a good one. That deals with leakage of liquid fuel, and a pure electric vehicle isn't going to have any liquid fuel. What do we do in areas like that?"

As for new regulations, NHTSA will ask whether new requirements are necessary to cover areas such as battery safety, battery leakage, the integrity of the battery compartment and recharging.

"We could have a Notice of Proposed Rule Making probably by summer or early fall of 1992 and then a final rule probably in the spring of 1993," Felrice said. "It all depends on the comments we get back, how much work we have to do."

Some rules could take effect immediately, but new requirements probably wouldn't take effect for a year and a half after the final rule is issued, Felrice said.

"We really need to hear from the industry what their problems are," Felrice said. "They're developing these vehicles, and they know what difficulties they're having; we don't — we can only hypothesize."

The agency can handle some concerns by merely issuing a legal interpretation for an existing rule. NHTSA requires fuel gauges, for example, but electric vehicles carry no fuel. NHTSA could issue an interpretation that says a fuel gauge could be an indicator of electrical charge remaining.

"We did a report to Congress a year and a half ago, and we really didn't identify too many standards that might need to be changed for electric vehicles," Felrice said. "One (that may need changing) was our defrosting/defogging standard, which can pose a problem for electric vehicles because you need a lot of power to clear the windshields."

Also, NHTSA braking standards refer to hydraulics, and electric vehicles wouldn't have hydraulic brakes.

HELP FROM UL, SAE

Manufacturers are looking for help from voluntary organizations such as the SAE and Underwriters Laboratories in developing safe electric vehicles.

"Some manufacturers said they were talking with UL," Felrice said. "They would have UL make sure the electrical system was not in contact with the outer part of the body at all so you don't get shocks in crashes, or so emergency medical people would not be electrocuted if they have to cut through the vehicle to release somebody."

Felrice said the manufacturers would just as soon not have new NHTSA regulations, which would suit the agency fine.

"Our philosophy, and there's a presidential executive order addressing this, is we should adopt or rely on voluntary standards organizations before we issue federal regulations," Felrice said.

But NHTSA has no intention of exempting electric vehicles from crashworthiness standards or from having air bags, automatic belts or side-impact protection.

"There's absolutely no reason why you can't build an electric vehicle that's just as safe as a liquid-fuel vehicle," Felrice said. "If it's something that's impossible to meet, then we might exempt an electric vehicle."

SERVICE TRAINING

Preparing dealers to service electric vehicles is as important as development and certification concerns, said Jim Kelly, service readiness manager for GM's electric vehicles group.

Dealerships that sell electric vehicles probably will have to devote one or two service bays solely to them, depending on sales volume. Each bay will require a special electric twin-post above-ground hoist to allow technicians free access to the entire underside of the car, Kelly said.

That's because the 850-pound battery pack for the GM electric car runs the length of the vehicle, and technicians would have to be able to remove and replace it.

Some dealerships already may have such hoists, but some of those may not be adequate because they can't raise the car high enough, Kelly said.

The service bays also will need lifting tables to raise and lower the battery pack itself and some type of transporter to move the heavy battery pack around.

"We're looking at whether there is any equipment out there today that could handle this type of service," Kelly said. "We have not really found anything. It may require that something be developed."

Dealerships also would need a station to recharge the whole battery pack, which consists of 32 10-volt batteries, in just over an hour, Kelly said. That would require a 220-volt outlet. While most dealerships have 220 lines, they usually don't have 220 outlets.

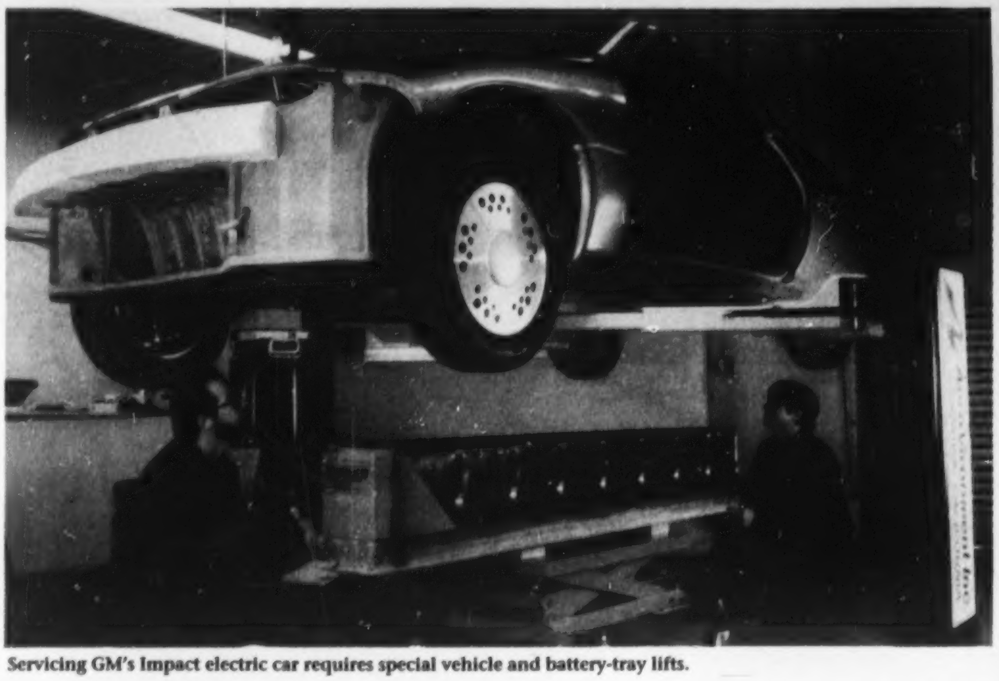
New electric vehicle software for diagnostic machines will require thousands of hours for development, Kelly said. He added that technician training will be another massive job.

"The training will be very extensive and has to be given to all our dealer technicians," Kelly said.

No small part of the training will be proper handling of high-voltage electrical systems. The battery pack will be capable of jolting a technician with a fatal dose of more than 300 volts of electricity, compared with a maximum of 15 volts from a current battery.

Dealers will have to make the service department changes, but once the electric vehicle is sold, there will be little or no scheduled maintenance — no oil changes, tuneups or filter or muffler replacement.

But if anything goes wrong with the car, the dealership will be the place to go because no aftermarket shop will be equipped to do the work, Kelly said.



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Mexico sales rise 8% in August

MEXICO CITY — Mexico's auto market showed gains in August, but the sales pace slowed from earlier in the year.

Chrysler — led by strong boosts in its Shadow, Spirit and truck models — more than doubled its volume for the month. Its 5,234 additional sales in August were more than the entire industry gained.

The latest figures from the Mexican Automotive Industry Association show that overall sales of cars and trucks in Mexico rose 8.04 percent in August to 50,166. That brought total sales for the year to 424,431 units, a 21.8 percent increase from 1990 levels.

Industry leader Volkswagen was off for the month. So were its two closest followers, Nissan and Ford.

The sales figures include a small but growing number of imported models that have arrived since a ban on imports was lifted last year. A total of 594 imported models were sold in August, lifting the total for the year to 6,436 — about 1.5 percent of the total market.

Through August, General Motors' Silhouette minivan was the best-selling import, with 1,470 sales. Two other minivans, Chrysler's Voyager (508) and Ford's Aerostar (562), are also on the market.

The Lincoln Town Car (915), Nissan's Maxima (801) and GM's Corvette (796) have been the best-selling imported cars.

Each of the Big Five sells cars and trucks. Other truck makers include Kenworth, Mercedes-Benz and Dina Camiones.

MEXICAN VEHICLE SALES

	Aug. 1991	Aug. 1990	8 mos. 1991	8 mos. 1990
Volkswagen	11,078	12,660	102,906	95,025
Nissan	11,324	11,484	84,063	73,943
Ford	9,565	10,666	81,217	55,973
General Motors	7,727	6,721	76,407	60,647
Chrysler	8,933	3,699	68,396	55,254
Total Big Five*	**48,627**	**45,230**	**412,989**	**340,842**
Other truck makers	**1,539**	**1,200**	**11,442**	**7,576**
TOTAL	**50,166**	**46,430**	**424,431**	**348,418**

*Includes imports
Source: Mexican Automotive Industry Association

Clean air rules renew interest in natural gas

Race is on to bring vehicles to market

JACK KEEBLER
Engineering Editor

Natural gas was the Rodney Dangerfield of alternative motor fuels. It just couldn't get any respect.

But the 1990 Clean Air Act requires clean-fuels fleets in 22 highly polluted urban areas in the 1998 model year.

The result is a multimillion-dollar engineering race among makers — particularly those with lots of fleet business — who hope to be the first to market a new generation of vehicles powered by natural gas.

The long-range carrot, according to projections by the American Gas Association, is the roughly 4 million natural gas vehicles that will be purchased by 2005 in response to the Clean Air Act's provisions. But there is also a short-range carrot. That is the million-dollar funding by natural gas consortia that is creating natural gas demonstration fleets.

In addition, last year's Persian Gulf crisis emphasized the fragile nature of the petroleum supply — and the high cost of keeping foreign oil flowing. Natural gas is also about 30 percent cheaper than gasoline.

But most Asian and European makers say they are cool toward the fuel because their smaller sedans will not accommodate fuel storage tanks that are large enough to give their cars a practical range. And several foreign makers also mention customer fears associated with refueling as a reason for little development activity on compressed natural gas vehicles.

"It really scares people to refuel them," said a Volvo Cars of North America spokesman. "They have relatively poor range. And the weight of the tanks is substantial. In an era in which we're all trying to reduce weight, that's not a particularly attractive characteristic."

The 1990 Clean Air Act requires that fleets of 10 or more vehicles must be able to run on clean alternative fuels if the vehicles are refueled at a central location and if they are located in one of 22 urban areas that have not have met ozone requirements.

Fleet operators are required to start purchasing those vehicles in the 1998 model year, when they replace their older vehicles. The only exclusions are emergency, rental, demo, off-road and privately garaged vehicles.

GM TAKES AN EARLY LEAD

General Motors — and specifically GMC Truck Division — appears to be the farthest ahead on production-line-built natural gas vehicles.

In July, GMC Truck announced that it had a contract for 1,000 of the vehicles from a consortium of natural gas utilities in Texas, Colorado and California. Production of compressed natural gas powered GMC C2500 pickups with 5.7-liter V-8 engines is scheduled to begin April 1, 1993, a GMC spokeswoman said.

Before that date, GMC vehicles will be shipped to PAS Inc., a Troy, Mich., engineering firm, for installation of the CNG storage tanks and fuel system.

At the Los Angeles briefing announcing the GMC effort, representatives of California's three major gas utilities said the demonstration fleet is funded by a $935,000 engineering and manufacturing grant. The three-phase grant will cover initial design, engineering of the natural gas fuel system, engine development and emission testing.

GMC plans to build as many as 3,000 of the dedicated natural gas vehicles in the 1992 model year. The conversions will meet all the federal safety standards required of gasoline-powered vehicles. And unlike regular conversions performed by outside companies, the GMC trucks converted by PAS Inc. and later factory-built natural gas trucks will be warranted by GM and serviced by GMC dealerships.

In a separate $40 million consortium program announced last February, General Motors' Truck & Bus Group and the Gas Research Institute agreed to begin engineering and product development of GM light-duty and medium-duty trucks with 5.7-, 7.0- and 7.4-liter V-8 engines powered by compressed natural gas.

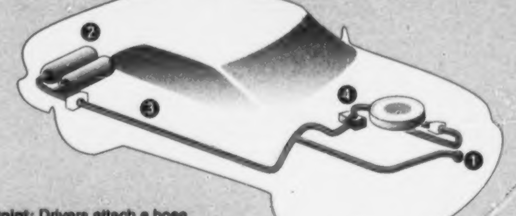
FORD HAS BIG PLANS

Ford Motor Co. also has big plans for compressed natural gas vehicles. Chairman Harold A. Poling told the company's stockholders at the annual meeting last May that by "mid-1992, we'll have a 100-unit test fleet of CNG pickup trucks for customer evaluation." The next step in the Ford pilot process "toward a production vehicle" is the production of an additional 200 to 600 trucks by late 1993.

According to Roberta Nichols, Ford's manager of electric vehicles and external associations, up to half of the 100 Ford pickups

see CNG, 18

Dedicated CNG car



1. **Fill-Point:** Drivers attach a hose that refuels natural gas cylinders in minutes.
2. **Cylinders:** Natural gas is stored in cylinders so strong that they actually add to a vehicle's structural strength.
3. **Tubing:** Stainless steel tubing transports the natural gas from the cylinders to the engine.
4. **Regulator:** Before natural gas enters the engine, a regulator reduces the fuel to about atmospheric pressure.

Source: American Gas Association

MARTHA GRATTAN / AN

NATURAL GAS FOR VEHICLES
1
2
NATURAL
WARNING
STOP MOTOR
NO SMOKING
NO OPEN FLAME

Greg Pokriefka, senior project engineer for ANR Pipeline Co. in Detroit, refuels a compressed natural gas-fueled car. The fill-point for CNG-powered vehicles is usually located underneath the hood.

Association touts natural gas as cheap, plentiful, patriotic

Buy American. That's what the backers of compressed-natural-gas vehicles want the industry to do.

Compressed natural gas is a domestic resource, and the United States has plenty of it. Officials of the natural-gas industry claim there is a 50- to 60-year supply at current consumption rates just by tapping conventional resources.

And the price is right, gas officials say. The cost per mile driven is about 60 percent of the cost of unleaded regular gasoline.

A good domestic supply, a reasonable price and significant emissions benefits are just three strong reasons why vehicle makers are spending time and money sorting out the advantages and disadvantages of natural-gas-powered vehicles.

The Persian Gulf crisis helped to underscore the fragile nature of the foreign petroleum supply. Natural gas, by contrast, is in greater supply than oil in the United States.

But what happens if large numbers of natural-gas vehicles are produced? Would increased consumption by motor vehicles quickly chip away at the reserve?

"In our most optimistic projections, we see about 3 million natural-gas vehicles on the road by the turn of the century," said Julie Stewart, an American Gas Association spokeswoman.

"As for the reserve, 8 million to 10 million vehicles would consume about 1 trillion consumption is about 19 trillion cubic feet per year. So 10 million vehicles would increase consumption by 5.3 percent."

Compared to established fuels such as gasoline and diesel, natural gas is about 30 to 40 percent cheaper per mile traveled. Aftermarket costs for converting gasoline vehicles to compressed natural gas run from about $2,500 to $4,000, depending on the sophistication of the conversion and the size of the storage tanks.

Natural gas also may offer large emissions benefits with simpler fuel systems and essentially no emissions-producing refining process.

Jeff Alson, assistant to the director of the Emission Control Technology Division of the EPA, thinks highly of compressed-natural-gas vehicles for several reasons.

"CNG is a very clean fuel," he said. "Roughly 85 to 95 percent of the hydrocarbon emissions from these vehicles is low-reactivity methane. Methane is a fairly potent global-warming gas. But from an ozone-production standpoint, it is near zero photochemically."

Alson said natural-gas vehicles have two other important advantages from an emissions perspective.

First, even when the emissions-control system fails, the exhaust emissions are still fairly environmentally benign.

And there are no evaporative emissions from their sealed high-pressure fuel tanks. natural gas produce the fewest reactive compounds of any of the current alternative fuels.

In addition, compressed natural gas has a high octane rating of about 130, compared to about 94 for the highest-octane gasoline. That means compression ratios as high as 15 to 1, which allow higher operating efficiency.

Natural gas is safe in a properly engineered vehicle. According to the Gas Research Institute, there have been no fatalities, burn accidents or other serious injuries associated with compressed natural gas in 430 million miles of natural-gas-vehicle operation.

And importantly, a supply infrastructure is already in place. About 1.2 million miles of underground supply lines criss-cross the United States. But there are few filling stations. The installation cost of a natural-gas filling pump is high. Industry experts estimate the cost at $250,000. (An M85 methanol pump costs about $25,000 to $30,000.)

Natural gas is being sold at a limited number of Amoco, Shell and Unocal stations.

Long-range, natural-gas companies say that private homes might be fitted with natural-gas compressors for filling the family vehicle. The units would cost $2,500 to $3,000 plus an installation cost of $800 to $1,500. Users might be able to pay for the compressor on an installment plan as part of their monthly gas bill.

About 1,000 of those home units have been with the equivalent of 10 gallons of gasoline takes about five hours. Fast-fill public pumps, which operate at higher pressures, reduce that to about five minutes.

On the negative side, emissions of hydrocarbons (mostly unburned methane) are relatively high. The vehicles will probably need a different type of catalyst to meet future regulations for hydrocarbon and oxides of nitrogen emissions.

But perhaps the biggest stumbling block is fuel storage. To carry sufficient amounts of the gas for reasonable range, vehicles must be fitted with large, heavy pressurized tanks (about 124 cubic feet of natural gas equals one gallon of gasoline in energy content.)

That limits current natural gas vehicles to extra-large sedans and trucks.

Adding to the range problem is the lack of an extensive public refueling station network. There are only 325 to 350 public refill stations in the United States.

Opponents say consumers would be nervous about handling high-pressure fuel lines and driving with storage pressures of 3,600 pounds per square inch in the fuel tank. Of course, most makers say their tanks are capable of withstanding up to four times normal storage pressures.

And finally, dual-fuel vehicles suffer a 10 to 15 percent loss in power. Because the fuel enters the combustion chamber as a gas, it partially displaces the incoming air charge. That reduces the amount of oxygen available

Transfusions could quickly recharge batteries

EDWARD LAPHAM
Managing Editor

TOKYO — Electrolyte transfusions may be the quick-charge answer for electric vehicles powered by lead-acid batteries, according to a backer of the Los Angeles Electric Vehicle Initiative.

John Samuel, director of Clean Air Transport AB, the Swedish company that plans to sell electric vehicles in Los Angeles in 1993, said his company has examined other battery types and can use them when they are completely developed but the lead-acid variety remains the most cost-effective, despite quick-charge limitations that restrict use.

"A series of service stations that can quickly exchange battery electrolyte might be the most feasible way to do quick charges without increasing the cost of the vehicle," Samuel said.

Samuel and a prototype of the LA301 — along with several Los Angeles officials — were at the International Automotive Design stand at the Tokyo Motor Show. IAD built the four-door prototype at its studio near Worthing, England.

Clean Air Transport, which won a competition to supply vehicles to Los Angeles, and officials of the Los Angeles Department of Water and Power will show the car in Los Angeles for the first time Thursday.

The LA301 is a hybrid unit that includes a 45-horsepower DC motor plus a fuel-injected, four-cylinder internal combustion engine that burns reformulated gasoline with a pre-heated catalytic converter.

Clean Air Transport said the vehicle can travel 60 miles in the all-electric mode, and the auxiliary engine extends the range to 150 miles.

The engine kicks in if the lead-acid batteries are more than half discharged or if the vehicle speed is more than 30 mph.

Samuel said the vehicle will go on sale in the United States in 1993, although the company has yet to settle on a retail distribution system. The projected retail price will be $25,000 in 1991 dollars, he said.

Samuel's experience with hybrid electric vehicles dates back to the late 1970s when he was president of Electric Auto Corp. in Troy, Mich., which used research and development partnership funds to develop the Silver Volt.

The Silver Volt, based on the Chevrolet Malibu A-body wagon, was to have been produced in a factory in the Bahamas and sold primarily in Florida and Southern California.

Electric Auto Corp. and the Silver Volt project folded in 1982. ■

The LA301 prototype is powered by a DC motor and four-cylinder engine.

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CNG

Plentiful fuel gets new respect

continued from PAGE 16

will be placed with California gas utilities. They include Pacific Gas and Electric, Southern California Gas and San Diego Gas and Electric. The rest will go to other customers in the United States and Canada.

Nichols said the pickup trucks have been modified with an increase in compression ratio to take advantage of the fuel's higher octane. But there has been some power loss because of a loss in volumetric efficiency.

But the real challenge, according to Nichols, is oxides of nitrogen emissions. One of the engine's advantages is low carbon monoxide emissions.

"The present NOx reduction catalyst needs some CO to do its job," said Nichols. "So we're going to need a new catalyst. And the engine control module will also have to be re-programmed." She said engineers are "shooting for a minimum range of 200 miles in combined city and highway driving."

Nichols said that another important reason for renewed interest in natural gas is the change in the industry itself.

Until the last few years, gas suppliers were a loosely organized group consisting of the pipeline companies, producers and supply utilities. Today, essentially united under the American Gas Association and Natural Gas Vehicles Coalition banners, the industry is better coordinating its efforts — and funding — so it can be heard in company boardrooms and government hearings.

For example, last month the 1991 Natural Gas Vehicles Conference and exhibit brought together a number of interested parties, including elected officials and representatives of the Bush administration, automotive industry, natural gas vehicle equipment manufacturers and gas industry.

Chrysler Corp. plans to produce 50 full-sized Dodge B-vans by March 1992 that will go into service in a test project sponsored by the U.S. Department of Energy and the General Services Administration. The value of the contract is $885,900.

In announcing the Chrysler contract, Energy Secretary James D. Watkins said, "Compressed natural gas and other alternative fuels are a key ingredient in our National Energy Strategy for reducing our dependence on unreliable sources of foreign oil."

By late 1992 or 1993, about 2,000 of the Dodge vans will be built at a shop near the plant in Windsor, Ontario. And by 1994, the plan is to build production CNG vehicles on line.

JAPANESE TIGHT-LIPPED

Most Japanese vehicle makers are quiet about their work on natural gas. Requests for information from Japan by the public relations departments of several large U.S. importers were unanswered.

Toyota Motor Corp.'s natural gas research began in 1984. The company claims its research is addressing the relatively high emissions of methane and reductions in the weight of the pressurized storage tanks.

Nissan Motor Co. Ltd. is funding a five-year alternative-fuels research project at the University of Toronto. According to Nissan, the "prime target" of the $250,000 program is the refinement of natural-gas-powered engines and their fuel systems. The agreement is between Nissan Canada Inc. and the University of Toronto.

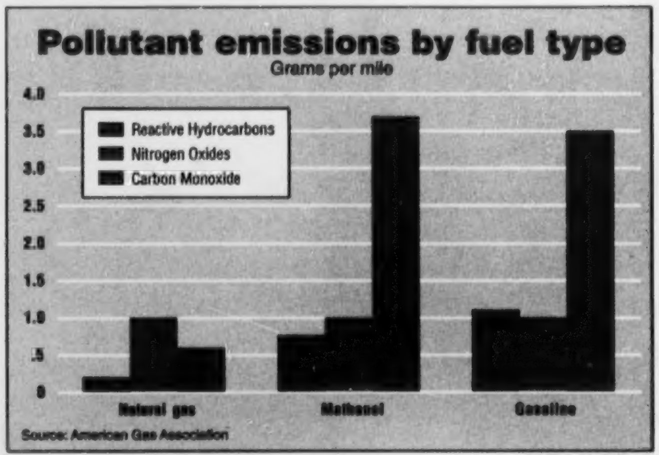
Isuzu Motors Ltd. released information last November on a joint development effort with Tokyo Gas Co. The program produced a two-ton-payload Elf truck powered by a converted 3.6-liter diesel engine fueled with liquid natural gas.

Isuzu reports one-seventh the emissions of carbon monoxide and one-twentieth the emissions of nitrogen oxides produced by a diesel engine. Hydrocarbon mass amounts were the same as a diesel engine, but were of less reactive types that produce little ozone.

Industries that use light trucks for delivery services are already experimenting with the fuel.

A Federal Express test fleet has been set up under the auspices of the California South Coast Air Quality Management District. In September 1989, United Parcel in New York converted 10 delivery vans to natural gas and is operating those vehicles in Brooklyn. And last April the company announced a two-year test project in Washington involving three of its vans. ■

> "Compressed natural gas and other alternative fuels are key ingredients in reducing our dependence on foreign oil."
>
> **JAMES WATKINS**
> ENERGY SECRETARY

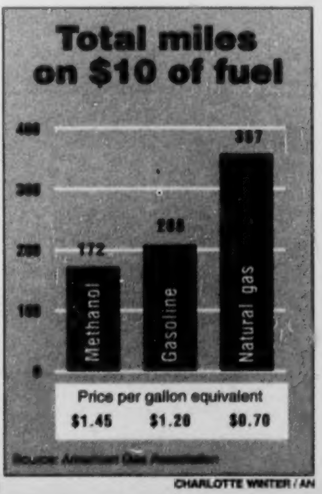


Pollutant emissions by fuel type

Grams per mile

Source: American Gas Association

MARTHA GRATTAN / AN



Total miles on $10 of fuel

Source: American Gas Association

CHARLOTTE WINTER / AN

Most dealers opt to service Peugeot

JIM HENRY
Staff Reporter

NEW YORK — Peugeot dealers had until last Friday to decide whether to drop the franchise entirely and get nothing or to accept a one-time payment from Peugeot Motors of America to stay on and sell parts and provide service.

Peugeot announced in August that it had stopped importing new cars to the United States.

The company is offering dealers $1,000 for each car sold between Jan. 1 and Sept. 30 of this year if they continue to handle parts and service for three years.

Peugeot spokeswoman Kim Derderian said that by the middle of last week, 106 of Peugeot's 151 U.S. dealers had accepted the company's offer.

Peugeot sales through September were 3,263, an average of about 22 cars per dealer. That would be an average settlement of $22,000 per dealer.

Peugeot dealers remain unhappy with the decision to halt imports but are "fairly comfortable" with the settlement offer, said Gary Reynolds, chairman of Peugeot's dealer council and owner of Reynolds' Garage and Marine Inc., which is located in Lyme, Conn.

Reynolds, one of Peugeot's 32 exclusive dealers, said he will accept the offer but is also trying to acquire another new-car franchise.

Besides agreeing to stay on to sell parts and provide service, dealers who accept the offer also have to release Peugeot and its parent companies from any legal liability, Derderian said.

Eric Chase, a Roseland, N.J., attorney who represents many dealers, said he didn't know of any Peugeot dealers who had sued the company.

"For many dealers with other franchises or who only sold one or two Peugeots a month, this is probably not a big deal at all.

"For some people," Chase continued, "they're losing their livelihood," he said.

Derderian said Peugeot will offer rebates on parts purchases starting in 1992.

Infiniti satellite link aimed at training

ATLANTA — Infiniti dealers now can receive company news updates, sales training and service training through a private satellite network that includes one-way video capabilities.

The $3 million VSAT network links more than 90 U.S. sites including all Infiniti dealerships, regional offices, Nissan regional offices and Nissan Motor Corp. in U.S.A.

"Using video we can expand our sales and service training programs," said William R. Bruce, Infiniti general manager.

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U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	2nd Qtr. '91	2nd Qtr. '90	Annualized trade July '90-June '91	Annualized trade July '89-June '90
Japan	from U.S.	$ 138,380	$ 141,679	$ 579,456	$ 455,421
	to U.S.	4,604,525	4,943,599	21,818,352	21,434,183
Canada	from U.S.	2,220,839	2,448,966	6,873,483	8,030,677
	to U.S.	5,397,010	5,415,251	18,339,329	18,863,953
Germany	to U.S.	1,009,671	1,525,667	4,967,900	5,424,770
S. Korea	to U.S.	262,147	290,925	1,149,370	1,070,377
Sweden	to U.S.	286,354	433,166	1,209,335	1,627,495
Mexico	to U.S.	643,094	565,741	2,765,082	1,419,093
Yugoslavia	to U.S.	0	3,742	6,438	3,901
United Kingdom	to U.S.	134,768	236,006	729,818	896,855
Italy	to U.S.	42,912	74,097	235,903	275,371
France	to U.S.	2,636	3,490	34,743	9,064
Brazil	to U.S.	24,268	11,683	71,946	190,473
Others	from U.S.	1,121,690	794,266	3,155,989	2,805,909
	to U.S.	173,545	140,252	728,733	492,961
Car and truck total	from U.S.	3,480,897	3,384,959	10,608,928	11,292,007
	to U.S.	12,580,928	13,643,619	52,056,949	51,708,497
VEHICLE TRADE BALANCE		(9,100,031)	(10,258,660)	(41,448,021)	(40,415,536)
Car total	from U.S.	2,750,734	2,860,708	8,696,343	9,529,682
	to U.S.	10,829,549	11,557,161	45,196,899	43,801,398
CAR TRADE BALANCE		(8,078,815)	(8,696,453)	(36,500,556)	(34,271,716)
Truck total	from U.S.	730,163	524,251	1,912,585	1,762,325
	to U.S.	1,751,379	2,062,458	6,860,050	7,907,099
TRUCK TRADE BALANCE		(1,021,216)	(1,538,207)	(4,947,465)	(6,144,774)
TOTAL U.S.	from U.S.	105,742,000	96,577,300	406,208,400	378,623,400
Merchandise trade	to U.S.	119,061,000	120,678,300	489,912,100	481,239,200
U.S. TRADE BALANCE		(13,319,000)	(22,101,000)	(83,703,700)	(102,615,800)

Auto trade picture brightens

LINDSAY CHAPPELL
Staff Reporter

The balance of automotive trade between the United States and the rest of the world showed frail signs of improvement at the end of the second quarter.

Key factors in the shift are steep declines in imports from Germany and other European countries, additional displacement of Japanese imports by U.S. transplant factories and a modest increase in U.S. truck exports.

The value of cars and trucks imported from Japan was $339 million less in the second quarter than it was a year earlier.

At the same time, Japanese-owned assembly plants in the United States produced an additional 59,000 vehicles.

Although the overall effect on the trade deficit is small, the change comes at a time when U.S. automakers continue to express frustration with Japanese importers and renewed hopes for U.S. exports.

According to government trade data, which lags several months behind current activity, the United States imported $12.58 billion in cars and trucks from foreign factories during the three months ended June 30.

That contributed to a $1.16 billion improvement in the nation's automotive balance of trade. During the second quarter of 1990, importers brought in $13.64 billion worth of vehicles.

But the U.S. automotive trade deficit was still running at an annual rate of $41.4 billion a year — $1 billion higher than in 1990.

Exports of U.S.-made vehicles rose $96 million for the three-month period, to $3.48 billion. Truck exports rose $206 million. Car exports declined about $110 million.

The glimmers of good news brightened an otherwise gloomy report. While imports from every major auto-producing nation except Mexico were down, so were U.S. exports to key markets including Canada and Japan.

The figures appear to reflect a sluggish car market in and out of the United States as much as any competitive positioning by U.S. producers.

Imports from Germany, Sweden, France and the United Kingdom plunged significantly in the second-quarter, reflecting the sinking fortunes of Europeans in the U.S. market.

But imports from Mexico rose 13.7 percent over the second quarter of 1990. For the 12 months ended June 30, Mexican factories nearly doubled their year-earlier shipments.

A key factor has been Ford Motor Co.'s production increase at its Hermosillo plant, which builds Ford Escort/Mercury Tracer.

Japanese could take 30% of U.K. market, study says

VAUGHAN FREEMAN
Special Correspondent

LONDON — Japanese automakers will capture 30 percent of the British market before the end of the 1990s, up from a voluntary 11 percent ceiling now, according to a study issued last week.

The report, issued by the securities firm of Albert E. Sharp Ltd., makes the gloomiest reading yet for Ford of Britain, General Motors/Vauxhall and Britain's own Rover Group.

Just 10 days ago, Ford warned trade union leaders that the automaker expected Japanese manufacturers to hold a 28 percent share by 1999.

According to the Sharp forecast, Japanese producers are on the threshhold of breaking into the all-important company car market. That market accounted for half the 2 million new cars sold last year in Great Britain.

Sharp says Nissan and Toyota will both be looking for 10 percent shares in the British market, while Honda also will become a major player.

"The real concern has to be for those manufacturers with considerably lower market shares who simply could not afford to give up several percentage points," said Del Barrett, who is the author of the report.

Nissan, Honda and Toyota plants in Britain could be producing as many as 600,000 cars a year between them by 1995, or more than 50 percent of present domestic output, Barrett added.

Ford Europe opens recycling test plant

FRANKFURT — Ford of Europe began operating a $54,000 pilot plant last month inside its Cologne, Germany, factory to develop technology for dismantling cars and removing recyclable components and fluids from vehicles.

Ford said lessons learned at the plant may lead to design changes in current and future models that would make it easier to recycle parts. The techniques developed also will be described in a manual for eventual use by the scrap industry. But Ford has no plans to open a recycling factory in Europe or in the United States.

This month Ford also began collecting scrap plastic vehicle parts from dealers in the Cologne area. The parts will be consolidated at the plant, sorted and passed to suppliers who will study their recyclability.

— Diana T. Kurylko

WRITE-OFF

Big 3 must erase billions

continued from PAGE 1

the future. Besides health care, those benefits also include life insurance and legal assistance.

Initially, the change covers only U.S. employees and retirees. It will extend to foreign employees and retirees after 1995, according to a benefits consultant.

Automakers and other public corporations will have to decide whether to account for the billions in new liabilities at one time, or to spread the accounting change over as much as 20 years.

"We are looking at the alternates and trying to decide the best way to handle it," Stempel said. "We hope that the analysts understand it."

In addition to the big switch-over charge, the companies' reported earnings will be depressed in future years as retirement liability grows. Companies will have to expense millions of dollars annually in a non-cash "interest expense" on the liability.

The change will be reflected only in public financial statements. It makes no difference in the companies' income as reported to the Internal Revenue Service.

Ford Chairman Harold Poling says his company is weighing taking a big hit now versus amortizing the cost over years. Either way, Poling says rising health care costs and the new rule from the Financial Accounting Standards Board will hurt Ford's financial position.

"It's a very serious problem for the competitiveness of the auto industry in this country," Poling said.

Health care makes up the great bulk of retiree benefits. For years, automakers have been trying to negotiate reductions in health-care costs.

"We need some form of cap on the expenditures," Poling says.

Companies are likely to take a long hard look at reducing retiree health care costs.

John Beauchamp, practice director at The Wyatt Co., a benefits consulting firm, says almost every company is looking for ways to decrease employer contributions to retiree health plans. "It's going to be tough for future retiree programs," Beauchamp said.

The new accounting rule is FASB No. 106, issued in December 1990. Public companies will have to use it for any fiscal year beginning after Jan. 1, 1993. It falls most heavily on companies, such as the domestic automakers, that have large work forces and large bodies of retirees.

> “It's tough, after all these years of accounting for it on a pay-as-you-go basis, to make the change.”
>
> **ROBERT STEMPEL**
> GENERAL MOTORS

Because of the rule, International Business Machines Corp. last spring took a $2.3 billion charge and reported its first quarterly loss.

Here's how the change is being handled at each of the Big 3:

GENERAL MOTORS

GM has said that it does not plan to adopt Rule No. 106 earlier than required. The company has not decided whether to take the big hit or spread it over a number of years.

GM's new one-time liability could easily exceed $10 billion. Stockholders' equity as of Sept. 30 was $28 billion.

In 1990, GM paid $1.2 billion for non-pension benefits for about 345,000 retirees, roughly $3,496 per person.

"In addition to all those other exciting things we are dealing with, like a recession and trying to get things back on track, we've got that great little Rule 106," Stempel said, dripping sarcasm.

He said GM will probably make a provision for the new accounting standard when it releases calendar-year earnings.

Even though GM won't have to set aside any cash, Stempel is concerned about how the numbers will be perceived.

"My concern is when you show big numbers in your balance sheet, and you account for them, people start to raise questions about them, as they should," Stempel said. "It's tough, after all these years of accounting for it on a pay-as-you-go basis, to make the change."

Analyst Philip K. Fricke of Prudential Securities Inc. said he wouldn't dare venture a guess about GM's potential liability: "They have an army of actuaries working on that, and they don't know yet," Fricke said.

Early signs show hope that investors and analysts understand, Stempel said. Companies that have already announced the impact of the new rule on their balance sheets have seen "nary a ripple" from investors.

FORD

Ford estimates its initial liability at between $5 billion and $9 billion.

In addition, Ford estimates that it will have to expense between $200 million and $1 billion a year in new liabilities. Most of that is for the equivalent of interest that would accrue if the retirement benefit money had been actually put into a fund.

Ford's post-retirement health-care costs rose from $386 million in 1988 to $416 million in 1989 to $460 million last year — a hike of 19 percent in two years.

Ford Chairman Poling says the company is weighing the pros and cons of a big hit versus amortizing the cost over years. Either way, Poling says rising health care costs and the new FASB rules will hurt the company's financial position.

Health-care costs are "a very serious problem for the competitiveness of the auto industry in this country," Poling said.

Gary Brantz, a health care actuary with the management firm Towers Perrin, says the new rule will have "a dramatic impact to earnings, but it may be a healthy exercise because it will force companies to address the health care issue."

Said Poling: "We need a cap on the expenditures."

The company is negotiating with the UAW for a spending cap for hourly retirees and has taken steps to limit some of its liability on the salaried side. Where Ford used to pick up the entire 20 percent co-payment for its Medicare-eligible salaried retirees, said an executive at Blue Cross Blue Shield of Michigan, it recently instructed the plan to pay only the 10 percent Ford is obliged to pay.

CHRYSLER

Chrysler has not decided whether to take a one-time hit or amortize the liability over several years.

Chrysler's preliminary estimates of its one-time liability range from $4 billion to $6 billion, according to the company's third-quarter financial statement.

"The low estimate assumes Chrysler can negotiate various changes in its benefit levels," the company said in its financial statement. "The high estimate assumes no changes are achieved, which Chrysler believes is unlikely."

Chrysler continues to seek ways to reduce the rising costs of medical expenses and insurance plans.

Big book change

A new accounting rule forces corporations to account for a huge liability for future retirement benefits.

GM:

- **415,000 U.S. employees***
- **345,000 U.S retirees & surviving spouses***
- **Estimated liability: over $10 billion**

FORD:

- **150,000 U.S. employees**
- **118,400 U.S. retirees & surviving spouses**
- **Estimated liability: $5 billion to $9 billion**

CHRYSLER:

- **90,000 employees worldwide**
- **68,000 retirees, not including spouses**
- **Estimated liability: $4 billion to $6 billion**

** Not including Electronic Data Systems Corp. and GM Hughes Electronics Corp.*

CLEAN AIR

Northeast may join 'California club'

continued from PAGE 1

"It adds another dimension to what we're doing. And, to be honest, we don't need another dimension right now," he said.

Also true to form, environmentalists were unsympathetic.

"This is an industry with a record of being able to meet tough standards," said Bill Becker, the Washington-based executive director of two interested groups, the State and Territorial Air Pollution Program Administrators and the Association of Local Air Pollution Control Officials.

"I don't know whether this is intentional, but they typically lay out the worse-case scenario before the fact and then are able to do what was asked cheaper and faster than they ever thought," Becker said.

"It really bugs me when they say that the Northeast doesn't have California's air pollution problems so they don't need California's standards. Some areas do have serious pollution problems, and other areas want to make sure they never do," he said.

Becker said the agreement signed last week could speed up the legal process for the states interested in adopting the California rules.

A 1977 provision added to the federal Clean Air Act allows other states to adopt the California standards instead of the less rigorous federal rules, provided they adopt the entire California program. Other states are not allowed to set unique standards.

States that fail to meet federal air pollution standards are under pressure from the government to demonstrate that they're doing something to clean up their air, and adoption of the California standards is seen as a simple solution to a complicated problem.

In some states, the legislature must act to adopt the California standards. Others have authorized a rulemaking body like a state department of environmental protection to act on its own.

Other states are debating the matter of who has the power to adopt California rules.

The New Jersey Division of Environmental Quality, for example, is exploring that legal issue, said spokesman George Klenk. New Jersey has scheduled a public hearing in Trenton on Thursday on a host of environmental proposals, including a draft of California-style standards.

Spokesmen for Ford Motor Co. and General Motors last week reiterated the industry stance that the California rules were devised for air pollution problems unique to California, and that the cost of exporting California rules to other states will outweigh the benefits. And there are easier ways to clean the air, they said, like getting heavy-polluting, pre-1975 cars off the road.

They disputed the states' claim that the emissions from gasoline-powered cars could be cleaned up for less than $200 per car. They put the price at more than $1,000 per car.

"The consumer is the guy that's going to get hurt, and the automobile industry is going to get hurt, and the infrastructure it's going to take to run this show is going to be huge," said John V. Dinan Jr., spokesman for GM's environmental activities staff.

Besides requirements for "low-emission," and "ultra-low-emission" vehicles, the California rules say that by 1998, at least 2 percent of a company's sales of cars and light trucks under 3,750 pounds have to be "zero-emission" vehicles. The figure would rise to 10 percent by 2003.

At the present state of the art, "zero-emission" means electric vehicles. If all the states in question adopted the California rules, automakers would have to sell — not just build — about 110,100 electric vehicles in 1998, compared to about 34,500 for California alone. The U.S. total would jump to 550,500 by 2003. The figures are based on annual sales of 15 million cars and light trucks. The rules call for financial penalties if the right model mix isn't reached.

"We'll never meet those standards, if we have to do it based on the mix in all those different states. From every point of view, it's impossible," said Don Buist, Ford director of auto emissions and fuel economy.

"Once you get outside Los Angeles, it's hard to see the benefits," he said. "It's hard for me to see the state of Maine, for instance, needing electric vehicles for air pollution."

The "memorandum of understanding" signed by the governors last week gives more momentum to a movement that formally started in 1989, when a coalition of eight Northeast states approved the California rules in principle.

New York and Massachusetts have already approved the new standards, and unless the manufacturers can change a lot of minds in public hearings presently going on, those states will likely adopt the California requirements.

"If I were a betting man, I wouldn't bet against it" in New York and Massachusetts, said Ford's Buist. The new rules would be phased in two years.

Automakers took some comfort in the fact that Connecticut, Rhode Island and Vermont asked for more time to study the memorandum that was signed last week, even though those states have already indicated that they are interested in joining the California club.

"Maybe some people are beginning to listen to what we've been trying to say all along," Buist said.

Report pushes plan to scrap old cars

WASHINGTON — A program to buy and scrap old, fuel-inefficient cars would reduce gasoline consumption and environmental pollution faster than higher fuel economy standards for new cars, says a new report.

Under the plan studied by DRI/McGraw-Hill of Lexington, Mass., owners of pre-1979 cars would be paid $700 to scrap their cars. Analysts said they think about one-third of the 25 million to 30 million pre-1979 cars would be turned in under the voluntary program.

The program would result in savings of about 5 billion gallons of gasoline in the first five years, about the same savings that could be expected under a 1996 fuel economy standard of 32 mpg, said analyst Bernard Campbell.

The program could be funded with a five-year, two-cent-a-gallon gas tax or a tax on new gas-guzzlers. Or automakers could fund it in return for credits against fuel economy requirements, Campbell said.

— Max Gates

incentives

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$600
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ran van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.

1992 models

Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury	
Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1.000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 5.9 percent financing

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models	Company pays U.S. luxury tax

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Eagle Talon (base, 1991-92)	$750
Jeep Cherokee Laredo (1991-92)	$1,000

HONDA

Civic 4-dr. sedan	$400

HYUNDAI (California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

NISSAN (all expire Nov. 4, unless otherwise noted)

All 1991 and 1992 models	$200 after reaching quota
1991 models	
Sentra	$200
240SX	$600
Maxima	$800
Stanza	$1,800
300ZX (expires Feb. 2)	$2,500-3,500, quota
Pickups	$1,200
Pathfinder	$1,400
1992 models	
Stanza	$1,000
Pickups	$900
Pathfinder	$600

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN (No expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$800-1,500

Volvo adds its 240 series to dealer rebate program

Volvo Cars of North America added the 240 series to its dealer incentive program for 1991 cars.

Volvo's program pays dealers $1,500 on sales of 240 sedan and wagons, $1,750 to $2,500 on 740 sedans and wagons, $2,500 on the 780 coupe and $1,500 to $2,500 on 940 sedans and wagons. The program expires Dec. 31.

Mitsubishi Motor Sales of America Inc.'s incentive programs for customers and dealers expired Oct. 31. The company had not announced new programs last Friday.

— Arlena Sawyers

GM to align engine activities

PHIL FRAME
Staff Reporter

DETROIT — General Motors' Central Foundry Division will become part of the Powertrain Division in 1992, completing GM's efforts to bring more coordination to its powertrain operations.

Central Foundry, now part of GM's Automotive Components Group, makes cast iron and aluminum powertrain and chassis parts.

The addition of Central Foundry to the Powertrain Division carries out the recommendations of an internal study made several years ago that showed GM needed to combine its engine, transmission and foundry operations to produce better powertrains, said spokesman Steve Gaut.

The Powertrain Division was formed 11 months ago when the former Engine Division merged with Hydra-matic, GM's transmission division. Before that, the engine activities of the Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-Canada groups merged to form the Engine Division.

The announcement that Central Foundry will become part of Powertrain came halfway through the move of Powertrain's headquarters from Brighton, Mich., to Pontiac, Mich. About 680 employees will be headquartered in Pontiac when the move is completed by the end of the year, Gaut said.

The merger of Central Foundry and Powertrain will begin in early 1992 and is expected to take about a year to complete, Gaut said. ■

LOANS

Rise in bankruptcies not fault of dealers

continued from PAGE 4

second most common reason was unemployment, which was reported by 15 percent of lenders, followed by divorce or separation, reported by 6 percent of the lenders.

The most common age of those filing for bankruptcy is 30 to 40, according to 81 percent of lenders. Fifteen percent said the 22-to-29 age group is the most common.

Eighty percent of the lenders said most bankrupts are married, and 60 percent said most are renters rather than homeowners.

While 67 percent of the banks surveyed reported that they have extended credit to someone who has declared bankruptcy in the past five years, more than 96 percent of those applications are denied by lenders.

The rise in bankruptcies is another sign of the troubled economy. According to the American Bankruptcy Institute, a record 1 million personal bankruptcies will be filed from July 1991 to July 1992.

According to the American Bankers Association, the average consumer installment loan granted in 1990 was $9,149, slightly less than the $9,412 average in 1989. The largest loan volume was in indirect auto loans, with an average amount of $10,781, up from $8,560 in 1989.

The Consumer Bankers Association survey was based on reports from 90 federally insured lenders within average assets of $6.8 billion. Their average indirect auto loan portfolio was $271 million as of June 30. ■

SAAB

Shifting resources to weak regions

continued from PAGE 6

other regions are Western, headquartered near San Francisco; and Central, based near Chicago.

The moves reduce the total number of regional employees from 93 to 70. But the number of district representatives who call on dealers will be increased from 50 to 55, with most of the increase in the South and West.

Saab is also adopting an "asymmetric" regional structure, with a heavier concentration of sales representatives in the South and West, where sales are thin and the parts and service workload is relatively light. The situation is reversed in the Northeast and mid-Atlantic, where sales are already pretty good and there's a greater demand for parts and service because of a higher population of Saabs.

Saab spokesman Steve Rossi said Saab in its present Northeast region has a 27.8 percent share of a competitive group of European import models. The share is 11.8 percent in the Mid-Atlantic; 11.7 percent in the Central region; 6.9 percent in the West; and 5.5 percent in the South. ■

Ford spends millions for paint shops

DEARBORN, Mich. — Ford Motor Co. plans to invest $350 million for paint facilities at two of its truck plants in the United States.

Construction began last week on a 240,000-square-foot paint facility adjacent to Ford's Michigan Truck Plant in Wayne, Mich. That paint plant will cost $185 million and is expected to open in 1993.

Ford also has applied for permits to build a 240,000-square-foot paint shop at its Norfolk, Va., plant. The $165 million facility could open by mid-1993.

The Wayne plant builds F-series trucks and the Bronco sport-utility. Norfolk builds the F series. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/4	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Dearborn, Mich.	11/4, 11/11	
Ford Mustang		2,800
Edison, N.J.	11/4	
Ford Ranger		2,800
Kentucky truck (Louisville)	11/4	
Ford heavy truck		1,000
Lorain, Ohio	11/4	4,300
Ford Thunderbird		
Mercury Cougar		
Oakville, Ontario	11/4	4,800
Ford Tempo		
Mercury Topaz		
St. Paul, Minn. (Twin Cities)	11/4	3,400
Ford F series		
Ford Ranger		
St. Thomas, Ontario	11/4	
Ford Crown Victoria		2,000
Mercury Grand Marquis		2,800
Wayne, Mich.	11/4	
Ford Escort		5,800
Wixom, Mich.	11/4	4,100
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
Total U.S. car		17,000
Total Canada car		10,986
Total U.S. truck		7,200
Total units lost week of 11/4		35,186

Source: Automotive News Data Center

Mercedes may build 3 models in Soviet Union

DIANA T. KURYLKO

Staff Reporter

FRANKFURT — Mercedes-Benz AG said last week it is discussing the possibility of producing its current line of small and mid-sized models in the Soviet Union after the cars have been replaced in the rest of Europe.

In an unusual twist, the cars — the 190, 200 and 300 families — would not be badged as Mercedes, company officials said.

The talks with Soviet officials are in early stages and no decision is likely until 1996 or 1997, a Mercedes spokesman said last week.

"We are still producing our middle-range car and the compact class, and they are the only ones we could sell over there," he said. "Of course, the cars sold there would not have the star on the bonnet and would be very basic."

Mercedes acknowledged recently that a Soviet machine-tool collective had asked for licensing rights to the Gelaendewagen off-road vehicle. Those talks continue, the Mercedes said.

Mercedes already produces buses in the Soviet Union in partnership with vehicle maker VAZ. ▪

Mercedes electric cars pace marathon

NEW YORK — Two battery-powered Mercedes—Benz sedans helped pace Sunday's New York City Marathon.

Based on the four-door 190 sedan, the two vehicles have a top speed of 70 mph and
93 miles of range at a steady 50 mph. Acceleration to 30 mph takes 13 seconds. Power is provided by a sodium-nickel chloride battery. The sides of the cars are lettered with "Mercedes-Benz Electric Research Vehicle — Zero Emissions."

Mercedes marked its eighth year as the marathon's automotive sponsor.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 10/28-11/2/91	Actual 10/21-10/19/91	Oct. Est.	Year 1/1-11/2/91	Year 1/1-11/3/90
LeBaron A	0	0	0	0	8,071
LeBaron J	850	628	2,151	21,281	44,740
New Yorker	800	1,123	4,110	9,132	33,014
Fifth Avenue	1,350	1,304	6,449	27,585	30,876
Imperial	300	282	1,348	7,552	16,507
Town & Country (trk.)	150	275	713	3,928	2,078
Total Chrysler	**3,450**	**3,582**	**14,771**	**60,479**	**135,286**
Horizon	0	0	0	0	4,327
Sundance	1,600	1,614	7,996	53,257	76,764
Acclaim	1,400	1,812	8,173	67,719	100,635
Voyager (trk.)	2,200	2,636	11,755	83,609	71,460
Voyager (Can. trk.)	2,035	2,654	10,676	93,403	84,663
Total Plymouth	**7,235**	**8,716**	**38,600**	**297,987**	**337,849**
Omni	0	0	0	0	4,078
Daytona	700	744	2,699	7,904	29,745
Shadow	1,900	2,113	9,219	59,529	84,370
Dynasty	2,200	2,176	10,132	100,611	101,954
Spirit	2,250	2,161	10,919	65,724	89,463
Monaco (Can.)	0	0	236	8,477	8,556
Caravan (trk.)	2,200	2,062	12,049	97,146	77,288
Caravan (Can. trk.)	3,080	3,652	15,811	123,817	104,872
Caravan C/V (trk.)	50	113	472	3,067	4,171
Caravan C/V (Can. trk.)	85	95	414	13,090	5,961
Dakota (trk.)	3,550	3,494	15,983	83,095	63,044
Ram pickups (trk.)	1,150	1,155	5,273	63,380	91,090
Ram Wagon (Can. trk.)	0	0	1,156	16,227	19,152
Ram Van (Can. trk.)	0	0	3,837	35,188	50,409
Total Dodge	**17,105**	**18,365**	**89,201**	**677,257**	**734,153**
Premier (Can.)	0	0	486	8,911	10,123
Cherokee (trk.)	4,300	4,348	19,893	129,003	133,326
Comanche (trk.)	100	119	532	4,519	7,894
Grand Wagoneer (trk.)	0	0	0	1,539	5,894
Wagoneer (trk.)	50	38	193	2,385	3,379
Wrangler (Can trk.)	1,590	1,612	6,761	53,479	50,362
Total Jeep-Eagle	**6,040**	**6,117**	**27,885**	**199,836**	**218,978**
Total U.S. car	**13,350**	**13,937**	**63,195**	**420,295**	**624,544**
Total Can. car	**0**	**0**	**722**	**17,388**	**18,679**
Total U.S. truck	**13,750**	**14,840**	**66,863**	**471,671**	**458,624**
Total Can. truck	**6,790**	**8,013**	**38,666**	**335,295**	**315,419**
CHRYSLER CORP.	**33,890**	**36,790**	**169,437**	**1,244,589**	**1,418,286**
Escort	0	5,361	15,896	168,083	217,233
Mustang	2,678	2,353	8,160	76,310	117,296
Tempo	2,704	2,917	10,481	95,696	110,848
Tempo (Can.)	0	3,602	8,821	90,695	99,133
Taurus	7,221	7,200	33,445	275,593	294,258
Thunderbird	0	2,925	5,834	64,168	101,173
Crown Victoria (Can.)	2,118	0	7,295	78,474	102,663
Aerostar (trk.)	4,002	4,007	18,251	149,341	181,099
Bronco (trk.)	709	621	3,163	16,853	43,501
Explorer/Bronco II (trk.)	7,687	6,407	31,519	239,212	174,062
Navajo (trk.)	202	192	1,013	10,085	6,186
Econoline (trk.)	4,184	4,262	18,173	121,141	149,510
Heavies (trk.)	1,037	0	2,674	27,634	43,565
Light trucks (trk.)	10,583	10,872	46,535	281,355	391,910
Light trucks (Can. trk.)	2,665	3,040	9,922	81,486	116,865
Ranger (trk.)	7,368	7,028	30,219	236,756	246,714
Total Ford Div.	**53,156**	**60,787**	**251,481**	**2,012,861**	**2,386,016**
Topaz	1,175	1,439	4,511	39,798	41,712
Topaz (Can.)	0	970	3,100	29,905	36,306
Cougar	0	1,296	2,707	47,529	66,516
Sable	3,158	3,201	14,480	90,956	91,029
Grand Marquis (Can.)	2,682	0	9,510	88,307	96,764
Total Mercury	**7,015**	**6,906**	**34,309**	**296,485**	**332,327**
Continental	1,066	1,181	5,370	46,995	51,091
Mark VII	188	210	934	8,240	16,724
Town Car	2,404	2,784	12,541	110,423	128,085
Total Lincoln	**3,658**	**4,175**	**18,845**	**165,658**	**195,900**
Total L-M Div.	**10,673**	**11,081**	**53,153**	**462,153**	**528,227**
Total U.S. car	**28,594**	**36,867**	**114,359**	**1,023,782**	**1,225,965**
Total Can. car	**4,800**	**4,572**	**28,726**	**287,381**	**334,866**
Total U.S. truck	**35,772**	**33,389**	**161,547**	**1,082,378**	**1,236,547**
Total Can. truck	**2,665**	**3,040**	**9,922**	**81,486**	**116,865**
FORD MOTOR CO.	**63,831**	**71,868**	**304,554**	**2,475,034**	**2,924,243**
Skylark	2,372	1,980	8,119	47,275	80,496
Century	2,314	2,776	11,611	83,080	59,872
Regal (Can.)	3,200	3,273	14,166	108,166	84,773
Riviera	377	290	1,362	7,853	19,426
Park Avenue/Electra	1,766	1,748	8,277	80,936	54,238
LeSabre	4,195	3,800	17,743	85,135	140,088
Roadmaster Sedan+	1,287	1,349	5,866	36,169	0
Roadmaster Wagon†	336	285	1,410	12,869	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**15,817**	**15,501**	**68,556**	**402,701**	**448,192**
Eldorado	776	584	2,831	11,092	18,466
Seville	841	667	3,105	21,247	29,881
Brougham	562	578	2,546	18,080	25,778
DeVille	3,718	3,725	17,000	132,807	142,515
Allante	61	64	291	2,531	3,292
Total Cadillac	**5,948**	**5,828**	**25,882**	**185,756**	**219,882**
Cavalier	5,341	6,190	26,547	213,617	301,370
Camaro	1,402	1,423	6,366	46,205	66,836
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,856	5,679	24,124	202,341	246,546
Lumina (Can.)	6,000	6,047	27,083	202,950	189,398
Caprice	2,425	2,518	11,066	111,042	184,266
Corvette	480	480	2,308	17,676	20,542
Astro (trk.)	3,321	2,817	12,574	85,904	112,288
Blazer (trk.)	235	126	589	6,168	14,316
Lumina APV (trk.)	1,603	1,636	7,930	41,410	74,831
Mediums (trk.)	220	126	576	2,056	8,133
P-Model (trk.)	428	494	836	16,529	18,484
Pickups (trk.)	6,120	6,926	29,764	248,646	302,819
Pickups (Can. trk.)	3,500	3,640	15,865	121,214	144,409
S10 (trk.)	6,692	6,325	30,471	222,854	207,370
S10 Blazer (trk.)	2,945	2,709	11,259	40,224	71,629
Sportsvan (trk.)	1,125	1,368	5,850	37,048	53,375
Sportsvan (Can. trk.)	1,500	1,610	6,905	45,782	42,832
Suburban (trk.)	100	15	185	21,326	57,865
Total Chevrolet	**49,293**	**58,129**	**229,137**	**1,883,881**	**2,197,430**
Achieva/Calais	12	0	10	34,628	89,864
Cutlass Ciera	3,146	3,797	15,880	86,718	61,175
Cutlass Ciera (Can.)	0	0	0	41,161	66,620
Cutlass Supreme	3,180	2,701	13,731	91,420	81,645
Toronado	222	165	793	4,479	13,484
88	2,914	2,757	12,726	74,607	90,177
Custom Cruiser Wag.††	160	150	712	7,252	1,223
98	1,482	1,475	6,783	65,503	38,099
Silhouette (trk.)	446	459	2,420	17,569	27,822
Bravada (trk.)	423	157	1,095	12,529	260
Total Oldsmobile	**11,985**	**11,670**	**54,158**	**435,866**	**470,369**
Sunbird	2,466	2,842	12,208	99,643	140,502
Grand Am	5,558	5,500	20,825	113,268	187,918
Firebird	598	612	2,834	17,858	38,911
Grand Prix	3,364	3,367	15,430	93,592	106,638
Pontiac 6000	0	0	0	19,603	48,330
Bonneville	2,985	2,907	14,041	67,701	67,613
Trans Sport (trk.)	948	883	4,740	25,769	40,894
Total Pontiac	**15,919**	**16,201**	**79,078**	**437,464**	**630,806**
Yukon/Jimmy (trk.)	81	137	301	1,912	4,348
Mediums (trk.)	380	423	1,001	4,114	8,045
P-Model (trk.)	42	16	50	1,997	2,429
Pickups (trk.)	3,084	2,668	10,618	102,333	126,847
Pickups (Can. trk.)	1,200	1,214	5,258	44,690	54,465
Syclone-Sonoma (trk.)	1,335	1,109	5,613	50,816	46,006
S15 Jimmy-Typhoon (trk.)	1,094	864	3,891	14,334	23,555
Safari (trk.)	1,287	929	4,444	34,455	39,190
Suburban (trk.)	30	8	62	17,086	27,872
Vandura (trk.)	490	575	2,360	16,245	19,553
Vandura (Can. trk.)	500	533	2,229	18,892	16,692
Total GMC	**9,523**	**8,467**	**35,826**	**306,874**	**369,002**
Total Saturn+	**3,650**	**3,050**	**16,790**	**81,380**	**2,325**
Total U.S. car	**63,806**	**64,168**	**283,323**	**1,988,846**	**2,370,817**
Total Can. car	**9,290**	**9,329**	**41,248**	**362,276**	**361,110**
Total U.S. truck	**32,429**	**30,761**	**136,566**	**1,021,412**	**1,347,731**
Total Can. truck	**6,780**	**6,997**	**30,257**	**238,578**	**258,398**
GENERAL MOTORS	**112,135**	**111,246**	**491,307**	**3,983,112**	**4,338,056**
Can. car	2,250	2,306	10,448	92,740	15,100
Can. trk.	1,500	1,509	6,802	44,489	9,702
CAMI*	**3,750**	**3,815**	**17,250**	**137,229**	**24,802**
DIAMOND-STAR*	**3,882**	**3,834**	**15,920**	**129,365**	**129,295**
Civic	1,905	1,636	5,940	69,069	90,607
Civic (Can.)	541	2,200	8,106	88,572	88,454
Accord	8,105	7,981	37,343	310,972	283,139
Total U.S. car	**10,010**	**9,617**	**43,283**	**380,041**	**373,746**
Total Can. car	**541**	**2,200**	**8,106**	**88,572**	**88,454**
HONDA	**10,551**	**11,817**	**51,389**	**468,613**	**462,200**
HYUNDAI Sonata (Can.)	**478**	**555**	**2,613**	**21,795**	**20,631**
MAZDA*	**4,031**	**4,068**	**18,542**	**138,186**	**153,706**
U.S. trk.	1,695	392	4,687	54,747	62,556
Can. trk.	0	166	430	5,751	7,416
NAVISTAR	**1,695**	**558**	**5,117**	**60,498**	**69,972**
Sentra	2,860	2,888	13,541	111,636	77,957
Pickup (trk.)	2,774	2,740	13,150	112,202	120,187
NISSAN	**5,634**	**5,628**	**26,691**	**223,838**	**198,144**
Geo Prizm	1,850	1,903	8,551	76,528	85,917
Toyota Corolla	2,400	2,434	11,027	87,714	86,971
Toyota Hilux (trk.)	150	170	661	916	0
NUMMI	**4,400**	**4,507**	**20,239**	**165,158**	**172,888**
Legacy	1,259	1,090	5,697	48,249	26,315
Pickup (trk.)	592	566	2,660	22,447	0
Rodeo (trk.)	1,048	911	3,812	25,164	0
Total U.S. car	**1,259**	**1,090**	**5,697**	**48,249**	**26,315**
Total U.S. trk.	**1,640**	**1,477**	**6,471**	**47,611**	**28,990**
SUBARU-ISUZU	**2,899**	**2,567**	**12,168**	**95,860**	**55,305**
Camry	4,866	3,917	17,913	156,510	187,476
Corolla (Can.)	1,500	1,502	6,502	56,072	51,426
TOYOTA	**6,366**	**5,419**	**24,415**	**212,582**	**238,902**
VOLVO 740,940 (Can.)	**150**	**150**	**644**	**6,583**	**6,785**
AM GENERAL (trk.)	**375**	**400**	**1,820**	**17,465**	**18,988**
MISCELLANEOUS (trk.)**	**2,988**	**2,888**	**11,886**	**115,828**	**126,606**
Total U.S. car	**128,828**	**138,663**	**595,351**	**4,951,162**	**5,352,709**
Total Canada car	**18,919**	**20,605**	**98,989**	**922,897**	**887,851**
Total U.S.-Canada Car	**147,747**	**159,268**	**694,360**	**5,483,989**	**6,240,760**
Total U.S. truck	**91,085**	**86,769**	**363,648**	**2,923,420**	**3,401,225**
Total Canada truck	**17,655**	**19,725**	**85,067**	**697,585**	**707,800**
Total U.S.-Canada truck	**108,740**	**106,494**	**479,716**	**3,620,939**	**4,108,625**
TOTAL U.S.	**219,913**	**225,432**	**956,999**	**7,484,582**	**8,753,934**
TOTAL CANADA	**36,574**	**40,330**	**185,077**	**1,620,317**	**1,604,851**
TOTAL U.S.-CANADA CAR & TRUCK	**256,487**	**265,762**	**1,174,875**	**9,104,888**	**10,358,785**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

Ford shuts six plants for week

ANNE E. WRIGHT

Chief Statistician

Ford Motor Co. continues to reduce production in both the United States and Canada because of slow sales.

Six plants have been added to Ford's downtime list this week: the Edison, N.J.; Wixom, Mich.; Dearborn, Mich., and St. Thomas, Ontario car facilities and the St. Paul, Minn., and Kentucky Truck (Louisville) truck plants.

When the Wixom plant returns to work next week, production will be cut to two-thirds of the normal level through year end. A majority of the Lincolns trimmed are cars usually sold to rental accounts, which have switched to a six-month replacement cycle from four months.

General Motors began building the Oldsmobile Achieva at the Lansing, Mich. (M), assembly plant last week.

The Achieva, which will go on sale in January, replaces the Cutlass Calais.

Last week's estimated U.S. car production was 128,828, down 7.1 percent from the prior week and 8.9 percent below the year-ago week.

Canadian automakers scheduled 18,919 cars last week, down 8.2 percent from the prior week and 30.2 percent below the year-ago week.

Year-to-date, U.S. auto production is 14.8 below the same period in 1990.

Canadian auto production for the year is up 2.9 percent over 1990.

Truck production last week in the United States was scheduled at 91,085 units, 5.0 percent ahead of the prior week and 10.3 percent over the same week one year ago.

In Canada, 17,655 trucks were scheduled to be produced, a decrease of 10.5 percent from the prior week and an increase of 22.6 percent over the year-ago week.

Year-to-date, U.S. truck production trails 1990 by 14.1 percent.

Canadian truck production in 1991 is nearly even with 1990, down only 1.5 percent.

Chrysler Corp. scheduled two shifts of Saturday overtime at the Warren, Mich., truck plant last week and has scheduled daily overtime on two shifts at the St. Louis (No. 2) truck plant this week.

Ford scheduled daily overtime last week at the Kansas City, Mo., and the Louisville, Ky., truck facilities.

The Louisville plant was also slated to work one shift of overtime last Saturday.

GM scheduled overtime at three car plants and six truck plants last Saturday: the Flint, Mich.; Doraville, Ga.; and Wilmington, Del., car plants and the Baltimore; Janesville, Wis.; Moraine, Ohio; Pontiac, Mich. (West); Scarborough, Ontario; and Oshawa, Ontario, truck plants. ▪

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Automotive News

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Toyota bows to U.S. pressure

Plans for manufacturing headquarters put on hold

LINDSAY CHAPPELL
Staff Reporter

Political fire and an uncertain economy are forcing Toyota Motor Corp. to delay plans for a consolidated North American manufacturing headquarters.

Japan's biggest carmaker wants a central operation to coordinate activity on this continent among the four auto plants it will have by 1994. But political pressures surrounding the aggressive carmaker, and slow sales for its Big 3 competitors have chilled the plan.

"This is not a good time, considering the economic and political necessities of the moment," said Fujio Cho, president and CEO of Toyota Motor Manufacturing U.S.A. Inc.

The proposed organization would oversee purchasing, engineering, production and related functions for Toyota's North American plants.

Toyota produces Camrys in Georgetown, Ky., and is building another Camry plant there. It also makes Corollas in Cambridge, Ontario, and pickups and Corollas in Fremont, Calif. In addition, Toyota operates an engine plant, a truck-bed and catalytic convertor plant and all or part of various component plants.

Planning and decision-making for the scattered North American operations are primarily handled separately or through channels in Japan. But more coordinating work is being shifted to the recently expanded Toyota Technical Center in Ann Arbor, Mich.

The delay is further evidence that Toyota's political hazing is beginning to affect the automaker's strategic planning here.

"Eventually we will have to force the idea, but this is not a good time," said Cho, who is also a director of Toyota Motor Corp. in Japan.

In recent months, Toyota has softened its sales growth plan, saying its long-touted mission of reaching 1.5 million annual U.S. sales by the mid-1990s is no longer a firm target.

Top officials in Japan also recently indicated that they are backing away from their publicly

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late news

Subaru cuts prices, rebates

CHERRY HILL, N.J. — Subaru of America Inc. used incentive dollars to reduce sticker prices on some models in its best-selling Legacy line for 1992.

Legacy L and L Plus sedans and wagons are priced $520 to $1,420 below their 1991 counterparts. Legacy LS and LSi stickers have been hiked $675 to $975 for 1992. (Price table is on Page 41.)

The 1992 Legacy L and L Plus models currently carry a $500 buyer rebate. There is no dealer rebate on 1992 Legacys. On 1991 Legacys, the dealer rebate is $1,200. That program succeeds one that ended Nov. 4, which offered rebates of $1,200 to Legacy buyers and $100 to $1,600 to dealers.

Tokyo gate down from '89

TOKYO — The biennial Tokyo Motor Show, which has drawn unqualified rave reviews in the international automotive press, has been getting a cooler reception at the box office.

According to official figures released last week, the show's gate after 12 days is down more than 100,000 from the 1.9 million who passed through the turnstiles during the first 12 days of

see LATE NEWS, 2

JOE WILSSENS/AUTOMOTIVE NEWS

Nissan R&D grows in Detroit's backyard

Nissan Motor Corp. President Yutaka Kume, second from left, helps local and U.S. Nissan officials trim the ceremonial ribbon from a second-story balcony at his firm's new research and development center. The $80 million complex in suburban Detroit will aid Nissan's plans to use more U.S. suppliers. Story on Page 8.

Slow-selling Escort set for spring redo

KATHY JACKSON
Staff Reporter

A minor makeover is due next spring for Ford Motor Co.'s flagging Escort line.

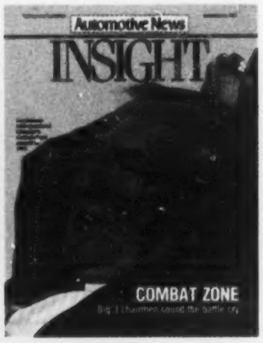
The car, introduced in spring 1990 as an all-new 1991 model, never took off the way Ford expected. Now the company plans to add a little splash and color in hopes of getting consumers excited again.

"Ford wants to stay competitive with Saturn and the Japanese, that's why they're coming out with a freshening so soon," a Ford engineer said. Workers at the Wayne, Mich., assembly plant say they hear the current cars may get new grills, colors and other amenities to give them a sportier look.

Job No. 1 for the changes is April 6 at the Wayne plant, which produces only Escorts. Job No. 1 at the Hermosillo, Mexico, plant, which produces Escorts and Tracers, begins April 20, according to Ford production schedules.

In a recent memo to suppliers, Ford also asked for bids for a "possible major" change in the Escort/Tracer, a program that Ford estimates at $1.2 billion. Ford has renamed the

see ESCORT, 41



Finishing touches

Lee Iacocca is aiming to return Chrysler to profitability before he retires next year. Interviews with the Big 3 chairmen are featured in *Automotive News Insight*, which follows Page 24.

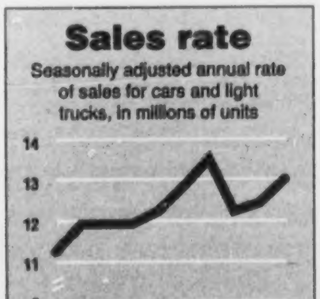
Chevy takes retail orders for Luminas that use methanol

PHIL FRAME
Staff Reporter

General Motors will become the first automaker to offer an alternative-fuel vehicle to retail customers. Methanol-powered Chevrolet Luminas can now be ordered at dealerships for delivery beginning in April, Chevrolet said last week.

The 1992 Lumina sedans can run on a mixture of 85 percent methanol and 15 percent gasoline, known as M85. They are expected to generate just half the smog-forming

see LUMINA, 41



CHARLOTTE WINTER / AUTOMOTIVE NEWS

October sales trail '90, but annual rate rises

JIM HENRY
Staff Reporter

NEW YORK — Although October car and truck sales were 10.1 percent lower than last year's, the seasonally adjusted annual rate of more than 13 million was the second best of 1991. Only July was higher.

Sales for the month were 1,031,411.

Toyota Division racked up its highest-ever car sales for October, just topping the October record it set last year.

Toyota Motor Sales U.S.A. Inc. gained a full percentage point of market share over last year, to 8.8 percent. Counting trucks — which declined — and Lexus Division, Toyota's unit sales rose 1.5 percent.

"It was a great month," said Greg Penske, general manager of Longo Toyota and Longo

see SALES, 44

Will interest cut spur car sales? 8

inside Automotive News

HEARTENING HEARTLAND
U.S. dealers' sales revenues aren't equal. PAGE 6

FIRST OF A KIND IN JAPAN
Honda has created an import division for Jeep sales. PAGE 8

QUICK OFF THE MARK

▲ BMW shot its bolt for '92 in June with the 325i. PAGE 27

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correction

A Nov. 4 table summarizing third-quarter financial results for the Big 3 inadvertently showed net positive income for the companies instead of a loss. Net income should have been shown as follows:

3RD QUARTER NET INCOME

	Net income (millions)	Change from '90 (millions)
GM	$ – 1,057	$ + 922
Ford	– 574	– 676
Chrysler	– 82	+ 132

JIM DUNNE/POPULAR MECHANICS

Rounder Loyale

Subaru will update its Loyale for 1993 with a restyled four-door model. Shown is the version for Japan, which was captured during testing in the United States; note the amber reflector on the fender. The new car has softer body lines, following in the tracks of Toyota and Acura models. U.S. sales are expected to begin in the second half of 1992.

latenews

CONTINUED
from PAGE 1

the 1989 event. To boost this year's attendance, officials extended the show by two days, to 14.

Officials have cited bad weather and heavy traffic for the flagging attendance, but industry analysts suggest that the show's environmental theme may have backfired. Fuel-efficiency isn't all that exciting when you have to pay to look at it, said one.

— *Mary Ann Maskery*

Connecticut says no to California air rules

WASHINGTON — Connecticut Gov. Lowell P. Weicker said his state won't adopt California's tough auto emissions standards, making it the lone holdout in the Northeast's joint effort to curb air pollution.

While Connecticut was backing away from the movement, officials in Rhode Island and Vermont signed on last week. Eleven states from Virginia to Maine, along with the District of Columbia, now intend to follow the California rules.

Arthur Marin, an analyst for the Northeast States for Coordinated Air Use Management, said Connecticut's decision may make it more difficult for downwind states such as Massachusetts, New Hampshire and Vermont to meet federal air-quality standards within their borders.

— *Max Gates*

Saturn workers expected to approve pay increase

SPRING HILL, Tenn. — Workers at Saturn Corp.'s plant in Spring Hill are expected to ratify a new UAW contract Wednesday that will reportedly include a 16 percent pay raise.

The Nashville *Tennessean* last week said the proposal would lift line workers to a base pay rate of $15.57 an hour and skilled technicians to $17.91.

Saturn and the UAW have operated under the independent agreement since the project began in 1985. The agreement currently has no expiration date and allows the company's 4,500 UAW workers to call for contractual changes at any time.

Saturn's existing agreement offered workers 80 percent of the average UAW auto-assembly wage rates, with the promise of financial rewards for achieving product-quality and productivity targets.

Also at issue in the negotiations was the company's retirement plan, which currently contributes funds equal to 5 percent of base pay. According to last week's press report, the proposed agreement would increase contributions to 8 percent.

Chevy and Isuzu recall 100,000 Spectrum types

WASHINGTON — Chevrolet and Isuzu will recall 1987 Chevrolet Spectrum and Isuzu I-Mark subcompacts to reduce excessive emissions of carbon monoxide.

Dealers will install a new computer chip in the electronic control system and also will test oxygen sensors, the EPA said. The recall covers about 24,000 I-Marks and 76,000 Spectrums, which were built in Japan by Isuzu Motors Ltd. California vehicles are not included.

Accord wagons recalled to repair cargo light

TORRANCE, Calif. — American Honda Motor Co. Inc. is recalling about 19,700 of its 1991 Accord station wagons.

The company said a metal washer may not have been properly attached to the cargo area light. If dislodged during assembly, the washer may have fallen inside the light. If the condition exists and if the light's three-position switch is in the middle position and the tailgate is left open, the washer could cause a short circuit within the light. As a result, the light switch may overheat and cause a fire.

Fiat plans 18 new cars at cost of $32.7 billion

TURIN, Italy — Fiat Auto SpA plans to invest the equivalent of $32.7 billion in developing 18 new passenger-car models over the next decade, a company source disclosed Friday.

According to the source, who declined to be identified, the spending program was outlined by Fiat Group Chairman Giovanni Agnelli during a meeting with more than 1,000 Fiat Auto managers on Thursday. The company has not commented on the meeting.

The investment program will be "mostly" financed through cash flow, the source said.

— *The Associated Press*

Toyota dealers in Japan can sell other makes

TOKYO — Toyota Motor Corp. said last week that it will allow its dealers in Japan to sell other companies' cars. Toyota said it will send its 381 dealerships throughout the country a formal document to that effect, but stressed that its current contract does not bar its dealers from handling other lines.

Under the terms of a recent company-to-company agreement, selected Toyota dealers will add Volkswagen products to their lineups.

Nissan Motor Co., Japan's second biggest automaker, said last month that it will remove a clause in its contract with dealers that urges them to sell only Nissan products.

— *The Associated Press*

GM, Isuzu begin output at Tunisian truck plant

KAIROUAN, Tunisia — Production of light commercial vehicles began here last week at a joint-venture plant involving General Motors, Isuzu Motors Ltd. of Japan and Tunisian investors.

The joint venture, Industries Mecaniques Maghrebines, 100 miles south of Tunis, is expected to build up to 4,000 vehicles in 1992 for sale in Tunisia and other North African countries.

GM holds a 20 percent interest in the venture; Isuzu, 10 percent, and Tunisian investors, 70 percent.

briefly

Have cycle, will travel

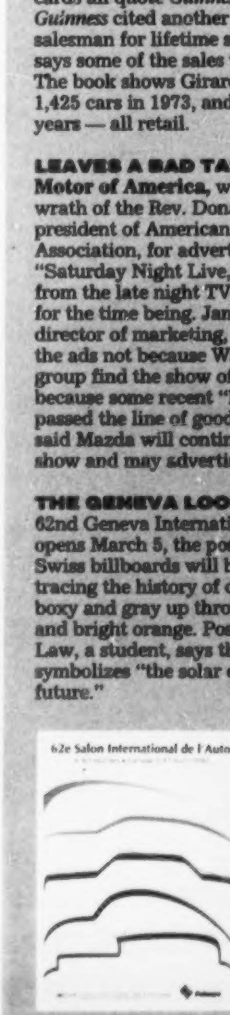
And to think we believed Bob Sinclair, former head of **Saab Cars USA,** when he said he was going to "retire" last Sept. 1. His new business card reads: **Robert J. Sinclair. CONSULTANT — GENERAL BUSINESS AND AUTOMOTIVE.** Recovering workaholic/adviser to harried executives — soother of troubled psyches. **YOUR INTERNATIONAL GOODWILL AMBASSADOR.** Assignments/commissions/adventures considered, five continents. Motorcyclist extraordinaire — party animal. Known to take an occasional sip of sherry. **ON REQUEST.** Destruction derbies — bartending — prayer meetings. Nature studies — references.

FOR A JOB WELL DONE . . . do it in Canada. **Chrysler Corp.'s** minivan plant in Windsor, Ontario, has topped the quality category in the 1991 Canada Awards for Business Excellence. The awards are Canada's equivalent of the Malcolm Baldrige Award in the United States, which Chrysler had considered pursuing earlier this year.

SULTAN OF SALES — The king is back — it says so in *The Guinness Book of Records*. Joe Girard, the hard-charging former **Chevrolet** salesman, is back in the 1992 version of the book as the automotive sales record-holder. Girard retired from an East Detroit dealership in 1977 to become an author and motivational speaker. He says he spent $25,000 on two lawyers and a private investigator to prove that his records weren't broken. (His books and business cards all quote *Guinness*.) In 1991, *Guinness* cited another Chevrolet salesman for lifetime sales. But Girard says some of the sales were disallowed. The book shows Girard's big numbers: 1,425 cars in 1973, and 13,001 over 15 years — all retail.

LEAVES A BAD TASTE — Mazda Motor of America, which attracted the wrath of the Rev. Donald Wildmon, president of American Family Association, for advertising on NBC's "Saturday Night Live," has pulled its ads from the late night TV show — at least for the time being. Jan Thompson, Mazda director of marketing, said Mazda pulled the ads not because Wildmon and his group find the show offensive but because some recent "Live" scripts have passed the line of good taste. Thompson said Mazda will continue to monitor the show and may advertise at a later time.

THE GENEVA LOOK — When the 62nd Geneva International Motor Show opens March 5, the posters pasted to Swiss billboards will be five simple lines tracing the history of car design, from boxy and gray up through aerodynamic and bright orange. Poster-maker Joan Law, a student, says the orange symbolizes "the solar energy of the future."


62e Salon International de l'Auto

History of car design

CAFE bills stalled till '92

Time runs out for Senate action

MAX GATES
Staff Reporter

WASHINGTON — Advocates of increased fuel economy standards for automobiles sold in America have folded their hands for 1991, but they are looking forward to playing with a fresh deck next year.

Sen. Bennett Johnston, D-La., whose comprehensive energy bill was rejected by the full Senate Nov. 1 before any debate, has indicated his bill is dead for this year.

"Everybody is kind of bent out of shape right now. Even if we tried again this year, the chances are slim," said one Senate staff member.

Johnston's bill made the secretary of transportation responsible for increases in corporate average fuel economy, but Johnston had pledged to add an amendment raising CAFE to about 34 mpg by 2001.

A competing bill from Sen. Richard Bryan, D-Nev., will probably also wait until after the new year dawns.

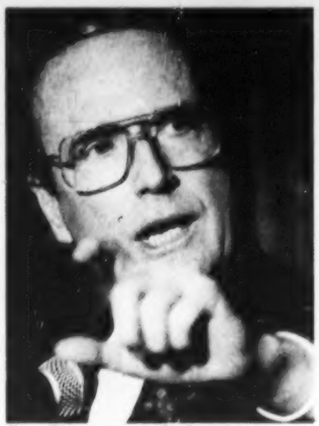
His much tougher CAFE bill calls for 40 percent increases in each automaker's CAFE by 2001. Bryan's bill has been strongly opposed by automakers and Bush administration officials and supported by environmental and consumer advocate groups.

The Senate hopes to recess by the end of the month.

"Time is the controlling variable, and it's not looking good for this year. But the senator hopes to be dealing with this issue in the beginning of the new year," said Bryan's press secretary, Jim Mulhall.

A debate among senators is whether CAFE should be treated as a separate issue or as part of a comprehensive energy bill. During the brief discussion of Johnston's bill in the Senate, several senators indicated a desire to deal separately with the bill's most controversial subsections — CAFE and oil drilling in the Alaska National Wildlife Refuge.

Johnston initially opposed breaking up his bill but may reconsider after his resounding defeat on the floor of the Senate.



Sen. Bryan wants fuel economy standards considered separately.

Bryan wants to see CAFE issues addressed separately.

Sales fall on coasts, but rise in heartland

JIM HENRY
Staff Reporter

NEW YORK — Sales revenues for U.S. dealers fell 5.4 percent in the first half of 1991, but the decline wasn't shared equally by all regions of the country.

The West fell most of all, according to a study by AUS Consultants, an industry analysis group, while sales improved in the middle of the country along the Mississippi River.

Another firm, DRI/McGraw-Hill, suggested that the relative prosperity of the Heartland states could benefit the Big 3 in their traditional stronghold, while the ailing coastal markets in the East and West are traditionally import-friendly.

The Big 3 "got hit like everybody else, but they may have skated through a little better because of their regional strength," said Karen Mason, DRI research associate.

Out of four major regions of the country — West, South, Midwest and Northeast — the West suffered the greatest percentage decline in dealer sales revenue, with revenue down 10.3 percent compared with first-half 1990, the study said.

Despite the revenue decline, the West still had the highest sales per dealership, with average revenues of $7.1 million for the first six months of the year, compared with a national average of $6.2 million.

AUS, which is based outside Philadelphia in West Conshohocken, Pa., estimates sales revenues based on U.S. Commerce Department figures.

The AUS study defined the Western region as Colorado, Wyoming, Montana, Idaho, Washington, Oregon, California, Nevada, Utah, Arizona, New Mexico, Alaska and Hawaii.

Sales revenues for the Pacific sub-region, defined as the three West Coast states plus Alaska and Hawaii, fell 11.0 percent.

But this area was the highest of nine sub-regions in the nation in sales per dealership, at $9.1 million.

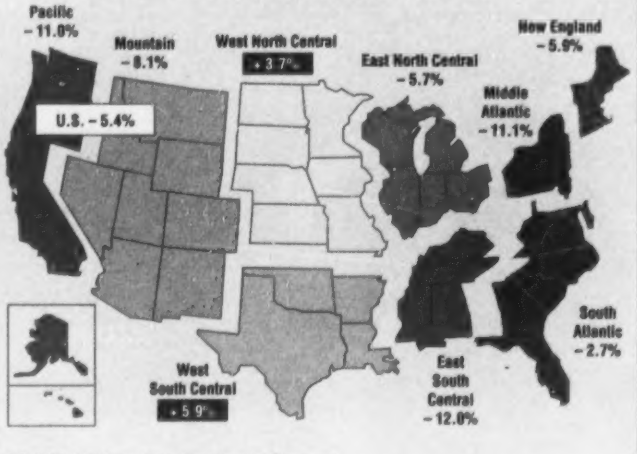
According to AUS, sales revenues fell 9.6 percent for the Northeast, consisting of New England and the Mid-Atlantic states. Sales per dealership in the Northeast were $5.8 million on average.

DRI's Mason said the Northeast, especially New England, is in even worse shape than first-half figures indicate, since the economy there fell earlier and deeper than in the rest of the country.

Sales revenues fell least of all in the South, defined as 16 states from Delaware to Texas, plus the District of Columbia.

First-half dealership sales

Percent change in total sales by franchise auto dealers, first half 1991 vs. first half 1990.



SOURCE: AUS Consultants, Department of Commerce

CHARLOTTE WINTER / AUTOMOTIVE NEWS

Volkswagen, Suzuki consider venture for European minicar

RICHARD JOHNSON
Staff Reporter

TOKYO — Volkswagen AG and Suzuki Motor Co. said last week they will study the possibility of jointly developing and producing a new minicar in Europe.

Industry sources said the new model will be produced by VW's Seat subsidiary at a plant under construction in Martorell, near Barcelona, but officials of the two companies declined to elaborate on their study.

If realized, the deal would give the Japanese small-car specialist a stronger foothold in Western Europe and possibly lead to a broader partnership with VW.

The study is not due to be completed until next May or June. If the two companies decide to go ahead, the new minicar would not reach the market before the middle of the decade.

Industry observers speculate that the agreement could be the start of a much broader relationship between Suzuki and VW in Europe that could involve sales of Suzuki sport-utilities through VW dealers.

That could give Volkswagen dealers in Europe a much-needed product to compete with the sport-utility being co-developed by Ford of Europe and Nissan Motor Co. in Spain and with GM Europe's Opel/Vauxhall Frontera (See story on Page 3.)

A VW-Suzuki linkup could produce a replacement for the nearly 10-year-old Seat Marbella.

In a statement last week, Suzuki Motor President Osamu Suzuki said Suzuki has not decided whether to develop the minicar.

"For this reason I cannot say for sure what type of car we will produce or where we will produce it. But if we produce cars, we will probably produce passenger cars, not commercial vehicles," he said.

Suzuki said the agreements were reached during meetings at the recent Tokyo Motor Show.

"Everything — such as car design, marketing and parts — will be studied from now," he said.

Suzuki said that because "we do not have enough power in personnel, vehicles or funding, we could not enter the European market by ourselves." For that reason, a link with VW was like getting help from "God," he said.

But he stressed that a final accord has not been reached. "I don't know that we will actually have ties with VW," he said.

The deal would be the first cooperation between Suzuki and Volkswagen, which has links with Toyota and Nissan.

Toyota and Volkswagen have produced Toyota-based pickups together at VW's Hannover, Germany, plant since 1989. And Nissan formerly built the VW Santana in Japan under license from VW.

Suzuki, which is 3.5 percent owned by General Motors, will begin producing 1.0-liter and 1.3-liter Suzuki Swift passenger cars in Hungary in late 1992 in a joint venture with local concerns. The joint-venture company plans to build 15,000 Swifts a year initially, rising to 50,000.

Elsewhere in Europe, Suzuki has a 66 percent stake in Land Rover Santana SA, which produces the Suzuki Samurai and Land Rover sport-utility vehicles at Linares near Madrid. Some Suzuki models also are produced by IBC Vehicles Ltd. in Britain, a joint venture between General Motors and Isuzu.

Although Volkswagen and Seat say their proposed project is unrelated to Suzuki's Hungarian deal, there is speculation that whatever minicar design the two develop for Seat also will be produced in rebodied form in Hungary.

Suzuki, Japan's minicar leader with about 27 percent of the segment, exported about 130,000 cars to Europe in 1990.

For Volkswagen, an agreement with the Japanese minicar specialist would solve a long-standing dilemma for its Spanish subsidiary: how to replace the nearly 10-year-old Seat Marbella that is based on the 12-year-old Fiat Panda.

The Marbella competes in a limited European segment beneath such so-called superminis as the Ford Fiesta, Volkswagen Polo and Opel Corsa.

In recent years the segment has included the Panda, Citroen 2CV, Renault 4, Rover Mini, Fiat 126 and Suzuki's SS80/Alto and Cervo. But the segment is reopening with the advent of several new models. They include the Peugeot 105 that overlaps with the supermini segment, Fiat's all-new Cinquecento and the new Mazda 121.

Loan forms standardized

Group to solicit industrywide use

CHARLES M. THOMAS
Staff Reporter

Ray Shepard uses 12 different loan credit applications at Ray Shepard Motors Inc.

He uses forms from Ford Motor Credit Co., General Motors Acceptance Corp., Chrysler Credit Corp., Toyota Motor Credit Corp., two credit unions and five banks. His finance and insurance department even uses a credit application developed in-house for the multi-franchise dealership based in Fort Scott, Kan.

Sometimes, customers fill out three or four different applications, just in case one or more of the lenders refuse the loan.

"Customers don't really like to do it," said Shepard. "But lenders like to see their own loan applications."

The Consumer Bankers Association has come to the rescue with a plan to reduce the pile of credit forms by adopting a standard car loan application for all lenders.

It will replace the surfeit of forms dealers must use from lenders, and it will speed loan approvals. For dealers like Shepard, the association's standard loan application form is long overdue.

"We sure need it," said Shepard. "It is a superb idea that will save time and storage space."

Consumer Bankers Association has been working on the standard form for three years with the cooperation of Ford Motor Credit and Chrysler Credit.

The association hopes to establish industrywide acceptance of the standard credit application by spring, when it plans to begin supplying the forms.

"Because of the competitive nature of the auto finance business, we as lenders are often asked to consider a credit application that was completed at the dealership using another lender's loan application," explained George Williams, chairman of the association's automobile finance committee and senior vice president of AmSouth Bank in Birmingham, Ala.

Williams said a standard application that includes in a uniform format all the loan information that any lender needs will simplify the process and save time for consumers, dealers and lenders.

It wasn't easy to draft a common form. The association contacted 35 banks for input on legal compliance for every state.

Much of the work involved reordering blocks of information already on loan applications. For instance, some lenders place information about the applicant at the top of the page, while others put it in the middle.

"There were not a lot of big differences, just the position of information on the page," said Daniel Buser, the association's vice president of development.

In addition, some lenders require more or different information than others. Hence, all of the information required by lenders is on the standard form, even though some questions probably won't need to be answered by all customers.

The association's next step is to name a task force of bankers, finance company executives, dealers and computer software executives to convince the industry to adopt and use the form.

GM approves use of recycled coolants

Four systems pass year-long test

DALE JEWETT
Service Editor

After a year-long study, General Motors has approved four engine coolant recycling machines for use by dealers.

The systems, and their manufacturers, are:

- CR5001 made by ACTIV Inc.
- Bad Ethyl produced by Finish Thompson Inc.
- Cooler-cleaner by BG Inc.
- American Fluid Technology by Butler, a service that visits dealerships with truck-mounted recycling machines.

Recycled coolant produced by these four systems is comparable to virgin coolant, said Wayne Bradley, coolant project coordinator for GM's service technology group. He said such coolant is safe to use in all GM cars and the U-body minivans — with certain exceptions — without voiding warranties.

The recycled coolant is not approved for use in vehicles produced by GM's Truck & Bus Group, which include light- and medium-duty trucks and the G-body van. This is because the formulas have high amounts of silicates, which can shorten the life of the water pump seal, Bradley said.

The other exception is vehicles suspected of having failed head gaskets, Bradley said, because the tests did not evaluate the effectiveness of recycling processes on used coolant contaminated by excessive blow-by gases.

GM dealers will receive electronic service bulletins detailing the recommendations and the exceptions within the next 10 days.

Two other recycling systems, the Stanadyne ECR and the Wynn's Mark X, are still being considered.

GM is talking with the makers of the approved systems about inclusion in its Dealer Equipment Program, which lets dealers buy the equipment at reduced rates. That process is expected to be completed in December.

GM is making the results public now because dealers in a number of states, notably California and Florida, already must comply with laws requiring recycling or safe disposal of used coolant. Those dealers may want or need to buy a recycling machine outside the dealer program, Bradley said.

"This has become a big issue for dealers. They're not allowed to dump it down the drain anymore," Bradley said. "And because used coolant can be considered a hazardous waste, hauling companies have to be licensed, and there's not always a lot of them around.

"There was a sense of urgency about this. I don't think the service community could wait, and we're able to say these systems produce a coolant that meets the specifications, at least on the lab level."

Bradley said he plans a fleet test of recycled coolants for early next year. "It would be wise if we took some of each and got it into fleet vehicles," he said.

GM also is continuing to test coolant sold by off-site recycling centers. Two facilities are involved in the test, and testing of one will be completed in about a month, Bradley said. That part of the project was slowed by the large number of samples that GM submitted to the testing lab it hired.

The four machines that GM has approved use different recycling processes. The ACTIV and Finish Thompson systems use vacuum-assisted distillation to remove impurities.

The BG system relies on de-ionization, filtering out impurities at the ionic level.

The Butler system uses filtration with a centrifuge, passing the coolant through a filter to remove solubles, then heating the solution and spinning it in a centrifuge before new inhibitors are added.

Bradley conducted the test by taking samples from 200 GM employees' cars.

Results of the study will be presented in February at the annual SAE convention in Detroit.

in brief

1992 Chryslers carry flash chips

HIGHLAND PARK, Mich. — Chrysler Corp. will equip about 100,000 of its 1992 cars with "Flash Memory" programmable computers and will expand their use to about 1.2 million vehicles by 1994.

The system allows dealers to quickly reprogram one or more of a vehicle's on-board computers.

The 1992 cars using the Flash Memory system include those with 2.2- and 2.5-liter turbocharged engines and all V-6 cars and minivans sold in California.

GM reorganizes service contracts

DETROIT — General Motors has reorganized its extended service program into three plans for 1992.

GM's standard warranty runs three years or 36,000 miles.

The Powertrain plan offers 10 term and mileage options ranging from three years/50,000 miles to six years/100,000 miles for transmission/transaxle assemblies. It requires a $50 deductible.

Major Guard provides basic mechanical coverage. It also covers 10 term and mileage options up to six years/100,000 miles and has a choice of zero or $50 deductible.

Major Guard Gold adds scheduled maintenance and replacement of specified wear items. Eight term and mileage options are offered, and there is no deductible.

The programs are available for newly purchased 1989-92 GM vehicles, excluding Saturn.

Parts group names president

TORONTO — Neil De Koker has been named president of the Automotive Parts Manufacturers' Association.

De Koker worked for Magna International for four years and spent 23 years at General Motors, where he helped develop the management-employee partnership at Saturn Corp.

Honda off-site service test program delayed

First dealer blames local red tape

KRISTINE STIVEN BREESE
Staff Reporter

TORRANCE, Calif. — American Honda Motor Co. planned to start signing up dealers for its satellite service program this fall after testing the concept with five facilities around the country.

Instead, Honda has seen its pilot project get bogged down in red tape and delayed more than eight months.

The satellite service center concept is Honda's attempt to help dealers win back service customers from independent service shops. The service-only facilities have to be located within a five-mile radius of a dealer's showroom.

Honda launched the program in January and the first center was supposed to open before spring. Four more were due to open by summer.

To date, none have opened. The first is now slated to open early next month in Madison, Wis.

John Zembrick, owner of Zembrick Honda in Madison, said the project has been delayed because of "zoning and bureaucratic red tape." Not only is it behind schedule, it's over budget.

Zembrick said he's spent $965,000 on the eight-stall facility. Honda had said that dealer costs would range between $380,000 and $680,000.

Zembrick admits that at least $100,000 of what he's done, certain design elements and the addition of a child-care area, were optional. That still leaves a gap between Honda estimates and reality.

A Honda spokesman said the program is still a pilot. A second dealer, this one in Southern California, is almost ready to break ground.

One interested dealer, who asked to remain anonymous, said he's intrigued by the idea, but concerned about the cost.

"It's only for light service," said the dealer.

"That means high volume but low-cost service like oil changes. You have to wonder about spending close to $1 million in this economy for that kind of business."

> ‘It's only for light service. That means high volume but low-cost service like oil changes. You have to wonder about spending close to $1 million in this economy for that.’
>
> HONDA DEALER

Demand for A/C training grows

GRAND PRAIRIE, Texas — Demand for the International Mobile Air Conditioning Association's training and certification program is increasing as a Jan. 1 deadline looms.

Amendments to the Clean Air Act enacted last year require technicians working on vehicle air conditioning systems to be trained and certified, and mandate recycling of the ozone-damaging refrigerant.

Technicians in Florida, Wisconsin and Southern California faced similar requirements before the federal deadline, and all three states have approved the association's program course.

Lew Langsam, of California's South Coast Air Quality Management District, estimates some 15,000 technicians will need to be trained in the four-county Southern California area. Training begins this month.

Dennis Tober, environmental specialist with the Florida Department of Environmental Regulation, pointed out, however, that technicians certified under a state's regulatory legislation still must notify the EPA of their certification to comply with the federal deadline.

The association worked with states and the EPA to develop the training program.

The program includes a 25-minute video that includes training on the responsible handling of chlorflurocarbons, environmental and regulatory issues, and instructions on the proper use of recovery and recycling equipment.

Participants then take a written test, supervised by a test administrator. The completed tests are sent to an independent third party and graded before certification is awarded.

Hands-on experience with recovery equipment also is offered in states that require it.

Corporate volunteers from Flamingo Oil Company in Miami have already trained more than 2,300 technicians.

"Our deadline was July 1. Many of our customers are car dealers and tire stores, and we felt an obligation to help get their people certified," said president Dale Moseley.

"The film does a good job of demonstrating the proper use of refrigerant recovery and recycling equipment. If the technician has had any experience at all, he won't have any trouble with the test."

September service business rises above year-ago level

DETROIT — Service and parts and accessories business at dealerships increased in September, exceeding the amount recorded in September 1990.

Service business was 101.7 percent of last year's, according to the Automotive News Service Index. It was the first time since April that business topped the year-earlier month.

But after the first three-quarters of this year, total service and parts sales trailed last year's by a narrow margin. The service index through September was 99.3 percent.

In September, all five categories in the index posted gains, led by repair orders written with a 4.5 percent increase. Gross profit on all labor and parts and accessories sales rose 2.4 percent.

In the year-to-date tally, shop parts sales was the biggest gainer, up 2.5 percent. Repair orders written and total labor sales also were up slightly, but losses were recorded in sales of all parts and accessories and gross profit on all labor and parts and accessories sales.

A number of dealership service managers attributed September's increase to more repair work on older vehicles and increased sales of used cars. Several respondents said their dealerships promoted service business more in advertisements.

One respondent noted: "I think we are finally coming out of whatever the last few years should be called — hell — maybe that's the term."

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross-section of new-car dealerships.

SERVICE INDEX
101.7*

	Sept., '91 vs. Sept., '90	Jan.-Sept., '91 vs. Jan.-Sept., '90
Gross Profit on All Labor and P&A Sales	+ 2.4%	− 0.70%
Repair Orders Written	+ 4.5%	+ 0.50%
Total Labor Sales (Customer & Warranty)	+ 1.4%	+ 0.04%
Shop Parts Sales (Customer & Warranty)	+ 1.5%	+ 2.50%
Sales of All P&A	+ 1.3%	− 1.10%

* Survey by Automotive News shows that dealers' service and parts business in September 1991 was 101.7 percent of business in September 1990. Service business in the first nine months of 1991 was 99.3 percent of business in the corresponding period in 1990.

DOMESTIC CAR SALES, OCTOBER & YTD

	Oct. 1991	Oct. 1990	10 Mos., 1991	10 Mos., 1990
Summit	833	122	7,160	122
Talon	2,437	2,571	26,116	23,728
Premier	1,064	978	9,832	16,386
Total Eagle	**4,334**	**3,671**	**43,108**	**40,236**
Horizon	0	172	505	11,732
Laser	2,152	3,169	25,163	36,171
Sundance	6,629	7,232	44,126	53,974
Reliant	0	0	0	2,371
Acclaim*	8,494	13,806	79,765	90,894
Total Plymouth	**17,275**	**24,379**	**149,559**	**195,142**
LeBaron A*	3,857	2,318	17,713	27,160
LeBaron J	1,394	4,993	28,420	51,495
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	3,308	5,401	30,103	31,494
Imperial	1,455	1,731	8,768	10,490
New Yorker C	2,659	2,457	12,557	36,404
Total Chrysler	**12,673**	**16,900**	**97,561**	**159,327**
Omni	0	181	561	11,578
Shadow	7,399	7,886	65,348	61,039
Monaco	539	1,902	7,153	10,811
Daytona	1,313	3,420	12,177	30,906
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	8,919	11,061	69,458	75,603
Dynasty	11,127	11,850	92,188	86,631
Total Dodge	**29,297**	**36,300**	**246,885**	**279,584**
CHRYSLER CORP.	**63,579**	**81,256**	**537,113**	**674,269**
Escort*	18,708	30,842	211,220	247,718
Mustang	6,632	11,664	68,064	106,771
Tempo	18,137	17,386	160,416	190,702
Taurus	27,778	26,610	252,499	267,982
Thunderbird	7,385	10,059	63,449	91,320
Probe	4,114	4,070	70,420	96,417
Crown Victoria	6,216	10,625	61,372	98,392
Total Ford Div.	**68,970**	**111,256**	**867,449**	**1,099,302**
Topaz	5,854	4,629	49,536	63,301
Sable	9,857	10,189	83,122	84,020
Cougar	4,053	5,574	49,453	66,663
Grand Marquis	9,358	7,610	83,110	75,860
Total Mercury	**29,122**	**28,002**	**265,221**	**303,840**
Continental	4,734	4,520	46,057	51,412
Town Car	8,102	12,732	97,425	123,757
Mark VII	743	923	8,233	18,564
Total Lincoln	**13,579**	**18,175**	**151,715**	**193,733**
Total L-M Div.	**42,701**	**46,177**	**416,936**	**497,373**
FORD MOTOR CO.	**131,671**	**157,433**	**1,304,376**	**1,596,675**
Skyhawk	0	0	0	827
Roadmaster	4,713	0	32,724	0
Somerset/Skylark	2,083	7,439	52,915	80,668
Century*	11,755	10,283	112,378	96,286
Regal	8,350	9,044	92,624	74,391
LeSabre	11,338	12,886	82,851	133,294
Reatta	88	467	2,181	5,740
Electra/Park Ave.	5,759	8,654	73,936	49,628
Riviera	909	1,391	11,334	17,669
Total Buick	**44,995**	**50,164**	**460,944**	**458,503**
Allante	147	292	2,479	2,848
Seville	1,883	1,889	22,354	28,947
DeVille	15,509	16,008	119,855	137,992
Brougham	1,122	2,956	17,699	28,285
Eldorado	1,316	1,696	12,413	19,331
Total Cadillac	**19,977**	**22,841**	**174,800**	**217,403**
Geo Metro	7,256	7,996	61,190	34,894
Geo Prizm	5,613	7,328	83,932	93,338
Cavalier*	15,182	27,242	224,417	250,222
Camaro	5,094	4,750	45,738	71,019
Celebrity	1	419	615	27,821
Corsica/Beretta	19,784	18,308	197,897	249,961
Lumina	20,665	17,178	190,683	190,333
Caprice	7,863	8,995	102,589	139,001
Corvette	1,552	1,418	14,750	19,225
Total Chevrolet	**83,010**	**93,634**	**921,811**	**1,075,814**
Calais	1,902	9,377	45,618	86,939
Cutlass Ciera*	12,283	10,476	117,597	118,556
Cutlass Supreme	6,905	13,443	76,424	94,667
88	10,118	7,364	71,369	87,431
98	5,703	3,202	52,192	41,240
Toronado	410	875	6,068	12,521
Total Oldsmobile	**37,321**	**44,737**	**369,517**	**441,354**
Sunbird	6,985	17,168	77,426	103,391
Firebird	2,312	2,389	21,238	35,294
Grand Am	8,251	13,131	122,199	177,908
Pontiac 6000	422	4,986	21,247	42,946
Grand Prix	9,937	10,377	88,523	102,862
Bonneville H	7,703	6,619	55,532	58,785
Total Pontiac	**35,610**	**54,670**	**386,165**	**521,186**
Total Saturn	**9,257**	**0**	**58,195**	**0**
GENERAL MOTORS	**230,170**	**266,046**	**2,371,432**	**2,714,268**
Civic	13,251	13,550	136,867	164,070
Accord	30,299	22,682	282,841	237,675
HONDA	**43,550**	**36,232**	**419,708**	**401,745**
MX-6	805	1,686	19,437	25,337
626	5,879	3,506	49,900	38,260
MAZDA	**6,684**	**5,392**	**69,337**	**66,706**
Eclipse	3,434	3,828	43,269	42,280
Mirage	622	7	15,965	39
MITSUBISHI	**4,056**	**3,835**	**59,254**	**42,319**
NISSAN Sentra	**7,375**	**10,541**	**96,249**	**91,575**
Corolla	16,629	10,641	118,890	114,955
Camry	12,346	19,295	162,115	182,236
TOYOTA	**28,975**	**29,936**	**281,005**	**297,281**
SUBARU Legacy	**5,461**	**1,279**	**45,668**	**18,145**
SUZUKI Swift	**33**	**0**	**625**	**0**
DOMESTIC TOTAL	**519,964**	**591,944**	**5,184,767**	**5,894,977**
IMPORT TOTAL	**182,641**	**195,286**	**1,791,629**	**2,001,935**
INDUSTRY TOTAL	**702,195**	**787,230**	**6,976,396**	**7,896,912**

*Includes units produced in Mexico.

SALES

Toyota racks up highest-ever totals

continued from PAGE 1

Lexus in El Monte Calif., the top sellers for both makes.

Although light-vehicle sales were down 10.1 percent in October, the dip was less than the 12.3 percent decline for the year to date.

October was the first month of the traditional model year. Some new models sold well, such as the Lexus ES300 and the Pontiac Bonneville.

Heavy advertising probably helped some slightly older models, such as the Nissan Pathfinder.

But rebates, cut-rate financing, lease deals and dealers' best efforts weren't enough to rejuvenate the overall vehicle market.

Tom Webb, chief economist for the National Automobile Dealers Association, compared the selling efforts to "beating a dead horse."

Nevertheless, car sales in October were 4.4 percent higher than in September, and the October SAAR for cars was 8.8 million units, 12.8 percent above the previous month.

October light-truck sales were the lowest since February. The light-truck SAAR was 4.2 million, 9.5 percent below September. September's light-truck annual rate was the highest of the year, boosted by a battle between Ford and Chevrolet for model-year leadership in full-sized pickups. October was payback month.

Mercury, Mitsubishi, Acura, Subaru, Lexus, Eagle and BMW posted gains in car sales over October 1991. Mitsubishi also reported an increase in truck sales, as did Dodge, Nissan, Pontiac, Plymouth, Mazda, Chrysler and Suzuki.

Infiniti, for the first month ever, did not show a year-to-year gain.

Infiniti sales were 23 percent below last October, when the entry-level G20 was brand-new. The luxury division of Nissan Motor Corp. in U.S.A. is in its third model year. For 1991 to date, Infiniti sales are up 69.6 percent.

Spokesman Greg Elliott said Infiniti is "between ad campaigns," and Infiniti is up against new models at BMW and Lexus. A new ad campaign starts in December, he said, and the new Infiniti J30 is due next spring.

October car-truck sales for the Big 3 were off 12.9 percent from last year. General Motors sales fell 14.0 percent, which cut GM's market share 1.5 points to 33.3 percent. Sales of the Pontiac Bonneville jumped 25.4 percent in the last 10 days of October, and October Bonneville sales were 16.4 percent over the year-ago month. But Pontiac sales plunged 31.0 percent overall.

Ford Motor Co. slipped 14.4 percent. October sales of the Bronco II/Explorer were up 14.3 percent, but Ford light-truck sales fell 14.0 percent.

Chrysler Corp. was down 7.3 percent from October 1990, the lightest loss of the Big 3, thanks to an 11.9 percent increase in light-truck sales. Sales of both the Dodge Caravan and the Plymouth Voyager were up more than 25 percent over last year.

Japanese nameplates were about even with the year-ago month, down 328 units or 0.1 percent. That was a considerable improvement over their year-to-date sales, which were 4.5 percent below last year. Japanese nameplates had 26.6 percent of the October market, up from 24.0 percent a year ago.

Toyota Motor Sales U.S.A. attributed its gains to new Lexus models like the ES300 and the SC300 and SC400 coupes. Toyota also began selling an all-new Camry. Camry sales declined in October, but dealers said the 1992 model sold well and they wish they had more.

Customers have described the redesigned Camry as "a little Lexus," said Sterling McCall of Sterling McCall Toyota in Houston, another Top 10 Toyota and Lexus dealer.

That's probably good news for Toyota, but worrisome for Lexus.

McCall said he sold out of 1991 Toyotas in October, and he had fewer than 15 new Camrys in stock.

American Honda Motor Co. Inc. sales were up 38 units, or 0.1 percent, for October, with Acura Division ahead 2,089 and Honda off 2,051. Sales for Nissan Motor Corp. in U.S.A. were off 5.8 percent for the month and 6.3 percent for the year to date. ■

LIGHT-TRUCK SALES, OCTOBER & YTD

	Oct. 1991	Oct. 1990	10 Mos., 1991	10 Mos., 1990
Town & Country	587	200	3,501	2,407
Total Chrysler	**587**	**200**	**3,501**	**2,407**
Vans	3,119	3,553	37,526	48,103
Ram Wagon	1,450	1,236	15,179	18,861
Caravan	18,685	14,888	173,825	162,755
Caravan C/V	414	340	7,534	9,597
Ram 50**	546	1,232	3,717	10,345
Raider**	0	0	0	1,092
Ramcharger	435	691	4,852	9,385
Dakota	7,413	6,377	66,668	64,839
Pickups	5,672	6,274	68,175	77,403
Total Dodge	**38,734**	**34,591**	**377,476**	**402,380**
Voyager	16,304	12,764	146,132	144,906
Total Plymouth	**16,304**	**12,764**	**146,132**	**144,906**
Wrangler	3,788	3,486	40,226	44,072
Cherokee	11,026	11,282	98,313	108,719
Grand Wagoneer	0	373	3,173	5,482
Comanche	573	743	5,686	11,070
Total Jeep	**15,387**	**15,884**	**147,398**	**169,343**
CHRYSLER CORP.	**71,012**	**63,439**	**674,507**	**719,036**
Vans	8,524	9,969	88,345	127,087
Aerostar	10,929	14,278	125,289	154,704
Club Wagon	1,316	1,634	16,445	17,780
Ranger	16,636	21,641	201,555	242,397
Bronco	2,379	2,819	21,630	42,023
Bronco II/Explorer	22,415	19,620	207,738	143,098
Pickups	30,639	39,184	359,261	458,487
FORD MOTOR CO.	**92,836**	**109,145**	**1,020,263**	**1,185,576**
Vans	6,105	7,049	68,435	87,826
Sportsvan	610	525	7,851	7,396
Geo Tracker*	2,066	2,826	27,247	29,222
Astro	9,166	9,020	89,891	104,920
Lumina APV	3,342	4,015	41,392	56,293
S10	14,058	18,048	174,903	182,318
S10 Blazer	9,162	10,686	102,920	125,890
Blazer	507	1,030	8,656	14,224
Suburban	1,666	3,775	32,495	47,864
Pickups	31,553	35,235	353,979	421,845
Total Chevrolet	**78,235**	**92,209**	**907,769**	**1,077,798**
Vans	2,754	2,527	27,686	31,439
Safari	2,508	2,824	28,479	29,378
S15/Sonoma	3,466	4,342	38,039	39,145
S15 Jimmy	2,381	2,930	24,595	31,452
Jimmy	120	332	2,181	4,120
Suburban	1,105	1,766	14,331	20,574
Pickups	10,218	11,213	101,349	119,493
P Model	129	226	1,974	2,284
W4	137	103	1,127	1,090
Total GMC	**22,798**	**26,263**	**239,761**	**278,975**
Silhouette	1,239	2,512	15,953	22,299
Bravada	1,081	5	9,461	5
Total Oldsmobile	**2,320**	**2,517**	**25,414**	**22,304**
Trans Sport	2,628	2,235	19,593	26,196
Total Pontiac	**2,628**	**2,235**	**19,593**	**26,196**
GENERAL MOTORS	**105,981**	**123,224**	**1,192,537**	**1,405,273**
DAIHATSU Rocky	**195**	**270**	**2,431**	**3,967**
Pickup*	2,507	4,795	30,995	38,660
Amigo	634	621	6,868	8,773
Trooper	1,171	2,920	24,013	37,094
Rodeo*	2,012	1,327	19,740	3,170
ISUZU	**6,324**	**9,663**	**81,616**	**87,697**
Pickup	5,822	5,244	53,296	68,879
MPV	3,147	3,711	43,171	35,486
Navajo*	1,149	927	9,624	1,522
MAZDA	**10,118**	**9,882**	**106,091**	**105,887**
Pickup	1,880	1,233	16,762	21,481
Montero	747	1,173	7,870	11,152
Van	0	55	58	692
MITSUBISHI	**2,627**	**2,461**	**24,690**	**33,325**
Pickup*	11,402	10,858	113,574	118,132
Pathfinder	3,772	3,470	32,754	26,594
Axxess	14	766	333	6,960
Van	0	1	6	60
Hawaii	0	0	785	1,743
NISSAN	**15,188**	**15,095**	**147,452**	**153,483**
RANGE ROVER	**220**	**315**	**2,462**	**3,669**
Samurai	259	358	3,974	4,933
Sidekick*	832	625	9,845	7,015
SUZUKI	**1,091**	**983**	**13,819**	**11,948**
Pickups	14,341	13,660	136,931	152,637
Previa	3,999	3,834	43,823	34,678
4Runner	4,195	4,103	37,613	41,039
Land Cruiser	822	534	7,014	4,761
Van	0	3	0	232
TOYOTA	**23,357**	**24,804**	**225,381**	**236,017**
VOLKSWAGEN Vanagon	**265**	**390**	**4,715**	**5,856**
IMPORTS	**59,365**	**63,963**	**666,647**	**641,855**
INDUSTRY TOTAL	**329,216**	**369,871**	**3,486,954**	**3,951,749**

*Includes domestic vehicles.

Sales charts compiled by Karen [illegible]

U.S. CAR AND LIGHT-TRUCK SALES, OCTOBER — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales		1991	1990	Truck Sales		1991	1990	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1991	1990	Share	Share	1991	1990	Share	Share	1991	1990	1991	1990	Share (Points)	Sales (Percent)
Ford	94,096	114,912	13.4	14.6	92,838	109,145	28.2	30.3	186,934	224,057	18.1	19.5	-1.4	-16.6
Chevrolet/Geo†	87,733	101,429	12.5	12.9	78,235	92,209	23.8	25.6	165,968	193,638	16.1	16.9	-0.8	-14.3
Toyota	59,554	59,202	8.5	7.5	23,357	24,804	7.1	6.9	82,911	84,006	8.0	7.3	0.7	- 1.3
Dodge	32,275	39,847	4.6	5.1	38,734	34,591	11.8	9.6	71,009	74,438	6.9	6.5	0.4	- 4.6
Honda	60,203	62,254	8.6	7.9	—	—	—	—	60,203	62,254	5.8	5.4	0.4	- 3.3
Nissan	30,259	32,644	4.3	4.1	15,188	15,095	4.6	4.2	45,447	47,739	4.4	4.2	0.2	- 4.8
Buick	44,995	50,164	6.4	6.4	—	—	—	—	44,995	50,164	4.4	4.4	0.0	-10.3
Pontiac	37,977	56,620	5.4	7.2	2,628	2,235	0.8	0.6	40,605	58,855	3.9	5.1	-1.2	-31.0
Oldsmobile	37,321	44,737	5.3	5.7	2,320	2,517	0.7	0.7	39,641	47,254	3.8	4.1	-0.3	-16.1
Mercury	36,395	34,452	5.2	4.4	—	—	—	—	36,395	34,452	3.5	3.0	0.5	5.6
Plymouth	18,918	26,789	2.7	3.4	16,304	12,764	5.0	3.5	35,222	39,553	3.4	3.4	0.0	-10.9
Mazda	16,432	16,765	2.3	2.1	10,118	9,882	3.1	2.7	26,550	26,647	2.6	2.3	0.3	- 0.4
GMC	—	—	—	—	22,798	26,263	6.9	7.3	22,798	26,263	2.2	2.3	-0.1	-13.2
Cadillac	19,977	22,841	2.8	2.9	—	—	—	—	19,977	22,841	1.9	2.0	-0.1	-12.5
Mitsubishi	14,073	10,634	2.0	1.4	2,627	2,461	0.8	0.7	16,700	13,095	1.6	1.1	0.5	27.5
Jeep	—	—	—	—	15,387	15,884	4.7	4.4	15,387	15,884	1.5	1.4	0.1	- 3.1
Lincoln	13,579	18,175	1.9	2.3	—	—	—	—	13,579	18,175	1.3	1.6	-0.3	-25.3
Chrysler	12,673	17,083	1.8	2.2	587	200	0.2	0.1	13,260	17,283	1.3	1.5	-0.2	-23.3
Acura	13,252	11,163	1.9	1.4	—	—	—	—	13,252	11,163	1.3	1.0	0.3	18.7
Subaru	9,948	8,414	1.4	1.1	—	—	—	—	9,948	8,414	1.0	0.7	0.2	18.2
Saturn	9,257	0	1.3	0.0	—	—	—	—	9,257	0	0.9	0.0	0.9	—
Hyundai	8,743	10,202	1.2	1.3	—	—	—	—	8,743	10,202	0.8	0.9	0.0	-14.3
Lexus	7,955	5,530	1.1	0.7	—	—	—	—	7,955	5,530	0.8	0.5	0.3	43.9
Isuzu	1,017	1,084	0.1	0.1	6,324	9,663	1.9	2.7	7,341	10,747	0.7	0.9	-0.2	-31.7
VW	6,935	10,251	1.0	1.3	265	390	0.1	0.1	7,200	10,641	0.7	0.9	-0.2	-32.3
Mercedes	5,609	6,795	0.8	0.9	—	—	—	—	5,609	6,795	0.5	0.6	0.0	-17.5
Eagle	5,485	4,308	0.8	0.5	—	—	—	—	5,485	4,308	0.5	0.4	0.2	27.3
BMW	4,845	4,776	0.7	0.6	—	—	—	—	4,845	4,776	0.5	0.4	0.1	1.4
Volvo	4,638	5,196	0.7	0.7	—	—	—	—	4,638	5,196	0.4	0.5	0.0	-10.7
Infiniti	2,116	2,749	0.3	0.3	—	—	—	—	2,116	2,749	0.2	0.2	0.0	-23.0
Suzuki	518	622	0.1	0.1	1,091	983	0.3	0.3	1,609	1,605	0.2	0.1	0.0	0.2
Saab	1,564	1,967	0.2	0.2	—	—	—	—	1,564	1,967	0.2	0.2	0.0	-20.5
Audi	1,151	1,474	0.2	0.2	—	—	—	—	1,151	1,474	0.1	0.1	0.0	-21.9
Jaguar	926	1,089	0.1	0.1	—	—	—	—	926	1,089	0.1	0.1	0.0	-15.0
Daihatsu	506	842	0.1	0.1	195	270	0.1	0.1	701	1,112	0.1	0.1	0.0	-37.0
Porsche	350	605	0.0	0.1	—	—	—	—	350	605	0.0	0.1	0.0	-42.1
Yugo	303	503	0.0	0.1	—	—	—	—	303	503	0.0	0.0	0.0	-39.8
Alfa Romeo	234	300	0.0	0.0	—	—	—	—	234	300	0.0	0.0	0.0	-22.0
Range Rover	—	—	—	—	220	315	0.1	0.1	220	315	0.0	0.0	0.0	-30.2
Peugeot	113	312	0.0	0.0	—	—	—	—	113	312	0.0	0.0	0.0	-63.8
Sterling	103	305	0.0	0.0	—	—	—	—	103	305	0.0	0.0	0.0	-66.2
Other*	167	195	0.0	0.0	—	—	—	—	167	195	0.0	0.0	0.0	-14.4
TOTAL	**702,195**	**787,230**	**100.0**	**100.0**	**329,216**	**359,671**	**100.0**	**100.0**	**1,031,411**	**1,146,901**	**100.0**	**100.0**	**0.0**	**-10.1**
TOTAL BIG 3	**450,681**	**531,357**	**64.2**	**67.5**	**269,831**	**295,808**	**82.0**	**82.2**	**720,512**	**827,165**	**69.9**	**72.1**	**-2.3**	**-12.9**
TOTAL JAPAN	**215,833**	**211,903**	**30.7**	**26.9**	**58,900**	**63,158**	**17.9**	**17.6**	**274,733**	**275,061**	**26.6**	**24.0**	**2.7**	**- 0.1**
TOTAL EUROPE	**26,938**	**33,768**	**3.8**	**4.3**	**485**	**705**	**0.1**	**0.2**	**27,423**	**34,473**	**2.7**	**3.0**	**-0.3**	**-20.5**
GM	237,260	275,791	33.8	35.0	105,981	123,224	32.2	34.3	343,241	399,015	33.3	34.8	-1.5	-14.0
Ford	144,070	167,539	20.5	21.3	92,838	109,145	28.2	30.3	236,908	276,684	23.0	24.1	-1.2	-14.4
Chrysler	69,351	88,027	9.9	11.2	71,012	63,439	21.6	17.6	140,363	151,466	13.6	13.2	0.4	- 7.3
Toyota/Lexus	67,509	64,732	9.6	8.2	23,357	24,804	7.1	6.9	90,866	89,536	8.8	7.8	1.0	1.5
Honda/Acura	73,455	73,417	10.5	9.3	—	—	—	—	73,455	73,417	7.1	6.4	0.7	0.1
Nissan/Infiniti	32,375	35,393	4.6	4.5	15,188	15,095	4.6	4.2	47,563	50,488	4.6	4.4	0.2	- 5.8
VW/Audi	8,086	11,725	1.2	1.5	265	390	0.1	0.1	8,351	12,115	0.8	1.1	-0.2	-31.1
†Geo	*26,387*	*25,419*	*3.8*	*3.2*	*3,046*	*3,176*	*0.9*	*0.9*	*29,433*	*28,595*	*2.9*	*2.5*	*0.4*	*2.9*
*Made by Japan***	*247,992*	*244,099*	*35.3*	*31.0*	*61,343*	*66,639*	*18.6*	*18.5*	*308,184*	*310,101*	*29.9*	*27.0*	*2.8*	*- 0.6*

*Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 10 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales		1991	1990	Truck Sales		1991	1990	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1991	1990	Share	Share	1991	1990	Share	Share	1991	1990	1991	1990	Share (Points)	Sales (Percent)
Ford	920,800	1,146,490	13.2	14.4	1,020,263	1,185,576	29.2	30.0	1,941,063	2,332,066	18.5	19.5	-1.0	-16.8
Chevrolet/Geo†	1,001,969	1,192,629	14.4	14.9	907,769	1,077,798	26.0	27.3	1,909,738	2,270,427	18.2	19.0	-0.8	-15.9
Toyota	566,734	605,300	8.1	7.6	225,381	236,017	6.4	6.0	792,115	841,317	7.6	7.0	0.5	- 5.8
Dodge	279,721	300,697	4.0	3.8	377,476	402,380	10.8	10.2	657,197	703,077	6.3	5.9	0.4	- 6.5
Honda	567,489	609,252	8.1	7.6	—	—	—	—	567,489	609,252	5.4	5.1	0.3	- 6.9
Nissan	324,068	364,671	4.6	4.6	147,452	153,489	4.2	3.9	471,520	518,160	4.5	4.3	0.2	- 9.0
Buick	460,944	458,503	6.5	5.7	—	—	—	—	460,944	458,503	4.4	3.8	0.6	0.5
Pontiac	417,194	557,138	6.0	7.0	19,593	26,196	0.6	0.7	436,787	583,334	4.2	4.9	-0.7	-25.1
Oldsmobile	369,517	441,354	5.3	5.5	25,414	22,304	0.7	0.6	394,931	463,658	3.8	3.9	-0.1	-14.8
Mercury	322,072	338,810	4.6	4.2	—	—	—	—	322,072	338,810	3.1	2.8	0.2	- 4.9
Plymouth	164,502	213,630	2.4	2.7	146,132	144,906	4.2	3.7	310,634	358,536	3.0	3.0	0.0	-13.4
Mazda	192,800	199,030	2.8	2.5	106,091	105,887	3.0	2.7	298,891	304,917	2.9	2.6	0.3	- 2.0
GMC	—	—	—	—	239,761	278,975	6.9	7.1	239,761	278,975	2.3	2.3	0.0	-14.1
Cadillac	174,800	217,403	2.5	2.7	—	—	—	—	174,800	217,403	1.7	1.8	-0.2	-19.6
Mitsubishi	136,360	130,304	2.0	1.6	24,690	33,325	0.7	0.8	161,050	163,629	1.5	1.4	0.2	- 1.6
Lincoln	151,715	193,733	2.2	2.4	—	—	—	—	151,715	193,733	1.4	1.6	-0.2	-21.7
Jeep	—	—	—	—	147,398	169,343	4.2	4.3	147,398	169,343	1.4	1.4	0.0	-13.0
Acura	122,578	120,114	1.8	1.5	—	—	—	—	122,578	120,114	1.2	1.0	0.2	2.1
Hyundai	102,609	113,928	1.5	1.4	—	—	—	—	102,609	113,928	1.0	1.0	0.0	- 9.9
Chrysler	98,638	163,198	1.4	2.0	3,501	2,407	0.1	0.1	102,139	165,605	1.0	1.4	-0.4	-38.3
Subaru	94,286	91,780	1.4	1.1	—	—	—	—	94,286	91,780	0.9	0.8	0.1	2.7
Isuzu	11,321	4,370	0.2	0.1	81,616	87,697	2.3	2.2	92,937	92,067	0.9	0.8	0.1	0.9
VW	80,655	113,304	1.2	1.4	4,715	5,856	0.1	0.1	85,370	119,160	0.8	1.0	-0.2	-28.4
Volvo	59,450	78,802	0.9	1.0	—	—	—	—	59,450	78,802	0.6	0.7	-0.1	-24.6
Saturn	58,195	0	0.8	0.0	—	—	—	—	58,195	0	0.6	0.0	0.6	—
Lexus	55,226	50,944	0.8	0.6	—	—	—	—	55,226	50,944	0.5	0.4	0.1	8.4
Eagle	51,123	52,207	0.7	0.7	—	—	—	—	51,123	52,207	0.5	0.4	0.1	- 2.1
Mercedes	49,219	62,523	0.7	0.8	—	—	—	—	49,219	62,523	0.5	0.5	-0.1	-21.3
BMW	43,519	51,360	0.6	0.6	—	—	—	—	43,519	51,360	0.4	0.4	0.0	-15.3
Infiniti	30,705	18,104	0.4	0.2	—	—	—	—	30,705	18,104	0.3	0.2	0.1	69.6
Saab	22,289	22,635	0.3	0.3	—	—	—	—	22,289	22,635	0.2	0.2	0.0	- 1.5
Suzuki	4,708	5,815	0.1	0.1	13,819	11,948	0.4	0.3	18,527	17,763	0.2	0.1	0.0	4.3
Audi	10,191	18,478	0.1	0.2	—	—	—	—	10,191	18,478	0.1	0.2	-0.1	-44.8
Jaguar	8,069	15,180	0.1	0.2	—	—	—	—	8,069	15,180	0.1	0.1	-0.1	-46.8
Daihatsu	5,365	9,563	0.1	0.1	2,431	3,967	0.1	0.1	7,796	13,530	0.1	0.1	0.0	-42.4
Porsche	3,843	7,694	0.1	0.1	—	—	—	—	3,843	7,694	0.0	0.1	0.0	-50.1
Peugeot	3,376	3,654	0.0	0.0	—	—	—	—	3,376	3,654	0.0	0.0	0.0	- 7.6
Alfa Romeo	3,125	2,917	0.0	0.0	—	—	—	—	3,125	2,917	0.0	0.0	0.0	7.1
Sterling	2,744	3,443	0.0	0.0	—	—	—	—	2,744	3,443	0.0	0.0	0.0	-20.3
Yugo	2,461	5,605	0.0	0.1	—	—	—	—	2,461	5,605	0.0	0.0	0.0	-56.1
Range Rover	—	—	—	—	2,452	3,669	0.1	0.1	2,452	3,669	0.0	0.0	0.0	-33.2
Other*	2,016	2,350	0.0	0.0	—	—	—	—	2,016	2,350	0.0	0.0	0.0	-14.2
TOTAL	**6,976,396**	**7,986,912**	**100.0**	**100.0**	**3,495,954**	**3,951,740**	**100.0**	**100.0**	**10,472,350**	**11,938,652**	**100.0**	**100.0**	**0.0**	**-12.3**
TOTAL BIG 3	**4,471,190**	**5,275,792**	**64.1**	**66.1**	**2,887,307**	**3,309,885**	**82.6**	**83.8**	**7,358,497**	**8,585,677**	**70.3**	**71.9**	**-1.6**	**-14.3**
TOTAL JAPAN	**2,111,640**	**2,209,247**	**30.3**	**27.7**	**601,480**	**632,330**	**17.2**	**16.0**	**2,713,120**	**2,841,577**	**25.9**	**23.8**	**2.1**	**- 4.5**
TOTAL EUROPE	**290,957**	**387,945**	**4.2**	**4.9**	**7,167**	**9,525**	**0.2**	**0.2**	**298,124**	**397,470**	**2.8**	**3.3**	**-0.5**	**-25.0**
GM	2,482,619	2,867,027	35.6	35.9	1,192,537	1,405,273	34.1	35.6	3,675,156	4,272,300	35.1	35.8	-0.7	-14.0
Ford	1,394,587	1,679,033	20.0	21.0	1,020,263	1,185,576	29.2	30.0	2,414,850	2,864,609	23.1	24.0	-0.9	-15.7
Chrysler	593,984	729,732	8.5	9.1	674,507	719,036	19.3	18.2	1,268,491	1,448,768	12.1	12.1	0.0	-12.4
Toyota/Lexus	621,960	656,244	8.9	8.2	225,381	236,017	6.4	6.0	847,341	892,261	8.1	7.5	0.6	- 5.0
Honda/Acura	690,067	729,366	9.9	9.1	—	—	—	—	690,067	729,366	6.6	6.1	0.5	- 5.4
Nissan/Infiniti	354,773	382,775	5.1	4.8	147,452	153,489	4.2	3.9	502,225	536,264	4.8	4.5	0.3	- 6.3
VW/Audi	90,846	131,782	1.3	1.6	4,715	5,856	0.1	0.1	95,561	137,638	0.9	1.2	-0.2	-30.6
†Geo	*225,251*	*245,047*	*3.2*	*3.1*	*27,247*	*29,222*	*0.8*	*0.7*	*252,498*	*274,269*	*2.4*	*2.3*	*0.1*	*- 7.9*
*Made by Japan***	*2,393,762*	*2,508,386*	*34.3*	*31.4*	*622,820*	*671,467*	*17.8*	*17.0*	*3,008,567*	*3,168,357*	*28.7*	*26.5*	*2.2*	*- 5.0*

*Includes 1991 estimated sales of 800-Ferrari, 586-Rolls/Bentley, 270-Lotus, 288-Maserati, 130-Lamborghini, and 50-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

TOP 10 SELLERS, OCTOBER 1991

	Sales
1. Honda Accord	37,778
2. Chevrolet C/K pickup	31,553
3. Ford F-series pickup	30,639
4. Ford Taurus	27,778
5. Toyota Camry	23,735
6. Ford Explorer	22,415
7. Chevrolet Lumina	20,665
8. Honda Civic	20,396
9. Toyota Corolla	20,161
10. Chev. Corsica/Beretta	19,784

Source: Automotive News Data Center

STEMPEL

Congress' inactivity cripples industry

continued from PAGE 3

■ Stempel accused Congress of inactivity on the budget and trade deficits, unemployment, the recession and other key economic issues.

He said Congress is more interested in "piling on" an already depressed auto industry higher corporate average fuel economy rules that are likely to have only "perverse effects."

"That's not the way to run the country," Stempel said. "We should be growing and we should be adding jobs. In order to do that, you've got to get the country back in a growth position and you've got to have us competitive on a worldwide basis. And you cannot be doing things at home to make you non-competitive in the world market."

■ Stempel suggested that as bad as the federal budget deficit is, President Bush should temporarily put deficit reduction on hold and work on kick-starting the economy.

"Maybe the president has to put some different priorities out there and recognize that while he'd like to work on the deficit, he's got a recession on his hands," Stempel said. "We can fix the deficit and drive ourselves down into an even deeper recession."

■ If customers don't believe the recession is over, it isn't over, Stempel said.

"I would like you to believe it, I would like my friends and neighbors to believe it, and I'd like my customers to believe it," Stempel said.

"Unfortunately, their children can't get a job, having just graduated from college, and the guy down the street has been laid off for the first time in 30 years.

"You know what? The customer says, 'I don't think the recession is over.' This time, I think maybe the public is right."

■ Stempel did not offer a goal for GM's 1992 market share, other than to state the obvious: "As much as we can get. Each 10th (of a point) has come very hard, and it's going to continue to be that way."

Through October, GM had 35.1 percent of the U.S. car and light-truck market for 1991, down from 35.8 percent for the first 10 months of last year.

The company's long-term goal is to get back above 40 percent.

■ Stempel is happy with Saturn's high sales per dealership: "You don't have to be a Japanese dealer to have (good) sales per dealer," he said. "That's why 50 percent of the Saturn dealers are in the black, which is good."

■ GM will utilize 100 percent of plant capacity by the end of 1992, as planned, but Stempel would not discuss how it will get there or how many more plants will be

incentive
WATCH

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

SUBARU (expires Jan. 3)

Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ran van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.

1992 models

Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury	
Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000

California only (1991 models, expires April 2)

Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500

All states (1991 models, expires Jan. 3)

All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (expires Jan. 3)

Navajo (1991)	$1,000
Trucks (1992)	$1,000

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models	Company pays U.S. luxury tax

Automakers plant new crop of rebates

ARLENA SAWYERS
Staff Reporter

Nissan Motor Corp. in U.S.A., Subaru of America Inc. and Toyota Motor Sales U.S.A. Inc. announced new incentives last week. Also, Chrysler Corp. and Saab Cars USA Inc. sweetened their programs and Cadillac is offering an incentive to a select group of consumers.

Through Jan. 3, **Nissan's** factory-to-dealer rebates on 1991 vehicles are $300 to $1,800 on cars, $1,200 on pickups and $1,400 on Pathfinder.

On 1992s, the dealer incentives are $300 to $1,000 on cars, $900 on pickups, $600 on Pathfinder.

The dealer rebate of $2,500 to $3,500 on sales on 1991 300ZX models continues through Feb. 2.

Subaru's new program includes customer and dealer incentives. Customer rebates are $500 on 1991 and 1992 Loyale front-wheel-drive sedans and all-wheel-drive wagons; $2,000 on the 1991 XT and XT6; and $500 on the 1992 Legacy L and L Plus.

Subaru dealers receive $1,200 on all 1991 Legacys. Some 1991 Legacys carry an additional $500 for dealers, depending on the region. Subaru's program expires Jan 3.

Toyota is paying dealers $500 to $700 on 1991 Camrys and 1991 and 1992 Corollas. On 1991 and 1992 pickups, dealers receive $600 to $1,400. Payments are based on performance against quota. Toyota's program expires Jan. 3.

Chrysler reinstated its new-car retail purchase or lease program for military personnel. The rebate is $500 on eligible 1991 or 1992 models and is in addition to other consumer rebates.

Cadillac is sending select prospects a certificate worth $2,000 off the price of a 1992 DeVille/Fleetwood or Brougham. Dubbed the "Cadillac Purchase Dividend," the certificate is good through Dec. 31.

Saab broadened its "Flexible Finance" program to include all 1992 Saab models. It previously covered only 1992 convertibles in the 900 and 9000 series.

The program allows buyers to choose their monthly payment and finance rate based on down payment. Terms are available for 24-, 36- and 48-month contracts, and down payment requirements range from 20 percent to 40 percent. The program ends Nov. 30. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

NISSAN (expires Jan. 3, unless otherwise noted)

1992 models

Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600

1991 models

Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota

SUBARU (expires Jan. 3)

Legacy (1991)	$1,200-1,700, based on region

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Eagle Talon (base, 1991-92)	$750
Jeep Cherokee Laredo (1991-92)	$1,000

HYUNDAI (California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Jan. 3)

Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

Toyota inquiry is a murky quest

LINDSAY CHAPPELL
Staff Reporter

A congressional probe into charges of corporate misconduct by Toyota Motor Corp.'s U.S. operations will have to sort through a thicket of complicated and often mysterious industry sales practices.

The charges, contained in lawsuits against the carmaker's independent distributor in the Southeast, allege that Toyota Motor Sales U.S.A. Inc. knew of or participated in falsifying U.S. sales figures, cheated on restraints that limit Japanese car exports to this country and engaged in deceptive advertising.

Most of the charges cover the period from about 1982 to 1986, making fact-finding more difficult.

A look at two of the charges shows how complex the issues are:

■ Dodging export restrictions

Documents provided by the Washington office of Rep. John Dingell, D-Mich., say that in the early to mid-1980s, Toyota Motor Corp. sidestepped restraints on exports from Japan by moving cars to U.S. dealers through Guam and Puerto Rico.

During that time, a bilateral agreement that limited exports evolved into Japan's unilateral decision to cap its car exports to the United States at 2.3 million a year. The companies' individual quotas customarily are not revealed, but at the time Toyota was believed to be bumping against its ceiling. Toyota built its first cars in the United States in 1985; its car sales reached 640,000 in 1986.

According to the allegation, Toyota knew that its dealers were skirting the restraints by using a secondary pipeline of cars from U.S. territories.

Officials at both Toyota Motor Sales and Southeast Toyota Distributors Inc. acknowledge that individual dealers may have engaged in small-time "gray-market" importing, but they maintain that there was no official sanction. They also note that dealers of many import lines have been guilty of gray-market importing over the years.

Toyota spokesman James Olson said "thousands" of so-called Toyota "swimmers" entered the United States indirectly.

Dennis Fitzgibbons, an aide to Dingell, said the question is whether Toyota — or the Japanese government — violated the spirit of its export policies. "It might not be illegal, but it would have trade-policy implications if it comes to light that a foreign government wasn't honoring" its own trade policies, he said.

■ False sales reporting

Toyota Motor Sales and Southeast Toyota are accused of operating a false-sales reporting scheme that affected the way imported cars were allocated within the United States.

According to suits filed by current and former dealers for Southeast Toyota, the distributor forced retailers to submit bogus sales reports to both the factory and to state vehicle registration authorities in order to misrepresent Southeast's sales volume. Because Toyota cars are allocated to dealers on a "turn-to-earn" basis, the territory that reports the most sales receives the largest share of future allocations.

Toyota has dealt with the false-reporting issue before. In 1990, another independent distributor, Mid-Atlantic Toyota Distributors Inc., sued the U.S. sales company for $100 million, complaining that its own allocation of cars had been unfairly limited by false reporting elsewhere in the country. Toyota settled that suit out of court and took over the Mid-Atlantic operation last year.

The new charge is leveled mainly at Southeast Toyota. The distributor has denied the charge and has maintained that it has aggressively pursued and penalized any dealer who misreported sales.

Plaintiffs in the various lawsuits claim the false-reporting game caused dealers to swallow financing costs on cars they were forced to list improperly as sold. Documents released by Dingell's office charge that false sales results were incorporated into Toyota's U.S. ad claims, creating an untrue picture of the brand's success. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/11	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Dearborn, Mich.	11/11	
Ford Mustang		2,800
Oakville, Ontario (Ontario Truck)	11/11	
Ford F series		2,795
St. Louis	11/11	
Aerostar		4,000
St. Thomas, Ontario	11/11	
Ford Crown Victoria		2,000
Mercury Grand Marquis		2,800
Total U.S. car		**2,800**
Total Canada car		**6,185**
Total U.S. truck		**4,000**
Total Canada truck		**2,795**
Total units lost week of 11/11		**15,780**

Source: Automotive News Data Center

500,000 view Prague's first show since '47

RICHARD BRUNER

Staff Correspondent

PRAGUE, Czechoslovakia — The first international auto show held in Prague in 44 years drew nearly 200 exhibitors and more than 500,000 visitors during an eight-day run last month, show officials say.

As might be expected, Western European and Japanese exhibitors dominated the show, called Auto Salon Praha 91.

Of 197 companies setting up exhibits in Prague's central exhibition hall, Germany accounted for the most, with 135.

Following Germany was Italy with 22 exhibits; Austria, 12; Japan, seven; Britain, five; the Netherlands, four; Belgium, four; France, two; Spain, two; and Sweden, two.

Among vehicle makers from the former Soviet-bloc countries, only Skoda — now a Volkswagen affiliate — and Hungary's Ikarus, a bus manufacturer, had displays at the show.

"They probably couldn't afford to come,'' Jiri Hajek, a show spokesman, said of the absent Soviet and East European vehicle makers.

Hajek, director of the press center, said the show's high attendance reflected the fact that Czechoslovakians have been starved for modern automobiles since a Communist takeover in 1947 shut the country off from the West.

According to Hajek, Czechoslovakia's 15 million citizens own 2 million passenger cars, or one for every 7.5 persons.

Although that is a relatively high rate of ownership for a Soviet-bloc country, the average age of the nation's car park is 10 years.

That might indicate potential demand, he said, but replacement of the country's aged car fleet will take years to occur because of rising prices and stagnant wages.

Where the country's average wage has held at about $118 month, the price of a basic Skoda has risen from the equivalent of $3,200 one year ago to more than $4,200 now, he said.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/4-11/9/91	Actual 10/28-11/2/91	Oct. Total	Year 1/1-11/9/91	Year 1/1-11/10/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,000	677	2,017	22,108	46,462
New Yorker	750	964	4,303	10,046	33,322
Fifth Avenue	1,500	1,366	6,562	29,101	31,989
Imperial	250	278	1,354	7,780	17,005
Town & Country (trk.)	250	259	784	4,287	2,158
Total Chrysler	**3,758**	**3,544**	**15,820**	**73,323**	**138,987**
Horizon	0	0	0	0	4,327
Sundance	1,750	1,585	7,952	54,992	79,120
Acclaim	1,750	1,825	8,466	69,894	103,406
Voyager (trk.)	1,650	2,152	11,901	85,211	75,391
Voyager (Can. trk.)	1,867	2,340	10,578	95,575	86,787
Total Plymouth	**7,817**	**7,982**	**38,897**	**365,671**	**349,831**
Omni	0	0	0	0	4,078
Daytona	750	816	2,867	8,770	30,566
Shadow	1,750	2,046	9,424	61,427	86,917
Dynasty	2,250	2,403	10,512	103,064	105,285
Spirit	1,750	2,310	11,037	67,534	92,050
Monaco (Can.)	0	0	486	8,477	9,740
Caravan (trk.)	2,450	2,405	12,249	99,801	81,807
Caravan (Can. trk.)	3,125	3,875	16,144	127,737	107,522
Caravan C/V (trk.)	100	98	523	3,215	4,321
Caravan C/V (Can. trk.)	78	100	417	13,183	6,144
Dakota (trk.)	3,250	4,339	15,952	87,134	65,223
Ram pickups (trk.)	1,000	1,439	5,283	64,669	93,154
Ram Wagon (Can. trk.)	450	0	1,144	16,677	19,579
Ram Van (Can. trk.)	1,510	0	3,844	36,698	51,710
Total Dodge	**18,463**	**19,833**	**89,892**	**888,389**	**758,886**
Premier (Can.)	0	0	236	8,911	11,331
Cherokee (trk.)	4,250	4,332	19,928	133,205	137,130
Comanche (trk.)	75	108	533	4,602	8,338
Grand Wagoneer (trk.)	0	0	0	1,539	6,024
Wagoneer (trk.)	75	48	192	2,458	3,632
Wrangler (Can trk.)	1,590	1,482	6,639	54,961	51,937
Total Jeep-Eagle	**5,990**	**5,970**	**27,528**	**205,756**	**218,382**
Total U.S. car	**13,580**	**14,272**	**64,494**	**434,717**	**642,578**
Total Can. car	**0**	**0**	**722**	**17,308**	**21,071**
Total U.S. truck	**13,100**	**15,180**	**67,355**	**486,201**	**477,178**
Total Can. truck	**8,620**	**7,797**	**38,766**	**344,832**	**323,679**
CHRYSLER CORP.	**35,220**	**37,249**	**171,337**	**1,283,138**	**1,464,586**
Escort	0	0	15,913	168,083	223,089
Mustang	0	2,368	8,060	76,000	121,016
Tempo	2,657	2,385	10,330	98,034	110,928
Tempo (Can.)	0	0	8,841	90,695	96,314
Taurus	6,908	7,192	33,325	282,472	293,712
Thunderbird	0	0	5,824	64,168	100,755
Crown Victoria (Can.)	0	2,122	7,258	78,478	105,679
Aerostar (trk.)	4,000	3,960	18,222	153,299	184,044
Bronco (trk.)	717	703	3,174	17,564	43,469
Explorer/Bronco II (trk.)	6,486	7,526	30,496	245,537	178,171
Navajo (trk.)	247	192	1,021	10,322	6,505
Econoline (trk.)	4,140	4,186	18,229	125,283	154,756
Heavies (trk.)	0	1,032	2,671	27,629	44,729
Light trucks (trk.)	10,443	10,150	46,500	291,365	395,222
Light trucks (Can. trk.)	2,934	2,382	9,754	84,137	119,626
Ranger (trk.)	1,822	6,806	29,874	238,016	251,363
Total Ford Div.	**40,354**	**51,884**	**249,492**	**2,051,081**	**2,431,378**
Topaz	1,584	1,127	4,479	41,334	41,632
Topaz (Can.)	0	0	3,105	29,905	36,111
Cougar	0	0	2,697	47,529	66,326
Sable	3,572	3,187	14,606	94,557	90,816
Grand Marquis (Can.)	0	2,678	9,489	88,300	99,564
Total Mercury	**5,156**	**6,992**	**34,376**	**361,828**	**334,449**
Continental	0	1,026	5,452	46,955	51,909
Mark VII	0	179	944	8,231	16,884
Town Car	0	2,425	12,795	110,444	130,222
Total Lincoln	**0**	**3,630**	**19,191**	**165,630**	**199,186**
Total L-M Div.	**5,156**	**10,622**	**53,567**	**467,258**	**533,554**
Total U.S. car	**14,721**	**19,880**	**114,425**	**1,037,888**	**1,247,379**
Total Can. car	**0**	**4,800**	**28,083**	**287,361**	**339,880**
Total U.S. truck	**27,855**	**34,555**	**158,187**	**1,189,814**	**1,258,280**
Total Can. truck	**2,934**	**2,382**	**9,754**	**84,137**	**119,626**
FORD MOTOR CO.	**45,510**	**61,626**	**303,650**	**2,518,339**	**2,964,932**
Skylark	2,505	1,901	7,751	49,309	82,833
Century	2,796	2,321	11,642	85,892	59,298
Regal (Can.)	3,650	3,730	14,359	112,346	87,540
Riviera	391	315	1,307	8,102	20,011
Park Avenue/Electra	2,120	1,804	8,414	83,094	57,083
LeSabre	4,520	4,013	17,357	89,503	142,965
Roadmaster Sedan+	1,678	1,287	5,848	37,847	0
Roadmaster Wagon†	332	333	1,413	13,198	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**17,992**	**15,704**	**68,091**	**480,501**	**459,029**
Eldorado	805	676	2,764	11,797	18,900
Seville	871	725	2,976	22,002	30,636
Brougham	720	553	2,539	18,801	27,382
DeVille	3,718	3,678	17,022	136,485	145,416
Allante	59	57	288	2,586	3,290
Total Cadillac	**6,173**	**5,689**	**25,589**	**191,671**	**225,624**
Cavalier	6,198	5,190	26,302	219,664	310,884
Camaro	1,416	1,403	6,384	47,622	66,740
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,800	5,828	23,423	207,193	248,762
Lumina (Can.)	7,250	7,340	27,784	211,540	194,583
Caprice	2,398	2,427	11,052	113,442	186,858
Corvette	480	467	2,195	18,143	20,542
Astro (trk.)	3,351	3,378	12,158	89,402	114,845
Blazer (trk.)	200	296	286	6,429	14,316
Lumina APV (trk.)	1,551	1,620	7,901	42,978	75,764
Mediums (trk.)	232	193	595	2,261	8,506
P-Model (trk.)	486	494	881	17,861	19,131
Pickups (trk.)	8,860	7,158	31,608	258,544	382,819
Pickups (Can. trk.)	4,200	4,214	16,275	126,128	148,013
S10 (trk.)	6,381	6,491	30,279	229,034	211,353
S10 Blazer (trk.)	3,456	3,111	10,889	43,846	72,769
Sportsvan (trk.)	1,141	1,113	5,862	38,177	54,910
Sportsvan (Can. trk.)	1,800	1,886	7,182	47,968	42,832
Suburban (trk.)	50	17	628	21,293	57,865
Total Chevrolet	**54,310**	**52,826**	**221,584**	**1,748,724**	**2,231,418**
Calais	31	2	0	34,649	91,717
Cutlass Ciera	3,088	3,141	15,907	90,401	60,744
Cutlass Ciera (Can.)	0	0	0	41,161	68,434
Cutlass Supreme	2,400	2,612	12,643	93,252	83,936
Toronado	229	183	764	4,669	13,870
88	3,409	2,857	12,545	78,019	92,522
Custom Cruiser Wag.††	133	150	708	7,384	1,223
98	1,482	1,467	6,747	66,970	38,087
Silhouette (trk.)	466	447	2,213	18,036	27,800
Bravada (trk.)	246	283	904	12,636	352
Total Oldsmobile	**12,144**	**11,191**	**82,821**	**447,176**	**478,686**
Sunbird	2,989	2,398	12,112	102,564	144,811
Grand Am	5,414	4,931	20,406	118,075	192,356
Firebird	584	597	2,804	18,441	38,956
Grand Prix	3,781	3,385	15,425	97,374	106,648
Pontiac 6000	0	0	0	19,603	47,941
Bonneville	3,297	2,941	14,232	70,954	69,186
Trans Sport (trk.)	985	959	4,754	26,765	40,834
Total Pontiac	**17,050**	**15,191**	**69,733**	**453,776**	**640,732**
Yukon-Jimmy (trk.)	80	103	99	2,014	4,346
Mediums (trk.)	368	380	1,078	4,482	8,579
P-Model (trk.)	54	20	26	2,029	2,492
Pickups (trk.)	3,264	2,354	10,498	104,867	127,107
Pickups (Can. trk.)	1,775	1,805	5,632	47,070	55,610
Syclone-Sonoma (trk.)	1,400	1,476	5,639	52,357	46,913
Typhoon-S15 Jimmy (trk.)	1,321	1,150	3,776	15,711	24,113
Safari (trk.)	1,113	1,146	4,174	35,427	40,325
Suburban (trk.)	30	0	332	17,086	27,872
Vandura (trk.)	585	515	2,324	16,855	19,819
Vandura (Can. trk.)	575	602	2,312	19,569	16,692
Total GMC	**10,565**	**9,551**	**35,898**	**317,467**	**373,870**
Total Saturn+	**2,644**	**2,644**	**10,576**	**83,818**	**4,287**
Total U.S. car	**66,028**	**60,275**	**273,636**	**2,051,343**	**2,417,843**
Total Can. car	**10,900**	**11,870**	**42,143**	**385,846**	**378,876**
Total U.S. truck	**35,880**	**32,704**	**136,884**	**1,057,287**	**1,362,631**
Total Can. truck	**8,350**	**8,587**	**31,401**	**240,736**	**283,147**
GENERAL MOTORS	**120,878**	**112,556**	**483,984**	**3,714,411**	**4,413,887**
Can. car	2,200	2,250	9,113	94,940	17,300
Can. trk.	1,500	1,500	5,935	45,909	10,702
CAMI*+	**3,700**	**3,750**	**15,048**	**140,849**	**28,002**
DIAMOND-STAR*	**3,483**	**3,882**	**16,177**	**132,848**	**132,553**
Civic	2,385	1,917	6,043	71,466	92,396
Civic (Can.)	720	485	8,350	89,236	90,598
Accord	8,165	8,057	37,286	319,089	290,963
Total U.S. car	**10,550**	**9,974**	**43,329**	**390,555**	**383,359**
Total Can. car	**720**	**485**	**8,350**	**89,236**	**90,598**
HONDA	**11,270**	**10,459**	**51,679**	**479,791**	**473,957**
HYUNDAI Sonata (Can.)	**915**	**583**	**2,807**	**22,815**	**21,090**
MAZDA*	**3,979**	**4,178**	**20,282**	**142,312**	**157,866**
U.S. trk.	0	1,679	4,624	54,731	64,145
Can. trk.	0	0	414	5,751	7,416
NAVISTAR	**0**	**1,679**	**5,038**	**60,482**	**71,561**
Sentra	2,790	3,361	13,715	114,927	81,305
Pickup (trk.)	2,706	3,289	13,316	115,423	123,466
NISSAN	**5,496**	**6,650**	**27,031**	**230,350**	**204,771**
Geo Prizm	1,850	1,949	8,970	78,477	88,530
Toyota Corolla	2,400	2,425	11,500	90,139	89,583
Toyota Hilux (trk.)	150	160	683	1,076	0
NUMMI	**4,400**	**4,534**	**21,153**	**169,692**	**178,113**
Legacy	1,290	1,387	5,786	49,667	27,406
Pickup (trk.)	573	556	2,638	22,984	0
Rodeo (trk.)	1,107	1,036	4,068	26,259	0
Total U.S. car	**1,290**	**1,387**	**5,786**	**49,667**	**27,406**
Total U.S. trk.	**1,680**	**1,592**	**6,706**	**49,243**	**29,954**
SUBARU-ISUZU	**2,970**	**2,979**	**12,492**	**98,910**	**57,362**
Camry	4,125	4,757	15,847	160,526	192,031
Corolla (Can.)	1,500	1,508	6,549	57,580	52,734
TOYOTA	**5,625**	**6,265**	**22,396**	**218,106**	**244,765**
VOLVO 740, 940 (Can.)	**150**	**148**	**658**	**6,731**	**6,965**
AM GENERAL (trk.)	**375**	**375**	**1,620**	**17,840**	**19,440**
MISCELLANEOUS (trk.)**	**2,500**	**2,500**	**11,000**	**117,520**	**120,000**
Total U.S. car	**124,716**	**126,259**	**588,161**	**4,083,319**	**5,458,837**
Total Canada car	**16,385**	**20,844**	**99,125**	**941,117**	**920,902**
Total U.S.-Canada Car	**141,101**	**147,113**	**687,286**	**5,024,436**	**6,379,739**
Total U.S. truck	**83,966**	**92,034**	**393,375**	**3,008,335**	**3,464,673**
Total Canada truck	**21,404**	**20,186**	**86,270**	**721,444**	**724,570**
Total U.S.-Canada truck	**105,370**	**112,220**	**479,645**	**3,729,779**	**4,189,243**
TOTAL U.S.	**208,682**	**218,303**	**981,536**	**7,091,654**	**8,923,510**
TOTAL CANADA	**37,789**	**41,030**	**185,395**	**1,662,561**	**1,645,472**
TOTAL U.S.-CANADA CAR & TRUCK	**246,471**	**259,333**	**1,166,931**	**8,754,215**	**10,568,982**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

Truck build hits 41-year high in Oct.

ANNE E. WRIGHT

Chief Statistician

United States and Canada car and truck production of 1,166,931 units in October was the highest monthly output this year.

U.S. and Canadian truckmakers assembled more vehicles in October than in any October since 1950. They built 393,375 trucks in the United States and 86,270 in Canada for a total of 479,645. That was an increase of 15.9 percent over September and 7.4 percent over the year-ago month.

U.S. and Canadian carmakers produced 687,286 vehicles, the lowest October production since 1982. U.S. makers assembled 588,161, down 10.1 percent from 1990, and Canadian makers slipped 14.7 percent below the year-ago month.

Last week's estimated U.S. car production was 124,716, down 1.2 percent from the prior week but 14.0 percent above the year-ago week.

Canadian automakers scheduled 16,385 units last week, a drop of 21.4 percent from the prior week and 32.3 percent below the year-ago week.

Year-to-date, U.S. auto manufacturers are 14.2 percent behind 1990. Canadian auto production for the year is up 2.2 percent over 1990.

Truck production last week in the United States was scheduled at 83,966, down 8.8 percent from the prior week but up 49.5 percent over the year-ago week.

In Canada, 21,404 trucks were scheduled to be produced, an increase of 6.0 percent over the prior week and 38.6 percent over the year-ago week.

Year-to-date, U.S. truck production of 3,008,335 trails 1990 by 13.2 percent. Canadian truck production is 0.4 percent behind 1990.

Chrysler Corp. has scheduled daily overtime at the St. Louis (No. 2) truck assembly plant this week.

The company extended the downtime at the Bramalea, Ontario, facility for a fourth week due to slow sales.

Ford Motor Co. worked daily overtime last week at the Kansas City, Mo., and the Lorain, Ohio, truck plants.

Ford has idled four plants this week due to slow sales: the St. Louis and the Oakville, Ontario (Ontario Truck) truck plants and the Dearborn, Mich., and St. Thomas, Ontario, car plants.

General Motors slated overtime last Saturday at six plants in the United States and four in Canada. The U.S. plants were the Flint, Mich. (Buick City); Lordstown, Ohio; Wentzville, Mo.; Arlington, Texas, and Oklahoma City car plants and the Lordstown, Ohio, truck facility. Canadian plants were the Oshawa, Ontario (No. 1 and No. 2) car plants and the Oshawa and Scarborough, Ontario, truck plants.

Chrysler plants in Canada will be closed today in observance of Remembrance Day. GM and Ford are scheduled to work.

C 2710-3

Automotive News

NOVEMBER 18, 1991

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Chrysler ends Alfa venture

NEW YORK — As expected, Chrysler Corp. has dropped out of its 50-50 joint venture with Fiat Auto S.p.A. in Alfa Romeo Distributors of North America.

Fiat now owns 100 percent of the Orlando, Fla.-based company, which distributes the 164 sports sedan and Spider through about 200 U.S. dealers.

The parent company announced Friday that it had appointed Vittorio Vellano as president and chief executive officer of Alfa Romeo Distributors. Fiat owns Alfa in Italy.

The joint venture was formed in February 1989. Its 1991 sales were 3,125 through October. Though that's an improvement from 1990 levels, volume has been a fraction of what Fiat and Chrysler had hoped.

"As far as Fiat is concerned, the important thing is that Alfa is fully

see LATE NEWS, 2

Big 3 have major role in health care debate

Makers seek relief from massive costs

KATHY JACKSON
Staff Reporter

The domestic automobile industry, saddled with a huge competitive disadvantage as a result of its out-of-control health care costs, will be in the center of the battle as national health care coverage becomes a dominant political issue in Washington.

"It will be the No. 1 domestic issue next year in the presidential election," said Jack Shelton, director of corporate and employee insurance for Ford Motor Co. "The administration will be forced to come out of the closet, and that means it's important for companies like Ford to be involved in the process."

Shelton said Ford supports an approach known as pay-or-play. "The company can play — continue to pay as it does now — or pay — go into a public plan and pay a tax" to the government, he said.

Last week, Chrysler Corp. joined industry and union groups in backing a pay-or-play proposal by the National Leadership Coalition for Health Care Reform.

Under the coalition's proposal, employers would be required either to provide health care benefits for employees or pay into a national health plan that would cover their workers.

Ford did not sign the report even though Ford was a founding member of the coalition and supports pay-or-play.

"We have not completed our review of health care reform options," a Ford spokesman said.

Chrysler Vice Chairman Robert S. Miller said lack of a national health care policy hurts Chrysler's competitiveness.

General Motors spokesman John Maciarz said GM supports national health care reform but has not taken a position on any particular proposal.

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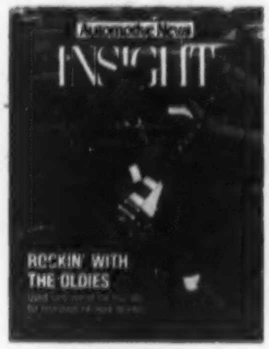

Used cars top the charts

Customers still need transportation, so sales of used cars soar while new-car sales sink. How dealers are using that trend to survive the recession is in *Automotive News Insight*, which follows Page 24.

Ken Anderson, left, Ron Mattice and Jon Birch, hourly workers at Chrysler Corp.'s new Jefferson North Assembly Plant in Detroit, assemble a pre-production version of the Jeep Grand Cherokee.

JOE WILSSENS/AUTOMOTIVE NEWS

New Jeep may be shared with Dodge

If Grand Cherokee sales sputter, clone ready for '94 intro

MARY CONNELLY
Staff Reporter

Chrysler Corp.'s Jeep Grand Cherokee is a vehicle with a mission.

And Jeep-Eagle dealers have their own mission: Sell out the $1 billion Grand Cherokee plant, or risk seeing a version of the new Jeep given to Dodge as early as the 1994 model year.

Job 1 for the four-door Grand Cherokee comes in just seven weeks. Then the vehicle must take on the dominant Ford Explorer in the four-door compact sport-utility market.

As a symbol of Chrysler's hoped-for renaissance in products, the Grand Cherokee has to deliver on quality without a misstep.

And the Grand Cherokee must make money. Healthy profits are needed to justify the investment in the new plant. Chrysler's product spending budget is thirsting for a cash infusion from sales of the Grand Cherokee.

Dealers: Copy Explorer prices > 42

But do the 1,557 Jeep dealers have the capacity to accomplish the mission?

"Have we got a big job to do? You bet. Can we do it? We think we've got a shot at it," says Gary Gray, chairman of the Jeep-Eagle National Dealer Council.

If Jeep can't sell out the new plant, Chrysler is prepared to give a version of the Grand Cherokee to Dodge. The company already has developed a Dodge prototype.

Chrysler executives worry that

see JEEP, 42

GM's brands plan unified assault on California

RAYMOND SERAFIN
and CLEVELAND HORTON
Crain News Service

General Motors has quietly formed a task force for a stepped-up marketing assault on the California market.

The committee includes GM corporate officials and representatives from the company's six vehicle-selling divisions. There have been three meetings since May, with as many as 50 participants.

GM officials refused comment on the program that involves rare collaboration among marketing divisions. But sources familiar with the project describe it as a multi-disciplined approach covering everything from advertising to inventory control. The goal is to identify 10 basic marketing and sales strategies common to all GM divisions. Each division can then devise its own strategy and budget. These budgets will include recommendations for corporate advertising funds to be spent in California.

One aspect involves Chevrolet, Pontiac, Buick, Oldsmobile, Cadil-

see GM, 42

Importers revising power structure

Independents used as role models

JIM HENRY
Staff Reporter

NEW YORK — A virtual dinosaur of American auto retailing — the independent distributor — is coming back from near-extinction in hybrid form.

Over the decades, auto importers have bought out — in sometimes bloody skirmishes — all but five of the dozens of independent distributors that once helped blanket America with foreign cars. Now, in a switch, some importers are trying to revive the best attributes of the independent distributor by sending power back to the regions.

The buyouts of the independent distributors have given importers the kinds of things any established sales operation wants: control over pricing, rebates, warranty claims, image, dealer appointments and allocation.

Along the way, the importers have also swept away some powerful independent entrepreneurs who sometimes had as much clout as headquarters itself.

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Car marketing to focus on major markets only. PAGE 4

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HANS G. LEHMANN/HIDDEN IMAGE

Wagon ready

A prototype of the Toyota Camry wagon was caught undergoing testing in the United States. Like the new Camry sedan, the wagon shares the same platform as the Lexus ES300. Production is scheduled to begin next March in Georgetown, Ky. Toyota is planning on 55,000 units a year, including right-drive and left-drive exports. This test car shows a more traditional style roofline, lacking the aerodynamic flair of its main competitor in the mid-sized wagon segment, the Ford Taurus.

latenews

CONTINUED *from* PAGE 1

committed to stay in the United States," said Fiat spokesman Gualberto Ranieri.

Chrysler's departure reduces Chrysler's holdings in the Italian car business to Lamborghini and an 8 percent share of Maserati, which is 49 percent owned by Fiat.

Vellano, who is expected to remain in New York, is also president of Fiat USA, Fiat's New York-based holding company. Fiat's diverse U.S. holdings also include Ferrari North America Inc.

Giovanni Gagliano, who had been treasurer and chief financial officer for Alfa in Orlando, was appointed chief operating officer.

— Jim Henry

GM truck replacements delayed until 1994-96

DETROIT — General Motors will not replace its light trucks that compete with the Ford Ranger, Explorer and Econoline/Club Wagon until 1994, 1995 and 1996, respectively.

Poor economic conditions have led GM to delay introducing its new S/T pickups until model year 1994, and S/T sport-utilities until model year 1995, GM sources said.

The full-sized G-van, a program which had been floating on the GM product planning charts for several years, now is on the schedule for a 1996 model year debut, sources confirmed.

The S/T pickups are sold by Chevrolet as S10 pickups and by GMC Truck under the Sonoma nameplate. The sport-utilities are sold as Chevy S10 Blazers and by GMC Truck as Jimmys. The full-sized vans are sold as Chevyvans and Chevy Sportvans, and as Rallys and Vanduras by GMC Truck.

The S/T pickups haven't been changed since 1982, while Ford will re-do the Ranger in 1993; the S/T sport-utilities also are unchanged since 1983, while Ford revamped the popular Explorer for 1991; the G-vans are unchanged since 1970, while Ford introduced a new Econoline for 1992.

— Phil Frame

Chrysler on track to slice 3,000 workers

HIGHLAND PARK, Mich. — Chrysler Corp. is on schedule to cut 3,000 people from its white-collar work force by year end. The company said it expected to reach its goal through attrition.

Chrysler declined to specify how short it is of the 3,000 mark. In April, 1,425 salaried employees accepted early retirement and voluntary termination offers as part of the cutback.

— Mary Connelly

Nissan reorganizes marketing department

LOS ANGELES — Nissan Motor Corp. in U.S.A. has reorganized its marketing department to focus separately on sedans, sports cars and trucks.

Jack Collins, 45, will become sedan marketing manager. He had been director of advertising for the Infiniti Division. John Rinek, 45, was appointed manager of sports car marketing. He was advertising manager at Nissan Division. Bill Bivens, 50, goes from Nissan merchandising manager to truck/utility vehicle marketing manager.

The three will oversee advertising, pricing, promotions, incentives, merchandising and product positioning activities for their areas. Nissan made the move to integrate its marketing efforts and give each brand "a champion" at the national level, according to Tom Orbe, general manager of Nissan's office of resource allocation planning.

It will also help the company interface with its seven regions which are being restructured. (See story on Page 28.)

— Kristine Stiven Breese

Honda to bolster U.S. engineering staff

TOKYO - Honda Motor Co. says it will expand its U.S. engineering staff by mid-decade to facilitate increased product co-development with North American suppliers and new derivative models designed specifically for the American market.

A Honda official said that by the mid-1990s, the company will increase personnel at Honda R&D North America Inc. facilities in Ohio and California to 500 from the current 360.

A spokesman said increased staffing is "basically for getting more U.S. suppliers involved with our design-in process. We want to move further than the other (Japanese) companies, which are still relying on Japanese r&d functions for design-in."

The increased U.S. engineering staff also is expected to spin off new North American product derivatives like the Ohio-built Accord wagon that was designed and developed in the United States and is produced only in Ohio.

— Richard Johnson

Saab posts $383 million loss for three quarters

FRANKFURT— Saab Automobile AB, the Swedish carmaker that is 50 percent owned by General Motors, said Friday that it slightly narrowed its loss for the first three quarters of 1991 to 2.28 billion kronor (about $383.2 million) from the equivalent of $397.5 million a year earlier.

Revenue fell 6 percent in the period, to 10.45 billion kronor ($1.75 billion), Saab said.

The company attributed the loss to continuing high production costs and to severe sales declines in its four biggest markets: the United States, Sweden, Finland and Great Britain.

— Diana T. Kurylko

VW's new van suitable for wheelchair lifts

AUBURN HILLS, Mich. — Volkswagen's new EuroVan, slated to debut in the United States next spring as a 1993 model, can accommodate wheelchairs, a Volkswagen United States official said last week.

Skip Redman, commercial and recreational products group manager for Volkswagen United States, said the EuroVan can accommodate most vehicle lifts without vehicle modification.

briefly

NSX gets rain on its parade

Last fall, dealers were clamoring for more **Acura** NSX sports cars and consumers were paying up to $40,000 above the $60,000 sticker. This year, demand has softened and dealers have traded NSXs with other dealers and brokers. Now, the last 150 of the 1991 models are being treated at two U.S. ports for acid rain damage. Acura says it is fixing several a day. Acura has extended the paint warranty on these cars from three years/36,000 miles to five years/50,000 miles.

LEAN TEAM — The **Dodge** Viper has something in common with McDonald's McLean Deluxe burger. Both are named Products of the Year in the Dec. 2 issue of *Fortune*. Viper wins not because it is snazzy. The kudos go to Viper because **Chrysler Corp.** produced the car in 36 months — just like the Japanese. And the $50,000 Viper was brought to market by an 85-person development team and only a $70 million investment. The Viper is the only vehicle singled out in the list of products.

WHO'S NEXT? — Thomas Gibson, president of **Subaru of America,** jokingly told the International Motor Press Association in New York that the ad agency for **Ford Division** better watch out. "I'm your speaker today, and I just went through an ad agency review. Your October speaker was from **Mercedes-Benz,** and they announced yesterday they're reviewing their account. I just heard your next month's speaker is from Ford. That has struck terror in the hearts of J. Walter Thompson."

Gibson: notices a trend

GETTING NAILED — In conversation at the same luncheon, Gibson said he feels the U.S. government is going out of its way to pick on Japanese sales leader **Toyota Motor Sales U.S.A.,** which is the subject of inquiries into alleged minivan dumping, avoiding import quotas and a host of other accusations. "I think they're targeting Toyota," Gibson said. "Which is not to say I'm volunteering Subaru to take the heat." Toyota's situation fulfills a Japanese proverb that says, "The nail that sticks up gets hit." It's sort of the opposite of "the squeaky wheel gets the grease."

FORD HELPS TOO — A sagging economy and poor car sales can't deter **Ford Motor Co.** from doing its civic duty. Ford and its dealers in the San Francisco Bay Area are offering assistance to victims of the recent fire in Oakland and Berkeley, Calif. Assistance includes donation of trucks and vans for use by community organizations in clean up activities, special reduced prices on all Ford and Lincoln-Mercury vehicles with six months' free interest, and a $50,000 donation to the Bay Area Chapter of the American Red Cross to assist in future disaster relief efforts.

PROCRASTINATED PROGNOSIS — So when will this recession finally end? We received a postcard last week from an economic development agency in Michigan. It said: " 'The Automotive Recovery?: A Seminar for Automotive Suppliers,' scheduled for Thursday, Nov. 14, 1991, has been POSTPONED *UNTIL FURTHER NOTICE!*"

Rover to switch to 'build to order'

Buyers would get cars within 2 days

VAUGHAN FREEMAN
Special Correspondent

LONDON — Britain's Rover Group said last week that it is adopting a "build-to-order" sales and production system that will deliver new cars from the production line to the buyer within 48 hours of ordering.

The system, which Rover said will be fully in place within three years, is expected to save millions of dollars a year by eliminating expensive factory and dealer inventories.

The plan is part of a massive shake-up of Rover's entire production and distribution system. Chairman George Simpson has ordered a 30 percent gain in productivity in those areas by 1994.

Rover, the last British-owned volume carmaker, sold 300,000 cars in its home market last year through about 720 dealers.

"The new system will signal a significant change for the better for the dealer, who will save on storage costs" and the interest cost of carrying inventory, said John Parkinson, Rover sales director.

Rover said the changeover will begin this month with the debut of its all-new, flagship 800 series.

Henceforth, dealers will stock only demonstrators while production is shipped to a main storage area in central England. Dealers will then place purchase orders to the central pool, which will stock only "core" models of the 800 — those known to represent 90 percent of sales.

Delivery will be made from the pool within four days of ordering, Rover said. Special orders — cars not in inventory — will require eight weeks for delivery.

But Rover said it will "drastically" reduce those lead times for the 800 next year, when the system will be extended to the entire range. By 1994 the change to a 48-hour "build-to-order" will be completed, the company said.

"The goal is for the customer to walk in, order a car, have it built precisely to his or her wishes, and drive it out of the showroom 48 hours later," said Kevin Morley, Rover managing director.

Rover, which is 20 percent owned by Honda Motor Co., has moved aggressively in recent months to adopt Japanese-style "lean" manufacturing principles. Simpson has dispatched teams of his managers to Japanese car plants worldwide — and to food-processing plants — to study production methods. ■

VW wants volunteers for cuts

ARLENA SAWYERS
Staff Reporter

Volkswagen of America Inc. wants some of its employees to resign.

In September, the U.S. subsidiary of Germany's Volkswagen AG announced that it will reduce its staff by 150 employees by March 31, 1992, using attrition and layoffs if necessary. VWoA had 1,745 employees on Aug. 31.

A letter dated Nov. 6 and signed by Guy Mollet, VWoA executive director of human resources, reiterated the company's position that a reduction is necessary. The letter said VWoA "has decided to consider requests from employees who, due to personal and/or other career interests, may wish to apply for voluntary separation."

A spokesman acknowledged that the company is offering "voluntary separation" to employees, but declined further comment, saying the matter was internal.

According to the letter, requests were due Nov. 15. Employees requesting to leave the company will be notified of the company's decision by Nov. 26.

VWoA had 1,729 employees in the United States as of Oct. 31, slightly fewer than the 1,745 it had Aug. 31.

VWoA is responsible for importing and marketing Volkswagen and Audi vehicles in the United States. ■

Seat solicits workers in Nissan's backyard

VAUGHAN FREEMAN
Special Correspondent

LONDON — Seat, the Spanish carmaker, is wooing Nissan Motor Co.'s skilled British workers in a bid to fill some of the 5,000 new jobs it will have when it opens a big new plant in 1993.

Seat, a wholly owned unit of Volkswagen Group, placed a full-page advertisement last week in a newspaper in northeast England where Nissan's Sunderland assembly plant is located.

The ad seeks supervisory-level staff in such fields as production, engineering, quality control and parts development — all hard-to-replace positions that require years of training.

"We are looking for high-caliber, experienced and dynamic persons interested in developing their professional careers in the European automobile sector," the ad read. It offered "comprehensive" salary and relocation packages, and Spanish and German lessons "where necessary."

According to Enrique Zorzano, Seat communications director, the company logged "dozens" of phone calls from potential applicants in Britain within hours of the ad's appearance.

Such international advertising is not uncommon in the European Community, where workers are able to move freely from country to country. But it is believed to be one of the first cases where one company has so closely targeted the work force of another.

Nissan is not amused.

"It is a very hostile approach; very impolite," said Nissan spokesman Hideaki Hirano last week. "We have been very generous to Volkswagen," he said, referring to several visits by VW/Seat executives to the plant.

The Sunderland plant, which employs 3,000, has a Europe-wide reputation for placid labor relations and high standards of quality and productivity. The plant produces 124,000 Primera sedans a year, 90 percent of which are exported. Annual production is scheduled to rise to 224,000 units by 1993, and Nissan expects to add 1,000 workers by then. ■

Blast from the past

The El Camino, a cross between a car and a pickup truck, returns as a concept vehicle at January's 1992 North American International Auto Show in Detroit. The vehicle is based on the Chevrolet Lumina Z34. Also planned for the show is a convertible concept based on the 1992 Cadillac Eldorado. Both were designed by ASC Inc. in Southgate, Mich.

Sales of U.S. cars lowest since 1958

JIM HENRY
Staff Reporter

Inventories increase > 44

NEW YORK — The industry sales rate fell 12.2 percent in the first 10 days of November, and sales of U.S.-built cars were the lowest for the period since 1958.

The numbers "are not the stuff of which recoveries are made," said Tom Webb, chief economist for the National Automobile Dealers Association.

In a further sign of sluggishness, total inventory of cars and light trucks swelled to a 75-day supply on Nov. 1, from 58 days a month earlier.

The daily selling rate for cars was 13.0 percent behind last year. Light trucks were off 10.7 percent.

U.S. dealers sold 231,633 cars and trucks during eight selling days in the 1991 period. They sold 296,801 in a relatively strong nine-day period last year. Year-to-year percentage comparisons for the 10-day period have been adjusted on a daily-selling rate basis in this story, unless otherwise noted.

The 116,901 domestic cars sold was the lowest total for early November since 1958, when 93,919 were sold.

Chrysler's light-truck sales rose nearly 16 percent in early November, but car sales dropped more than 20 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Jeep sales crept up 3.0 percent for the 10 days. But Chrysler said that unless demand picks up, it plans to lay off 620 workers in January at its Toledo, Ohio, plant, which makes the Jeep Cherokee. Export demand for Cherokee has helped keep the plant going, but as of Nov. 1 Jeep reported a 105-day supply of Cherokees and at least a 100-day stock of its other models.

Ten-day sales declined 12.9 percent at General Motors, with trucks down more than cars.

One exception was Cadillac, which has introduced redesigned Eldorado and Seville models for 1992. Early-November sales rose 29.4 percent.

Cadillac was down 19.6 percent through October.

Elsewhere at GM, the supply of Chevrolet pickups mushroomed from 46 days on Oct. 1 to 110 days Nov. 1, following a model-year-end sales race with Ford that briefly depleted stocks.

Similarly, Ford pickups jumped from a 32-day supply a month earlier to 96 days.

Ford Motor Co.'s 10-day sales were off 16.7 percent, the worst year-to-year comparison of the Big 3. Ford's cars were down more than its trucks.

Sales for American Honda Motor Co. Inc. dipped 23.6 percent, despite a 17.3 percent rise at Acura. Honda cars fell 29.7 percent.

Sales declined 16.0 percent for Toyota Motor Sales U.S.A. Inc., despite a 2.1 percent increase for Lexus. Toyota continues to have what looks like a "just-in-time" supply of cars, at 26 days as of Nov. 1, down from 31 days a month earlier. ■

10-DAY CAR AND TRUCK SALES, BY MAKE

	Nov. 1-10, 1991	Nov. 1-10, 1990
ALFA ROMEO (imp. car)*	47	60
Acura (imp. car)	2,523	2,420
Domestic car	6,983	9,609
Imported car	3,207	6,697
Honda	10,190	16,306
AMERICAN HONDA	12,713	18,726
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	969	955
Domestic car*	2,862	3,329
Imported car*	0	37
Domestic truck*	75	35
Chrysler Division*	2,937	3,401
Domestic car*	5,530	8,926
Imported car*	596	709
Domestic truck*	8,505	7,941
Imported truck*	109	246
Dodge*	14,739	17,823
Domestic car*	1,282	1,076
Imported car*	230	127
Eagle*	1,512	1,203
Domestic truck*	3,285	3,587
Jeep*	3,285	3,587
Domestic car*	3,276	5,542
Imported car*	329	482
Domestic truck*	3,135	2,995
Plymouth*	6,740	8,019
Domestic car*	12,950	18,873
Imported car*	1,154	1,355
Domestic truck*	15,000	14,558
Imported truck*	109	246
CHRYSLER CORP.*	29,213	35,033
Imported car*	101	168
Imported truck*	39	54
DAIHATSU*	140	222
FERRARI (imp. car)*	16	18
Domestic car	21,744	31,310
Imported car	1,264	995
Domestic truck	24,439	31,463
Ford Division	47,447	63,768
Domestic car	4,104	6,469
Lincoln	4,104	6,469
Domestic car	5,871	7,859
Imported car	1,763	1,865
Mercury	7,634	9,724
Domestic car	31,719	45,638
Imported car	3,027	2,860
Domestic truck	24,439	31,463
FORD MOTOR CO.	59,185	79,961
Domestic car	9,861	11,700
Buick	9,861	11,700
Domestic car	6,817	5,929
Cadillac	6,817	5,929
Domestic car	21,325	27,787
Imported car	965	1,997
Domestic truck	19,858	29,334
Imported truck	57	51
Chevrolet	42,205	59,169
GMC	5,363	7,290
Domestic car	8,192	10,980
Domestic truck	894	504
Oldsmobile	9,086	11,484
Domestic car	8,546	12,439
Imported car	320	433
Domestic truck	459	566
Pontiac	9,325	13,438
Domestic car	1,767	0
Saturn	1,767	0
Domestic car	56,508	68,895
Imported car	1,285	2,430
Domestic truck	26,574	37,694
Imported truck	57	51
GENERAL MOTORS	84,424	109,070
HYUNDAI*†	1,749	2,040
Imported car*	203	217
Domestic truck	760	734
Imported truck*	1,265	1,933
ISUZU*	2,228	2,883
JAGUAR (imp. car)*	185	218
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	853	925
Imported car*	2,350	2,275
Domestic truck	193	196
Imported truck*	2,024	1,976
MAZDA*	5,419	5,372
MERCEDES-BENZ (imp. car)*	1,122	1,359
Domestic car	1,597	1,048
Imported car*	2,003	1,360
Imported truck*	525	492
MITSUBISHI*	4,126	2,900
Infiniti	423	550
Domestic car	1,232	2,112
Imported car*	4,577	4,421
Domestic truck	1,343	1,719
Imported truck*	3,038	3,019
Nissan*	10,189	11,271
NISSAN MOTOR CORP.	10,613	11,820
PEUGEOT (imp. car)*	23	62
PORSCHE (imp. car)*	70	121
RANGE ROVER (imp. truck)*	44	63
ROLLS/BENTLEY (imp. car)*	4	10
SAAB (imp. car)*	313	393
STERLING (imp. car)*	21	61
Domestic car	348	347
Imported car*	897	1,427
SUBARU*	1,245	1,774
Imported car	97	124
Imported truck	218	197
SUZUKI†	315	321
Lexus (imp. car)	1,552	1,710
Domestic car	4,711	6,028
Imported car	5,016	6,773
Imported truck	3,499	5,272
Toyota	13,226	18,073
TOYOTA MOTOR SALES	14,778	19,783
Audi (imp. car)*	230	295
Imported car*	1,387	2,050
Imported truck*	53	78
Volkswagen*	1,440	2,128
VWoA*	1,670	2,423
VOLVO*†	928	1,039
YUGO (imp. car)*	61	101
Domestic car	116,901	153,475
Imported car	35,553	43,581
TOTAL CAR	152,453	197,056
Domestic truck	68,309	86,364
Imported truck	10,871	13,381
TOTAL TRUCK	79,180	99,745
TOTAL CAR & TRK.	231,633	296,801

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

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Auto News Classifieds Get Results

Strong Galant sales surprise Mitsubishi

LINDSAY CHAPPELL
Staff Reporter

Sales of Galant sedans are surprising Mitsubishi Motor Sales of America Inc.

In October, the company sold 4,453 Galants, compared with 2,367 in October 1990 — twice the rate it forecasted.

The company is now projecting 1992-model sales of 30,000 units, up from the originally planned 22,000 vehicles.

"We don't know just what to make of it," says Rick Lepley, Mitsubishi's vice president of sales. "Our dealers alerted us to it. We're analyzing it now."

True, the Galant carried dealer incentives ranging from $300 to $2,100 through Oct. 31. But the company has another theory. One of the Galant's chief import competitors, the 1992 Toyota Camry, has gotten bigger, just as the Honda Accord did two years ago.

"Everybody's moving up and getting bigger," Lepley says of the competition. "Maybe it's creating a void in the market for a slightly smaller sedan than everybody thinks."

Mitsubishi import car sales were up 47 percent in October, while total Mitsubishi vehicle sales, import and U.S.-built, rose 27.5 percent.

Mitsubishi gained more than 3,200 sales from three imported nameplates it did not offer a year ago: Diamante, Expo and Expo LRV.

Mitsubishi's increasing import sales are running against the trend of car imports in general, which decreased 6.0 percent in October and are off 14.0 percent for the calendar year. **AN**

Subaru ads will stress price cuts

ARLENA SAWYERS
Staff Reporter

Subaru of America Inc. kicked off a new "Value-Plus" marketing campaign last weekend, highlighting 1992 Legacy models. The ads will vary by regions.

Fueling the campaign is Subaru's decision to take money earmarked for rebates to pay for additional options, thus reducing the prices of the Legacy L and L Plus sedans and wagons $520 to $1,420 below their 1991 counterparts.

A $500 consumer rebate is built into the price of the 1992 L and L Plus models, but there are no dealer incentives on Legacys. Prices of the 1992 Legacy LS and LSi models rose $675 to $975.

Chris Wackman, vice president of marketing at Subaru, said research shows that consumers are confused about rebates that are changing constantly.

The idea behind the Subaru campaign, said Wackman, is to tell consumers the price of the car and let them know the Legacy is a better value than comparably equipped cars in its segment.

"They feel they're being flimflammed," said Wackman. "If a company touts an incentive, consumers wonder if they're buying too late or too early — two weeks from now the incentive gets better.

"We're saying, 'Listen, we don't have huge advertising dollars and can't compete head-to-head incentive-wise. We're going to throw (incentives) into the price of the car and provide value. We're saying this is the price of the car and the price won't change.' "

The $12,999 price of the 1992 L Plus four-door sedan is $1,420 less than the price of the comparable 1991 model.

The Value-Plus package, which is standard equipment on the L Plus, consists of power windows, power locks, an upgraded stereo system and air conditioning.

Subaru conducted a similar program with the Loyale in the 1991 model year. The car was loaded with air conditioning, a stereo cassette player, power door locks and power windows. The package had been a $1,745 option but added only $300 to the price of the car.

Loyale sales in the 1991 model year rose 69 percent over 1990.

Dealers are receptive to the "Value-Plus" price structure, Wackman said.

"We feel this is the way we should be going," he said. "We felt we had to give it a shot."

The new campaign, created by Wieden & Kennedy of New York, is comparative but not mean-spirited, Wackman said.

The campaign is devoted primarily to TV and radio, with some newspaper. **AN**

IMPORTED CAR SALES, OCTOBER & YTD

	Oct. 1991	Oct. 1990	10 Mos., 1991	10 Mos., 1990
Integra	4,114	7,448	56,708	73,969
Legend	7,697	3,445	54,986	45,610
NSX	86	270	1,763	535
Vigor	1,355	0	9,121	0
ACURA	**13,252**	**11,163**	**122,578**	**120,114**
Milano	1	1	5	43
Spider	65	108	1,226	1,711
164	168	191	1,894	1,163
ALFA ROMEO	**234**	**300**	**3,125**	**2,917**
ASTON MARTIN*	**5**	**5**	**50**	**50**
4000	0	0	0	1
5000	0	0	0	12
80	168	237	1,590	3,955
90	87	265	912	2,965
V8 Quattro	69	129	439	1,551
Coupe Quattro	42	52	275	756
100/200	680	621	6,145	7,756
100/200 Quattro	105	170	830	1,483
AUDI	**1,151**	**1,474**	**10,191**	**18,479**
3 series	3,153	2,135	22,755	24,480
5 series	1,055	1,566	14,142	17,540
635 CSi	2	8	9	237
7 series	457	961	4,570	8,078
850i	95	1	1,355	2
M3	30	52	337	653
M5	53	53	351	344
M6	0	0	0	6
BMW	**4,845**	**4,776**	**43,519**	**51,360**
Geo Storm	3,751	5,328	68,831	74,164
Geo Metro (Import)	972	2,467	11,327	41,640
Geo Metro (Domestic)	*7,256*	*7,996*	*61,190*	*39,189*
CHEVROLET/GEO	**4,723**	**7,795**	**80,158**	**116,815**
Colt	2,016	4,423	24,417	34,247
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,583	976	15,793	976
Summit (Import)	1,151	637	8,015	11,496
Summit (Domestic)	*833*	*122*	*7,160*	*122*
Vista	1,022	558	7,569	4,398
TC	0	183	1,077	2,975
CHRYSLER MOTORS	**5,772**	**6,777**	**56,871**	**55,463**
DAIHATSU	**506**	**842**	**5,365**	**9,563**
FERRARI*	**60**	**80**	**800**	**800**
FORD Festiva	**5,126**	**3,656**	**33,360**	**47,188**
Civic/CRX (Import)	7,144	10,007	60,896	64,389
Civic (Domestic)	*13,251*	*13,550*	*136,867*	*164,070*
Accord (Import)	7,479	13,351	65,000	109,278
Accord (Domestic)	*30,299*	*22,682*	*282,841*	*237,675*
Prelude	2,030	2,664	21,865	33,840
HONDA	**16,653**	**26,022**	**147,781**	**207,507**
Excel	4,704	6,887	58,431	86,337
Sonata	1,314	1,596	18,896	25,222
Scoupe	1,605	1,719	24,162	2,369
Elantra	1,120	0	1,120	0
HYUNDAI+	**8,743**	**10,202**	**102,609**	**113,928**
M30	361	1,287	5,699	7,381
Q45	817	528	12,848	9,507
G20	938	934	12,158	1,216
INFINITI	**2,116**	**2,749**	**30,705**	**18,104**
I-Mark	7	36	96	1,201
Impulse	144	672	2,816	2,416
Stylus	866	376	8,409	753
ISUZU	**1,017**	**1,084**	**11,321**	**4,370**
XJ6	654	789	5,739	11,298
XJS	272	300	2,330	3,882
JAGUAR	**926**	**1,089**	**8,069**	**15,180**
LAMBORGHINI*	**13**	**13**	**130**	**130**
ES250/ES300	2,914	1,766	16,053	17,075
LS400	2,991	3,764	31,485	33,869
SC400/SC300	2,050	0	7,688	0
LEXUS	**7,955**	**5,530**	**55,226**	**50,944**
LOTUS*	**27**	**27**	**270**	**270**
MASERATI*	**20**	**20**	**200**	**200**
323	1,347	1,745	15,635	19,238
Protege	4,813	3,712	45,895	39,414
626 (Import)	346	769	11,279	18,697
626 (Domestic)	*3,879*	*3,506*	*49,900*	*38,260*
MX-6 (Import)	93	36	1,605	202
MX-6 (Domestic)	*805*	*1,686*	*19,437*	*25,337*
MX-5 Miata	1,667	2,747	28,879	31,353
MX-3	1,204	0	1,204	0
929	1,956	1,585	12,557	14,570
RX-7	382	789	6,409	8,848
MAZDA	**11,748**	**11,373**	**123,463**	**132,322**
190 class	1,123	1,516	11,787	11,809
300 class	1,987	2,272	15,575	22,197
S class	1,744	2,009	14,712	24,275
SL Coupe/Roadster	592	864	6,476	3,695
Tourist	163	134	669	1,325
MERCEDES-BENZ	**5,609**	**6,795**	**49,219**	**62,523**
Tracer	5,396	4,893	39,857	26,849
Capri	1,877	1,557	16,994	5,699
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**7,273**	**6,450**	**56,851**	**35,170**
Starion	0	0	0	18
Diamante	1,911	0	12,004	0
Mirage (Import)	928	3,674	17,262	44,915
Mirage (Domestic)	*622*	*7*	*15,985*	*39*
Galant	4,453	2,367	32,251	35,957
Sigma	2	46	147	1,523
Precis	441	437	2,581	4,252
3000GT	901	197	9,959	222
Expo LRV	443	0	978	0
Expo	934	0	1,723	0
Wagon	4	78	201	1,098
MITSUBISHI	**10,017**	**6,799**	**77,106**	**87,985**
Sentra (Import)	3,667	1,362	26,619	45,942
Sentra (Domestic)	*7,375*	*10,541*	*96,249*	*91,575*
Pulsar	0	21	33	3,819
NX	978	0	6,797	0
Stanza	5,856	4,470	65,157	69,014
Maxima	7,880	7,988	85,543	83,540
240SX/200SX	2,368	5,772	27,949	48,825
300ZX	1,617	1,900	13,232	18,777
Hawaii	518	590	2,489	3,179
NISSAN	**22,884**	**22,103**	**227,819**	**273,096**
PEUGEOT	**113**	**312**	**3,378**	**3,661**
PONTIAC LeMans	**2,367**	**1,950**	**31,029**	**35,952**
944S/Cabriolet	37	189	784	2,058
944 Turbo	0	4	0	467
911 Carrera 2	186	256	1,768	2,912
911 Turbo	23	0	374	8
911 Carrera 4	82	118	678	1,521
928S4/GT	22	36	239	507
PORSCHE	**350**	**605**	**3,843**	**7,694**
ROLLS/BENTLEY*	**22**	**50**	**566**	**900**
900	190	312	3,906	4,021
900S	345	392	5,789	5,337
900 Turbo	237	415	4,188	5,804
9000S	379	164	3,744	1,859
9000CD	216	387	2,667	2,862
9000 Turbo	193	289	1,907	2,608
Tourist	4	8	88	144
SAAB	**1,564**	**1,967**	**22,289**	**22,635**
STERLING	**103**	**305**	**2,744**	**3,443**
Legacy (Import)	1,028	3,864	14,735	41,500
Legacy (Domestic)	*5,461*	*1,279*	*45,668*	*10,145*
Loyale	2,500	2,046	25,710	25,463
XT/XT6	51	34	1,438	1,074
Justy	554	1,191	6,029	12,525
SVX	354	0	970	0
SUBARU	**4,487**	**7,135**	**48,618**	**81,637**
Swift (Import)	485	622	4,083	5,815
Swift (Domestic)	*33*	*0*	*625*	*0*
SUZUKI	**485**	**622**	**4,083**	**5,815**
Corolla (Import)	3,532	8,669	46,695	76,567
Corolla (Domestic)	*16,629*	*10,641*	*118,890*	*114,955*
Paseo	3,190	0	17,671	0
Tercel	6,573	4,534	86,883	74,347
Celica	3,898	5,886	54,101	68,250
Supra	379	427	3,266	5,684
Camry (Import)	11,389	7,167	59,786	60,266
Camry (Domestic)	*12,346*	*19,295*	*162,115*	*182,236*
Cressida	902	1,366	8,645	10,667
MR2	707	1,217	8,682	12,238
TOYOTA	**30,579**	**29,266**	**285,729**	**308,019**
Cabriolet	265	441	4,949	6,879
Corrado	281	475	3,810	4,743
Jetta	2,716	4,354	33,701	52,569
Golf/GTI	1,171	1,454	12,624	15,128
Passat	1,434	1,905	14,206	13,491
Quantum	0	1	2	31
Scirocco	0	0	0	12
Fox	1,068	1,561	11,363	20,452
VOLKSWAGEN	**6,935**	**10,251**	**80,655**	**113,384**
240 series	1,811	1,527	20,820	28,060
700 series	1,901	2,918	26,076	49,093
940 series	905	62	12,130	62
Tourist	21	15	415	904
VOLVO+	**4,638**	**5,196**	**59,450**	**78,882**
YUGO	**303**	**563**	**2,461**	**5,686**
IMPORT TOTAL	**182,641**	**195,286**	**1,791,629**	**2,091,936**

*Estimate   + Includes units produced in Canada   NOTE: Domestic cars not included in imported totals.

Compiled by Karen [illegible]

CANADIAN CAR AND TRUCK SALES

OCTOBER 1991

	Oct. 1991	Oct. 1990	10 mos. 1991	10 mos. 1990
BMW (imported car)	**362**	**410**	**3,699**	**3,430**
N.A. Car	6,765	6,492	81,909	87,169
Imported Car	1,091	1,258	15,747	13,129
N.A. Truck	6,624	5,706	81,071	73,806
Imported Truck	389	132	1,471	1,393
CHRYSLER	**14,869**	**13,588**	**180,198**	**175,517**
N.A. Car	11,137	10,798	123,936	129,873
Imported Car	473	736	5,963	5,749
N.A. Truck	7,798	8,833	86,041	105,468
FORD	**19,408**	**20,367**	**215,960**	**241,090**
N.A. Car	16,725	26,574	245,654	258,542
Imported Car*	286	783	6,055	5,383
N.A. Truck	8,009	11,761	117,262	126,350
Imported Truck	285	447	3,120	3,473
GM	**25,305**	**39,565**	**372,091**	**393,748**
N.A. Car	2,860	1,661	24,112	29,989
Imported Car	5,598	6,386	68,510	57,833
HONDA	**8,458**	**8,047**	**92,622**	**87,822**
N.A. Car	455	568	4,674	5,447
Imported Car	1,430	1,173	14,507	13,883
HYUNDAI	**1,885**	**1,741**	**19,181**	**19,330**
JAGUAR (imported car)	**73**	**71**	**632**	**918**
Imported Car	127	35	574	543
Imported Truck	26	23	158	188
LADA	**153**	**58**	**732**	**731**
LAND ROVER (imported truck)	**18**	**19**	**127**	**46**
N.A. Car	206	400	5,243	3,743
Imported Car	2,242	1,672	25,668	22,762
Truck**	1,636	1,523	18,996	16,462
MAZDA	**4,084**	**3,595**	**49,907**	**42,967**
MERCEDES-BENZ (imported car)	**319**	**316**	**2,997**	**3,508**
N.A. Car	731	547	7,846	587
Imported Car	2,371	1,695	19,243	20,308
Truck**	1,392	1,195	11,217	12,322
NISSAN	**4,494**	**3,437**	**38,306**	**33,217**
PEUGEOT (imported car)	**8**	**12**	**140**	**98**
SUBARU (imported car)	**623**	**790**	**7,068**	**6,499**
N.A. Car	33	59	1,162	367
Imported Car	793	537	5,028	6,271
N.A. Truck	327	202	3,224	1,645
Imported Truck	412	445	3,618	4,672
SUZUKI	**1,565**	**1,243**	**13,032**	**12,955**
N.A. Car	1,429	1,319	17,481	10,850
Imported Car	5,935	4,327	47,551	55,749
Imported Truck	1,741	1,379	17,211	14,864
TOYOTA	**9,105**	**7,025**	**82,243**	**81,463**
Imported Car	2,971	3,341	29,315	30,046
Imported Truck	74	40	806	807
VOLKSWAGEN	**3,045**	**3,381**	**30,121**	**30,853**
N.A. Car	85	256	1,379	2,911
Imported Car	229	158	2,360	2,046
VOLVO	**314**	**414**	**3,739**	**4,957**
N.A. Car	**40,426**	**48,674**	**513,396**	**529,498**
Imported Car	**24,931**	**23,700**	**255,077**	**248,155**
TOTAL CAR	**65,357**	**72,374**	**768,473**	**777,653**
N.A. Truck	**22,758**	**26,502**	**287,598**	**307,269**
Imported Truck	**5,973**	**5,203**	**56,724**	**54,227**
TOTAL TRUCK	**28,731**	**31,705**	**344,322**	**361,496**
TOTAL CANADA SALES	**94,088**	**104,079**	**1,112,795**	**1,139,149**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada new vehicle sales tumble 9.6% in October

ANNE E. WRIGHT
and JEREMY SINEK
Automotive News

Light-vehicle sales in Canada dropped 9.6 percent in October, with the drop split about evenly between cars and trucks.

But the performance among automakers varied widely. General Motors' decline of 14,260 car and truck sales in itself was more than the 9,991-unit drop recorded by the industry as a whole.

The October figures were released against a backdrop of conflicting economic indicators as to the extent, or even the existence, of a recovery. Before October, the industry had shown gains in five of the six previous months.

Year-to-date car sales remain behind 1990 by 1.2 percent, and trucks by 4.8 percent.

Chrysler was the only one of the Big 3 to post gains in both cars and trucks in Canada in October, and it remains the only Big 3 maker ahead for the year. Its monthly car volume was up 1.4 percent, trucks rose 20.13 percent.

Ford's car sales rose slightly, but trucks slipped 11.7 percent.

Cars were down 37.8 percent and trucks were off 32.1 percent for General Motors.

GM's problems included limited or delayed availability of many 1992 models, and customer confusion caused by a new distribution network for GM's captive imports.

The former Passport franchise has changed to Saturn-Saab-Isuzu Trucks, and Geo has been introduced to Chevrolet dealers.

One bright spot for GM was Saturn, which made its Canadian debut Oct. 3. The new nameplate sold 837 units. Total Saturn-Saab-Suzuki sales of 1,123 represented a 41.6 percent increase over Passport sales for the year-ago month.

Nine importers reported gains during the month. Among them, Mazda was up 13.6 percent, Nissan rose 30.8 percent, Suzuki gained 25.9 percent and Toyota was up 29.6 percent.

Story on sales staff exodus made the readers write

Letters place blame and offer solutions

"Half the sales staff is quitting," a Page One report in the Sept. 16 issue, brought more letters from readers than any other article *Automotive News* has published in several years.

Most of the respondents blamed dealers or dealership policies for the exodus, but some placed the onus on the salespersons themselves. Others said the automakers are responsible for the departures, and still others offered solutions.

Several of the replies appeared in the Letters section of *Automotive News;* some were not printed because of space limitations.

Following is a summary of the letters received.

Robert Curlender, a retired Buick salesman in Pasadena, Calif., said it is a two-way street: "Just in case we want to jump on the dealers, it should be remembered that the factories are equally to blame. They have been so engrossed with product and dealer relations that they have forgotten the conduit to their revenue."

Donald Billick of Phoenix said, "The manufacturers do not recognize anyone in the dealership as important except the dealer principal. The automakers are still a day late and a dollar short and are driving full-speed in reverse."

Salesman Ron Granitz of Charlottesville, Va., mentioned low pay and long hours and added, "We try to sell overpriced vehicles made by people who draw wages even when not working and who are led by management who couldn't sell what they are in charge of."

Karl F. Snyder of Frederick Briggs Associates in Andover, N.J., urged better training.

"The dealer principal and his senior management staff have not been trained or developed as true motivators, leaders or managers of the people that do the real work for the store," Snyder said.

And from Owen R. Smith of O.R. Smith & Associates in Milwaukie, Ore.: "The average dealership and the industry lack the basic management skills to hold, build and maintain a professional team."

Mark W. Smith of The Professional Edge in Summerville, S.C., said, "I would begin with training for both management and sales staff. Second, a screening process to eliminate undesirable individuals. Third, a restructuring of the pay system."

Richard Williams of Bellevue, Wash., observed, "The industry is putting great emphasis on total quality in production. The manufacturers would be better served if they would spend their money helping dealerships develop and implement selling systems that focus on true customer satisfaction."

SOCKING THE DEALER

Dealers took their lumps from many respondents. Stanley Warrick of Richmond, Va., asked, "In what other industry can a salesman sell a $20,000 product and make a minimum $50 commission? And that is before taxes! Auto dealers were paying $50 minimum commissions in the 1950s."

Robert G. Goodman of Asheville (N.C.) Vehicle Leasing Co., recalled working for a dealer who had an excellent pay plan and provided many other benefits for salespersons. "He cut commissions, did away with demos, and his sales dropped from more than 200 a month to less than 50," Goodman said.

Gary Childs of Friendswood, Texas, and others teed off on a dealer who criticized salesmen in the *Automotive News* article.

"Having spent 22 years as a salesman or sales manager, I can tell you that you cannot make a living selling automobiles if you sit around and do nothing," Childs wrote. "The professional salesman knows that floor traffic provides only the extras. The everyday expenses of raising a family and providing a fine home come from constantly digging up that old customer or new referral."

Lee Ames of The Moran Group in Fort Worth, Texas, said, "A little security could go a long way to promote productivity. Salespersons have to carry their weight, but they're the ones who get the job done and help Mr. Dealer *be* Mr. Dealer."

5 SIMPLE BENEFITS

From Fayetteville, Ark., Bill D. Frailey of Goff-McNair Lincoln-Mercury wrote: "I wonder how long it is going to take for 90 percent of the dealers to discover what the other 10 percent have known all along. The auto recession has been caused by greedy management, by hiring inexperienced sales personnel, adding longer hours and taking away the demo, insurance and hospitalization."

Steve Amster, a 20-year salesman who now is with Lexus of Monmouth in Ocean, N.J., said, "If you want to retain quality salespeople, you have to treat them properly. I consider myself a professional and expect to be treated like one."

Rob Mancuso of Western Diversified Services in Deerfield, Ill., asked, "How hard would it be to attract personnel if dealerships offered these simple benefits, many of which are 'givens' in any other industry?" Mancuso's benefits are a "40-hour work week, salaried compensation, five nights off, pension plan, training."

OLD-TIMERS CAN HELP

Jeff Hall of Marietta, Ohio, a seven-year salesman, said the most important assets of any successful dealership are satisfied customers and satisfied employees. "I can't count the number of customers who come to see their salesman about a small problem, only to be told that the salesman has 'moved on.' Salesmen don't move on; they leave!"

Salesman Christopher Laurenzi of Boonton, N.J., commented on reducing costs by cutting salespersons' benefits and concluded: "In this business, I've noticed that 'the pennies we save today become the dollars we'll lose tomorrow.' "

Richard S. Leach of Redwood Shores, Calif., described himself as semi-retired, 69 years old and a 43-year veteran of the auto business. He suggested that the old-timers can help.

Leach concluded, plaintively, "I would be pleased to talk with anyone about these ideas, if you know of anyone who would listen."

E.L. Gray, a Chevrolet salesman in Tulsa, Okla., summed up the situation this way: "Our families are hurt, our benefits are none, and the divorce rate and salesman turnover are terrible. Simply put, the dealers and manufacturers don't care."

Some respondents had scant sympathy for the salesmen. Steven Moskowitz, president of Classic Oldsmobile-Honda in Merrillville, Ind., said, "I'm a little tired of reading letters from salesmen about how uncaring dealers are about their sales staffs.

"I must ask these complaining salespersons: Do you come to work on time? Are you dependable? Do you stay up on product knowledge? Do you constantly work to improve your selling skills? Do you prospect? Are you truly a professional salesperson?"

Freddi Silverman, president of BN Group in Succasunna, N.J., penned a reply to Stanley Warrick, who spoke of a $50 minimum commission on a $20,000 product. Said Silverman:

"People want to be comfortable with one of the most expensive purchases in their lives. They want to believe that the salesperson believes in himself and his dealership, and they don't want to be looked at as a dollar sign. In any sales job, it is up the person doing the selling — no one else."

ANSWERING A DROPOUT

Dell James, a salesman at Garber Ford-Mercury in Green Cove Springs, Fla., said. "I think salespeople should wake up and smell the money. I do surveys door to door. I am constantly on the phone. It's no longer 1986, boys. Get off your duff. Do it the old-fashioned way: Earn it."

Sanford Block of Bloomfield, N.J., wrote that he and five friends entered auto sales after college. They quit after six years because of low pay, long hours and "abuse." He said all are now doing well in other businesses.

Block's letter did not sit well with some readers. Bill Buchanan of Graham, N.C., asked, "If you took the abuse you wrote of and worked under the conditions you stated, why did you stay six years?"

John Gasper of Commonwealth Dodge in Louisville, Ky., added, "I feel sorry that they spent 60 hours a week to make $14,000 a year, but the auto industry historically has paid salesmen on productivity rather than time on the job."

Said Beckie Endebrock, sales manager of Beck & Mastin Pontiac-GMC-Daihatsu in Houston: "I don't think the real salespeople are leaving the business. The ones leaving are the ones who want something for nothing."

Preston Burtis Jr. of Burtis Motor Co. (Ford-Lincoln-Mercury-Dodge-Chrysler-Plymouth) in Garden City, Kan., cited his experience as a 40-year dealer and his company's compensation program in replying to Block.

"Our salespeople stay with us for years as they are essentially independent business people and totally loyal," Burtis said.

"Our dealership is 79 years old and has never had a red year and only five or six red months out of 948 months," he added.

"If we are giving away the store, our salespeople are returning it each month."

Saturn leads sales per dealer in October

KAREN DETKOWSKI
Statistician

Saturn began the new model year as it ended the old one, by leading the *Automotive News* sales-per-dealer calculations.

Saturn reported October as its highest sales month so far, and dealers of the year-old brand sold six more units per outlet than they did in September.

Toyota, which last led the pack in August, had its best October ever and gained 13 car-truck sales per dealer over September.

It was the only full-line brand in the top five. Saturn, Lexus, Honda and Acura sell only a limited selection of cars.

Lexus rose to third in sales per outlet with an average of 64 units, up 14 from September.

Honda slipped from second to fourth place, and Acura climbed to fifth from eighth.

For the month, 16 of 41 franchises reported increases while 15 declined. Among the notable declines was Infiniti, which fell out of the top 10 as its average sales dropped to 23.

Among smaller-volume makes, Volvo sales improved significantly. Unit sales of 4,638 were up 34.2 percent from September, increasing Volvo's sales per dealer by three units.

The company said October sales indicated a return of business, and it predicted no dramatic increases for the remainder of the year.

October had 27 selling days; November and December each have 25 days. AN

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Oct. Total	Sept. Total
Saturn	73	—	73	67
Toyota	50	20	70	57
Lexus	64	—	64	50
Honda	61	—	61	59
Acura	44	—	44	39
Ford	22	21	43	50
Nissan	27	14	41	50
Chevrolet	19	17	36	41
Mitsubishi	28	5	33	28
Mazda	19	11	30	28
Dodge	11	14	25	23
Infiniti	23	—	23	30
Hyundai	18	—	18	25
Buick	15	—	15	16
Pontiac	13	1	14	12
Subaru	14	—	14	15
Mercedes	14	—	14	13
Mercury	14	—	14	10
BMW	13	—	13	13
Oldsmobile	12	1	13	13
Cadillac	12	—	12	12
Isuzu	2	11	12	16
Plymouth	7	6	12	11
Volvo	12	—	12	9
Jeep	—	10	10	9
GMC	—	10	10	10
VW	10	—	10	11
Lincoln	8	—	8	9
Jaguar	7	—	7	5
Suzuki	2	4	6	6
Saab	5	—	5	7
Chrysler	4	—	4	2
Eagle	4	—	4	3
Audi	3	—	3	4
Daihatsu	2	1	3	3
Range Rover	—	3	3	3
Yugo	2	—	2	2
Porsche	1	—	1	1
Alfa Romeo	1	—	1	1
Sterling	1	—	1	2
Peugeot	1	—	1	3

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Nov. 1, 1991	Days' Supply Oct. 1, 1991
ALFA ROMEO (imp.)	1,600	181	161
Acura (imp.)	36,100	74	71
Domestic car	63,000	39	16
Imported car	41,200	67	50
Honda	104,200	47	24
AMERICAN HONDA	140,300	52	31
BMW (imp.)	13,100	73	47
Summit	4,300	140	105
Talon	11,900	131	101
Premier	3,200	80	105
Wrangler (trk.)	14,000	100	79
Cherokee (trk.)	42,800	105	91
Comanche (trk.)	2,700	128	119
Total Jeep-Eagle	19,400	129	103
Total Jeep-Eagle (imp.)	7,000	164	159
Total Jeep-Eagle (trk.)	99,300	104	87
Laser	10,100	126	83
Sundance	17,400	71	66
Acclaim	15,000	48	42
Voyager (trk.)	42,200	70	71
Total Plymouth	42,500	66	57
Total Plymouth (trk.)	42,200	70	71
LeBaron A	7,100	49	74
LeBaron J	3,900	75	76
Fifth Avenue	7,000	82	70
Imperial	2,500	47	104
New Yorker C	3,000	30	57
Town & Country (trk.)	1,000	46	45
Total Chrysler	24,100	51	74
Total Chrysler (imp.)	14,400	237	96
Total Chrysler (trk.)	1,000	46	45
Shadow	19,300	71	62
Monaco	1,400	70	75
Daytona	8,100	126	126
Spirit	15,900	48	47
Dynasty	14,100	34	30
Vans (trk.)	12,600	109	117
Ram Wagon (trk.)	1,900	35	67
Caravan (trk.)	41,000	59	56
Caravan C/V (trk.)	1,300	85	63
Ram 50 (imp. trk.)	4,000	200	259
Ramcharger (trk.)	1,900	120	140
Dakota (trk.)	31,500	115	103
Pickups (trk.)	28,100	114	118
Total Dodge	56,000	52	47
Total Dodge (imp.)	6,000	73	129
Total Dodge (trk.)	118,300	86	84
Total domestic car	142,800	61	57
Total imported car	29,400	117	113
Total domestic truck	221,800	86	81
CHRYSLER CORP.	393,200	76	71
Imported car	700	30	29
Imported truck	100	20	37
DAIHATSU	800	33	31
Escort	74,000	107	67
Mustang	27,500	112	106
Tempo	32,000	48	46
Taurus	62,900	61	63
Thunderbird	19,900	73	94
Probe	18,900	124	68
Crown Victoria	25,100	109	93
Vans (trk.)	35,500	112	63
Aerostar (trk.)	37,900	94	56
Club Wagon (trk.)	3,000	62	59
Ranger (trk.)	75,300	122	83
Bronco (trk.)	7,400	84	77
Explorer (trk.)	56,100	68	59
Pickups (trk.)	108,500	96	32
Total Ford Div.	286,300	79	88
Total Ford Div. (imp.)	11,900	83	185
Total Ford Div. (trk.)	323,700	94	52
Topaz	10,300	48	66
Sable	19,400	53	65
Cougar	11,600	77	76
Grand Marquis	22,600	65	66
Total Mercury	63,900	59	68
Total Mercury (imp.)	23,800	86	113
Continental	7,700	44	31
Town Car	23,500	78	56
Mark VII	2,500	91	67
Total Lincoln	33,700	67	47
Total L-M Div.	97,800	62	60
Total domestic car	357,900	73	86
Total imported car	35,700	76	109
Total domestic truck	323,700	94	52
FORD MOTOR CO.	717,300	82	69
Somerset/Skylark	12,900	167	95
Century	17,400	40	31
Regal	25,500	82	53
LeSabre	26,900	64	57
Roadmaster	11,100	64	48
Reatta	300	92	57
Electra/Park Ave.	19,200	90	45
Riviera	2,800	83	65
Total Buick	116,100	78	48
Allante	1,200	221	127
Seville	5,100	73	55
DeVille	33,600	58	53
Brougham	10,000	241	134
Eldorado	4,000	82	67
Total Cadillac	53,900	73	63
Geo Prizm	16,100	77	35
Cavalier	47,900	86	52
Camaro	17,200	91	81
Corsica/Beretta	25,200	34	37
Lumina	36,700	48	41
Caprice	29,400	101	84
Corvette	5,200	90	83
Vans (trk.)	25,400	112	96
Sportvan (trk.)	700	31	47
Geo Tracker (trk.)	7,400	97	76
Astro (trk.)	13,600	40	47
Lumina APV (trk.)	9,800	79	26
S10 (trk.)	58,500	112	77
S10 Blazer (trk.)	22,000	65	51
Blazer (trk.)	1,500	80	56
Suburban (trk.)	6,300	102	60
Pickups (trk.)	128,500	110	46
Total Chevrolet	177,400	58	45
Total Chevrolet (imp.)	55,600	318	177
Total Chevrolet (trk.)	273,700	94	54
Calais	5,800	82	66
Cutlass Ciera	18,800	41	31
Cutlass Supreme	27,200	106	67
Eighty Eight	28,800	77	72
Ninety Eight	16,500	78	69
Toronado	1,400	92	69
Silhouette (trk.)	4,300	94	64
Bravada (trk.)	4,500	112	85
Total Oldsmobile	98,500	71	57
Total Oldsmobile (trk.)	8,800	102	74
Sunbird	18,500	72	56
Firebird	8,000	93	85
Grand Am	26,200	86	59
Pontiac 6000	1,100	70	90
Grand Prix	20,200	55	46
Bonneville	25,900	91	66
Trans Sport	7,100	73	73
Total Pontiac	99,900	76	68
Total Pontiac (imp.)	4,500	51	43
Total Pontiac (trk.)	7,100	73	73
Vans (trk.)	12,400	122	112
Safari (trk.)	6,100	86	60
S15/Sonoma (trk.)	18,100	119	92
S15 Jimmy (trk.)	8,200	94	77
Jimmy (trk.)	2,700	290	381
Suburban (trk.)	4,200	103	53
Pickups (trk.)	36,900	98	74
Total GMC (trk.)	88,600	105	83
Total Saturn	25,800	73	42
Total domestic car	570,800	67	51
Total imported car	60,100	229	156
Total domestic truck	378,200	96	90
GENERAL MOTORS	1,009,100	79	57
HYUNDAI (imp.)	22,700	78	47
Imported car	7,400	197	201
Truck (dom./imp.)	37,200	110	97
ISUZU	44,600	164	108
JAGUAR (imp.)	1,900	54	106
Domestic car	21,700	125	98
Imported car	24,800	57	54
Truck (dom./imp.)	23,600	93	45
MAZDA	78,100	71	80
MERCEDES-BENZ (imp.)	11,200	54	46
Domestic car	19,900	132	105
Imported car	30,200	81	90
Imported truck	9,000	92	88
MITSUBISHI	59,000	95	94
Infiniti (imp.)	5,800	72	98
Domestic car	30,400	111	60
Imported car	79,500	94	60
Truck (dom./imp.)	38,100	68	52
Nissan	148,100	88	58
NISSAN MOTOR CORP.	153,600	87	58
PEUGEOT (imp.)	100	25	25
PORSCHE (imp.)	1,100	85	93
RANGE ROVER (imp. trk.)	900	118	78
SAAB (imp.)	4,200	73	38
STERLING (imp.)	0	0	28
Domestic car	22,100	109	87
Imported car	27,800	167	150
SUBARU	49,900	136	114
Car (dom./imp.)	1,700	96	113
Truck (dom./imp.)	4,081	101	85
SUZUKI	5,781	97	92
Lexus (imp.)	5,000	17	47
Domestic car	17,200	18	22
Imported car	35,100	31	30
Imported truck	31,100	36	36
Toyota	83,400	27	29
TOYOTA MOTOR SALES	88,400	26	31
Audi (imp.)	7,000	105	105
Volkswagen (imp.)	29,000	113	111
VWoA	36,000	119	112
VOLVO (imp.)	21,000	122	129
YUGO (imp.)	900	78	74
Domestic car	1,245,500	85	53
Imported car	534,200	79	71
TOTAL CAR	1,779,700	80	57
Domestic truck	925,900	83	61
Imported truck	144,900	85	88
TOTAL TRUCK	1,071,800	88	80
TOTAL STOCK	2,851,500	78	60

Ford triples stock offering to $2.3 billion

CHARLES M. THOMAS
Staff Reporter

Ford Motor Co. has sold 46 million shares of its special preferred stock for $2.3 billion, three times the amount of the original offering.

Although it's a good deal for investors who snapped up the stock quickly at $50 a share, it points up just how laden with debt the company is.

Ford's debt to capital ratio was about 43 percent on Sept. 30, up from 32 percent last Dec. 31.

Analysts say Ford needs the cash for its heavy capital spending program, which is pegged at more than $26 billion through 1995.

"Ford's debt is piling up," said Jean-Claude Gruet, analyst with UBS Securities Inc. in New York. "The company underspent on capital expenditures in the 1980s and is forced to overspend in a recession."

But he said the infusion of cash will short-circuit any more downgrades in the company's credit rating.

Said Ford about the offering, "We're delighted with the transaction."

Ford conceded in the prospectus it filed with the U.S. Securities and Exchange Commission that, in all likelihood, it will lose money in the fourth quarter.

The company blamed competition and industrywide overcapacity for the anticipated loss. For the first nine months of this year, the company reported a loss of $1.8 billion.

Whether Ford will reverse that trend next year depends on a rebound in North American car sales. The company also will have to stanch losses in Great Britain — slowly recovering from an 18-month recession — and at its subsidiary Jaguar Cars Ltd., according to Gruet.

By bringing new equity into the company rather than borrowing money, Ford joins other companies, including General Motors and Chrysler Corp., that have turned to equity markets rather than lending institutions for cash.

In May, GM raised about $600 million by selling 16.1 million shares of a special convertible preference stock. And last month, Chrysler raised about $395 million with a stock offering. AN

Groups propose new rules for re-use of used motor oil

MAX GATES
Staff Reporter

WASHINGTON — Supporters of a proposal to tighten restrictions on the re-use of used oil say their bill could remove some potential liability from auto dealerships that accept used motor oil.

"Our proposal would provide certainty about who is responsible for used oil, and it would be the transporters and the refineries," said Daniel Weiss of the Sierra Club, one of the backers of the proposal. "That takes the risk away from service stations, auto dealerships, supermarkets and others who accept used oil."

The proposal, backed by a coalition of environmental groups and the Hazardous Waste Treatment Council, is aimed primarily at reducing the health risks from burning used oil.

A study released by the group last week indicated that used oil can contain high levels of lead. More than 780 million gallons of used oil are burned for fuel each year, often in schools, apartment buildings, offices and factories.

While the used oil is mixed with virgin oil to lower the concentration of lead, dilution does not lower the amount of lead that is released into the air through burning, the study said.

Lead is known to be particularly toxic to children, where it can cause brain and nerve damage and other disorders. In addition, untreated used oil also contains other toxic metals, such as chromium, cadmium, arsenic and nickel, which have been linked to about 3,400 cancer deaths in the United States each year.

Reps. Cardiss Collins, D-Ill., and Dennis Hastert, R-Ill., said they plan to introduce legislation that would make it easier for auto service facilities to serve as collection centers and would require the treatment of used oil to remove lead before it is burned.

Their bill would classify used oil as a hazardous substance, but only after it has been picked up by a transporter after collection. Several bills now before Congress would prohibit the classification of used oil as a hazardous substance. Sponsors say that the classification would stigmatize used oil and thus discourage recycling.

Disposal of used oil has been a problem for auto dealers in several states.

They have been forced to pay thousands of dollars for the clean up of hazardous waste sites through the EPA's Superfund Program after sending used oil to the sites for disposal. AN

British workers mull Ford pay hike offer

LONDON — Ford Motor Co. late last week offered its 29,000 production workers in Britain a 10.25 percent pay increase over two years. But the automaker rejected union demands for a two-hour reduction in the work week, to 37 hours.

The offer, which would raise production salaries to an average £305 (about $534 at current rates) a week by next Nov. 1, was endorsed by union leaders and sent to workers for ratification.

The contract offer is Ford U.K.'s lowest in a decade.

The company lost £274 million (about $479.5 million at current rates) last year, and many analysts expect it to do worse this year amid a deep recession in British car sales.

— *Vaughan Freeman*

Chrysler hikes Northeast region rebates

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. is testing a new retail incentive program in its Northeast zone that puts greater emphasis on select 1991 and 1992 vehicles and drops incentives on other 1992 models.

Audi of America and Mitsubishi Motor Sales of America Inc. are contributing to the incentive activity with factory-to-dealer and/or consumer rebates.

Starting Nov. 16 in its Northeast zone, **Chrysler** boosted incentives on some small cars, mid-sized sedans, minivans and Dakota pickups by $250 to $1,000 over the amounts announced in October.

Zero percent financing is available on contracts up to 24 months; rates for longer contracts range from 1.9 percent to 9.9 percent.

Rebates and interest rates for other 1991 vehicles are unchanged in the Northeast, but incentives on 1992 vehicles not specified under the new plan were dropped.

incentive
WATCH

Chrysler's test program ends Dec. 20. Chrysler's Northeast zone includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, eastern Pennsylvania, Maryland, Delaware, Virginia and West Virginia.

Audi is offering a two-tiered incentive program to dealers. Dealers who ordered a factory-determined number of 1991 Series 80, 90 and V8 Quattro cars receive a higher incentive on those cars than dealers who did not order their quota.

For instance, dealers who ordered their quota of 1991 Audi 80s receive a $3,000 rebate on each car when they sell it, while other dealers receive $2,000.

Other 1991 Audi dealer rebates are: 80 Quattro, $750 and $1,500; Audi 90, $750 and $3,000; Audi 90 Quattro, $750 and $1,500; and V8 Quattro, $3,500 and $5,000.

On other 1991 models, all dealers are paid $3,500 on the 100 and $4,000 on the 200.

Audi's program expires Dec. 31.

Mitsubishi's new factory-to-dealer program covers 1990, 1991 and 1992 vehicles. The rebates range up to $2,000 and vary by region.

Some Mitsubishi incentives are flat payments, some are based on number of units sold, some are a flat fee after a dealer sells a certain number and some include bonus payments for meeting certain terms.

Mitsubishi also is offering consumer rebates of $500 on the 1990 and 1991 Precis in California and $500 to $1,500 on select 1990 and 1991 cars and trucks in Hawaii.

Mitsubishi's program ends Dec. 31. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
AUDI (1991 models; expires Dec. 31)	
Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale
MITSUBISHI (expires Dec. 31) Rebates vary by region and apply to 1990-92 models.	
Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires Jan. 3)	
Legend sedan	$2,500
Legend coupe	$3,000
ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
CHRYSLER CORP. (expires Dec. 31)	
Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750
HYUNDAI (California only, 1991 models, expires Nov. 30)	
Excel	$300
Sonata	$400
Scoupe	$500
Payment is for models purchased from Hyundai Motor America.	
ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)	
Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500
*Based on number sold	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (expires Jan. 3, unless otherwise noted)	
1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (expires Jan. 3)	
Legacy (1991)	$1,200-1,700, based on region
SUZUKI (expires Dec. 3)	
Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700
STERLING (no expiration date)	
All models	$8,000*
*Or $3,000 if customer chooses 0 percent financing	
TOYOTA (expires Jan. 3)	
Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$800-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1991 models; expires Dec. 31)	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
CHRYSLER CORP.	
13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.	
Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000
MITSUBISHI (expires Dec. 31)	
California (1990-91)	
Precis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800
CONTINUING PROGRAMS	
CHRYSLER CORP.	
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.	
In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.	
1992 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300
1990-91 models	
Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500
FORD MOTOR CO.	
1992 models	
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.	
Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000
*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast	
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.	
1990-91 models	
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.	
Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury	
Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000
*Aerostar — $1,000 or 7.9 percent loan in Northeast.	
GENERAL MOTORS	
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.	
1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected.	
1991 models	
Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$300
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MAZDA (expires Jan. 3)	
Navajo (1991)	$1,000
Trucks (1992)	$1,000
ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)	
All models	Company pays U.S. luxury tax
SUBARU (expires Jan. 3)	
Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

LT5

Chevy may sell 375-hp motor

continued from PAGE 4

of 13 to 14 engines per day aft the introduction of the LT5 in fa 1989 on the 1990-model ZR-1.

Sales of the ZR-1 were hot immediately after the car was introduced. But demand cooled with th recession, problems with the engine and changes Chevrolet mad to the base Corvette to make it les distinct from the more expensiv ZR-1.

Chevrolet has sold 4,500 ZR-1 in the United States since the ca was introduced — 2,800 199 models and 1,700 1991 models. Th ZR-1 also is sold in Europe, Mexico and Canada.

The erosion started in the 199 model year when the $34,000 bas Corvette coupe got the sam rounded rear-end that had bee exclusive to the $65,000 ZR-1. Fo the 1992 model year, the base ca also got the new LT1 5.7-liter V- engine, which has performanc numbers only slightly lower tha the LT5.

While admitting the ZR-1's future is under review, Chevrole spokesman Ralph Kramer said h doubted whether the LT5 will b dropped soon.

"There is no question that th ZR-1 will remain in the Chev lineup through 1992 and for som years beyond that," Kramer sai "Could that change? I suppose s but I don't foresee that happening."

Kramer said the division is satisfied with the halo the ZR-1 ha produced for the whole Corvett line and is not eager to drop th car. Sales of the 1992 Corvette ar up 10 percent from the same poin in the 1991 model year, and he attributed part of increase to the luster that the ZR-1 brought to th line.

Campbell also said he was unaware of any plans to drop the ZR 1, adding that production plan given to suppliers are unchanged.

"I understand they are looking a whether it's a prudent thing to d (to continue the ZR-1), given GM' economic situation," Campbel said. "I would look at all my ca lines, especially the low-volum ones." ■

Staff Correspondent Luca Ciferri i Turin, Italy, contributed to this report

Auto trade bills near Congress

WASHINGTON — A bill addressing the United States' $3 billion automotive trade imbalanc with Japan could be introduce this week.

House Majority Leader Richar Gephardt, D-Mo., said he expect to file the bill before Congress recesses for Thanksgiving. Gephard is working with Democratic Sen Donald Riegle and Carl Levin o Michigan, who are expected to fil a companion bill. Lawmakers hav not disclosed details of their plan to help the auto industry.

Meanwhile, the chief U.S. negotiator in talks with the Japanes about the automotive trade defici said the Bush administration wi not consider trade sanctions befor next spring. The talks will continue, but the threat of sanction may be needed to persuade Japanese companies to buy more U.S parts, said Michael Farren, under secretary for international trade i the Department of Commerce.

— *Max Gat*

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/18	
Dodge Monaco		380
Eagle Premier		1,065
Pillette Road (Windsor, Ontario)	11/18, 11/25	
Dodge Ram Van		1,510
Dodge Ram Wagon		450
Sterling Heights, Mich.	11/18, 11/25	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Toledo, Ohio	11/18, 11/25	
Jeep Cherokee		4,270
Jeep Comanche		100
Jeep Briarwood		40
FORD		
Atlanta	11/18	5,000
Ford Taurus		
Mercury Sable		
Dearborn, Mich.	11/18	3,700
Ford Mustang		
Kansas City, Mo.	11/18	4,400
Ford Tempo		
Mercury Topaz		
Kentucky Truck (Louisville)	11/18	1,300
Ford heavy trucks		
Lorain, Ohio	11/18, 11/25	5,000
Ford Thunderbird		
Mercury Cougar		
Michigan Truck (Wayne)	11/18	3,000
Ford Bronco		
Ford F series		
Norfolk, Va.	11/18	3,200
Ford F series		
Wayne, Mich.	11/18, 11/25	5,000
Ford Escort		
GENERAL MOTORS		
Janesville, Wis.	11/18, 11/25	
Chevrolet med. duty chassis		150
GMC med. duty chassis		270
Detroit	11/18, 11/25	
Chevrolet commercial RV		460
GMC commercial RV		50
Total U.S. car		28,100
Total Canada car		1,385
Total U.S. truck		12,740
Total Canada truck		1,960
Total units lost week of 11/18		44,185

Source: Automotive News Data Center

German to purchase Excalibur Automobile

MILWAUKEE — A German grocery store developer says he will pay $1.33 million for Excalibur Automobile Corp., the bankrupt neoclassic automobile company.

Michael Timmer said he hopes to be making cars at the suburban Milwaukee plant within three months. The plant closed in June 1990.

Founded in the mid-1960s by David Stevens and William Stevens, Excalibur sold its cars for between $75,000 and $150,000 when the plant closed in 1990.

The Stevenses placed the company in bankruptcy and in 1987 it was purchased by a group led by Henry Warner. Warner filed for protection from creditors under Chapter 11 of the U.S. bankruptcy code in September 1990.

In February, Excalibur was placed under the supervision of trustee Douglas Mann. He approved Timmer's bid and Federal Judge James Shapiro authorized the sale last week.

Excalibur owed at least $7.3 million to creditors and taxing bodies, Mann said. Under terms of the purchase, few of those creditors will be paid.

Timmer's experience includes running a leather factory, a clothing store and the development of grocery stores.

— The Associated Press

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/11-11/16/91	Actual 11/4-11/9/91	Nov. Est.	Year 1/1-11/16/91	Year 1/1-11/17/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,250	1,121	2,506	23,479	46,487
New Yorker	750	801	1,744	10,847	33,492
Fifth Avenue	1,500	1,388	3,161	30,489	33,066
Imperial	200	224	480	7,954	17,412
Town & Country (trk.)	300	386	738	4,723	2,189
Total Chrysler	**4,000**	**3,929**	**8,629**	**77,493**	**140,717**
Horizon	0	0	0	0	4,327
Sundance	1,750	1,775	3,842	56,767	79,070
Acclaim	1,750	1,874	3,989	71,768	108,651
Voyager (trk.)	1,750	2,278	4,408	67,589	74,535
Voyager (Can. trk.)	1,867	1,829	4,264	97,504	88,533
Total Plymouth	**7,117**	**7,856**	**16,503**	**313,627**	**383,116**
Omni	0	0	0	0	4,078
Daytona	875	897	1,935	9,792	30,577
Shadow	2,000	2,037	4,447	63,714	86,952
Dynasty	2,250	2,172	4,903	105,236	108,211
Spirit	1,750	1,819	4,031	69,353	94,246
Monaco (Can.)	0	0	0	8,477	9,744
Caravan (trk.)	2,825	3,217	6,323	103,193	81,108
Caravan (Can. trk.)	3,125	3,184	7,084	130,921	109,812
Caravan C/V (trk.)	100	119	239	3,334	4,171
Caravan C/V (Can. trk.)	78	75	173	13,258	6,287
Dakota (trk.)	3,000	3,037	6,905	89,921	65,185
Ram pickups (trk.)	1,500	1,380	3,138	66,519	93,172
Ram Wagon (Can. trk.)	380	408	818	17,045	19,872
Ram Van (Can. trk.)	1,208	1,477	2,685	37,873	52,953
Total Dodge	**18,871**	**19,842**	**42,608**	**718,838**	**766,368**
Premier (Can.)	0	0	0	8,911	11,306
Cherokee (trk.)	4,250	4,294	9,410	137,579	141,087
Comanche (trk.)	200	131	353	4,806	8,604
Grand Wagoneer (trk.)	0	0	0	1,539	5,924
Wagoneer (trk.)	75	70	155	2,528	3,589
Wrangler (Can trk.)	1,590	1,606	3,492	56,567	53,419
Total Jeep-Eagle	**6,115**	**6,191**	**13,410**	**211,932**	**223,928**
Total U.S. car	**14,875**	**14,108**	**31,837**	**449,408**	**652,648**
Total Can. car	**0**	**0**	**0**	**17,388**	**21,049**
Total U.S. truck	**13,808**	**14,882**	**31,718**	**581,783**	**479,564**
Total Can. truck	**6,228**	**8,729**	**18,816**	**353,169**	**330,876**
CHRYSLER CORP.	**35,183**	**37,719**	**81,272**	**1,321,748**	**1,484,129**
Escort	5,783	0	5,783	173,866	228,897
Mustang	0	0	474	76,008	122,954
Tempo	2,697	2,649	5,823	100,723	113,915
Tempo (Can.)	3,326	0	3,326	94,021	98,314
Taurus	6,751	6,741	14,930	289,056	300,987
Thunderbird	2,727	0	2,727	66,895	100,755
Crown Victoria (Can.)	0	0	424	78,478	108,568
Aerostar (trk.)	0	4,000	4,792	153,299	188,017
Bronco (trk.)	0	645	786	17,492	43,469
Explorer/Bronco II (trk.)	6,004	6,280	14,389	251,915	185,893
Navajo (trk.)	250	238	535	10,572	6,880
Econoline (trk.)	2,204	4,140	7,181	127,487	158,776
Heavies (trk.)	1,030	0	1,236	28,609	44,747
Light trucks (trk.)	4,194	9,830	16,054	294,946	403,846
Light trucks (Can. trk.)	0	2,834	3,310	84,037	122,554
Ranger (trk.)	4,387	1,810	7,558	242,301	261,159
Total Ford Div.	**39,962**	**39,147**	**89,318**	**2,089,836**	**2,487,731**
Topaz	1,700	1,542	3,470	42,995	42,634
Topaz (Can.)	1,316	0	1,316	31,271	36,111
Cougar	1,593	0	1,593	49,122	66,326
Sable	3,681	3,692	8,010	98,358	92,785
Grand Marquis (Can.)	0	0	536	88,303	102,286
Total Mercury	**8,290**	**5,234**	**14,925**	**309,999**	**340,142**
Continental	616	0	823	47,573	53,184
Mark VII	128	0	184	8,359	17,079
Town Car	1,872	0	2,337	112,316	133,014
Total Lincoln	**2,616**	**0**	**3,344**	**168,248**	**203,277**
Total L-M Div.	**10,911**	**5,234**	**18,289**	**478,247**	**543,419**
Total U.S. car	**27,503**	**14,604**	**46,155**	**1,095,284**	**1,272,538**
Total Can. car	**4,642**	**0**	**5,882**	**232,823**	**346,279**
Total U.S. truck	**18,670**	**26,923**	**52,812**	**1,125,789**	**1,299,767**
Total Can. truck	**0**	**2,834**	**3,318**	**84,837**	**122,584**
FORD MOTOR CO.	**50,873**	**44,361**	**107,579**	**2,568,083**	**3,081,190**
Skylark	2,905	1,922	4,807	51,231	85,356
Century	2,791	2,790	6,045	88,677	59,298
Regal (Can.)	2,900	3,036	6,682	114,632	90,250
Riviera	386	335	794	8,522	19,979
Park Avenue/Electra	1,744	2,085	4,170	84,783	56,981
LeSabre	3,686	4,498	8,987	93,167	144,841
Roadmaster Sedan	1,686	1,616	3,571	39,463	0
Roadmaster Wagon†	400	319	786	13,985	4,822
Reatta	0	0	0	1,210	5,277
Total Buick	**16,118**	**16,083**	**35,842**	**485,230**	**466,064**
Eldorado	614	722	1,671	12,538	16,932
Seville	981	787	1,813	22,799	30,611
Brougham	729	694	1,533	19,960	28,082
DeVille	3,718	3,679	8,133	140,164	147,423
Allante	50	58	128	2,644	3,230
Total Cadillac	**6,290**	**5,940**	**13,278**	**197,837**	**226,338**
Cavalier	5,692	5,636	12,558	224,986	319,077
Camaro	1,416	1,483	3,100	49,025	66,740
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,856	4,732	11,754	212,881	250,927
Lumina (Can.)	6,400	6,546	14,414	217,236	200,034
Caprice	2,636	2,378	5,519	116,078	186,701
Corvette	480	480	1,080	18,823	20,867
Astro (trk.)	3,352	3,290	7,318	92,693	116,111
Blazer (trk.)	75	108	242	6,412	14,316
Lumina APV (trk.)	1,562	1,667	3,480	44,586	74,784
Mediums (trk.)	230	277	540	2,589	6,929
P-Model (trk.)	479	479	1,057	17,093	18,737
Pickups (trk.)	7,275	7,164	16,811	284,063	362,782
Pickups (Can. trk.)	3,500	3,990	8,342	129,427	151,540
S10 (trk.)	5,558	5,599	12,455	233,810	217,127
S10 Blazer (trk.)	3,454	3,108	7,194	46,962	75,147
Sportvan (trk.)	1,330	1,401	2,954	39,767	53,360
Sportvan (Can. trk.)	1,500	1,539	3,416	49,207	42,838
Suburban (trk.)	645	277	925	22,165	57,865
Total Chevrolet	**51,453**	**50,165**	**112,143**	**1,786,032**	**2,281,189**
Achieva/Calais	184	31	215	34,833	93,534
Cutlass Ciera	3,693	3,094	8,015	94,100	60,744
Cutlass Ciera (Can.)	0	0	0	41,161	70,215
Cutlass Supreme	2,400	2,380	5,302	95,632	86,105
Toronado	232	214	483	4,886	13,857
Eighty Eight	2,390	3,406	6,337	80,316	93,723
Custom Cruiser Wag.††	180	125	317	7,536	1,223
Ninety Eight	1,462	1,465	3,260	68,465	38,186
Silhouette (trk.)	467	478	1,034	18,515	27,800
Bravada (trk.)	300	252	609	12,941	592
Total Oldsmobile	**11,278**	**12,865**	**25,573**	**458,375**	**485,079**
Sunbird	2,781	2,885	6,128	105,221	149,011
Grand Am	5,366	5,367	11,719	123,394	197,193
Firebird	584	587	1,309	19,038	38,956
Grand Prix	3,390	3,986	7,719	100,639	106,648
Pontiac 6000	0	0	0	19,603	47,941
Bonneville	2,818	3,244	6,650	73,719	88,127
Trans Sport (trk.)	983	949	2,124	27,712	40,834
Total Pontiac	**15,802**	**16,788**	**35,638**	**469,326**	**649,710**
Yukon/Jimmy (trk.)	25	35	81	1,984	4,348
Mediums (trk.)	367	287	730	4,768	9,041
P-Model (trk.)	41	30	75	2,046	2,592
Pickups (trk.)	2,700	2,871	6,122	107,254	127,172
Pickups (Can. trk.)	1,300	1,326	2,987	47,921	56,023
Syclone-Sonoma (trk.)	1,221	1,190	2,706	53,368	48,314
Typhoon-S15 Jimmy (trk.)	1,198	1,090	2,518	16,678	25,022
Safari (trk.)	1,112	1,127	2,468	36,553	40,946
Suburban (trk.)	215	97	312	17,398	27,872
Vandura (trk.)	585	484	1,172	17,339	19,500
Vandura (Can. trk.)	600	614	1,334	20,206	16,692
Total GMC	**9,444**	**9,161**	**20,505**	**325,467**	**377,522**
Total Saturn+	**2,644**	**2,644**	**5,817**	**85,662**	**5,863**
Total U.S. car	**63,572**	**64,856**	**138,683**	**2,112,943**	**2,460,546**
Total Can. car	**9,388**	**9,582**	**21,096**	**373,828**	**386,818**
Total U.S. truck	**33,257**	**32,140**	**71,938**	**1,087,884**	**1,370,891**
Total Can. truck	**6,900**	**7,478**	**16,879**	**246,763**	**257,101**
GENERAL MOTORS	**113,029**	**113,256**	**248,796**	**3,819,818**	**4,474,586**
Can. car	2,400	2,390	5,240	97,530	40,132
Can. trk.	1,400	1,463	3,153	47,342	44,147
CAMI +	**3,800**	**3,852**	**8,402**	**144,881**	**84,279**
DIAMOND-STAR*	**4,189**	**3,483**	**8,432**	**137,897**	**136,819**
Civic	2,100	2,232	4,715	73,413	53,855
Civic (Can.)	1,700	1,937	3,794	92,213	92,939
Accord	8,060	8,067	17,739	327,051	298,578
Total U.S. car	**10,160**	**10,299**	**22,454**	**400,464**	**352,433**
Total Can. car	**1,700**	**1,937**	**3,794**	**92,213**	**92,939**
HONDA	**11,920**	**12,236**	**26,248**	**492,677**	**445,372**
HYUNDAI Sonata (Can.)	**1,895**	**721**	**1,823**	**23,706**	**22,428**
MAZDA*	**3,900**	**3,071**	**8,787**	**146,284**	**181,344**
U.S. trk.	1,695	0	2,031	56,426	64,348
Can. trk.	165	0	165	5,916	7,652
NAVISTAR	**1,860**	**0**	**2,196**	**62,342**	**72,000**
Sentra	2,930	2,781	6,383	117,848	84,031
Pickup (trk.)	2,842	2,744	6,244	118,303	126,273
NISSAN	**5,772**	**5,525**	**12,627**	**236,151**	**210,304**
Geo Prizm	1,850	1,950	4,190	80,427	91,104
Toyota Corolla	2,400	2,500	5,385	92,639	92,216
Toyota Hilux (trk.)	150	159	341	1,226	0
NUMMI	**4,400**	**4,609**	**9,916**	**174,292**	**183,320**
Legacy	1,271	1,245	2,703	50,893	28,754
Pickup (trk.)	552	514	1,177	23,477	0
Rodeo (trk.)	1,103	931	2,241	27,186	0
Total U.S. car	**1,271**	**1,245**	**2,703**	**50,893**	**28,754**
Total U.S. trk.	**1,655**	**1,445**	**3,418**	**50,663**	**31,222**
SUBARU-ISUZU	**2,926**	**2,690**	**6,212**	**101,556**	**59,976**
Camry	5,020	4,090	10,061	165,511	195,576
Corolla (Can.)	1,500	1,520	3,322	59,100	54,233
TOYOTA	**6,520**	**5,610**	**13,383**	**224,611**	**250,809**
VOLVO 740, 940 (Can.)	**120**	**190**	**300**	**6,851**	**7,145**
AM GENERAL (trk.)	**375**	**375**	**825**	**10,215**	**10,000**
MISCELLANEOUS (trk.)**	**2,500**	**2,500**	**5,500**	**120,820**	**120,900**
Total U.S. car	**137,080**	**123,107**	**286,361**	**4,816,710**	**5,557,992**
Total Canada car	**20,887**	**16,309**	**41,295**	**981,849**	**964,023**
Total U.S.-Canada Car	**157,967**	**139,416**	**326,646**	**5,798,559**	**6,522,015**
Total U.S. truck	**74,952**	**81,168**	**174,527**	**3,080,480**	**3,518,075**
Total Canada truck	**16,693**	**20,494**	**41,224**	**737,227**	**772,330**
Total U.S.-Canada truck	**91,645**	**101,662**	**215,751**	**3,817,717**	**4,290,405**
TOTAL U.S.	**211,952**	**204,275**	**460,888**	**7,896,190**	**9,076,067**
TOTAL CANADA	**37,500**	**36,803**	**82,589**	**1,699,076**	**1,736,353**
TOTAL U.S.-CANADA CAR & TRUCK	**249,452**	**241,078**	**542,397**	**9,596,274**	**10,812,420**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

Big 3 idle 13 plants this week

ANNE E. WRIGHT
Chief Statistician

Eleven Big 3 assembly plants in the United States and two in Canada are closed this week as manufacturers battle slow sales and high inventories. It is the highest number of plants idled due to poor sales since the week ended March 11, when 21 plants were down.

Ford Motor Co. tops the list with eight plants down this week. Car plants down for one week are Atlanta and Kansas City, Mo. The Wayne, Mich., and the Lorain, Ohio, car facilities will be down for two weeks. Downtime at the Dearborn, Mich., car facility was extended one week.

Ford's truck plants closed for one week are the Norfolk, Va.; Michigan Truck (Wayne); and the Kentucky Truck (Louisville) plants. The Lorain, Ohio, truck facility has been reduced to one shift this week because of a shortage of materials.

The company's Wixom, Mich., plant was closed last Tuesday following the discovery of a faulty component for the Lincoln Town Car. Production will resume when the problem is rectified.

Chrysler Corp. has idled four plants this week. The Sterling Heights, Mich., car plant and the Toledo, Ohio, and the Windsor, Ontario (Pillette Road), truck facilities will be down for two weeks. The Bramalea, Ontario, car facility is scheduled for its fifth consecutive week of downtime.

General Motors announced that the Detroit truck plant will be idle for two weeks. Production is scheduled to resume Dec. 2. The Janesville, Wis., truck plant will build no medium-duty chassis for two weeks, but output of other models will continue.

Last week's estimated U.S. car production increased 11.3 percent over the prior week and 34.8 percent over the year-ago week.

Canadian automakers' scheduled assembly was up 27.6 percent over the prior week but was down 7.0 percent from 1990.

So far this year, U.S. auto manufacturers trail their 1990 tally by 13.3 percent. Canadian auto production is off 0.2 percent.

Truck production in the United States last week was down 7.7 percent from the prior week and up 25.05 percent over the same week one year ago.

Canadian truckmakers' last week planned assembly of 18.6 percent fewer units than the prior week but 3.1 percent more than the year-ago week.

Chrysler Corp. has extended the daily overtime at the St. Louis (No. 2) minivan plant for an additional week.

Nissan Motor Manufacturing Corp. U.S.A.'s Smyrna, Tenn., plant scheduled daily overtime last week.

Toyota Motor Manufacturing Inc. U.S.A. scheduled Saturday overtime at the Georgetown, Ky., plant. ■

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Automotive News

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GM nears deal with China

Plan calls for production of 60,000 S-class trucks

STEPHEN VINES
Staff Correspondent

HONG KONG — General Motors is "close" to an agreement to start producing 60,000 light trucks a year at a joint-venture plant in China, a senior official disclosed last week.

If completed, the deal would be GM's first in China, and the first Western investment there in a light commercial-vehicle plant.

"We think we're getting pretty close to a deal," Ronald Gilchrist, executive vice president of General Motors Overseas Corp., said in Hong Kong. "We are in the final stages of negotiation."

According to Gilchrist, GM is negotiating with Jinbei Motor Co. in Shenyang, a relatively remote city near China's far eastern border with Korea. Jinbei now produces about 20,000 light-duty trucks a year from kits under license to Japan's Toyota Motor Corp. and Mitsubishi Motors Corp.

Gilchrist would not disclose the size of GM's planned investment, nor financing plans for the venture. One of the obstacles faced by joint-venture companies in China is how to convert locally produced profits into hard currency.

But he said the U.S. automaker planned to take about one-third of the equity in the new joint venture company. GM also will send its own personnel to Shenyang and provide training and technology transfers, he said.

see GM CHINA, 46

latenews

Prior leaves Yugo . . . again

NEW YORK — Co-founder William E. Prior has resigned from his second hitch at Yugo America Inc., claiming a lack of support from the Yugoslavian parent companies.

"This is in no way a no-confidence vote on my part for the company or for the marketing and business plan," Prior said. "It's more on a personal account."

Prior quit as chief operating officer effective Nov. 8, but was still on board last week, handing the company over to Ilia Pavlovic, a Yugo America board member. Yugo is owned by manufacturer Zavodi Crvena Zastava and Genex, a trading conglomerate.

Prior returned to Yugo America last April, after being ousted 2½ years earlier by investors who bought out co-founder Malcolm Bricklin. Three months later, Yugo filed for Chapter 11 bankruptcy, and Zastava took control.

Sales have improved since May, but 10-month sales totaled 2,461, down 56.1 percent from last year.

— *Jim Henry*

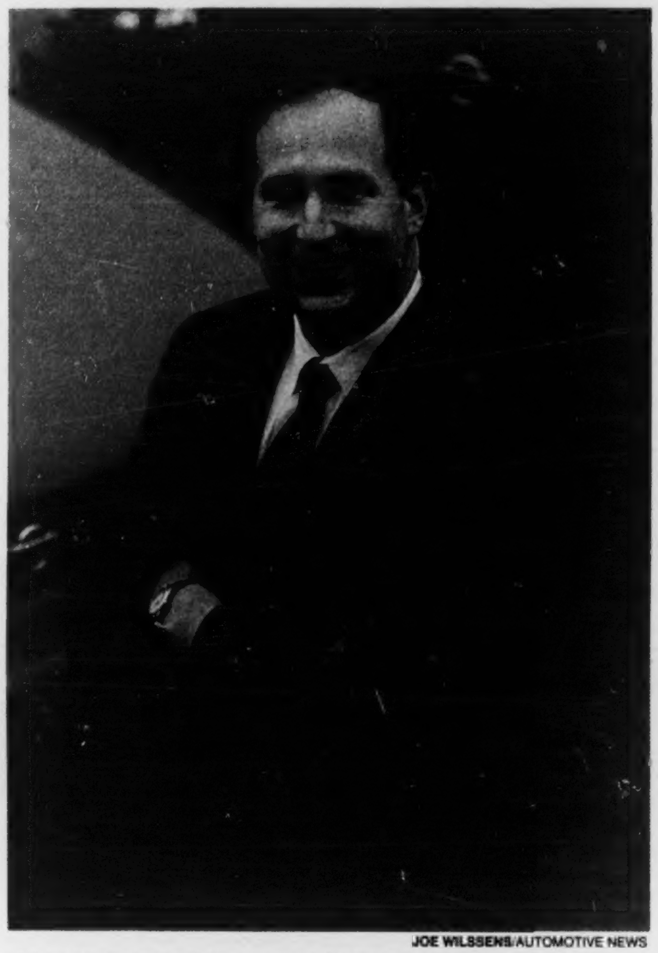
Headquarters for U.S. Toyota?

NEW YORK — Toyota Motor Corp. could someday unite all its U.S. operations — manufacturing, design, technical, financial and corporate — in a single, U.S.-based organization.

And it wouldn't necessarily have its headquarters in California, where Toyota Motor Sales U.S.A. Inc. is currently based.

"Some people think we should put it in California,

see LATE NEWS, 2



JOE WILSSENS/AUTOMOTIVE NEWS

"We're strong in the skinny parts of the market and weak in the fat parts," says Earl Hesterberg, Nissan Division's new U.S. boss.

U.S. parts makers voice skepticism about Japan's increased purchases

RICHARD JOHNSON
Staff Reporter

TOKYO — The announced plans of Japanese automakers to double their total parts purchases in the United States by 1994-95 mask several important deficiencies behind the large numbers, according to analysts and U.S. component suppliers in Tokyo.

In recent days, the six major Japanese carmakers have announced U.S. parts purchase goals for the 1994 fiscal year of $16.78 billion, a target that includes both buying for transplants and imports to Japan.

The six are Toyota, Nissan, Honda, Mazda, Mitsubishi and Fuji Heavy Industries (Subaru).

That compares with stated spending of $8.66 billion by those six companies in the 1990 fiscal year that ended last March, a year in which they sold more than $40 billion worth of new cars and trucks in the United States.

American parts manufacturers here and in the United States say the Japanese-government-orchestrated plan will not significantly increase imports of U.S. components to Japan, thus doing little to narrow the $10.5 billion U.S. auto parts deficit with Japan.

At the same time, they say, it is unlikely that all of the increased spending by Japan's transplants in the United States will go to wholly owned American companies, if only because of the time it normally takes to bring a new supplier into a production cycle.

The carmakers' spending plans do not break out how much of the

see PARTS,46

Chrysler's a winner with Gold Key Plus

Lease-buy program cuts trading cycle

MARY CONNELLY
Staff Reporter

SOUTHFIELD, Mich. — An owner of a 1988 Jeep Cherokee stopped to shop recently at Dick Bournival's Jeep-Eagle dealership in Portsmouth, N.H. When the customer left, he was driving a 1992 Jeep Cherokee Laredo for $247 a month for two years and had pocketed a $5,000 check.

The customer was satisfied, and Bournival was exultant.

"I've died and gone to car dealer heaven," Bournival exclaimed. "Now I have a customer who needs a car in two years and I have a 30,000-mile Cherokee to trade. I'm shooting fish in a barrel."

Chrysler Corp.'s Gold Key Plus financing program is the reason for Bournival's enthusiasm.

Gold Key Plus is a heavily advertised program that offers the lower monthly payments of leasing but allows customers to retain the vehicle title. Its greater-than-anticipated market success has startled dealers and Chrysler executives since it began Oct. 1.

Under the program, customers make a minimum down payment of 5 percent, and Chrysler sets a residual value for the end of a 24-to-48-month contract cycle.

"A true test of the program was the credit approval ratio," says Roger Meline, Chrysler Credit vice president. "The approval ratio through Nov. 15 is 85 percent."

At the end of the Gold Key Plus contract the consumer can: return the vehicle, refinance it for the same monthly payment, pay off the fixed value and keep it or sell it and pay off the fixed value amount.

see GOLD KEY,45

Nissan lines up 'musts' for comeback

Sedans, quality, dealers top the list

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — When it asked 4,543 U.S. consumers to compare Japanese brands last winter, Nissan Motor Corp. in U.S.A. found few surprises.

Toyota topped the "dependable" list.

Honda had the best quality and resale value.

Nissan, consumers said, was known for being fast.

That Nissan had an image at all might have provided some comfort at the company's U.S. headquarters. For much of the past decade, Nissan has struggled to make its name known after dropping the Datsun badge in 1982.

But the reputation as a performance brand is also weighing Nissan down as it tries to regain its stride in the United States. Speed simply has too limited an appeal for a division seeking to broaden its following in the sales mainstream.

"We're strong in the skinny parts of the market and weak in the fat parts," sums up 37-year-old Earl Hesterberg, Nissan Division's new head.

His boss in Japan, Nissan Motor Co. Ltd. President Yutaka Kume, describes the U.S. division as being on a "landing between two flights of stairs."

The next flight, in Nissan's view, will boost the make closer to the top of a U.S. import industry now led by Honda and Toyota. The company says Nissan will be known more for quality and sedans than for performance and coupes. And its U.S. dealers, like those at its sister division, Infiniti, will rank among the industry's leaders in pleasing customers.

The challenge is a heady one for Hesterberg, who took over as company vice president and division general manager on Oct. 1. He joined Nissan from Ford Motor Co. in 1982 and has been Infiniti's No. 2 man for 18 months.

His plate for the first year will be full. Two critical products, the new Quest minivan and a replacement for the Stanza, arrive next summer.

In the meantime, Nissan is trying to restructure the way its

see NISSAN, 45

inside Automotive News

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Ford sells more trucks, but Chevy registers more. PAGE 6

'MACK TRUCKS WILL STAY'
Company chief emphatically defends its future. PAGE 16

EUROPEAN SALES OFF
The 17-nation market fell 7 percent in October. PAGE 27

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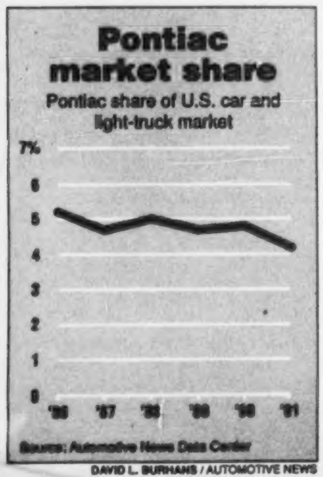
corrections

A Nov. 4 chart on Pontiac market share was based on incorrect figures, overemphasizing a decline. The correct chart follows:



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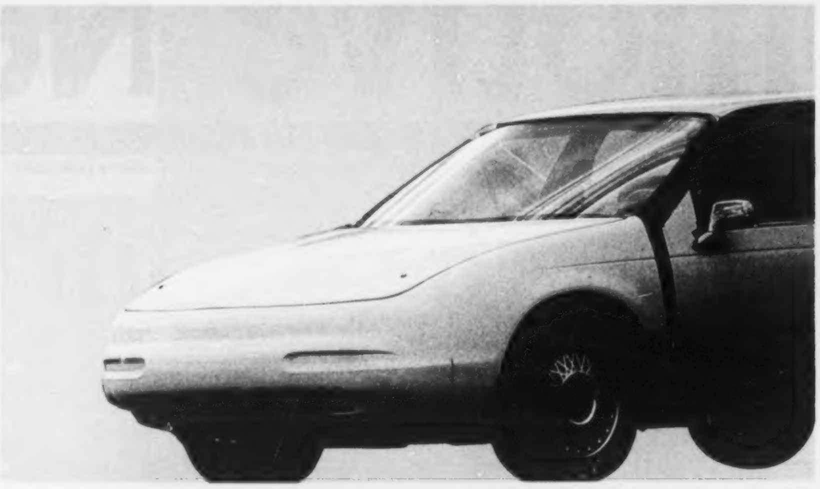


KGB

Hotter Taurus

The front end design on this Taurus test mule shows styling changes being considered for the 1995 model year. Engine compartment temperatures would rise, as the front end is nearly enclosed. Air is provided by a wide, narrow scoop under the bumper. Ford Motor Co. has been telling suppliers to upgrade temperature resistance of future engine compartment materials. According to one source, the automaker expects compartment temperatures to run 25 degrees Fahrenheit higher in some of its mid-1990s vehicles. What isn't clear from this photo is where the head lamps and parking lamps would be placed.

latenews

CONTINUED *from* PAGE 1

some say New York, and some say in the Midwest — maybe someplace like Lexington," said Kenichi Kato, a Toyota managing director who was here for meetings with financial analysts last week.

Toyota's Lexington, Ky., assembly plant is presently doubling in size.

Company officials earlier acknowledged Toyota might establish a single U.S. headquarters for manufacturing, but Kato confirmed Toyota is thinking about a more thorough U.S. consolidation.

— Jim Henry

Curry successor under debate

WASHINGTON — Two names have surfaced as potential successors to Jerry Curry at the National Highway Traffic Safety Administration.

They are Kate Moore, currently assistant secretary for budget and programs at the Department of Transportation, and Edward Emmett, a member of the U.S. Interstate Commerce Commission since 1989.

Curry, who has run NHTSA since 1989, was nominated by President Bush Friday to take the top job at the Federal Aviation Administration. FAA Administrator James Busey was earlier nominated to be deputy secretary of the Department of Transportation.

— Max Gates

Montero priced below Explorer

CYPRESS, Calif. — Mitsubishi Motor Sales of America Inc. has priced its new Montero four-wheel-drive four-door sport-utility below the industry-leading Ford Explorer.

The 1992 Monteros, now being delivered to dealers, start at $17,929 for the base version. The RS is $19,599. Automatic transmission is available on each for about $800. The Montero SR is $22,429, and the LS is $23,019. Automatic transmission is standard on both.

Prices of 4wd four-door Explorers range from $18,805 to $23,553. Automatic transmission is $890 extra.

Mazda profits plummet 60.6%

TOKYO — Battered by sales declines in the United States and Japan, Mazda Motor Corp.'s net profits plunged 60.6 percent in the six-month period ending Sept. 30.

Mazda blamed lower profits in the first half of the current fiscal year on weak passenger-car markets, rising labor and material costs and the strengthening of the yen.

Sales in Japan were off 10.4 percent to 279,028 units. Overseas sales were off 2.2 percent to 409,923.

Mazda has lowered its unit sales forecast for the fiscal year to 1.44 million units, 1 percent lower than an earlier estimate, although it expects revenues to increase.

Net profits fell to 4.26 billion yen ($32.8 million) during the first half, down from 10.8 billion yen ($83 million) in the same period last year. Operating income was off 49.4 percent to 11.04 billion yen ($84.5 million).

For its full year through March 1992, Mazda forecasts net profits of 13 billion yen ($100 million), a decline of 51.9 percent.

— Richard Johnson

Volvo loses $256.2 million

Volvo Cars said passenger-car operations for the first nine months of 1991 lost the equivalent of $256.2 million, nearly twice the loss for all of 1990.

Sales declined 13 percent in third quarter and were off 12 percent to $4.5 billion for nine months.

Volvo said in the first nine months, it delivered 238,100 cars, 16 percent fewer than last year.

— Diana T. Kurylko

Chrysler calls back workers

TOLEDO, Ohio — Laid-off workers at Chrysler Corp.'s Toledo assembly plant will be called back to fill about 850 hourly jobs added for production of the Jeep Wrangler and the right-hand-drive Jeep Cherokee.

Approximately 100 hourly workers will start at Toledo in February to prepare for Jeep Wrangler production with an additional 700 joining them in June. Production of a right-hand-drive Jeep Cherokee could create an additional 50 new jobs.

Production of the Jeep Wrangler in Brampton, Ontario, will end in April with that work force folding into the nearby Bramalea plant. The 1993 Dodge Intrepid, Eagle Vision and Chrysler Concorde sedans will be produced at Bramalea next summer.

Ford puts 5/50 on fuel pumps

DEARBORN, Mich. -- Ford Motor Co. is voluntarily providing owners of 1988 and 1989 Tempo and Topaz vehicles with extended warranty coverage on the fuel pumps. The new coverage is five years/50,000 miles from the original warranty start date, or through Aug. 31, 1992, whichever provides greater coverage.

An internal seal on the fuel pump may wear prematurely. This could cause difficulty in restarting a warm engine or excessive fuel pump noise.

Owners who have had the fuel pumps repaired or replaced will be reimbursed.

briefly

A lift for Kia via Hyundai

Greg Warner, former top executive at **Hyundai Motor America,** is helping **Kia Motors Corp.** plan its 1993-94 entry into the U.S. market. Warner, who was on the original Hyundai team in the mid-1980s, says he is helping Kia draw up a business plan. Is he ready to lead a Korean importer again? On that question, Warner's lips are sealed.

HELPING DEALERS MANAGE — Ford Motor Credit Co. wants to do more to help **Ford** and **Lincoln-Mercury** dealers during these tough economic times. The credit company has published a new magazine called *Strategy*, with a goal to help dealers hone their management skills. Articles range from target marketing to renovation and expansion costs. Ford Credit spokesman Jim Bright says the magazine will be published annually or semiannually, depending on the response from dealers.

BRAND LOYALTY — When salespersons at Countryside Motors (Ford-Chrysler-Plymouth-Dodge) in Lawrenceburg, Ky., see Sherman Searcy coming, they know they are going to make a sale that day. The 84-year-old retired farmer is now driving his 14th car from that dealership — the 58th consecutive **Chrysler** he's purchased.

Kelly: glass is half empty

HALF THE REAL THING — William Kelly, president of **Saab Cars USA,** showed up for a soiree last week at **General Motors** offices in New York hosted by GM Chairman Robert Stempel. You may recall GM of Europe owns half of Kelly's parent company, Saab Automobiles AB. "I'm glad they invited me," Kelly said. "But every time they see this," he said, pointing to his lapel pin, "they only give me half a glass of Coke."

LUXURY LINER — U.S. **Mazda** dealers are still waiting for their ship to come in. Seems Typhoon Mireille slammed into two loading docks at the Hiroshima, Japan, port where Mazda was planning to load shipments of the new 929 luxury sedan. The nasty weather made the docks unusable and damaged 100 cars that were parked nearby waiting to be loaded onto U.S.-bound ships.

PLUGGED-IN SHOW — Electric cars are usually a vision of the future when they appear at auto shows, but at the Seattle International Auto Show, they were a product of the present. Steven Lough, a **GMC** dealer, persuaded the promoter to include electric vehicles this year. Ten converters and short-run makers brought their wares, and the exhibit was credited with pushing attendance up 20 percent over last year, to 152,909. The real coup: a converted Escort and a converted MG Midget were sold off the floor.

AC-CEN-TU-ATE THE POSITIVE — Range Rover of North America got tired of its dealers and salespersons getting depressed by doom-and-gloom news, so the company started *The Good News Letter*, a weekly internal publication where never is heard a discouraging word.

trucks

General Motors objected, but Daewoo Group's shipbuilding unit is making this Damas minivan, other trucks, and minicars.

Daewoo Shipbuilding adds minitrucks to line

OLES GADACZ
Staff Correspondent

SEOUL — South Korea's Daewoo Shipbuilding and Heavy Machinery Ltd., long accustomed to launching 300,000-ton supertankers from the world's biggest drydock, last week launched a new line of 1,300-pound minitrucks.

The new Damas and Labo truck models are powered by 796-cc gasoline engines. The Labo is a pickup truck version, and the Damas models are commercial and seven-passenger minivans. Vehicles will retail for the equivalent of $4,800 to $6,500, depending on configuration and equipment, Daewoo said.

The company, a unit of the huge Daewoo Group, last June introduced South Korea's first minicar, the Tico, based on the Suzuki Alto. To date, about 20,000 Tico vehicles have been sold, although annual capacity exists for 135,000.

"We expect the minivans and trucks will be quite popular with small retailers and distributors, as well as in Korea's many farming and fishing villages," said Choi Myung-Kul, Daewoo Corp. vice chairman. No exports are planned.

Daewoo will have the mini segment to itself until next June when Asia Motors Corp. introduces its own minitruck line, based on the Daihatusu HiJet.

Daewoo's minitruck output is expected to total 18,000 units this year, rising to full capacity of 105,000 by next year.

For Daewoo Group, the decision to enter the mini segment with a lineup produced by a shipbuilder is less a grand marketing experiment than it is a declaration of freedom.

The group already is involved in carmaking through Daewoo Motor Co., its 50-50 joint venture with General Motors that produces the Pontiac LeMans. With a capacity of 280,000 units a year, ranging from the LeMans through the luxury-class Royal line to heavy trucks and buses, the company is Korea's third biggest vehicle manufacturer.

But in 1989, Daewoo arrived at a watershed decision: the company would build a minicar independent of — and despite the objections of — its longtime U.S. partner.

Daewoo management has long been disenchanted with GM, especially over what it sees as the U.S. company's failure to push the LeMans harder in the United States. Touted as the "World Car" when it was introduced in 1986 in Korea, exports have been falling far short of projections.

One reason is erratic quality.

GM has steadfastly resisted Daewoo Motor's attempts to branch out into other lines, insisting that the venture first solve its production and quality problems.

Daewoo Group's chairman "is fed up with Daewoo Motor. He's trying to put new quality in place," said a U.S. executive whose components company supplies Daewoo Motor and Daewoo Shipbuilding.

"He is implementing a really different philosophy with Suzuki."

With Suzuki, Daewoo Group got a fresh start to relearn its lessons in automaking. Daewoo Shipbuilding was assigned to build the Tico under license to Suzuki.

Adopting Suzuki's philosophy, which stresses each employee's personal responsibility for efficiency and quality, a $700 million plant was quickly erected and completed in Changwon. Pilot production began in January 1991; by May, the first minicars were being delivered to customers.

Training and planning are key elements of the Suzuki method. By the time the new plant started up earlier this year, 1,400 of Daewoo's production workers had studied up to six months at Suzuki's Kosai and Iwata plants, said Yeo Dae-Won, operations and coordination manager.

The Labo pickup has a 796 cc engine.

"Management believes that if Suzuki does something, they do it for a reason and we should learn to do the same," he said.

Daewoo is convinced the investment in training is paying off. During a plant tour, the assembly line momentarily halted because of a snag, but all workers kept busy, cleaning their tools and tidying up.

"Productivity here is the highest among Korean auto plants," boasted Ham Young-Ki, production engineer and a veteran of Daewoo Motor. ■

International Editor James R. Crate contributed to this report.

Boss says Mack will stay

Someday engines may be imported

JIM HENRY
Staff Reporter

ALLENTOWN, Pa. — Mack Trucks boss Elios Pascual spent much of his year-end press conference last week denying rumors he said were spread by competitors. He repeatedly assured reporters that Mack's future is secure.

"I have seen battles among manufacturers, but I have never seen anything so unfair and so unethical as the things I have heard said about Mack," Pascual said.

Pascual emphatically denied that Mack would quit building its own engines because it supposedly couldn't meet stricter emissions standards for 1994.

"The truth is, Mack engines — not in 1994, not in 1993, and not in 1992, but today, right now, in our labs in Hagerstown (Md.) — Mack engines are meeting the 1994 standards," Pascual said. He stabbed the podium with a finger to punctuate his phrases.

But he did say that Mack's engine production is too small to be viable in the long run. He said the company may share a family of engines in the future with parent company Renault and its partner, AB Volvo — as long as all three brands are distinguishable from one another.

"People say, how can we justify being an engine manufacturer, only building fewer than 20,000 engines a year? Obviously, that doesn't make sense in the long term," Pascual said.

He said development costs for a new heavy-truck engine run about $700 million to $1 billion. Mack will build about 14,000 engines this year; volume of 70,000 to 100,000 is needed for efficiency, he said.

He said if Mack uses engines developed in Europe, the U.S. versions will have their own characteristics, and not be "just a Mack label on foreign engines."

Without revealing specifics, Pascual said Mack will introduce "new products" in the first quarter of 1992 and will show "new aggressiveness in sales" next year.

Pascual said Mack is losing about $50 million a quarter, and he said the company expects to show a loss for 1992. Mack lost $46.8 million in the third-quarter of 1990, Mack's last quarter as an independent company.

"It's like the bottle of wine that's either half empty or half full," Pascual said. "You can say, 'My God, how long can these poor French people afford to pay the bills for the losses?' Or, you can say, 'Thank God, they are strong enough to build a company for the 21st century in the United States.'

"We will support U.S. operations as long as necessary," he said. ■

The inside story: firm under fire

The employee newsletter at Mack Trucks Inc., *Macktivities*, provides a snapshot of an old-line company under fire, its new owner battling to keep internal communications open and healthy.

Some images:

- The work force is older.

Macktivities said Mack paid $3,839 in health benefits for each truck built in 1990, representing 23.5 percent of total payroll costs. Of 450 employees given early retirement since May, most had 20 years experience and some had more than 40.

- Rumors are troublesome.

The "Rumor Mill" section explained restructuring in the accounting department, relations between Volvo and Renault, and even a "threatening" phone call at a Mack facility in July that sparked a false rumor there had been a bomb threat.

- New programs are arriving.

There were explanations of items like FMECA (failure mode effect and criticality analysis) and the necessity for quality audits.

— *Jim Henry*

OCTOBER 1991 TRUCK SALES BY GVW

	Oct. 1991	Oct. 1990	10 mos., 1991	10 mos., 1990
Class 1-3	91,605	107,466	1,003,335	1,162,615
Class 4	1,233	1,679	16,928	22,961
Class 6	349	682	4,397	5,348
Class 7	1,216	1,847	16,220	23,011
Class 8	732	864	7,056	11,227
FORD	**95,135**	**112,538**	**1,047,936**	**1,225,162**
Class 6	8	0	20	0
Class 7	34	0	124	0
Class 8	2,092	1,731	18,655	19,730
FREIGHTLINER	**2,134**	**1,731**	**18,799**	**19,730**
Class 1-3	78,100	92,206	906,309	1,077,795
Class 4	135	3	1,460	3
Class 5	10	14	109	222
Class 6	169	1,280	2,367	7,241
Class 7	416	766	5,071	6,297
CHEVROLET	**78,830**	**94,269**	**915,336**	**1,091,558**
Class 1-3	22,732	26,262	238,909	278,974
Class 4	66	1	852	1
Class 5	60	22	338	1,931
Class 6	253	437	2,881	4,647
Class 7	947	1,192	11,254	12,415
GMC	**24,058**	**27,914**	**254,234**	**297,968**
Class 7	35	31	237	359
Class 8	1,045	1,019	9,551	12,245
KENWORTH	**1,080**	**1,050**	**9,788**	**12,604**
Class 6	43	59	424	969
Class 7	58	80	567	1,295
Class 8	897	1,003	8,694	12,545
MACK	**998**	**1,142**	**9,685**	**14,809**
Class 6	43	45	302	459
Class 7	49	159	633	1,041
MERCEDES-BENZ	**92**	**204**	**935**	**1,500**
Class 4	3	3	27	52
Class 5	1	9	25	103
Class 6	650	1,432	6,754	10,748
Class 7	2,510	3,431	26,357	26,676
Class 8	2,186	2,995	18,788	23,540
NAVISTAR	**5,350**	**7,870**	**51,951**	**61,119**
Class 7	6	19	192	322
Class 8	686	950	7,735	10,080
PETERBILT	**692**	**969**	**7,927**	**10,402**
Class 7	147	74	969	631
Class 8	1,139	1,159	3,563	11,725
VOLVO/GM HEAVY	**1,286**	**1,233**	**10,532**	**12,356**
Class 1-3	3	17	184	263
Class 4	15	0	54	0
Class 5	39	49	342	427
Class 6	43	52	464	563
Class 7	87	68	553	806
HINO	**187**	**186**	**1,597**	**2,059**
Class 1-3	70	63	560	578
Class 5	62	79	625	785
Class 6	85	35	467	437
Class 7	33	34	312	418
NISSAN DIESEL	**250**	**211**	**1,964**	**2,218**
Class 1-3	406	476	5,085	5,468
Class 4	162	45	990	554
Class 5	80	28	739	334
Class 6	56	93	673	1,701
Class 7	24	124	199	531
ISUZU TRUCK	**728**	**766**	**7,686**	**8,588**
Class 1-3	214	153	1,504	1,533
Class 5	43	47	537	543
Class 6	26	22	325	229
Class 7	16	43	270	445
MITSUBISHI FUSO	**299**	**265**	**2,636**	**2,750**
SCANIA Class 8	**4**	**11**	**45**	**89**
Class 1-3	0	154	908	1,363
Class 4	0	55	297	453
Class 5	0	23	149	214
Class 6	0	15	96	130
IVECO TRUCKS*	**0**	**247**	**1,450**	**2,160**
WESTERN STAR Class 8	**34**	**71**	**500**	**816**
Class 1-3	135,345	291,480	1,180,242	1,565,968
Class 6,7,8	33	35	370	531
OTHER TRUCKS	**135,378**	**291,515**	**1,180,612**	**1,566,499**
CLASS 1-3	**328,475**	**518,277**	**3,337,036**	**4,094,557**
CLASS 4	**1,614**	**1,786**	**20,608**	**24,024**
CLASS 5	**295**	**271**	**2,864**	**4,559**
CLASS 6	**1,725**	**4,152**	**19,190**	**32,472**
CLASS 7	**5,578**	**7,868**	**62,958**	**74,247**
CLASS 8	**8,848**	**9,838**	**88,957**	**102,528**
TOTAL TRUCKS	**346,535**	**542,192**	**3,523,613**	**4,332,387**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

Flagging German demand pulls Europe sales lower

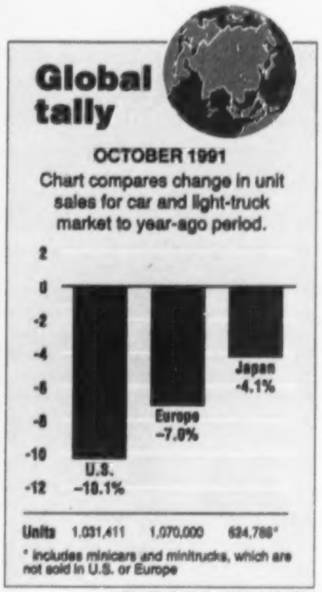
Total in 17 nations off 7% for October

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — European auto sales declined 7 percent in October from a year earlier as German demand continued to cool.

But 10-month sales were up 1.5 percent over 1990.

According to *Automotive News* estimates, sales in the 17 European countries slipped to 1.07 million in October, while year-to-date sales reached 11.8 million.



* Includes minicars and minitrucks, which are not sold in U.S. or Europe

AUTOMOTIVE NEWS / MARTHA GRATTAN

Sales in Germany declined 10 percent in October, to 301,000, the third consecutive year-to-year dip. For the 10 months, however, sales were still 39 percent ahead of the year-earlier period, at 3.73 million.

Analysts expect German sales to continue to drop for the next two months. They began turning downward in August after more than a year of record demand.

"We expect the final quarter of this year to show a 20 percent to 25 percent decline in Germany from a year ago," said Edmund Chew, who follows the industry for DRI Europe in Frankfurt.

"This time last year, we were in the middle of the upswing, now we're in the downswing."

The German buying boom was driven by demand from private buyers in the former East Germany and focused primarily on entry-level cars, Chew said.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	10 months, 1991	Pct. change vs. 1990
Germany	3,727,700	+39.00
Italy	2,001,900	− 2.50
France	1,700,500	−13.00
United Kingdom	1,433,400	−21.60
Spain	743,900	−12.00
Netherlands	462,400	+ 0.15
Belgium-Luxembourg	450,500	− 1.50
Switzerland	271,400	− 0.50
Austria	268,400	+ 4.00
Portugal	188,700	+10.00
Sweden	155,300	−22.00
Greece	127,700	+33.00
Finland	82,000	−36.00
Denmark	74,800	+ 1.40
Ireland	64,300	−17.00
Norway	45,900	−14.00
Total	11,798,800	+ 1.50

"The German makers are stronger in the upper-half of the market, and the entry-level was taken by the importers," he said. "If sales go down, we should see the Germans doing better from a market-share standpoint."

In October, Italy was the only country to show a significant improvement in sales.

"It appears to be a worldwide drop-off in consumer confidence," said analyst John Lawson of Nomura Research in London.

"We should be worried about the final quarter. It got off to a bad start."

Sales in Italy, Europe's second largest market after Germany, were up 6.6 percent in October, to 195,800. But sales for the 10 months through October were off 2.5 percent from a year earlier, to 2 million.

France was down 12.8 percent in October, on sales of 193,300 units, and was off 13 percent for 10 months, to 1.70 million.

October sales in the United Kingdom plunged 22.5 percent, to 101,100, and were off 21.6 percent for the 10 months, to 1.43 million. Of the 17 countries tallied by *Automotive News*, only Sweden and Finland have suffered steeper drops than Britain this year on a percentage basis.

Volkswagen Group remained the leader in Europe with 10-month sales of 1.88 million cars, up 6 percent from last year.

But the group's sales fell 13 percent in October, to 164,400, because of model changeover for the bread-and-butter Golf 3.

EUROPEAN SALES BY MANUFACTURER

Manufacturer	10 months, 1991	1991 share[1]	10 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,884,200	16.00	1,781,500	+ 6.00
Fiat Auto[2]	1,478,500	12.50	1,641,800	− 9.90
Ford[4]	1,424,700	12.20	1,346,500	+ 6.00
Jaguar	11,000	0.09	16,600	−33.00
General Motors[3]	1,398,500	11.80	1,341,800	+ 4.20
Peugeot S.A.[5]	1,383,200	11.70	1,497,000	− 7.00
Renault	1,177,800	10.00	1,131,500	+ 4.00
Mercedes-Benz	400,300	3.40	374,000	+ 7.00
Nissan	395,700	3.40	343,400	+15.00
BMW	353,000	3.00	315,000	+12.00
Toyota	323,200	2.70	320,000	+ 1.00
Rover	304,700	2.60	343,600	−11.30
Mazda	259,700	2.20	247,300	+ 5.00
Mitsubishi	175,200	1.50	154,900	+13.00
Volvo	171,200	1.50	204,700	−16.40
Honda	150,600	1.30	140,900	+ 7.00
Lada	92,600	0.80	90,500	+ 2.40
Suzuki	88,200	0.70	86,900	+ 1.60
Daihatsu	47,700	0.40	35,400	+35.00
Subaru	46,600	0.40	43,700	+ 7.00
Skoda	44,200	0.40	23,900	+85.00
Saab	43,970	0.40	49,500	−11.20
Isuzu (non-GM)	3,400	0.03	5,400	−36.00
Others	151,630	1.30	63,900	−36.00
Total	11,798,800	100.00	11,627,400	+ 1.50

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

Similarly, General Motors sales plummeted 16.7 percent in October, to 119,400 units, as production of the all-new Opel/Vauxhall Astra was slowed by model changeover. Sales for the 10 months through October were up 3.7 percent, however.

Ford of Europe sales were down 5 percent in October, to 117,900, while sales at its Jaguar unit plummeted 28 percent.

For the 10 month-period, Ford sales were up 6 percent, to 1.42 million, but Jaguar was down 33.7 percent.

Because of the Astra startup, Ford lengthened its sales lead over GM to 26,200 units for the 10 months. A year ago, Ford was only 4,700 ahead of GM.

The Fiat Group maintained the No. 2 sales slot behind Volkswagen. Fiat slipped 1 percent in October. But for the 10-month period, Fiat sales were down 10 percent from a year earlier, to 1.48 million. AN

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dealers

Balzekas Motors is golden

Balzekas Motor Sales Inc. (Chrysler-Plymouth) in Chicago has reached its 50th anniversary. Pictured, from left, are: Robert Balzekas; Stanley Balzekas Jr.; George Oswald, Chrysler Corp. field operation manager; and Carole Balzekas. The dealership was founded by Stanley Balzekas Sr., who died in 1987.

50 years with Ford

North Brothers Ford Inc. of Westland, Mich., has celebrated its 50th anniversary. Pictured, from left, are: Thomas C North, dealership business manager; Phil Novell, Ford Division general sales manager; James North, dealership president, and J. Douglas North, dealership vice president and general manager.

BEGINNINGS

■ Two Mitsubishi dealerships have opened in New Hampshire. They are **Cantin Mitsubishi** in Laconia and **Portsmouth Mitsubishi** in Portsmouth.

CITIZENSHIP

■ **Bill Shicker,** president of McMahon Ford in St. Louis and president-elect of the Missouri Automobile Dealers Association, presented a $2,500 check to the St. Patrick Center in St. Louis. The check was presented on behalf of Ford Motor Co.'s community relations committee to help the center educate disadvantaged adults in nutrition, parenting, budgeting and housing.

MILESTONES

■ **Westway Ford-Isuzu** in Irving, Texas, marked its 10th anniversary. Construction is underway for a new Isuzu showroom and sales center.

ADVERTISING

■ Strong Automotive Merchandising took first place for best overall campaign for its client, the **North Alabama Chevrolet-Geo Dealers Association,** at the Chevrolet Bowtie-Geo Global Awards in Nashville, Tenn. Strong's clients include 27 Chevrolet dealer associations and 43 individual dealers. The agency is based in Birmingham, Ala.

— *Compiled by Chris Eschenburg*

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INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (1991 models; expires Dec. 31)

Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale

CHRYSLER CORP. (expires Dec. 31)

Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750

GENERAL MOTORS

Chevrolet (expires Feb. 4)

Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

HYUNDAI
(California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (expires Dec. 31)

Rebates vary by region and apply to 1990-92 models.

Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000

NISSAN
(expires Jan. 3, unless otherwise noted)

1992 models

Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600

1991 models

Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (expires Jan. 3)

Legacy (1991)	$1,200-1,700, based on region

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Jan. 3)

Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota

VOLKSWAGEN
(no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

calendar

AUTO SHOWS — '91

Nov. 27-Dec. 1 — Central Flordia International Auto Show, Orange County Convention/Civic Center, Orlando, Fla., (800) 345-1487 or (407)352-3420

Nov. 27-Dec. 1 — Long Beach International Auto Show, Long Beach Convention Center, Long Beach, Calif., (310) 301-9019

Nov. 27-Dec. 3 — San Francisco Auto Show, Moscone Center, San Francisco, (415) 673-2016

Dec. 26-31 — National Capital Area International Auto Show, Washington Convention Center, Washington, (617) 536-8152 or (301) 670-1110

Dec. 26-Jan. 1 — Indianapolis Auto Show, Hoosier Dome and Indianapolis Convention Center, Indianapolis, (317) 266-8455

AUTO SHOWS — '92

Jan. 4-12 — Philadelphia International Auto Show, Philadelphia Civic Center, Philadelphia, (800) 345-1487 or (215) 851-5075

Jan. 4-12 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965 or (213) 851-5075

Jan. 9-12 — Auto Expo, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 9-19 — Montreal International Auto Show, Olympic Stadium, Montreal, (514) 331-6571

Jan. 10-12 — Greater Little Rock Auto Show, State House Convention Center, Little Rock, Ark., (501) 372-2596

Jan. 11-19 — North American International Auto Show, Cobo Center, Detroit, (313) 643-0250

Jan. 16-19 — Utah Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 17-26 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 18-26 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 22-26 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 25-Feb. 2 — Pennsylvania Auto Show, State Farm Show Complex, Harrisburg, Pa., (800) 345-1487 or (717) 652-4053

Jan. 25-Feb. 2 — Houston Auto Show, Astro Hall, Houston, (213) 444-5202 or (713) 980-3434

Jan. 28-Feb. 2 — Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (617) 536-8152 or (503) 233-5044

Jan. 29-Feb. 2 — Greater St. Louis International Auto Show, Cervantes Convention Center, St. Louis, (617) 536-8152 or (314) 822-0333

Jan. 30-Feb. 2 — Spokane International Auto Show, Spokane Convention Center, Spokane, Wash., (509) 326-6885

Jan. 31-Feb. 4 — Ottawa-Hull International Auto Show, Ottawa Congress Centre, Ottawa

Feb. 1-9 — Auto Show, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 7-9 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 8-16 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487 or (414) 259-6000

Feb. 8-16 — Chicago Auto Show, Chicago Automobile Trade Association, McCormick Place, Chicago, (708) 698-6630

Feb. 12-16 — Buffalo Auto Show, Buffalo Convention Center, Buffalo, N.Y., (716) 631-8510

Feb. 13-16 — Richmond International Auto Show, Richmond Centre, Richmond, Va., (804) 358-2277

Feb. 13-23 — Toronto International Auto Show, Metro Toronto Convention Center and Skydome, Toronto, (416) 940-2800

Feb. 15-23 — Orange County International Auto Show, Anaheim Stadium, Anaheim, Calif., (714) 547-7449

Feb. 19-23 — Greater Kansas City Auto Show, H. Roe Bartle Convention Center, Kansas City, Mo., (800) 248-1868

Feb. 19-23 — Pittsburgh Auto Show, David L. Lawrence Convention Center, Pittsburgh, (412) 373-8380

Feb. 19-23 — International Automobile and Motorcycle Show for Central and Eastern Europe, Organization Internationale des Constructeurs d'Automobiles of Paris, Vienna, Austria, (202) 659-4557

Feb. 20-23 - Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Feb. 26-March 1 — Denver Auto Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Exhibition Grounds, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 683-1991

March 11-15 — Atlanta Journal-Constitution International Auto Show, Georgia World Congress Center, Atlanta, (617) 536-8152

March 11-15 — Calgary International Auto & Truck Show, Round Up Centre, Stampede Park, Calgary, Alberta, (403) 287-3893

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

FORD MOTOR CO.

1992 models

Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000

California only (1991 models, expires April 2)

Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500

All states (1991 models, expires Jan. 3)

All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (expires Jan. 3)

Navajo (1991)	$1,000
Trucks (1992)	$1,000

MITSUBISHI (expires Dec. 31)

California (1990-91)

Precis	$500

Hawaii (1990-91)

Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models	Company pays U.S. luxury tax

SUBARU (expires Jan. 3)

Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

SIA plant hikes Isuzu production

LINDSAY CHAPPELL
Staff Reporter

American Isuzu Motors Inc. will receive more trucks from its U.S. assembly plant.

Subaru-Isuzu Automotive Inc. in Lafayette, Ind., is accelerating production of Isuzu pickups and Rodeo sport-utilities, planning to reach 7,000 a month by January.

In October, the plant built 6,706 trucks, up from 5,283 in September, but November and December will be lower because of holidays.

The current dealer body is expected to handle the extra production. This year, the 595 dealers have been selling about 5,100 pickups and Rodeos a month, including imported versions.

"We're confident about the increase," said Jack E. Reilly, American Isuzu chairman. "We're looking for the market to begin opening up in the spring. It's an election year. It has to happen."

Reilly predicted a moderate upturn in U.S. car and light-truck sales next year, to 12.5 million. That would be an increase of about 2 percent over projected 1991 calendar-year sales. Isuzu sales rose 0.9 percent in the first 10 months of this year. The company sold 92,937 vehicles, 870 more than in the same period last year.

The company forecasts sales of 120,000 cars and trucks next year.

American Isuzu has new marketing plans on tap for the first of the year. The specifics of those plans have not been revealed to dealers.

The company plans to scale back its U.S. car sales effort by withdrawing from national advertising to focus on a few key regions. Company officials believe that will enable Isuzu to allocate more marketing resources to national truck sales next year.

Reilly predicted that pickup sales will outpace Rodeo sales next year as they have this year. He said production at the Indiana plant will be split 55 percent pickups and 45 percent Rodeos.

Reilly said a recent in-house survey disclosed that 71 percent of the nation's Isuzu dealers are profitable, compared to about 73 percent last year at this time. AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/25	
Dodge Monaco		380
Eagle Premier		1,005
Pillette Road (Windsor, Ontario)	11/25, 12/2	
Dodge Ram Van		1,510
Dodge Ram Wagon		450
Sterling Heights, Mich.	11/25	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Toledo, Ohio	11/25	
Jeep Cherokee		4,270
Jeep Comanche		100
Jeep Briarwood		40
FORD		
Atlanta	11/25	**5,000**
Ford Taurus		
Mercury Sable		
Lorain, Ohio	11/25	**5,600**
Ford Thunderbird		
Mercury Cougar		
Oakville, Ontario	11/25, 12/2	**4,800**
Ford Tempo		
Mercury Topaz		
Wayne, Mich.	11/25	**5,800**
Ford Escort		
GENERAL MOTORS		
Janesville, Wis.	11/25	
Chevrolet med. duty chassis		220
GMC med. duty chassis		360
Detroit	11/25	
Chevrolet commercial RV		150
GMC commercial RV		270
Oshawa, Ontario (No. 2)	11/25	
Buick Regal		3,220

Total U.S. car	**20,000**
Total Canada car	**9,405**
Total U.S. truck	**5,410**
Total Canada truck	**1,960**
Total units lost week of 11/25	**36,775**

Source: Automotive News Data Center

GM prepares $750 million non-voting stock offering

WASHINGTON — General Motors is seeking federal approval to sell $750 million in preference shares that cannot be converted into common stock.

In a filing with the Securities and Exchange Commission, GM sought approval to sell 7.5 million shares of the stock from time to time, in a shelf offering.

GM said the proceeds from the sale would be used for "general corporate purposes."

Shelf offerings give corporations flexibility to take advantage of market conditions while saving money on costly Securities and Exchange Commission registration requirements. A company can register its securities in advance and keep them "on the shelf" for up to two years before actually selling. As as long as the company files annual and quarterly reports and meets other routine Securities and Exchange Commission disclosure requirements, it can enter the market when conditions are favorable.

GM, like other automakers, is trying to raise money through a number of channels as the Big 3 struggle through their second year of slumping sales.

The companies also have cut costs, laid off workers, closed factories and offered vehicle incentives in order to shore up their balance sheets.

GM gave no details on how it would use the proceeds from the sale or about the selling price, saying only that the stock would be sold "in amounts at prices and on terms to be determined at the time of sale."

— The Associated Press

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/18-11/23/91	Actual 11/11-11/16/91	11/1-11/23/91	Year 1/1-11/23/91	Year 1/1-11/24/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,000	1,149	3,405	24,378	47,387
New Yorker	750	680	2,424	11,527	33,478
Fifth Avenue	1,625	1,710	4,996	32,324	33,705
Imperial	250	242	772	8,246	17,654
Town & Country (trk.)	250	332	1,020	5,005	2,200
Total Chrysler	**3,875**	**4,113**	**12,617**	**81,481**	**142,495**
Horizon	0	0	0	0	4,327
Sundance	0	1,874	3,966	56,891	80,470
Acclaim	2,250	2,116	6,605	74,384	108,492
Voyager (trk.)	1,850	1,793	6,351	89,482	75,171
Voyager (Can. trk.)	2,250	1,875	6,522	99,762	91,391
Total Plymouth	**6,350**	**7,658**	**23,444**	**320,518**	**359,851**
Omni	0	0	0	0	4,078
Daytona	0	881	1,941	9,798	30,977
Shadow	0	2,162	4,609	63,876	88,352
Dynasty	2,250	2,375	7,278	107,611	110,394
Spirit	1,500	1,721	5,502	70,824	95,765
Monaco (Can.)	0	0	0	8,477	9,744
Caravan (trk.)	2,625	2,792	9,115	105,985	82,227
Caravan (Can. trk.)	3,766	3,266	10,991	134,828	113,661
Caravan C/V (trk.)	50	105	294	3,389	4,171
Caravan C/V (Can. trk.)	94	72	261	13,346	6,511
Dakota (trk.)	2,750	2,994	9,649	92,665	[illegible],285
Ram pickups (trk.)	1,450	1,484	4,572	67,953	94,372
Ram Wagon (Can. trk.)	0	346	804	17,031	19,898
Ram Van (Can. trk.)	0	1,193	2,670	37,858	52,947
Total Dodge	**14,485**	**19,391**	**57,685**	**733,643**	**779,382**
Premier (Can.)	0	0	0	8,911	11,305
Cherokee (trk.)	0	4,249	9,409	137,578	143,427
Comanche (trk.)	0	447	600	5,105	8,847
Grand Wagoneer (trk.)	0	0	0	1,539	6,074
Wagoneer (trk.)	0	85	165	2,538	3,656
Wrangler (Can trk.)	1,590	1,636	5,128	58,203	53,509
Total Jeep-Eagle	**1,590**	**6,417**	**15,302**	**213,874**	**226,818**
Total U.S. car	**9,625**	**14,910**	**41,497**	**459,860**	**663,150**
Total Can. car	**0**	**0**	**0**	**17,388**	**21,049**
Total U.S. truck	**8,975**	**14,281**	**41,174**	**511,239**	**486,430**
Total Can. truck	**7,700**	**8,388**	**26,376**	**361,029**	**337,917**
CHRYSLER CORP.	**26,300**	**37,579**	**109,048**	**1,349,516**	**1,508,546**
Escort	0	5,783	5,783	173,866	234,181
Mustang	0	0	474	76,000	124,385
Tempo	0	2,541	5,667	100,567	115,849
Tempo (Can.)	3,261	3,195	6,456	97,151	101,119
Taurus	3,334	6,587	18,100	292,226	305,805
Thunderbird	0	2,730	2,730	66,898	102,416
Crown Victoria (Can.)	1,938	0	2,362	80,416	111,261
Aerostar (trk.)	4,000	0	8,792	157,299	190,384
Bronco (trk.)	0	0	786	17,492	44,029
Explorer/Bronco II (trk.)	7,682	6,347	21,794	259,340	189,043
Navajo (trk.)	290	271	837	10,874	7,080
Econoline (trk.)	2,204	2,204	9,385	129,691	159,290
Heavies (trk.)	0	990	1,196	28,619	45,441
Light trucks (trk.)	5,989	4,114	21,963	300,855	409,516
Light trucks (Can. trk.)	2,912	0	6,222	86,949	125,480
Ranger (trk.)	7,212	4,181	14,564	249,397	265,561
Total Ford Div.	**38,822**	**38,943**	**127,113**	**2,127,639**	**2,530,840**
Topaz	0	1,665	3,432	42,957	43,296
Topaz (Can.)	1,438	1,269	2,707	32,612	36,796
Cougar	0	1,590	1,590	49,119	67,566
Sable	1,840	3,583	9,752	100,100	94,012
Grand Marquis (Can.)	2,788	0	3,324	91,091	104,870
Total Mercury	**6,066**	**8,107**	**20,805**	**315,879**	**346,540**
Continental	947	179	1,331	48,081	53,915
Mark VII	196	36	268	8,463	17,191
Town Car	2,854	541	3,880	113,839	134,703
Total Lincoln	**3,997**	**756**	**5,479**	**170,383**	**205,809**
Total L-M Div.	**10,063**	**8,863**	**26,284**	**486,262**	**552,349**
Total U.S. car	**9,171**	**25,236**	**53,008**	**1,072,117**	**1,293,319**
Total Can. car	**9,425**	**4,464**	**14,849**	**381,279**	**354,946**
Total U.S. truck	**27,377**	**18,107**	**79,318**	**1,153,566**	**1,310,344**
Total Can. truck	**2,912**	**0**	**6,222**	**86,949**	**125,480**
FORD MOTOR CO.	**48,885**	**47,806**	**153,397**	**2,613,901**	**3,083,189**
Skylark	2,510	1,928	6,740	53,164	86,861
Century	2,791	2,809	8,854	91,486	60,327
Regal (Can.)	3,000	3,045	9,827	117,777	92,711
Riviera	403	323	1,124	8,852	20,155
Park Avenue/Electra	1,744	1,743	5,913	86,526	56,981
LeSabre	3,500	3,341	12,142	96,322	146,665
Roadmaster Sedan*	1,696	1,636	5,207	41,119	0
Roadmaster Wagon†	400	412	1,198	13,997	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**16,044**	**15,237**	**51,005**	**510,452**	**472,999**
Eldorado	827	666	2,350	13,207	19,345
Seville	896	734	2,562	23,548	31,238
Brougham	728	701	2,234	20,204	28,918
DeVille	3,718	3,730	11,863	143,894	150,276
Allante	59	60	188	2,704	3,290
Total Cadillac	**6,228**	**5,891**	**19,197**	**203,556**	**233,067**
Cavalier	5,300	5,754	17,930	230,358	323,891
Camaro	1,416	1,412	4,512	50,437	66,740
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,811	5,928	17,637	218,784	254,459
Lumina (Can.)	6,500	6,613	21,127	223,949	205,526
Caprice	2,656	2,603	8,122	118,681	187,952
Corvette	480	455	1,508	19,078	21,226
Astro (trk.)	3,350	3,352	10,668	96,043	119,734
Blazer (trk.)	0	180	347	6,517	14,316
Lumina APV (trk.)	1,552	1,473	4,956	46,059	74,989
Mediums (trk.)	0	159	475	2,465	9,141
P-Model (trk.)	0	486	1,064	17,560	20,099
Pickups (trk.)	7,190	7,471	23,197	271,449	367,117
Pickups (Can. trk.)	4,000	4,062	12,904	133,989	154,592
S10 (trk.)	5,573	5,648	18,118	239,473	221,050
S10 Blazer (trk.)	3,446	3,370	10,546	50,314	77,110
Sportsvan (trk.)	1,330	1,203	4,157	40,970	53,360
Sportsvan (Can. trk.)	1,600	1,638	5,154	50,945	42,838
Suburban (trk.)	600	334	1,214	22,454	57,865
Total Chevrolet	**50,804**	**52,141**	**163,635**	**1,839,524**	**2,292,324**
Achieva/Calais	400	152	583	35,201	94,554
Cutlass Ciera	3,693	3,672	11,687	97,772	61,515
Cutlass Ciera (Can.)	0	0	0	41,161	71,995
Cutlass Supreme	2,400	2,399	7,701	98,031	87,260
Toronado	237	182	670	5,073	13,977
Eight Eight	2,273	2,254	−8,504	82,483	94,921
Custom Cruiser Wag.††	160	154	471	7,690	1,223
Ninety Eight	1,482	1,470	4,730	69,925	38,381
Silhouette (trk.)	467	469	1,503	18,984	27,929
Bravada (trk.)	282	317	908	13,240	417
Total Oldsmobile	**11,394**	**11,069**	**36,758**	**469,560**	**492,172**
Sunbird	2,575	2,759	8,679	107,774	151,309
Grand Am	4,588	4,589	15,530	127,205	200,030
Firebird	584	588	1,888	19,626	38,956
Grand Prix	3,360	3,361	11,080	104,000	106,648
Pontiac 6000	0	0	0	19,603	48,556
Bonneville	2,818	2,805	9,455	76,524	69,127
Trans Sport (trk.)	983	1,015	3,139	28,727	40,912
Total Pontiac	**14,908**	**15,117**	**49,771**	**483,459**	**655,538**
Yukon/Jimmy (trk.)	0	69	125	2,038	4,348
Mediums (trk.)	0	483	846	4,884	9,306
P-Model (trk.)	0	44	78	2,049	2,631
Pickups (trk.)	2,762	2,365	8,469	109,601	128,546
Pickups (Can. trk.)	1,400	1,437	4,524	49,458	57,333
Syclone/Sonoma (trk.)	1,192	1,120	3,797	54,450	49,316
Typhoon/S15 Jimmy (trk.)	1,247	1,307	3,874	18,034	25,101
Safari (trk.)	1,112	1,105	3,573	37,658	41,600
Suburban (trk.)	300	303	700	17,756	27,872
Vandura (trk.)	585	419	1,591	17,758	19,500
Vandura (Can. trk.)	650	661	2,045	20,919	16,692
Total GMC	**9,248**	**9,313**	**29,622**	**334,614**	**382,245**
Total Saturn*	**2,644**	**2,644**	**8,461**	**88,306**	**6,691**
Total U.S. car	**62,149**	**61,264**	**199,524**	**2,172,784**	**2,480,771**
Total Can. car	**9,500**	**9,658**	**30,954**	**382,886**	**390,551**
Total U.S. truck	**31,971**	**32,692**	**103,344**	**1,118,490**	**1,392,259**
Total Can. truck	**7,650**	**7,798**	**24,627**	**255,311**	**271,455**
GENERAL MOTORS	**111,270**	**111,412**	**358,449**	**3,929,471**	**4,535,036**
Can. car	2,400	2,400	7,649	99,939	41,452
Can. trk.	1,300	1,300	4,353	48,542	45,647
CAMI*	**3,700**	**3,700**	**12,002**	**148,481**	**87,099**
DIAMOND-STAR*	**3,530**	**4,189**	**11,962**	**140,567**	**137,808**
Civic	2,175	2,030	6,820	75,518	94,620
Civic (Can.)	1,620	877	4,531	92,950	95,115
Accord	8,080	8,241	25,999	335,312	303,179
Total U.S. car	**10,255**	**10,271**	**32,820**	**410,830**	**397,799**
Total Can. car	**1,620**	**877**	**4,531**	**92,950**	**95,115**
HONDA	**11,875**	**11,148**	**37,351**	**503,780**	**492,914**
HYUNDAI Sonata (Can.)	**684**	**1,024**	**2,545**	**24,329**	**23,240**
MAZDA*	**3,942**	**3,958**	**12,707**	**150,204**	**164,205**
U.S. trk.	1,695	1,689	3,720	58,115	65,580
Can. trk.	165	161	326	6,077	7,806
NAVISTAR	**1,860**	**1,850**	**4,046**	**64,192**	**73,386**
Sentra	2,930	2,864	9,247	120,712	85,573
Pickup (trk.)	2,842	2,802	9,046	121,105	127,851
NISSAN	**5,772**	**5,666**	**18,293**	**241,817**	**213,424**
Geo Prizm	1,850	1,936	6,126	82,363	92,480
Toyota Corolla	2,400	2,427	7,812	95,065	93,603
Toyota Hilux (trk.)	225	229	645	1,539	0
NUMMI	**4,475**	**4,592**	**14,583**	**178,969**	**186,083**
Legacy	1,290	1,330	4,142	52,242	29,552
Pickup (trk.)	550	566	1,741	24,041	0
Rodeo (trk.)	1,130	1,156	3,424	28,369	0
Total U.S. car	**1,290**	**1,330**	**4,142**	**52,242**	**29,552**
Total U.S. trk.	**1,680**	**1,722**	**5,165**	**52,410**	**31,797**
SUBARU-ISUZU	**2,970**	**3,052**	**9,308**	**104,652**	**61,349**
Camry	4,400	4,944	14,385	169,835	199,337
Corolla (Can.)	1,500	1,500	4,822	60,600	55,075
TOYOTA	**5,900**	**6,444**	**19,287**	**230,435**	**254,412**
VOLVO 740, 940 (Can.)	**150**	**120**	**450**	**7,001**	**7,649**
AM GENERAL (trk.)	**375**	**375**	**1,200**	**18,590**	**20,160**
MISCELLANEOUS (trk.)**	**2,500**	**2,500**	**8,000**	**122,520**	**134,400**
Total U.S. car	**111,542**	**133,328**	**393,231**	**4,926,580**	**5,637,597**
Total Canada car	**25,279**	**20,043**	**65,800**	**986,363**	**988,177**
Total U.S.-Canada Car	**136,821**	**153,371**	**459,031**	**5,912,943**	**6,625,774**
Total U.S. truck	**77,840**	**74,397**	**251,612**	**3,157,574**	**3,568,821**
Total Canada truck	**19,727**	**17,647**	**61,905**	**757,908**	**788,305**
Total U.S.-Canada truck	**97,367**	**92,044**	**313,517**	**3,915,483**	**4,357,126**
TOTAL U.S.	**189,182**	**207,725**	**644,843**	**8,084,154**	**9,206,418**
TOTAL CANADA	**45,006**	**37,690**	**127,705**	**1,744,272**	**1,776,482**
TOTAL U.S.-CANADA CAR & TRUCK	**234,188**	**245,415**	**772,548**	**9,828,425**	**10,982,900**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

8 million is a late arrival

ANNE E. WRIGHT
Chief Statistician

U.S. automakers assembled their eight-millionth vehicle last Wednesday, more than one month behind 1990 and two months behind 1989.

U.S. automakers trail 1990's year-to-date tally by 12.6 percent while truckmakers are down 11.5 percent.

In Canada, light-vehicle production trails 1990 by a mere 1.8 percent. Cars are just about even with 1990, off 0.2 percent, and trucks are down 3.9 percent.

The Big 3 continue to idle plants in the United States and Canada due to poor sales.

This week, workers at seven U.S. plants will be given an early Thanksgiving holiday, and four plants in Canada will be closed.

General Motors idles the Oshawa, Ontario (No. 2), car facility where the Chevrolet Lumina and the Buick Regal are produced.

GM plants down for a second week are the Janesville, Wis., and Detroit truck plants.

Ford Motor Co. extended the downtime one week at the Atlanta and Oakville, Ontario, car facilities. Plants down for a second week are the Lorain, Ohio, and Wayne, Mich., car plants.

Chrysler Corp. has extended the shutdown one week at the Bramalea, Ontario, car plant and two weeks at the Windsor, Ontario (Pillette Road), truck plant. The Sterling Heights, Mich., and Toledo, Ohio, facilities also are closed.

Last week's U.S. car and truck production was up 45.0 and 57.3 percent, respectively, over 1990. The 1990 work week was shortened by the Thanksgiving holiday.

Canadian carmakers' scheduled production last week was up 26.1 percent over the prior week but down 2.6 percent from the year-ago week.

Canadian truckmakers' scheduled assembly last week was up 11.8 percent over the prior week and 36.6 percent over the year-ago week.

Ford scheduled daily and Saturday overtime last week at the Kansas City, Mo., and Louisville, Ky., truck plants.

General Motors scheduled Saturday overtime at nine plants last week.

Slated for two shifts were: the Wilmington, Del.; Lansing, Mich. (C); Lansing, Mich. (M), car plants and the Moraine, Ohio, and Tarrytown, N.Y., truck plants. Facilities scheduled for one shift were the Lordstown, Ohio; Scarborough, Ontario; and Oshawa, Ontario, truck plants and the Oshawa, Ontario (No. 1), car plant.

Chrysler Corp. continues to run daily and Saturday overtime at the St. Louis (No. 2) minivan assembly facility.

Nissan Motor Manufacturing Corp. U.S.A.'s Smyrna, Tenn., plant scheduled daily overtime last week on both shifts. ■

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Automotive

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NEWSPAPER

DECEMBER 2, 1991

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Battery group rebuffs Japan

Toyota and MITI sought to join Big 3 consortium

JACK KEEBLER
and MARYANN MASKERY
Staff Reporter

Toyota Motor Corp. — through its Washington offices — made overtures in a letter "several months ago" to join the United States Advanced Battery Consortium.

That request and another by the Japanese government were flatly rejected.

Consortium members, including the Department of Energy, do not apologize for banning foreign companies from membership. One of the stated goals of the consortium is "to establish the leadership of the United States in the development and manufacture of electric-vehicle batteries."

The exclusion means that Japanese car companies won't get any government help on battery research until at least April, when the Japanese government may begin financing a battery research project.

The United States Advanced Battery Consortium is a cooperative effort among the Big 3, major electric utilities and the U.S. government to develop advanced batteries for motor vehicles.

"It was taken as a given from the beginning that the purpose of the consortium was to improve the competitiveness of the U.S. auto industry," said John Brogan, director of the office of propulsion systems for the U.S. Department of Energy.

"There was never any intention to expand the

see BATTERY,38

late news

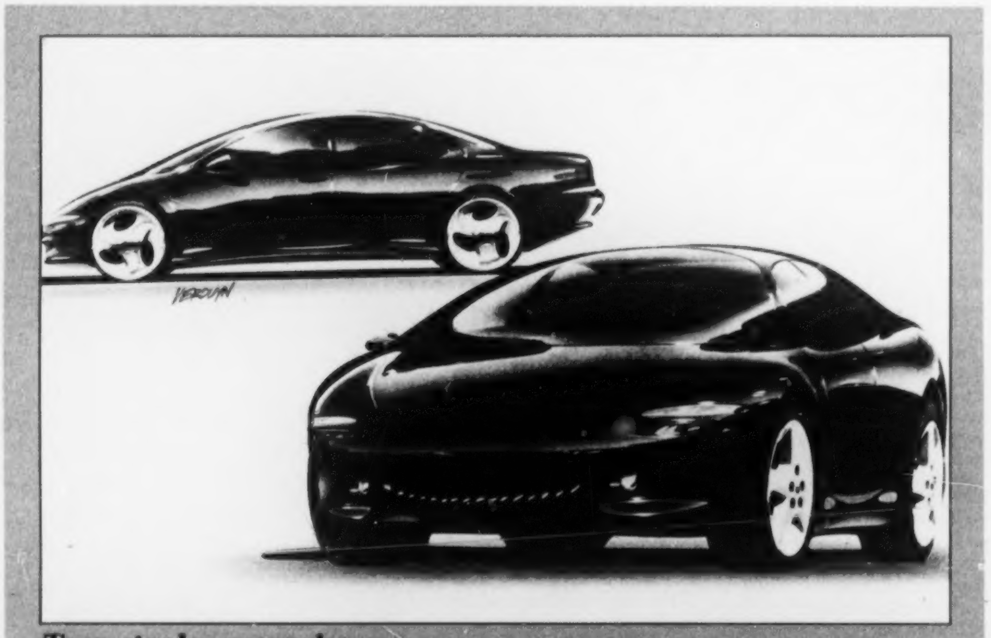
Highway bill requires air bags

WASHINGTON — A requirement for driver- and passenger-side air bags on all new cars by the 1998 model year were included in a highway funding bill approved by House and Senate negotiators last week.

The six-year, $151 billion bill, which included the first reauthorization of the National Highway Traffic Safety Administration since 1982, was passed by the House late Tuesday and was being debated in the Senate late Wednesday. President Bush is expected to sign the bill if it passes the Senate.

Under the bill, light trucks would be required to have air bags by the 1999 model year. NHTSA would be required to produce new regulations for improved head-injury prevention, rollover protection, and child booster seats. Safety advocates estimate that those changes

see LATE NEWS, 2



Two-stroke powerhouse

Chrysler Cirrus, a mid-sized concept car incorporating a two-stroke engine and cab-forward design, is one of two vehicles that will debut at January's Detroit auto show. The Cirrus packs a 3.0-liter turbocharged engine that produces 400 horsepower at 6,000 rpm when run on fuel-grade alcohol. See story on Page 6.

Southeast Toyota goes to court

At a North Carolina hearing on Southeast Toyota's business license, former company officials admit they destroyed evidence. See stories on Pages 4 and 33.

Slow sales? Try living in block of ice to lure buyers

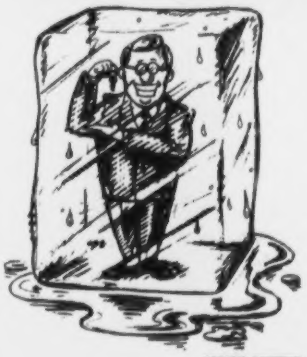
CHARLES M. THOMAS
Staff Reporter

A Dallas-area sales manager confined himself in a 5,000-pound block of ice for 48 hours to lure customers to the dealership. Not only did people come in droves to see him, but some even prayed for him.

A Virginia dealer sold Ford Festivas for the low, low price of $3,995 while a sales manager in Indiana fed 1,000 people breakfast Saturday for pre-registering for the dealership's used-car auction.

With car sales in a tailspin, dealers are going to almost any lengths to bring potential customers into their showrooms. And even though some of the promotions seem a little far-fetched, they are succeeding.

Tom Martin, sales manager for North Central Ford in Richardson, Texas, spent 48 bone-chilling hours in a block of ice Nov. 11-13 as part of a campaign to solicit food donations for charity and create some attention for the dealership.



JAMES OWENS

Martin sold 84 cars during his frigid interment and said the promotion built traffic. Of course, he had to fast for 48 hours, and chainsaws were used to release him from the ice.

"I was frozen alive without food or water," he said "I did a lot of calisthenics to keep warm."

The promotion was created by Silco Products of Los Angeles. Martin said people waited in line outside the trailer and trudged

see ICE MAN, 35

Pearl Harbor trauma

Japan makers fear backlash; ads cut

MARY ANN MASKERY
Staff Reporter

TOKYO — Many Japanese businessmen would rather not "Remember Pearl Harbor." And they would prefer that Americans do a little less remembering as the media focus on next Saturday's 50th anniversary of Dec. 7, 1941.

"Relations are already bad enough," one auto executive said, referring to trade disputes. Many Japanese companies are taking a low profile and waiting for the attention to pass.

Asked how the company felt about the approaching anniversary and any resulting concerns over trade issues, Nissan Motor Co. Ltd. considered the question for five days and then politely replied, "We would like to refrain from commenting on this matter."

In the United States, some Japanese automotive sales companies won't advertise at all this week. But only one suggested that it had anything to do with Pearl Harbor.

DEC. 7 RESPONSE
Congress wants trade action > 34
Importers keep low profile > 34

"We consciously decided not to advertise that week to keep a low profile," said Kim Custer, a spokesman for Mitsubishi Motor Sales of America Inc.

American Honda Motor Co. Inc. is avoiding advertising on evening news programs that feature special reports on Pearl Harbor. The company is also staying away from newsweeklies with cover stories on the anniversary.

Similarly, tiny American Suzuki Motor Corp. "opted not to put ads in issues of magazines that will feature Pearl Harbor," according to Suzuki spokeswoman Laurie Raleigh.

Japanese industrialists generally hope to keep the bombing of the American fleet at Pearl Harbor in the past.

Said Takeshi Tanaka, general manager at Fuji Heavy Industries Ltd., maker of Subaru cars: If the American people "discuss too

see PEARL, 34

Dealers spurn Chrysler plan linking spiffs to CSI score

MARY CONNELLY
Staff Reporter

Chrysler Corp.'s dealers are objecting to the company's proposal to link vehicle incentive payments to dealership performance.

The company has proposed that beginning in 1992 monthly sales objectives and customer satisfaction ratings be used to determine dealer cash incentive payments on various models.

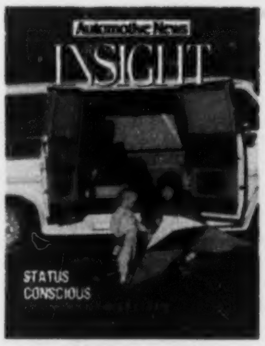
Chrysler would give the largest cash amounts to dealers scoring highest on a performance matrix devised by the company.

At dealer council meetings in late November, dealers opposed the proposal, saying it would create competitive inequities and could accelerate the failure of already weakened dealerships.

E. Thomas Pappert, Chrysler's vice president of sales, announced the proposal to dealers in a Nov. 13 memo.

"We want to emphasize yet again that Customer Satisfaction Index and Sales Satisfaction Index performance is critical to maintaining

see CHRYSLER, 34



Fanning the fire

Anticipating a strong 1992, manufacturers are beefing up promotion of van conversions. For a pulse-check of the RV industry, turn to *Automotive News Insight*, which follows Page 20.

inside Automotive News

POINT OF INTEREST
Victor Potamkin returns Cadillac to Manhattan. PAGE 4

CALL FOR SALES FIRST AID
Dismal mid-November kindles 'do something' talk. PAGE 6

RECOVERY NEXT YEAR?
Ford economist expects a modest '92 uptick. PAGE 16

MODERNIZED MONTERO
Mitsubishi's '92 redesign emphasizes sportiness. PAGE 19

FORD'S 'NETWORK CARS'
Program cars are being earmarked for cities. PAGE 21

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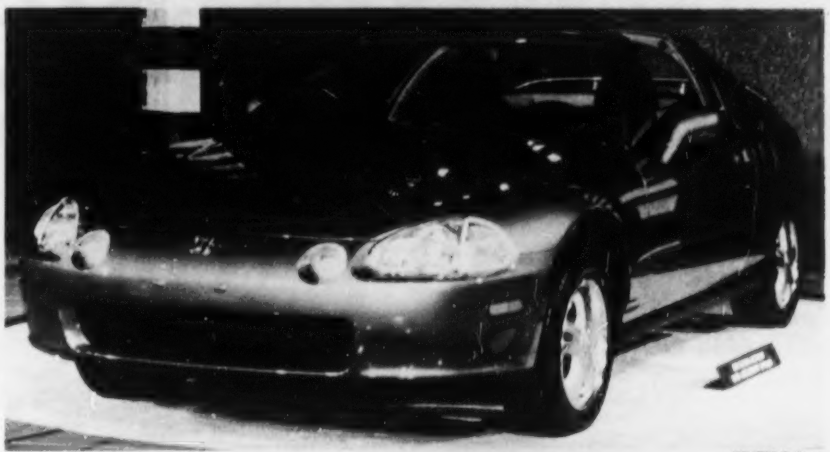
correction

A Nov. 25 table comparing Chrysler Corp. leasing methods had the same label on two columns. That part of the table should have looked like this:

	Gold Key Plus 36 months	Gold Key Lease 36 months
$21,999 Jeep Cherokee Laredo		
Down payment ..	$2,200	$2,200
Rebate	1,950	1,000
Monthly payment	298.98	370.33
$24,283 Chrysler Fifth Avenue		
Down payment ..	$2,428	$2,428
Rebate	1,750	1,000
Monthly payment	379.09	444.18

Source: Chrysler Credit Corp.



WHEELS Aus.

New CRX

Honda's 1993 CRX due next April, spied at a dealer introduction, is based on the new Civic platform and will likely offer two engine choices: a 1.5-liter in the DX and a 1.6-liter lean-burn version in the Si. Both have a driver's air bag. The car is nine inches longer than the current CRX.

latenews

CONTINUED *from* PAGE 1

will save more than 10,000 lives a year.

— Max Gates

GMC Typhoon hit by recall

DETROIT — GMC Truck Division has notified dealers of a potential rear brake problem with its Typhoon sport-utility, said Sharon Hines, a GMC spokeswoman.

The problem involves a potential for rear brake pipe failure. If the link connecting the electronic rear height sensor to the rear axle becomes disconnected, it can lodge between the axle and the rear brake pipe, causing a rear brake pipe failure.

GMC has provided dealers retention clips for upper and lower ball sockets to correct the problem.

Hines declined to specify the number of vehicles involved. The Typhoon is a limited-production performance truck that GMC only began building in the 1992 model year. Hines said most of the units built so far had not yet been shipped to dealers.

— Joseph Bohn

GM recalls '92 A-, W-cars

DETROIT — General Motors is recalling 10,250 1992 A- and W-body cars because of a transmission problem that can cause the cars to remain in reverse when the driver shifts into neutral.

The recall involves Oldsmobile Cutlass Cieras and Cutlass Supremes; Buick Centurys and Regals; Chevrolet Luminas; and Pontiac Grand Prixs. All of the cars recalled are equipped with optional 4T60 four-speed automatic transaxles.

About 1,000 of the recalled cars were delivered to customers and the rest are on dealer lots, GM spokesman Jack Dinan said. Dealers have been ordered not to sell cars that may be affected by the problem until tests are run. No accidents or injuries have been reported because of the defect. Not all of the cars being recalled are affected by the problem, Dinan said.

— Phil Frame

Iran car plant only a dream

FRANKFURT — Mercedes-Benz AG said Iranian reports that it has agreed to build an auto plant in Iran are wishful thinking.

Mercedes said its officials talked with the Iranian government about a possible venture, but the talks focused on truck or bus production. "They would like to have us make cars there, but an agreement isn't likely in the next year," said a Mercedes spokesman.

An Iranian new agency had said that Mercedes planned to build an auto plant in Iran that would the largest in the Middle East.

— Diana T. Kurylko

Camry exports to Japan stalled

DETROIT — Toyota has postponed for a year plans to export U.S.-built Camry sedans to Japan, according to *AutoWeek*, a sister publication to *Automotive News*.

Toyota had planned to begin shipping Camry sedans from its Georgetown, Ky., plant to Japan in 1992 to supplement output from Japanese factories, but the plan has been delayed until 1993.

AutoWeek reports in its Dec. 9 issue that because of greater than expected demand in the U.S. market, the Georgetown plant will not have enough capacity to supply Japan.

Toyota is now said to be considering building more Camrys at its plant in Tsururi, Japan, to meet Japanese market needs, *AutoWeek* said.

The new Camry wagon, due for export to Japan from Georgetown at the rate of 700 to 800 units per month in 1992, is said to be unaffected by the shift in sedan exports.

Big 3, OEMs form council

DETROIT — The Big 3 have formed a Joint Automotive Supplier Governmental Action Council to work with their suppliers on auto-related governmental issues.

Ford Chairman Harold A. Poling will serve as the auto company co-chairman of the Council. Dana Corp. Chairman Southwood Morcott has been named the supplier co-chairman.

Under council guidelines, both co-chair positions will rotate every two years, in alternating years.

Ford recalls 641,562 units

DEARBORN, Mich. — Ford Motor Co. is voluntarily recalling 641,562 vehicles — 1990 and 1991 Aerostar minivans with 3.0-liter engines and Tempo and Topaz cars with 2.3 liter engines — to replace the throttle position sensors.

In addition, Ford is recalling 481 of its 1991 F-150 light trucks with 5.0-liter engines and automatic transmissions that were built for sale in California and high-altitude areas to replace the electronic engine control processor.

Those vehicles may exceed emissions standards.

Ford to update axle plant

DEARBORN, Mich. — Ford Motor Co. will spend $700 million to convert its 1.9 million square-foot Van Dyke Axle Plant in Sterling Heights, Mich., to produce state-of-the-art transmissions.

The plant is expected to produce transmissions in 1994 for the next-generation Ford Taurus and Mercury Sable models.

briefly

What about classic cars?

The Vatican is making it possible to carry on a smidgen of a car conversation. Its Latin dictionary, the *Lexicon Recentis Latinitas*, has added about 13,000 new words in the first official revision in 30 years. Among the new entries:

- *Sufflamen disci forma* (disc brakes)
- *Fluxus interclusio* (traffic jam)
- *Autocinetorum lavatrix* (car wash).

The word for carburetor, *aeris benzinique mixtura*, also was added, just in time for a world that travels in cars with fuel-injected engines. Who said Latin wasn't a dead language?

TIE ONE ON, NISSAN — Nissan's 8,700 North American employees are the latest to join Mothers Against Drunk Driving in its holiday fight against liquid good cheer on the roadways. Employees will get red ribbons to tie to their cars, symbolizing "I'm sober," and a 320-foot ribbon will encircle Nissan's Torrance, Calif., building housing Nissan North America offices.

FINALLY, A WINNER — Volkswagen AG has scored its first victory ever in balloting for the European Car of the Year. The winner was the Golf III, which was cited for its safety, recyclability and V-6 engine. In Europe, as in Canada, the Car of the Year winner is chosen by a panel of automotive journalists, not by a single magazine.

Calvet: No gas hogs in Europe

CALVET'S CAFE — Jacques Calvet, the free-thinking **Peugeot SA** chairman whose lonely cry for limits on Japanese imports in Europe was eventually adopted by others, has a new quest. At the introduction of **Citroen's** Citela electric car, he said Europe should impose fuel consumption standards like the U.S. corporate average fuel economy laws. Specifically, reports *Autocar & Motor*, "He said that, by 2000, no car averaging less than 47 mpg should be sold in Europe." That would knock the Mercedes S-class for a loop.

CHARGE IT UP — The folks at Southern California Edison don't claim their solar-powered parking lot will be economical, but it will provide clean power when it opens next year. The prototype being built in Diamond Bar at the new headquarters of the South Coast Air Quality Management District will gather solar power in photovoltaic cells. The system recharges employees' electric cars and feeds the general electricity network when cars aren't plugged in.

HOME ON THE RANGE — Montana resident Thomas Owens has learned that trouble can follow if you drive where the deer and the antelope play. Owens' problems started when his 1982 **GMC** pickup had racked up about 15,000 miles. The engine smoked, lacked power and quit at 42,000 miles. Even after repairs, problems continued, and Owens sued **General Motors** when the automaker refused to fix the pickup under warranty. Now the Montana Supreme Court has ruled that the problems were Owens' fault. Evidence showed that he drove his pickup over rocks and small trees, that a bullet hole decorated the floorboard and that a variety of dents were caused by cattle smacking the body.

Chrysler keeps cab-forward for new designs

MARY CONNELLY
Staff Reporter

AUBURN HILLS, Mich. — Chrysler Corp. will once again signal its design and engineering directions when it unveils two concept cars at the North American International Auto Show in Detroit in January.

The Chrysler Cirrus concept car is powered by a turbocharged 3.0-liter, six-cylinder two-stroke engine. The Cirrus uses a cab-forward design that hints at Chrysler's design thesis for a next generation of mid-sized sedans, due in the mid-1990s.

The 1992 Dodge Recharger concept minivan, powered by an electric motor, also employs a cab-forward design. Unlike Chrysler's current minivan, the concept vehicle has a second hinged door on the left side. Chrysler is using the Recharger to test a new, more rounded design as it prepares to remake its minivan fleet in the 1995 calendar year.

The two-stroke engine in the Cirrus meets 1996 California low-emission standards, Chrysler said. It delivers 400 horsepower at 6,000 rpm and operates on fuel-grade alcohol.

The two-stroke engine weighs about 40 percent less than a comparable four-stroke engine and needs about half the space under the hood.

The Cirrus sedan uses styling cues normally associated with sport coupes, such as a bucket seat for every passenger.

"Over the past few years, our concept cars have exhibited a variety of shapes that hint at future design directions," said Neil Walling, Chrysler's director of advanced and international design. "Cirrus, with its exaggerated cab-forward design and highly sculpted exterior, is another example of a first effort that will evolve over the next few years."

The Cirrus is testing design themes for a future compact to mid-sized sedan. It has a 115.1-inch wheelbase and overall length of 186.7 inches. The Cirrus is smaller than Chrysler's 1993 LH sedans, which are 200 inches in overall length.

But the Cirrus is larger than Chrysler's current A-body sedans. The A-body Dodge Spirit/Plymouth Acclaim/Chrysler LeBaron sedans have a 103.5-inch wheelbase and overall length of 181.2 inches. The A-bodies are scheduled for replacement in the 1995 model year.

The minivan concept vehicle focuses on future technology by using a zero-emissions powertrain taken from Chrysler's TEVan program, an electric minivan feasibility project within Chrysler engineering. Chrysler announced last January that it is developing an electric minivan for possible production.

The Recharger, whose name is a 1990s twist on the old Dodge Charger nameplate, is powered by nickel iron batteries with a range of approximately 120 miles of highway driving or 100 miles urban driving on a single charge. The 54-kilowatt direct-current motor produces a top speed of 65 mph, Chrysler said.

The Recharger has a two-speed automatic transmission, power steering and brakes and air conditioning. The vehicle has an on-board charging system.

Chrysler, which is initiating its cab-forward design philosophy with four mid-sized 1993 LH sedans, employs cab-forward on a minivan for the first time. Cab-forward lowers the cowl to improve forward visibility and command-of-the-road feeling. ■

The Dodge Recharger has a 119.3-inch wheelbase and 190.1-inch overall length. Current Chrysler minivans have a 119.3-inch wheelbase and 192.8-inch overall length.

Acura dealers prefer quality over FSX, Beat

RICHARD JOHNSON
Staff Reporter

TOKYO — Acura dealers in the United States are more interested in improvements to the current luxury cars than in the FSX as a Lexus LS400-fighter or the Beat as a niche sports car.

The FSX sports sedan, shown this fall as a concept at the Tokyo Motor Show, has been widely viewed as a harbinger of Acura's future sedan flagship. It is rumored to be destined for an appearance at the Detroit show in January, bearing an Acura badge.

However, Honda President Nobuhiko Kawamoto, speaking in an interview, said "we haven't come to any concrete product planning." He said the FSX is still very much in the research stage.

Kawamoto: no concrete plan

"Our research and development members wanted to make something new and wanted to ask the public if this is the right direction or not, so I allowed them to try it," he said.

U.S. Acura dealers have not been clamoring for the FSX. "I attended the Acura dealer meeting . . . and talked with the dealers," he said. "Their concern for the product is almost satisfied at the present level if we will improve slightly — getting better and better as we have before. That should be sufficient for them."

Neither were U.S. Acura dealers drumming for the Beat, the 600-cc two-seat mini convertible introduced in Japan last summer. The car is being tested in the United States and Europe but it would be heavily modified if exported.

"If we bring this car to the States it will be completely different from the present Beat," said Kawamoto. "It should be modified for crashworthiness, safety features, emission control.

"I think in the States the minimum size is much bigger than in Japan. The normal performance in traffic conditions is much higher than here. This is just a personal, rough idea, but at least 1,000 cc or 1,300 cc would be necessary." ■

10-DAY CAR AND TRUCK SALES, BY MAKE

	Nov. 11-20, 1991	Nov. 11-20, 1990
ALFA ROMEO (imp. car)*	70	90
Acura (imp. car)	3,833	2,542
Domestic car	11,747	11,267
Imported car	5,515	6,547
Honda	17,262	17,814
AMERICAN HONDA	21,095	20,356
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,454	1,433
Domestic car*	3,912	4,340
Imported car*	0	55
Domestic truck*	112	78
Chrysler Division*	4,024	4,473
Domestic car*	7,558	9,960
Imported car*	893	1,064
Domestic truck*	12,700	11,934
Imported truck*	164	370
Dodge*	21,315	23,328
Domestic car*	1,752	1,452
Imported car*	345	191
Eagle*	2,098	1,643
Domestic truck*	4,906	5,484
Jeep*	4,906	5,484
Domestic car*	4,478	6,610
Imported car*	493	723
Domestic truck*	4,682	5,369
Plymouth*	9,653	12,702
Domestic car*	17,700	22,362
Imported car*	1,732	2,033
Domestic truck*	22,399	22,865
Imported truck*	164	370
CHRYSLER CORP.*	41,995	47,630
Imported car*	152	253
Imported truck*	59	81
DAIHATSU*	218	334
FERRARI (imp. car)*	24	24
Domestic car	25,890	34,269
Imported car	1,733	1,111
Domestic truck	36,746	37,648
Ford Division	64,369	73,028
Domestic car	3,049	6,093
Lincoln	3,049	6,093
Domestic car	7,178	7,362
Imported car	1,651	2,188
Mercury	8,829	9,550
Domestic car	36,117	47,724
Imported car	3,384	3,299
Domestic truck	36,746	37,648
FORD MOTOR CO.	76,247	88,671
Domestic car	16,238	14,573
Buick	16,238	14,573
Domestic car	6,623	7,248
Cadillac	6,623	7,248
Domestic car	26,847	29,934
Imported car	1,473	2,368
Domestic truck	28,369	33,725
Imported truck	104	51
Chevrolet	56,793	66,078
GMC	8,326	9,124
Domestic car	11,296	12,198
Domestic truck	887	505
Oldsmobile	12,183	12,703
Domestic car	14,144	13,615
Imported car	255	393
Domestic truck	759	687
Pontiac	15,158	14,695
Domestic car	3,294	0
Saturn	3,294	0
Domestic car	78,442	77,538
Imported car	1,728	2,761
Domestic truck	38,341	44,131
Imported truck	104	51
GENERAL MOTORS	118,615	124,481
HYUNDAI*†	2,623	3,061
Imported car*	305	325
Domestic truck	1,268	1,136
Imported truck*	1,897	2,899
ISUZU*	3,470	4,360
JAGUAR (imp. car)*	278	327
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,768	1,541
Imported car*	3,524	3,412
Domestic truck	344	321
Imported truck*	3,035	2,965
MAZDA*	8,672	8,239
MERCEDES-BENZ (imp. car)*	1,663	2,039
Domestic car	2,344	1,383
Imported car*	3,005	2,040
Imported truck*	788	738
MITSUBISHI*	6,137	4,161
Infiniti	635	825
Domestic car	3,055	3,399
Imported car*	6,865	6,631
Domestic truck	2,984	2,709
Imported truck*	4,556	4,529
Nissan*	17,461	17,267
NISSAN MOTOR CORP.	18,096	18,092
PEUGEOT (imp. car)*	34	94
PORSCHE (imp. car)*	105	182
RANGE ROVER (imp. truck)*	66	95
ROLLS/BENTLEY (imp. car)*	7	15
SAAB (imp. car)*	469	598
STERLING (imp. car)*	31	92
Domestic car	599	431
Imported car*	1,346	2,141
SUBARU*	1,945	2,572
Imported car	146	187
Imported truck	327	295
SUZUKI†	473	482
Lexus (imp. car)	2,326	2,310
Domestic car	8,629	9,025
Imported car	7,910	10,278
Domestic truck	74	0
Imported truck	6,563	7,936
Toyota	23,176	27,239
TOYOTA MOTOR SALES	25,502	29,549
Audi (imp. car)*	345	442
Imported car*	2,081	3,075
Imported truck*	80	117
Volkswagen*	2,160	3,192
VWoA*	2,505	3,634
VOLVO*†	1,291	1,559
YUGO (imp. car)*	91	151
Domestic car	160,401	174,670
Imported car	53,110	58,773
TOTAL CAR	213,511	233,443
Domestic truck	102,166	108,810
Imported truck	17,629	20,074
TOTAL TRUCK	119,795	128,884
TOTAL CAR & TRK.	333,306	362,327

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 8 last year.

Dismal sales kindle 'do something' talk

JIM HENRY
Staff Reporter

NEW YORK — With an election year around the corner, the latest dismal 10-day sales period could add to the growing pressure for the federal government to "do something" to help the economy, analysts said.

The daily selling rate of cars and light trucks fell 18.2 percent during mid-November, following a poor showing to start the month. Nov. 11-20 sales totaled 333,306, compared to 352,328 last year.

There were nine selling days in mid-November this year vs. eight last year, so comparisons in this article are based on daily selling rates.

Last year's 10-day sales were relatively strong, and that made this year's period look worse by comparison.

Ford Motor Co. and and Chrysler Corp. both plunged more than 20 percent from last year, and General Motors was off 15.3 percent.

The period also saw sales decline for the three biggest Japanese companies in the U.S. market. Sales for Nissan Motor Corp. in U.S.A. (Nissan-Infiniti) were down 11.1 percent. American Honda Motor Co. Inc. (Honda-Acura) fell 7.9 percent. And Toyota Motor Sales U.S.A. Inc. (Toyota-Lexus) dropped 23.3 percent.

The mid-month decline, shared about evenly between cars and light trucks, had some analysts talking about a second recession in the auto industry, even though the industry never really recovered from the first one that began last year.

"Sales are rotten and they're going to stay rotten for a long time . . . unless we get a major booster shot in the economy," said Joseph Phillippi, auto industry analyst for Shearson Lehman Brothers Inc.

"It will be interesting to see what if anything the people in Washington are going to be able to do," he said.

Jack Kirnan, industry analyst for Kidder, Peabody & Co., said the pressure on Washington is so great that politicians are willing to consider "crazy, short-term political solutions" just so they can demonstrate they're trying to fix the economy.

"They are lurching at any program," Kirnan said.

"You have a president who wants to get re-elected, and he's slipping in his popularity polls. We are probably going to get some major stimulus to the economy, whether it's a cut in tax rates, investment tax credits, what-have-you. . . . There's a proposal going around to give a tax credit to scrap pre-1980 cars, or for buying an American car — things that wouldn't have been heard of six months ago," he said.

"Who'd have thought six months ago it would be this bad? I, for one, was fooled. I thought we'd be well on the way to some bigger volumes by now," Kirnan said.

He said an upturn in sales from May through July had analysts talking about a recovery, but the industry couldn't sustain it. ■

VW trims prices of 1992 Passats

ARLENA SAWYERS
Staff Reporter

Volkswagen United States has cut prices on its 1992 Passat GL models.

The manufacturer's suggested retail price of the 1992 Passat GL sedan has been reduced from $17,550 to $16,995, and the 1992 Passat GL wagon has been reduced from $17,970 to $17,390.

Also, the prices of two Jetta models have been increased because air conditioning has been made standard equipment. Prices have been hiked less than the $840 option price of air conditioning.

The new price of the Jetta GL sedan is $11,995. That is $625 more than the former price, but it is $215 less than the previous price with air conditioning. The $12,995 Jetta Carat sedan is $605 more than before but $235 less than the previous price with air conditioning.

The adjustments from 1992 introductory prices still represent an increase over 1991 models.

The 1991 Passat GL listed at $15,590; the 1991 Passat wagon was $16,010; the 1991 Jetta GL listed at $10,930; and the 1991 Jetta Carat was $11,910. ■

incentive WATCH

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)	
Legend sedan	$2,500
Legend coupe	$3,000
ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (1991 models; expires Dec. 31)	
Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale
CHRYSLER CORP. (expires Dec. 31)	
Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)	
Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500
*Based on number sold	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (expires Dec. 31)	
Rebates vary by region and apply to 1990-92 models.	
Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000
NISSAN (expires Jan. 3, unless otherwise noted)	
1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (expires Jan. 3)	
Legacy (1991)	$1,200-1,700, based on region
SUZUKI (expires Dec. 3)	
Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700
STERLING (no expiration date)	
All modes	$8,000*
*Or $3,000 if customer chooses 0 percent financing	
TOYOTA (expires Jan. 3)	
Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1991 models; expires Dec. 31)	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

BATTERY

Big 3 consortium rebuffed Japan

continued from PAGE 1

management of the consortium to include foreign makers."

Brogan said the Toyota inquiry was made while the consortium was being organized, and "little time was spent in saying, 'No.' "

A spokeswoman for Toyota Motor Sales U.S.A. Inc. said "an inquiry in the form of a letter was made by the Washington office, but an inquiry is not an attempt to join."

Toyota and Japan's Ministry of International Trade and Industry say their interest in the consortium was driven by a sincere interest in sharing information and a need to know about the United States recharging infrastructure.

THE U.S. EDGE

A Japanese battery producer deeply involved in electric vehicle research understands the consortium as an attempt to provide a competitive edge to U.S carmakers and battery makers.

"The United States is irritated about some of the issues (that have come up in the ongoing Stategic Initiative trade talks)," said a spokesman for Japan Storage Battery Co., which is working with several Japanese automakers on electric-vehicle development.

"They have lost in the compact-car war with Japan, so (the U.S. government) has changed its former policy of not intervening in industry and is trying to win the EV market. But we have no intention of participating in the U.S. project."

Obviously, all carmakers need to know what recharging voltages will be available, where recharging will take place and even simple specifications for recharging outlets, cables and plugs. Exclusion from the U.S. project would be especially critical to foreign automakers if the battery research guides the utilities in providing an innovative recharging infrastructure.

MITI made its informal, but apparently serious, offer while discussing a large-scale energy conservation research program called the Moonlight Project.

Moonlight began during the 1978 oil crisis, when the government sought ideas to conserve energy, even tapping the power of moonlight.

Major research projects included high-temperature gas turbine engines, waste heat recovery technology and electric vehicle battery research.

LOTS OF MONEY AVAILABLE

Jack Guy, manager of commercial development with the Electric Power Research Institute, said that MITI director Masatake Wada made an informal inquiry about joining the consortium "back in January or February," of this year when Wada was in charge of the Moonlight project.

Wada was briefing eight American utility companies on one aspect of Moonlight: a 100-by-300-foot building full of lead-acid batteries to smooth out the electric power produced by Japanese utilities.

During a break in the all-day meeting, Guy said, Wada switched the conversation over to the U.S. battery consortium, asking about the group's purpose, goals and funding.

"Wada then informed us that he could make quite a bit of funding available," said Guy. "He told us that he would have something like $30 million available for first-year development. He said he also realized that program funding might go up to as much as $100 million a year."

Afterward, Guy said, he informed the consortium's management group about the "informal" conversation with Wada and the Japanese interest in joining the effort.

"Well, they told me 'No' — but hell no," said Guy. He said the Electric Power Research Institute "had worked with the Japanese in the past on other projects like coal gasification and they were very generous funders.

But the feeling was that MITI didn't have all of its cards on the table — that they were holding something back."

John Wallace, director of electric vehicle programs and planning at Ford Motor Co. and external affairs director for the battery consortium, said he understood the inquiry to be informal.

MITI PROPOSES PROJECT

"They approached some American utilities and said something like 'we have lots of money to offer you,' " said Wallace.

"But there was certainly a suspicion that their motives were not entirely honorable. The feeling was that they talk cooperation, but don't act it. We believed that Japanese battery manufacturers would preferentially sell to a Japanese carmaker. So, it was not seen in our best interest to let them join."

MITI has proposed its own project to research lithium batteries in Japan. It will begin in April if the Finance Ministry agrees to provide money. The intention is a 10-year, $108 million program aimed at Japanese battery makers.

The U.S. consortium has not yet chosen what types of batteries to focus on, and lithium may not be chosen. If they are to be practical, electric vehicles need new batteries that hold more electricity, recharge faster and weigh less than lead-acid batteries.

A spokesman for Yuasa Battery Co. in Japan said, "If we are asked by MITI to joint the MITI project, we will surely join it. I cannot say if the lithium battery will be selected for practical use since the situation is very flexible. We don't know about the future to come."

The U.S. partnership agreement was signed by the Big 3 on Jan. 30, 1991, and the Electric Power Research Institute, a utility group, joined them in the U.S. Advanced Battery Agreement on July 16.

At a White House ceremony in October, President Bush and Secretary of Energy James Watkins announced that the government would join the U.S. Advanced Battery Consortium and provide half the budget for the four-year, $260 million research project.

Bush clearly put the government on the side of the Big 3 at the announcement.

"Electric vehicles represent the next technology milestone in the auto industry, and we intend to beat our competitors to that milestone," said Bush. "Today's agreement embodies an idea whose time has come; that government and business can help America outthink, outwork and outperform any nation in the world." ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300
1990-91 models	
Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

FORD MOTOR CO.

1992 models

Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury	
Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected.	
1991 models	
Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MAZDA (expires Jan. 3)	
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MITSUBISHI (expires Dec. 31)	
California (1990-91)	
Precis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800
ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)	
All models	Company pays U.S. luxury tax
SUBARU (expires Jan. 3)	
Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Brampton, Ontario	12/2	
Jeep Wrangler		1,590
Pillette Road (Windsor, Ontario)	12/2	
Ram Van		1,510
Ram Wagon		450
FORD		
Chicago	12/2	**5,200**
Ford Taurus		
Mercury Sable		
Edison, N.J.	12/2, 12/9	**2,800**
Ford Ranger		
St. Louis	12/2	**4,000**
Ford Aerostar		
Lorain, Ohio	12/2, 12/9	**2,200**
Ford Econoline/Club Wagon		
Oakville, Ontario	12/2	**4,800**
Ford Tempo		
Mercury Topaz		
GENERAL MOTORS		
Van Nuys, Calif.	12/2, 12/9, 12/16, 12/23, 12/30	
Chevrolet Camaro		1,400
Pontiac Firebird		600
Willowrun, Mich.	12/2, 12/9, 12/16, 12/23, 12/30	
Chevrolet Caprice		2,600
Buick Roadmaster		400
Olds. Custom Cruiser		150
Total U.S. car		**10,350**
Total U.S. truck		**9,000**
Total Canada car		**4,800**
Total Canada truck		**3,550**
Total units lost week of 12/2		**27,700**

Source: Automotive News Data Center

World sales at '90 level seen for '92

ED WENDT
Staff Correspondent

LONDON — The latest DRI World Automotive Forecast predicts that worldwide new-car demand will turn upward during 1992 and that sales will reach 35.5 million, about the same as 1990.

The biannual report also carries good news for the United States. It predicts that the U.S. sales will grow about 10 percent in 1992. U.S. car sales through October were down 12.6 percent from the same period last year.

For the world, the report predicts a 2.9 percent decline this year, from 35.5 million in 1990 to about 34.4 million. But sales are expected to soar to 40.32 million in 1996, DRI says.

Within the European Community, DRI expects new-car sales to rise from 12.2 million in 1990 to 14 million in 1996.

Mo. dealer agrees to disclose all fees

Clinton Lindburg Cadillac Co. of St. Louis has agreed to tell customers about a fee charged for miscellaneous supplies, materials and waste disposal under an agreement with the Missouri attorney general's office.

The dealership also has agreed to pay $1,000 to cover the state's investigation costs. The probe was begun after a consumer complained of a charge identified only by a number on a repair estimate.

The state requires the dealership, when asked, to explain clearly that the charges are standard on all its work orders.

— Helen Kahn

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/25-11/30/91	Actual 11/18-11/23/91	Nov. Est.	Year 1/1-11/29/91	Year 1/1-12/1/90
LeBaron A	0	0	0	0	8,071
LeBaron J	600	1,112	4,117	25,090	48,936
New Yorker	180	697	2,551	11,654	33,702
Fifth Avenue	1,050	1,661	6,082	33,410	34,708
Imperial	150	247	919	8,393	18,126
Town & Country (trk.)	150	376	1,296	5,281	2,222
Total Chrysler	**2,136**	**4,093**	**14,965**	**83,829**	**145,765**
Horizon	0	0	0	0	4,327
Sundance	0	0	3,966	56,891	83,243
Acclaim	1,350	2,195	7,900	75,679	111,450
Voyager (trk.)	1,200	2,146	7,847	90,978	76,516
Voyager (Can. trk.)	2,250	2,220	8,742	101,982	93,488
Total Plymouth	**4,800**	**6,561**	**28,455**	**325,529**	**369,024**
Omni	0	0	0	0	4,078
Daytona	0	0	1,941	9,798	31,753
Shadow	0	0	4,609	63,876	90,353
Dynasty	1,575	2,398	9,001	109,334	113,699
Spirit	900	1,614	6,516	71,838	98,093
Monaco (Can.)	0	0	0	8,477	10,384
Caravan (trk.)	1,350	3,134	10,974	107,844	84,190
Caravan (Can. trk.)	3,766	3,964	14,955	138,792	117,151
Caravan C/V (trk.)	15	105	364	3,459	4,171
Caravan C/V (Can. trk.)	94	100	361	13,446	6,730
Dakota (trk.)	1,830	3,030	11,729	94,745	68,241
Ram pickups (trk.)	900	1,479	5,501	68,882	96,379
Ram Wagon (Can. trk.)	0	0	804	17,031	19,896
Ram Van (Can. trk.)	0	0	2,670	37,858	52,947
Total Dodge	**10,400**	**15,824**	**69,424**	**745,382**	**798,067**
Premier (Can.)	0	0	0	8,911	11,940
Cherokee (trk.)	0	0	9,409	137,578	143,387
Comanche (trk.)	0	0	600	5,105	8,896
Grand Wagoneer (trk.)	0	0	0	1,539	6,119
Wagoneer (trk.)	0	0	165	2,538	3,675
Wrangler (Can trk.)	1,590	1,632	6,760	59,835	53,509
Total Jeep-Eagle	**1,590**	**1,632**	**16,934**	**215,506**	**227,526**
Total U.S. car	**5,805**	**9,924**	**47,601**	**465,964**	**600,539**
Total Can. car	**0**	**0**	**0**	**17,388**	**22,324**
Total U.S. truck	**5,415**	**10,270**	**47,884**	**517,949**	**493,796**
Total Can. truck	**7,700**	**7,916**	**34,292**	**368,945**	**343,723**
CHRYSLER CORP.	**18,920**	**28,110**	**129,778**	**1,370,246**	**1,540,382**
Escort	0	0	5,783	173,866	234,181
Mustang	1,637	0	2,111	77,637	124,391
Tempo	1,577	0	7,244	102,144	119,066
Tempo (Can.)	0	3,201	6,396	97,091	104,233
Taurus	2,038	3,329	20,133	294,259	313,960
Thunderbird	0	0	2,730	66,898	103,740
Crown Victoria (Can.)	1,593	1,940	3,957	82,011	113,866
Aerostar (trk.)	2,400	4,000	11,192	159,699	194,384
Bronco (trk.)	427	0	1,213	17,919	44,951
Explorer/Bronco II (trk.)	3,943	7,471	25,526	263,072	194,240
Navajo (trk.)	121	255	923	10,960	7,383
Econoline (trk.)	2,656	2,204	12,041	132,347	161,395
Heavies (trk.)	623	0	1,819	29,242	46,596
Light trucks (trk.)	6,427	5,772	28,173	307,065	414,512
Light trucks (Can. trk.)	3,007	2,767	9,084	89,811	125,407
Ranger (trk.)	4,158	6,949	18,459	253,292	267,947
Total Ford Div.	**30,807**	**37,808**	**156,786**	**2,157,312**	**2,570,252**
Topaz	1,063	0	4,495	44,020	44,479
Topaz (Can.)	0	1,352	2,621	32,526	38,167
Cougar	0	0	1,590	49,119	68,866
Sable	1,106	1,845	10,863	101,211	96,215
Grand Marquis (Can.)	3,217	2,827	6,580	94,347	107,358
Total Mercury	**5,386**	**6,024**	**26,149**	**321,223**	**355,085**
Continental	590	970	1,944	48,694	55,087
Mark VII	124	192	388	8,583	17,406
Town Car	1,782	2,909	5,717	115,676	137,476
Total Lincoln	**2,496**	**4,071**	**8,049**	**172,953**	**209,969**
Total L-M Div.	**7,882**	**10,095**	**34,198**	**494,176**	**565,054**
Total U.S. car	**9,917**	**9,245**	**62,999**	**1,082,108**	**1,314,867**
Total Can. car	**4,810**	**9,320**	**19,554**	**385,975**	**363,624**
Total U.S. truck	**20,755**	**26,651**	**90,347**	**1,173,585**	**1,331,408**
Total Can. truck	**3,007**	**2,767**	**9,084**	**89,811**	**125,407**
FORD MOTOR CO.	**38,489**	**47,983**	**190,984**	**2,651,480**	**3,135,306**
Skylark	1,506	2,002	7,738	54,152	86,853
Century	1,356	2,337	9,756	92,388	62,537
Regal (Can.)	3,000	3,223	13,050	121,000	95,399
Riviera	269	338	1,328	9,056	20,461
Park Avenue/Electra	1,062	1,759	6,990	87,603	56,981
LeSabre	2,206	3,593	14,441	98,621	148,489
Roadmaster Sedan	829	1,390	5,730	41,642	0
Roadmaster Wagon†	240	407	1,445	14,244	4,022
Reatta	0	0	0	1,210	5,369
Total Buick	**10,466**	**15,049**	**60,478**	**519,925**	**480,111**
Eldorado	556	685	2,764	13,621	20,027
Seville	603	751	3,020	24,006	32,249
Brougham	356	596	2,458	20,428	29,591
DeVille	2,208	3,714	14,067	146,098	152,749
Allante	36	59	224	2,740	3,323
Total Cadillac	**3,759**	**5,805**	**22,533**	**206,892**	**237,939**
Cavalier	3,183	5,317	21,130	233,558	333,349
Camaro	841	1,428	5,365	51,290	66,740
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	2,889	5,927	20,642	221,789	260,775
Lumina (Can.)	6,500	6,673	27,800	230,622	210,972
Caprice	1,459	2,431	9,356	119,915	189,803
Corvette	288	476	1,792	19,362	21,644
Astro (trk.)	2,013	3,276	12,607	97,982	122,330
Blazer (trk.)	75	1	423	6,593	14,656
Lumina APV (trk.)	1,001	2,031	6,436	47,539	75,807
Mediums (trk.)	0	0	475	2,465	9,558
P-Model (trk.)	0	0	1,064	17,560	20,134
Pickups (trk.)	4,128	6,535	26,670	274,922	374,609

	Est. 11/25-11/30/91	Actual 11/18-11/23/91	Nov. Est.	Year 1/1 11/29/91	Year 1/1 12/1/90
Pickups (Can. trk.)	3,500	3,647	16,051	137,136	157,884
S10 (trk.)	3,154	5,523	21,222	242,577	227,158
S10 Blazer (trk.)	2,033	3,557	12,690	52,458	79,676
Sportsvan (trk.)	682	1,501	5,010	41,823	53,360
Sportsvan (Can. trk.)	1,700	1,768	7,022	52,813	44,145
Suburban (trk.)	232	607	1,453	22,693	59,387
Total Chevrolet	**33,678**	**50,698**	**197,207**	**1,873,896**	**2,342,396**
Achieva/Calais	487	588	1,258	35,876	94,562
Cutlass Ciera	1,794	3,132	12,920	99,005	63,019
Cutlass Ciera (Can.)	0	0	0	41,161	73,775
Cutlass Supreme	1,410	2,429	9,140	99,470	89,457
Toronado	159	198	790	5,193	14,180
Eight Eight	1,421	2,328	9,980	83,959	95,672
Custom Cruiser Wag.††	96	156	563	7,782	1,223
Ninety Eight	880	1,489	5,617	70,812	38,993
Silhouette (trk.)	301	601	1,938	19,419	28,214
Bravada (trk.)	136	270	1,032	13,364	727
Total Oldsmobile	**6,684**	**11,191**	**43,229**	**476,841**	**499,822**
Sunbird	1,545	2,569	10,218	109,313	155,495
Grand Am	3,179	6,445	20,566	132,241	200,013
Firebird	347	572	2,223	19,961	38,956
Grand Prix	2,000	3,397	13,117	106,037	106,648
Pontiac 6000	0	0	0	19,603	49,970
Bonneville	1,716	2,797	11,150	78,219	69,127
Trans Sport (trk.)	636	1,364	4,156	29,744	41,276
Total Pontiac	**9,423**	**17,144**	**61,430**	**485,118**	**661,485**
Yukon/Jimmy (trk.)	25	1	151	2,064	4,467
Mediums (trk.)	0	0	846	4,884	9,767
P-Model (trk.)	0	0	78	2,049	2,801
Pickups (trk.)	1,532	3,211	10,450	111,582	130,917
Pickups (Can. trk.)	1,300	1,300	5,784	50,718	58,493
Syclone/Sonoma (trk.)	687	1,231	4,523	55,185	50,672
Typhoon/S15 Jimmy (trk.)	627	1,194	4,448	18,608	25,873
Safari (trk.)	660	1,080	4,201	38,286	42,578
Suburban (trk.)	78	104	582	17,638	28,647
Vandura (trk.)	301	468	1,775	17,942	19,500
Vandura (Can. trk.)	600	657	2,652	21,526	17,260
Total GMC	**5,810**	**9,306**	**35,490**	**340,482**	**390,775**
Total Saturn•	**1,506**	**2,644**	**10,047**	**69,892**	**7,901**
Total U.S. car	**36,507**	**61,954**	**235,836**	**2,209,896**	**2,520,358**
Total Can. car	**9,500**	**9,896**	**40,850**	**392,782**	**408,465**
Total U.S. truck	**18,301**	**32,555**	**122,229**	**1,137,375**	**1,421,914**
Total Can. truck	**7,100**	**7,432**	**31,509**	**282,193**	**277,782**
GENERAL MOTORS	**71,408**	**111,837**	**430,424**	**4,001,446**	**4,628,519**
Can. car	2,400	2,301	9,950	102,240	45,102
Can. trk.	1,300	1,369	5,722	49,911	47,268
CAMI*	**3,700**	**3,670**	**15,672**	**152,151**	**92,370**
DIAMOND-STAR*	**3,538**	**1,300**	**13,282**	**141,867**	**141,131**
Civic	1,380	2,324	8,349	77,047	96,059
Civic (Can.)	1,234	1,850	5,995	94,414	97,259
Accord	4,770	7,887	30,576	339,889	310,581
Total U.S. car	**6,150**	**10,211**	**38,925**	**416,936**	**406,640**
Total Can. car	**1,234**	**1,850**	**5,995**	**94,414**	**97,259**
HONDA	**7,384**	**12,061**	**44,921**	**511,350**	**503,899**
HYUNDAI Sonata (Can.)	**632**	**876**	**3,370**	**25,153**	**24,127**
MAZDA*	**3,116**	**4,729**	**16,610**	**154,107**	**160,402**
U.S. trk.	1,017	1,656	4,698	59,093	67,080
Can. trk.	132	167	460	6,211	7,986
NAVISTAR	**1,149**	**1,823**	**5,158**	**65,304**	**75,066**
Sentra	1,660	2,946	10,923	122,388	88,456
Pickup (trk.)	1,610	2,866	10,680	122,739	131,043
NISSAN	**3,270**	**5,812**	**21,603**	**245,127**	**219,499**
Geo Prizm	1,110	1,875	7,261	83,498	94,661
Toyota Corolla	1,440	2,385	9,237	96,491	95,775
Toyota Hilux (trk.)	135	224	779	1,673	0
NUMMI	**2,685**	**4,484**	**17,277**	**181,663**	**190,436**
Legacy	755	1,331	4,938	53,038	30,495
Pickup (trk.)	322	537	2,050	24,350	0
Rodeo (trk.)	662	1,082	4,036	28,983	0
Total U.S. car	**755**	**1,331**	**4,938**	**53,038**	**30,495**
Total U.S. trk.	**984**	**1,619**	**6,086**	**53,333**	**32,602**
SUBARU-ISUZU	**1,739**	**2,950**	**11,027**	**106,371**	**63,107**
Camry	1,795	4,221	16,001	171,451	203,732
Corolla (Can.)	1,500	1,513	6,335	62,113	57,263
TOYOTA	**3,295**	**5,734**	**22,336**	**233,564**	**260,995**
VOLVO 740, 940 (Can.)	**150**	**150**	**600**	**7,181**	**7,849**
AM GENERAL (trk.)	**225**	**375**	**1,425**	**18,815**	**20,790**
MISCELLANEOUS (trk.)**	**1,500**	**2,500**	**9,500**	**124,820**	**130,000**
Total U.S. car	**71,785**	**110,121**	**403,595**	**4,996,944**	**5,746,056**
Total Canada car	**20,226**	**25,906**	**86,653**	**1,007,216**	**1,017,813**
Total U.S.-Canada Car	**92,011**	**136,027**	**550,248**	**6,004,160**	**6,763,869**
Total U.S. truck	**49,942**	**78,716**	**302,630**	**3,208,592**	**3,637,323**
Total Canada truck	**19,239**	**19,651**	**81,068**	**777,071**	**802,166**
Total U.S.-Canada truck	**69,181**	**98,367**	**383,698**	**3,985,664**	**4,439,489**
TOTAL U.S.	**121,727**	**188,837**	**766,225**	**8,205,536**	**9,383,379**
TOTAL CANADA	**39,465**	**45,557**	**167,721**	**1,784,288**	**1,819,979**
TOTAL U.S.-CANADA CAR & TRUCK	**161,192**	**234,394**	**933,946**	**9,989,823**	**11,203,358**

•Estimate †1990 totals reflect LeSabre (red) ††1990 totals reflect Olds. 88 (red)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Holiday continues at 5 plants

ANNE E. WRIGHT
Chief Statistician

General Motors and Ford Motor Co. have extended the Thanksgiving holiday for five U.S. plants as they continue to battle high inventories and slow sales.

Ford extended the shutdown for one week at the Chicago car plant and the St. Louis truck plant.

The Chicago plant produces the Ford Taurus and Mercury Sable, and the St. Louis plant builds the Ford Aerostar.

Ford also idled the Edison, N.J., truck plant for two week. Edison produces the Ford Ranger.

Ford's Lorain, Ohio, truck plant has been reduced to one shift for two weeks. Full production is slated to resume Dec. 16.

Downtime at Ford's Oakville, Ontario, car plant has been extended an additional week. The plant produces the Ford Tempo and the Mercury Topaz.

General Motors announced that the Van Nuys, Calif., and the Willow Run, Mich., facilities will be idled the entire month of December to adjust inventories.

The Van Nuys plant, which builds the Chevrolet Camaro and the Pontiac Firebird, is scheduled to resume production Jan. 2.

The Willow Run plant produces the Buick Roadmaster wagon, the Chevrolet Caprice sedan and wagon and the Oldsmobile Custom Cruiser wagon. It is scheduled to resume production Jan. 6.

U.S. producers' estimated production last week was 121,727 cars and trucks, 35.5 percent below the prior week and 31.1 percent below the year-ago week, both of which had five work days.

U.S. car and truck production for 11 months was estimated at 8,205,536 units, off 12.6 percent from 9,383,379 at the same point last year.

In Canada, which worked a five-day week, car production was off 22.6 percent from the prior week and 26.2 below the year-ago week.

Truck production nearly matched the previous week's output and rose 47.1 percent above the year-ago week.

For the year, car and truck production in Canada is 1,784,288, down 2.0 percent from 1,819,979 in 1990.

Chrysler scheduled daily overtime this week at the Brampton, Ontario, Jeep facility that produces Wrangler.

General Motors scheduled Saturday overtime at the Scarborough, Ontario, and the Oshawa, Ontario, truck plants last week.

In the United States, three plants are scheduled for Saturday overtime this week. The Detroit-Hamtramck, Mich., car assembly is scheduled for one shift, and the Wilmington, Del., and the Lansing, Mich.(M), car plants are scheduled for two-shifts.

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latenews

Chrysler staff all get bonuses

HIGHLAND PARK, Mich. — Chrysler Corp.'s 19,000 salaried workers are going to get Christmas bonuses Dec. 20. Chrysler spokesman Lee Sechler says the maximum amount is $600 and bonuses are based on the number of weeks worked this year.

Although Chrysler had lost $892 million through the first nine months of the year, Sechler said the company decided to pay the bonuses "because of the many sacrifices made by the salaried group."

The company's hourly workers received bonuses Dec. 6.

General Motors and Ford Motor Co. will not pay Christmas bonuses to their salaried work force this year due to company losses. Hourly workers at both GM and Ford will get bonuses.

Alfa Romeo hikes prices

ORLANDO, Fla. — Alfa Romeo Distributors of North

see LATE NEWS, 2

Chrysler plans two divisions

Third channel will disappear in 5 to 7 years, dealers told

MARY CONNELLY
Staff Reporter

Chrysler Corp. expects to sell its vehicles through only two retail divisions within five to seven years. But the company has not yet decided if any brands will become extinct.

Chrysler now retails its vehicles through three divisions: Chrysler-Plymouth, Jeep-Eagle and Dodge car/Dodge truck. Dodge car/Dodge truck is expected to remain one division in the future. Chrysler-Plymouth and Jeep-Eagle would form the basis of the second division, said dealers who attended the company's recent national dealer council meetings in Florida where the future of the retail network was discussed.

With one less channel, Chrysler would hope to gain marketing and operational efficiencies and increase brand distinction, dealers said.

Several dealer sources said Chrysler executives told them at the meetings that the consolidation into two divisions could be achieved within five to seven years.

Last month, Chrysler acknowledged it is examining how many brands, nameplates and dealers it will need in 2000. The company also said at that time that it was examining the long-term viability and possible elimination of the Eagle and Plymouth brands.

But Chrysler has cautioned that any brand consolidation or elimination is years down the road. The divisional consolidation could be achieved sooner and is seen by dealers as an interim step in the retail network restructuring.

Dodge, Jeep dealers want sport-utilities > 41

A Chrysler spokesman declined comment last week on the distribution channel consolidation.

Donald Warnock, chairman of the Dodge National Dealer Council, said consolidation would allow Chrysler to better focus its resources.

"We need distinctive product," he said. "The Dodge council has concerns about whether that can be accomplished with three divisions. So we have to look at two divisions. It is a matter of discussion.

"We don't want to have a customer wandering into a showroom and seeing the same

see CHRYSLER, 41

Seville, Eldorado orders pour in

JAVIER MENDOZA

Harold Cabrera checks out a 1992 Seville at Martin Cadillac in West Los Angeles, Calif.

PHIL FRAME
Staff Reporter

Sales of the redesigned Seville were up 64 percent in the final 10 days of November, underscoring General Sales Manager Peter Gerosa's belief that it may be the hottest-selling car in America.

Cadillac said demand is outpacing the Hamtramck, Mich., assembly plant's ability to build the 1992 car, in many cases causing customers to wait two months for delivery.

The plant, which builds the new Seville and Eldorado, has been unable to hit line acceleration targets because of rigid quality standards. One source said due to problems getting fit and finish up to specification at faster line speeds, line-rate goals for early December may not be reached until January. Cadillac officials wouldn't comment.

Last week, at a meeting attended by all of Cadillac's staff personnel, Cadillac officials exhorted division employees to improve quality and efficiency, according to sources who were there. Gerosa, who needs more cars, made a particularly impassioned plea.

Cadillac was caught off guard by the strong

see CADILLAC, 41

'92 prices for cars, minivans

Suggested retail prices of 1992 domestic and imported cars and minivans and major items of equipment are listed on Pages 27-29.

Big 3 regain market share from Japan in November

JIM HENRY
Staff Reporter

NEW YORK — Hot sales of four new General Motors lines and a surprisingly strong showing by the Chrysler brand helped the Big 3 take market share away from the Japanese in November for the first time this year.

A shortage of new Civic models caused American Honda Motor Co. Inc. to stumble against its superior year-ago record, magnifying the gains of the Big 3. The Detroit companies had a total market share of 71.7 percent for November, up 2.1 points. Japan's share was 24.7 percent, down 1.2 points.

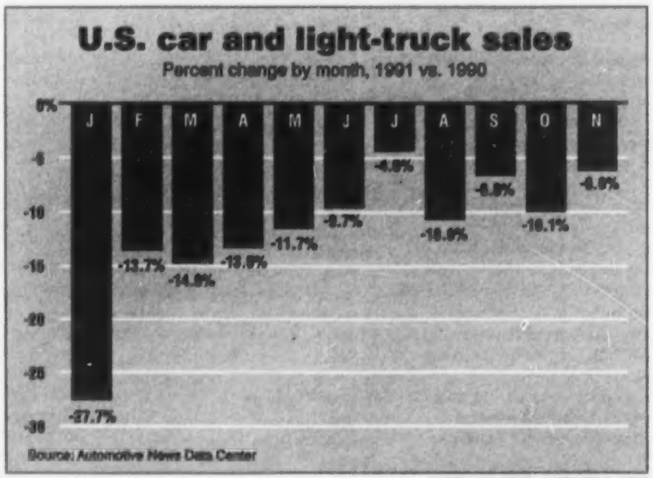
Total car and light-truck sales for the month were 919,017. Although it was the lowest monthly total since February, the seasonally adjusted annual rate of 12.7 million units was the fourth-highest monthly figure of the year.

With a month to go in 1991, industry sales totaled about 11.4 million. If the pace of sales stays the same in December, the total for the year will be 12.3 million.

The month's final 10 days helped save November which, after two disappointing 10-day periods, came in only 6.6 percent below the year-ago month.

By taking advantage of expiring

see SALES, 42



Source: Automotive News Data Center

MARTHA GRATTAN / AUTOMOTIVE NEWS

Sales in Japan fall > 4

Ford turns Jaguar vise

Losses unchecked; Scheele appointed

JAMES R. CRATE
International Editor

Ford Motor Co., continuing to tighten its operational grip on ailing Jaguar Cars Ltd., last week named an heir-apparent to Jaguar Chairman Bill Hayden and transferred Hayden's deputy back to world headquarters in Dearborn.

The announcement of the shuffle came one week after Ford transferred accounting control of the British carmaker to Dearborn from Ford of Europe.

Nicholas Scheele, head of Ford of Mexico, will become Jaguar's vice chairman effective Jan. 1 and is expected to replace Hayden as chairman in the spring.

Although the departure of Hayden was not formally announced, Jaguar spokesman David Boole confirmed that the 62-year-old Ford executive will retire early in 1992. Hayden underwent heart surgery last year.

Jaguar said Hayden's deputy, John Grant, will assume an unspecified "senior position" with Ford in early 1992.

The changes come at a critical juncture for Jaguar. Two years after Ford paid the equivalent of $2.5 billion to acquire the legendary marque, Jaguar's worldwide sales are off more than 50 percent from their 1988 peak, its losses are mounting and Ford itself is increasingly pressed for cash.

Jaguar, which lost the equivalent of $596.5 million last year, including a one-time charge of $479 million, is expected to post another $270 million loss this year. On a projected build of 24,000 cars this year, Jaguar would be losing $11,000 on every car it produces.

Jaguar's slide has put Ford between a rock and a hard place, many analysts say.

With its own earnings under

see JAGUAR, 43

inside Automotive News

JAPANESE CAR SALES FALL
Toyota losses put November total in minus column. PAGE 4

PROGRAM CARS ON THE GO
Ford auction unit moved to North American group. PAGE 6

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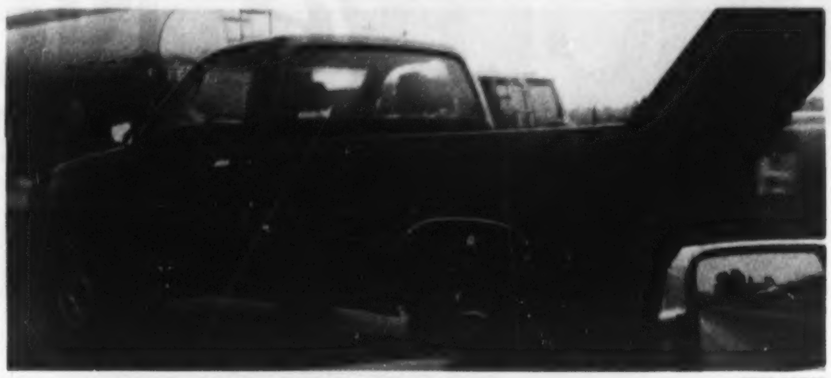
corrections

- Computer glitches distorted two stories in the Dec. 2 issue. The third paragraph of Daniel Malloy's letter about Daihatsu on Page 14 should end "and it'll be great to have a 4x4." The last paragraph of the story at the bottom of Page 17 should begin "But TKM sees the 4x4 sector growing by 70 percent in five years."
- A Dec. 2 article about North Carolina legal proceedings against Southeast Toyota Distributors Inc. incorrectly attributed a comment to Robert A. Collier, the designated hearing officer. Collier did not say he will recommend that the distributor's business license be revoked if evidence emerges of perjury, obstruction of justice or violations of the company's 1988 Consent Decree with the state. In accordance with that agreement, Collier may recommend revocation after hearing the case if he determines that Southeast Toyota has "materially or substantially violated" the agreement.
- A related story misidentified Southeast Toyota spokeswoman Debbie Mason.



Toyota toys with bigger pickup STOP PRESS

A spy photographer in Los Angeles snapped a running prototype of what is believed to be a near full-sized pickup being developed by Toyota. Styling cues include flared rear wheel openings, split rear window and six-bolt wheels. The truck could be introduced in late 1993.

latenews

CONTINUED
from PAGE 1

America has raised the prices of its 164-series sedans for 1992. The 164L has a sticker of $29,490, which is $1,030 or 3.6 percent more than the 1991 model. The 164S is $34,990, up $4,020 or 13 percent. Air conditioning, anti-lock brakes and driver-side air bag are standard on both models.

The base 164 sedan is not offered for 1992. The 1991 model was $24,990.

The sedans went up considerably more than the Alfa Romeo convertibles, which rose 1.5 percent for 1992. The Spider convertible is $21,264, up $314, and the Spider Veloce is $24,309, up $359.

The 164 sedans were priced too late to be included in the price table which starts on Page 27 of this issue.

Navistar loses $165 million

CHICAGO — Navistar International Corp. reported a net loss of $165 million for its fiscal year ended Oct. 31, a sharp increase over the $11 million it lost a year earlier.

James C. Cotting, Navistar chairman and chief executive officer, said consolidated sales and revenues totaled $3.5 billion, down from $3.9 billion in fiscal 1990.

Navistar increased its share of North American medium- and heavy-truck retail sales to an all-time high of 29.3 percent in fiscal 1991, up from 27.2 percent a year earlier.

Still, its fiscal 1991 sales of 67,200 medium and heavy trucks were off 15.0 percent from the previous year due to the weak market.

Cotting looks for industry-wide sales of 121,000 medium-duty trucks in Navistar's fiscal 1992, comparable to those of 1991, and a 9 percent increase in heavy-truck sales to 119,000.

'Smart' roads called joint task

WASHINGTON — The National Academy of Sciences has called for a joint government-industry program to develop Intelligent Vehicle Highway Systems.

The academy panel, in a report released last week, found that existing IVHS systems have already shown benefits, but "experience with IVHS is still too limited to answer many fundamental questions about technological feasibility, cost-effectiveness, and market acceptability." It said the Department of Transportation should work with IVHS America, the private, non-profit organization formed last year.

The report predicted that improved traffic management systems will relieve congestion in this decade, thus reducing fuel consumption and auto exhaust pollution.

— Max Gates

Chrysler Corp. elects Pawley

DETROIT — Dennis K. Pawley, Chrysler Corp. manufacturing vice president, has been elected executive vice president, reporting directly to Chrysler President Robert A. Lutz.

Pawley remains responsible for all of Chrysler's manufacturing operations and three manufacturing technical centers.

Pawley: Chrysler executive vice president

Pawley started his automotive career with General Motors. In January 1986, he joined Mazda Motor Corp. as vice president of manufacturing responsible for the company's Flat Rock, Mich., plant where the Ford Probe and Mazda MX-6 are produced.

In March 1988, Pawley became vice president of operations for the Otis Group of United Technologies. Pawley left Otis in 1989 and joined Chrysler as general manager of assembly plants.

NADA says sales will grow in '92

WASHINGTON — Sales of new cars and light trucks will improve to 13.5 million units next year, predicts the National Automobile Dealers Association. NADA expects 12.5 million sales this year.

In surveying industry analysts and domestic manufacturers for its annual prediction, NADA found that optimists expect sales to pick up during the first half of 1992 and pessimists say the upturn won't come until late 1992 or 1993. But they all expect 1992 to be better than 1991.

For now, "lack of consumer confidence is not the main culprit behind weak sales. It's due to a simple lack of money. People are trying to rebuild their savings," said Tom Webb, NADA chief economist.

— Max Gates

Mitsubishi may hike exports

TOKYO — Mitsubishi Motors Corp. said last week it is studying the feasibility of shipping more vehicles to Europe from its Diamond-Star plant in Illinois. Mitsubishi already exports some Eclipses to Switzerland, Sweden and Austria.

A decision to expand exports to other countries would depend on how much the U.S.-made vehicles would be "accepted in Europe and whether they could be competitive in price," Mitsubishi President Hirokazu Nakamura said.

— Mary Ann Maskery

Nissan growing in Philippines

TOKYO — Nissan Motor Co. said last week it will expand production in the Philippines in anticipation of an upturn in the market there.

Nissan said it will build a stamping plant to begin operations by 1993, and a new vehicle assembly plant, with a capacity of 30,000 to 36,000 units a year, by the end of 1994.

Nissan said it and Marubeni Corp., a Japanese trading firm, will invest approximately 2.7 billion yen (about $20.7 million) in the project.

The two companies together own 40 percent of Pilipinas Nissan, a local assembler.

Nissan is targeting a 25 percent share of a market that is expected to grow to 100,000 units annually by 1995.

Nissan sold 12,692 vehicles in the Philippines in 1990 out of a total market of 57,621.

— Mary Ann Maskery

briefly

Bush to Big 3: Tora Tora Tora

Bob Stempel, Red Poling and Lee Iacocca are likely to join President Bush on his New Year's trip to Japan, Singapore and South Korea. Pundits say the president is trying to put a domestic spin on his foreign travel and to show he can be tough on trade. Late last week, the Big 3 bigwigs had not responded formally, but appeared ready to join the junket. Iacocca's spokesman said: "I'm sure it's something he'd like to do." A spokesman for Stempel said he "would be delighted to comply with the President's wishes." Red Poling said at a **Ford** holiday party, "We'll try to do what the president asks. It's an important issue." Champagne aside, the auto triumvirate is clearly hoping to extract some New Year's resolutions from its Asian counterparts during the Dec. 30-Jan. 10 trip.

Bush to Big 3: Come along

R.I.P. PONTIAC? — Pontiac Division has been calling itself just that since dropping the fancier handle of Pontiac Motor Division in March 1986. Still, it's a bit of a shock to find "the former Pontiac Motor Division" mentioned in an official **General Motors** communique. The reference came in a Nov. 26 personnel change announcement from Inland Fisher Guide Division. They say they used the adjective "former" because of Pontiac's joining the Chevrolet-Pontiac-GM of Canada Group in 1984.

ENVIRONMENTALLY CORRECT — General Motors Electric Vehicles wants to make a statement about its concern for the environment even in its media folder. The cream-colored folder featuring a waterfall on the cover is printed on recycled paper with soy-based ink.

MILITARY GREEN — When it comes to recycling, **Ford Motor Co.'s** Engine Division in Dearborn, Mich., is in high gear. According to the December issue of *Ford Times*, Engine Division employees could be called "conservation commandos." Foam coffee cups are out. Memos, graphs and charts, usually circulated at meetings, have been replaced with overhead projections and slides. The kicker: Anyone who leaves an office light or computer on overnight is ticketed and assessed a small fine that goes to charity.

TALE OF THE TAPE — First Honda of America was blistered in a PBS "Frontline" documentary that claimed it intentionally ran a U.S. supplier out of business. Then National Public Radio passed on the charges in a feature about the TV program. The documentary claimed Honda yanked a stamping contract from Ohio-based Variety Stamping Corp. in 1988 and gave the business to a Japanese affiliate, Kikuchi Stamping Co., which also operates an Ohio plant. Honda sent urgent letters to PBS stations around the country saying the story was erroneous. Honda says Kikuchi got none of Variety's business, that Variety's parts are now being made by other American companies, and that Variety shipments accounted for more than half of all rejected parts at Honda when the contract was pulled. In NPR's story, "Frontline" producer Martin Koughan said he had proof Honda is lying, but he didn't share it. Honda is asking him. Stay tuned.

U.S. CAR AND LIGHT-TRUCK SALES, NOVEMBER — 1991 vs. 1990 (ranked by car and light-truck total sales)

	Car Sales		1991	1990	Truck Sales		1991	1990	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1991	1990	Share	Share	1991	1990	Share	Share	1991	1990	1991	1990	Sales (Points)	(Percent)
Ford	77,258	89,582	12.7	13.6	96,250	96,673	30.8	29.9	173,508	186,255	18.9	18.9	-0.1	-6.8
Chevrolet/Geo†	76,666	85,136	12.6	12.9	74,102	85,128	23.7	26.4	150,768	170,264	16.4	17.3	-0.9	-11.5
Toyota	48,178	50,541	7.9	7.6	19,299	20,738	6.2	6.4	67,477	71,279	7.3	7.2	0.1	-5.3
Dodge	26,149	31,080	4.3	4.7	36,151	31,876	11.6	9.9	62,300	62,956	6.8	6.4	0.4	-1.0
Honda	47,138	67,729	7.8	10.2	-	-	-	-	47,138	67,729	5.1	6.9	-1.8	-30.4
Buick	45,022	41,211	7.4	6.2	-	-	-	-	45,022	41,211	4.9	4.2	0.7	9.2
Pontiac	36,663	39,722	6.0	6.0	2,051	1,796	0.7	0.6	38,714	41,518	4.2	4.2	0.0	-6.8
Nissan	26,181	30,613	4.3	4.6	11,286	10,818	3.6	3.3	37,467	41,431	4.1	4.2	-0.1	-9.6
Oldsmobile	32,534	32,080	5.4	4.9	3,544	1,636	1.1	0.5	36,078	33,716	3.9	3.4	0.5	7.0
Plymouth	15,782	20,259	2.6	3.1	13,488	13,146	4.3	4.1	29,270	33,405	3.2	3.4	-0.2	-12.4
Mercury	26,218	26,086	4.3	3.9	-	-	-	-	26,218	26,086	2.9	2.7	0.2	0.5
Mazda	14,822	15,599	2.4	2.4	8,626	9,440	2.8	2.9	23,448	25,039	2.6	2.5	0.0	-6.4
GMC	-	-	-	-	21,139	22,689	6.8	7.0	21,139	22,689	2.3	2.3	0.0	-6.8
Cadillac	20,908	19,729	3.4	3.0	-	-	-	-	20,908	19,729	2.3	2.0	0.3	6.0
Mitsubishi	14,177	9,035	2.3	1.4	2,344	3,923	0.8	1.2	16,521	12,958	1.8	1.3	0.5	27.5
Chrysler	14,350	11,124	2.4	1.7	692	186	0.2	0.1	15,042	11,310	1.6	1.1	0.5	33.0
Jeep	-	-	-	-	15,019	14,067	4.8	4.4	15,019	14,067	1.6	1.4	0.2	6.8
Lincoln	12,326	16,977	2.0	2.6	-	-	-	-	12,326	16,977	1.3	1.7	-0.4	-27.4
Acura	11,044	8,307	1.8	1.3	-	-	-	-	11,044	8,307	1.2	0.8	0.4	32.9
Saturn	8,355	641	1.4	0.1	-	-	-	-	8,355	641	0.9	0.1	0.8	-
Hyundai	8,010	10,487	1.3	1.6	-	-	-	-	8,010	10,487	0.9	1.1	-0.2	-23.6
Isuzu	933	805	0.2	0.1	6,424	8,702	2.1	2.7	7,357	9,507	0.8	1.0	-0.2	-22.6
Lexus	7,286	5,847	1.2	0.9	-	-	-	-	7,286	5,847	0.8	0.6	0.2	24.6
VW	6,040	8,691	1.0	1.3	183	420	0.1	0.1	6,223	9,111	0.7	0.9	-0.2	-31.7
Subaru	5,129	7,907	0.8	1.2	-	-	-	-	5,129	7,907	0.6	0.8	-0.2	-35.1
Mercedes	4,893	6,694	0.8	1.0	-	-	-	-	4,893	6,694	0.5	0.7	-0.1	-26.9
Eagle	4,574	4,397	0.8	0.7	-	-	-	-	4,574	4,397	0.5	0.4	0.1	4.0
Volvo	4,472	5,132	0.7	0.8	-	-	-	-	4,472	5,132	0.5	0.5	0.0	-12.9
BMW	4,285	5,424	0.7	0.8	-	-	-	-	4,285	5,424	0.5	0.6	-0.1	-21.0
Infiniti	2,041	2,778	0.3	0.4	-	-	-	-	2,041	2,778	0.2	0.3	-0.1	-26.5
Suzuki	491	431	0.1	0.1	1,312	1,113	0.4	0.3	1,803	1,544	0.2	0.2	0.0	16.8
Saab	1,733	1,615	0.3	0.2	-	-	-	-	1,733	1,615	0.2	0.2	0.0	7.3
Audi	923	1,279	0.2	0.2	-	-	-	-	923	1,279	0.1	0.1	0.0	-27.8
Jaguar	614	1,344	0.1	0.2	-	-	-	-	614	1,344	0.1	0.1	-0.1	-54.3
Daihatsu	408	503	0.1	0.1	143	194	0.0	0.1	551	697	0.1	0.1	0.0	-20.9
Range Rover	-	-	-	-	379	388	0.1	0.1	379	388	0.0	0.0	0.0	-2.3
Yugo	283	504	0.0	0.1	-	-	-	-	283	504	0.0	0.1	0.0	-43.8
Porsche	275	634	0.0	0.1	-	-	-	-	275	634	0.0	0.1	0.0	-56.6
Alfa Romeo	171	258	0.0	0.0	-	-	-	-	171	258	0.0	0.0	0.6	-33.7
Peugeot	86	295	0.0	0.0	-	-	-	-	86	295	0.0	0.0	0.0	-70.8
Sterling	0	265	0.0	0.0	-	-	-	-	0	265	0.0	0.0	0.0	-100.0
Other*	167	245	0.0	0.0	-	-	-	-	0	265	0.0	0.0	0.0	-31.8
TOTAL	**606,585**	**660,986**	**100.0**	**100.0**	**312,432**	**322,933**	**100.0**	**100.0**	**919,017**	**983,919**	**100.0**	**100.0**	**0.0**	**-6.6**
TOTAL BIG 3	**396,805**	**418,024**	**65.4**	**63.2**	**262,436**	**267,197**	**84.0**	**82.7**	**659,241**	**685,221**	**71.7**	**69.6**	**2.1**	**-3.8**
TOTAL JAPAN	**177,828**	**200,095**	**29.3**	**30.3**	**49,434**	**54,928**	**15.8**	**17.0**	**227,262**	**255,023**	**24.7**	**25.9**	**-1.2**	**-10.9**
TOTAL EUROPE	**23,942**	**32,380**	**3.9**	**4.9**	**562**	**808**	**0.2**	**0.3**	**24,504**	**33,188**	**2.7**	**3.4**	**-0.7**	**-26.2**
GM	220,148	218,519	36.3	33.1	100,836	111,249	32.3	34.4	320,984	329,768	34.9	33.5	1.4	-2.7
Ford	115,802	132,645	19.1	20.1	96,250	96,673	30.8	29.9	212,052	229,318	23.1	23.3	-0.2	-7.5
Chrysler	60,855	66,860	10.0	10.1	65,350	59,275	20.9	18.4	126,205	126,135	13.7	12.8	0.9	0.1
Toyota/Lexus	55,464	56,388	9.1	8.5	19,299	20,738	6.2	6.4	74,763	77,126	8.1	7.8	0.3	-3.1
Honda/Acura	58,182	76,036	9.6	11.5	-	-	-	-	58,182	76,036	6.3	7.7	-1.4	-23.5
Nissan/Infiniti	28,222	33,391	4.7	5.1	11,286	10,818	3.6	3.3	39,508	44,209	4.3	4.5	-0.2	-10.6
VW/Audi	6,963	9,970	1.1	1.5	183	420	0.1	0.1	7,146	10,390	0.8	1.1	-0.3	-31.2
†Geo	*18,728*	*21,397*	*3.1*	*3.2*	*1,826*	*2,799*	*0.6*	*0.9*	*20,554*	*24,196*	*2.2*	*2.5*	*-0.2*	*-15.1*
*Made by Japan***	*201,340*	*226,685*	*33.2*	*34.3*	*50,772*	*57,637*	*16.3*	*17.8*	*252,112*	*284,322*	*27.4*	*28.9*	*-1.5*	*-11.3*

*Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 11 MONTHS — 1991 vs. 1990

	Car Sales		1991	1990	Truck Sales		1991	1990	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1991	1990	Share	Share	1991	1990	Share	Share	1991	1990	1991	1990	Share (Points)	Sales (Percent)
Ford	998,058	1,236,072	13.2	14.3	1,116,513	1,282,249	29.3	30.0	2,114,571	2,518,321	18.6	19.5	-0.9	-16.0
Chevrolet/Geo†	1,078,599	1,277,765	14.2	14.8	981,871	1,162,926	25.8	27.2	2,060,470	2,440,691	18.1	18.9	-0.8	-15.6
Toyota	614,912	655,841	8.1	7.6	244,680	256,755	6.4	6.0	859,592	912,596	7.5	7.1	0.5	-5.8
Dodge	305,870	331,777	4.0	3.8	413,627	434,256	10.9	10.2	719,497	766,033	6.3	5.9	0.4	-6.1
Honda	614,627	676,981	8.1	7.8	-	-	-	-	614,627	676,981	5.4	5.2	0.2	-9.2
Nissan	350,249	395,284	4.6	4.6	158,738	164,307	4.2	3.8	508,987	559,591	4.5	4.3	0.1	-9.0
Buick	505,966	499,714	6.7	5.8	-	-	-	-	505,966	499,714	4.4	3.9	0.6	1.3
Pontiac	453,857	596,860	6.0	5.9	21,644	27,992	0.6	0.7	475,501	624,852	4.2	4.8	-0.7	-23.9
Oldsmobile	402,051	473,434	5.3	5.5	28,958	23,940	0.8	0.6	431,009	497,374	3.8	3.8	-0.1	-13.3
Mercury	348,290	364,896	4.6	4.2	-	-	-	-	348,290	364,896	3.1	2.8	0.2	-4.6
Plymouth	180,284	233,889	2.4	2.7	159,620	157,962	4.2	3.7	339,904	391,851	3.0	3.0	0.0	-13.3
Mazda	207,622	214,629	2.7	2.5	114,717	115,327	3.0	2.7	322,339	329,956	2.8	2.6	0.3	-2.3
GMC	-	-	-	-	260,900	301,664	6.9	7.1	260,900	301,664	2.3	2.3	0.0	-13.5
Cadillac	195,708	237,132	2.6	2.7	-	-	-	-	195,708	237,132	1.7	1.8	-0.1	-17.5
Mitsubishi	150,538	139,339	2.0	1.6	27,034	37,248	0.7	0.9	177,572	176,587	1.6	1.4	0.2	0.6
Lincoln	164,041	210,710	2.2	2.4	-	-	-	-	164,041	210,710	1.4	1.6	-0.2	-22.1
Jeep	-	-	-	-	162,417	184,203	4.3	4.3	162,417	184,203	1.4	1.4	0.0	-11.8
Acura	133,622	128,421	1.8	1.5	-	-	-	-	133,622	128,421	1.2	1.0	0.2	4.0
Chrysler	112,988	174,322	1.5	2.0	4,193	2,593	0.1	0.1	117,181	176,915	1.0	1.4	-0.3	-33.8
Hyundai	110,619	124,415	1.5	1.4	-	-	-	-	110,619	124,415	1.0	1.0	0.0	-11.1
Isuzu	12,254	5,175	0.2	0.1	88,040	96,399	2.3	2.3	100,294	101,574	0.9	0.8	0.1	-1.3
Subaru	99,415	99,687	1.3	1.2	-	-	-	-	99,415	99,687	0.9	0.8	0.1	-0.3
VW	86,695	121,995	1.1	1.4	4,898	6,276	0.1	0.1	91,593	128,271	0.8	1.0	-0.2	-28.6
Saturn	66,550	641	0.9	0.0	-	-	-	-	66,550	641	0.6	0.0	0.6	-
Volvo	63,922	83,934	0.8	1.0	-	-	-	-	63,922	83,934	0.6	0.6	-0.1	-23.8
Lexus	62,512	56,791	0.8	0.7	-	-	-	-	62,512	56,791	0.5	0.4	0.1	10.1
Eagle	55,697	56,604	0.7	0.7	-	-	-	-	55,697	56,604	0.5	0.4	0.1	-1.6
Mercedes	54,112	69,217	0.7	0.8	-	-	-	-	54,112	69,217	0.5	0.5	-0.1	-21.8
BMW	47,804	56,784	0.6	0.7	-	-	-	-	47,804	56,784	0.4	0.4	0.0	-15.8
Infiniti	32,746	20,882	0.4	0.2	-	-	-	-	32,746	20,882	0.3	0.2	0.1	56.8
Saab	24,019	24,250	0.3	0.3	-	-	-	-	24,019	24,250	0.2	0.2	0.0	-1.0
Suzuki	5,199	6,246	0.1	0.1	15,131	13,061	0.4	0.3	20,330	19,307	0.2	0.1	0.0	5.3
Audi	11,114	19,757	0.1	0.2	-	-	-	-	11,114	19,757	0.1	0.2	-0.1	-43.7
Jaguar	8,683	16,524	0.1	0.2	-	-	-	-	8,683	16,524	0.1	0.1	-0.1	-47.5
Daihatsu	5,773	10,066	0.1	0.1	2,574	4,161	0.1	0.1	8,347	14,227	0.1	0.1	0.0	-41.3
Porsche	4,117	8,328	0.1	0.1	-	-	-	-	4,117	8,328	0.0	0.1	0.0	-50.6
Peugeot	3,462	3,949	0.0	0.0	-	-	-	-	3,462	3,949	0.0	0.0	0.0	-12.3
Alfa Romeo	3,296	3,175	0.0	0.0	-	-	-	-	3,296	3,175	0.0	0.0	0.0	3.8
Range Rover	-	-	-	-	2,831	4,057	0.1	0.1	2,831	4,057	0.0	0.0	0.0	-30.2
Sterling	2,744	3,708	0.0	0.0	-	-	-	-	2,744	3,708	0.0	0.0	0.0	-26.0
Yugo	2,744	6,109	0.0	0.1	-	-	-	-	2,744	6,109	0.0	0.0	0.0	-55.1
Other*	2,183	2,595	0.0	0.0	-	-	-	-	2,183	2,595	0.0	0.0	0.0	0.0
TOTAL	**7,582,942**	**8,647,898**	**100.0**	**100.0**	**3,808,386**	**4,275,376**	**100.0**	**100.0**	**11,391,328**	**12,923,274**	**100.0**	**100.0**	**0.0**	**-11.9**
TOTAL BIG 3	**4,867,959**	**5,693,816**	**64.2**	**65.8**	**3,149,743**	**3,577,785**	**82.7**	**83.7**	**8,017,702**	**9,271,601**	**70.4**	**71.7**	**-1.4**	**-13.5**
TOTAL JAPAN	**2,289,469**	**2,409,342**	**30.2**	**27.9**	**650,914**	**687,258**	**17.1**	**16.1**	**2,940,383**	**3,096,600**	**25.8**	**24.0**	**1.9**	**-5.0**
TOTAL EUROPE	**314,895**	**420,325**	**4.2**	**4.9**	**7,729**	**10,333**	**0.2**	**0.2**	**322,624**	**430,658**	**2.8**	**3.3**	**-0.5**	**-25.1**
GM	2,702,731	3,085,546	35.6	35.7	1,293,373	1,516,522	34.0	35.5	3,996,104	4,602,068	35.1	35.6	-0.5	-13.2
Ford	1,510,389	1,811,678	19.9	20.9	1,116,513	1,282,249	29.3	30.0	2,626,902	3,093,927	23.1	23.9	-0.9	-15.1
Chrysler	654,839	796,592	8.6	9.2	739,857	779,014	19.4	18.2	1,394,696	1,575,606	12.2	12.2	0.1	-11.5
Toyota/Lexus	677,424	712,632	8.9	8.2	244,680	256,755	6.4	6.0	922,104	969,387	8.1	7.5	0.6	-4.9
Honda/Acura	748,249	805,402	9.9	9.3	-	-	-	-	748,249	805,402	6.6	6.2	0.3	-7.1
Nissan/Infiniti	382,995	416,166	5.1	4.8	158,738	164,307	4.2	3.8	541,733	580,473	4.8	4.5	0.3	-6.7
VW/Audi	97,809	141,752	1.3	1.6	4,898	6,276	0.1	0.1	102,707	148,028	0.9	1.1	-0.2	-30.6
†Geo	*225,251*	*245,047*	*3.0*	*2.8*	*27,247*	*29,222*	*0.7*	*0.7*	*252,498*	*274,269*	*2.2*	*2.1*	*0.1*	*-7.9*
*Made by Japan***	*2,576,375*	*2,715,045*	*34.0*	*31.4*	*671,766*	*726,305*	*17.6*	*17.0*	*3,248,141*	*3,441,350*	*28.5*	*26.6*	*1.9*	*-5.6*

*Includes 1991 estimated sales of 800-Ferrari, 586-Rolls/Bentley, 270-Lotus, 200-Maserati, 130-Lamborghini, and 50-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

TOP 10 SELLERS, NOVEMBER 1991

	Sales
1. Ford F-series pickup	34,546
2. Chevrolet C/K pickup	30,762
3. Honda Accord	26,809
4. Ford Taurus	23,041
5. Ford Explorer	22,702
6. Toyota Camry	19,368
7. Honda Civic	17,831
8. Buick LeSabre	17,296
9. Dodge Caravan	16,761
10. Ford Ranger	16,401

Source: Automotive News Data Center

SALES

Big 3 regain market share

continued from PAGE 1

incentive programs, dealers tend to boost sales in the final 10 days of every month.

Fleet sales helped prop up November's total, although they were down at Ford Motor Co. Sales of U.S-built cars, including Japanese transplants, jumped 16.1 percent in the Nov. 20-30 period.

Chrysler Corp. sales included an increase in fleet sales of its larger cars.

For the first time this year, the Japanese market share fell below its year-earlier figure. The share going to Japanese companies in November was 24.7 percent, 1.2 points behind the year-ago month.

American Honda accounted for most of the decline, even though the Accord continued to be the top-selling car for the month.

Sales for the Honda brand plunged 30.4 percent below an unusually strong year-ago month. Honda had dealer incentives on Accords a year ago and no incentives last month. Spokesman Michael Ackerman said Honda also has been short of new Civics, which didn't go into production in Ohio until early October.

Thirteen nameplates posted improved monthly numbers. Some marked a turnaround from a poor performance so far this year — especially Chrysler brand cars, which were up 29.0 percent for the month although they were down 35.2 percent for 11 months.

Besides an increase in fleet sales, Chrysler Corp. set a November record for sales of minivans, at 30,941. Chrysler also has an extensive menu of customer incentives, including a separate program for the Northeast sales zone that began Nov. 16.

Chrysler Corp. was the only Big 3 company that managed to top the year-ago month. The gain was 70 units as an increase in light-truck sales offset a decline in car sales.

General Motors sales were 2.7 percent behind the year-ago month, but several of GM's new cars posted big increases. They included the Cadillac Seville, the Pontiac Bonneville, the Oldsmobile Eighty-Eight Royale and the Buick LeSabre. All three brands in the Buick-Oldsmobile-Cadillac Group showed a November gain. So did Saturn, compared to its slim start-up sales last year.

Ford Motor Co. sales were off 7.5 percent in November.

Mitsubishi posted a monthly sales increase of 27.5 percent. Spokesman Kim Custer acknowledged that fleet sales played a role, but he said sales of recently introduced models like the Expo and Expo LRV helped.

For 11 months, Mitsubishi was 0.6 percent ahead of last year. That's stronger than it looks, considering that after 11 months last year, the company was 33.7 percent above 1989.

DOMESTIC CAR SALES, NOVEMBER & YTD

	Nov. 1991	Nov. 1990	11 Mos., 1991	11 Mos., 1990
Summit	680	436	7,840	558
Talon	1,995	2,422	28,111	26,150
Premier	800	1,048	10,632	17,434
Total Eagle	3,475	3,906	46,583	44,142
Horizon	0	111	505	11,843
Laser	1,606	2,263	26,769	38,434
Sundance	5,554	6,080	49,680	60,054
Reliant	0	0	0	2,371
Acclaim*	7,287	10,198	87,052	101,092
Total Plymouth	14,447	18,652	164,006	213,794
LeBaron A*	4,057	1,474	21,770	28,634
LeBaron J	2,908	3,131	31,328	54,626
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	4,383	3,541	34,486	35,035
Imperial	1,001	1,299	9,769	11,789
New Yorker C	2,001	1,513	14,558	37,917
Total Chrysler	14,350	10,958	111,911	170,285
Omni	0	119	561	11,697
Shadow	6,690	6,595	72,038	67,634
Monaco	379	990	7,532	11,801
Daytona	1,495	1,947	13,672	32,853
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	7,053	7,646	76,511	83,249
Dynasty	8,182	10,854	100,370	97,485
Total Dodge	23,799	28,151	270,684	337,715
CHRYSLER CORP.	56,071	61,667	593,184	735,936
Escort*	15,474	21,977	226,694	269,695
Mustang	6,554	11,055	74,618	117,826
Tempo	14,603	10,454	175,019	201,156
Taurus	23,041	21,967	275,540	289,949
Thunderbird	5,376	8,627	68,825	99,947
Probe	3,085	3,338	73,505	99,755
Crown Victoria	4,342	9,220	65,714	107,612
Total Ford Div.	72,475	86,638	959,915	1,185,940
Topaz	4,863	3,084	54,399	66,385
Sable	8,324	6,613	91,446	90,633
Cougar	2,759	4,426	52,212	71,089
Grand Marquis	5,448	6,528	88,558	96,184
Total Mercury	21,394	20,651	286,615	324,291
Continental	2,996	5,929	49,053	57,341
Town Car	8,775	10,291	106,200	134,048
Mark VII	555	757	8,788	19,321
Total Lincoln	12,326	16,977	164,041	210,710
Total L-M Div.	33,720	37,628	450,656	535,001
FORD MOTOR CO.	106,195	124,266	1,410,571	1,720,941
Skyhawk	0	0	0	827
Roadmaster	3,717	0	36,441	0
Somerset/Skylark	2,821	5,162	55,736	85,830
Century*	8,867	8,512	121,245	104,798
Regal	6,185	8,444	98,809	82,835
LeSabre	17,296	10,073	100,147	143,367
Reatta	48	448	2,229	6,188
Electra/Park Ave.	5,299	7,346	79,235	56,974
Riviera	789	1,226	12,123	18,895
Total Buick	45,022	41,211	505,966	499,714
Allante	89	259	2,568	3,107
Seville	2,181	1,491	24,535	30,438
DeVille	14,581	13,657	134,436	151,649
Brougham	2,456	2,630	20,155	30,915
Eldorado	1,601	1,692	14,014	21,023
Total Cadillac	20,908	19,729	195,708	237,132
Geo Metro	7,720	8,652	68,910	43,546
Geo Prizm	6,929	6,790	90,861	100,128
Cavalier*	15,882	23,349	240,299	273,571
Camaro	4,426	3,809	50,164	74,828
Celebrity	0	298	615	28,119
Corsica/Beretta	16,146	14,192	214,043	264,153
Lumina	14,059	13,912	204,742	204,245
Caprice	6,128	6,607	108,717	145,608
Corvette	1,297	1,572	16,047	20,797
Total Chevrolet	72,587	79,181	994,398	1,154,995
Calais	1,188	6,702	46,806	93,641
Achieva	29	0	29	0
Cutlass Ciera*	10,336	7,554	127,933	126,110
Cutlass Supreme	5,775	8,177	82,199	102,844
Eighty Eight	10,018	5,786	75,137	70,905
Custom Cruiser	436	15	6,935	6,509
Ninety Eight	4,295	2,975	56,487	44,215
Toronado	457	871	6,525	13,392
Total Oldsmobile	32,534	32,080	402,051	473,434
Sunbird	6,060	9,660	83,486	113,051
Firebird	1,493	1,836	22,731	37,130
Grand Am	11,783	13,276	133,982	191,184
Pontiac 6000	235	2,323	21,482	45,269
Grand Prix	7,569	6,392	96,092	109,254
Bonneville H	8,368	4,896	63,900	63,681
Total Pontiac	35,508	38,383	421,673	559,569
Total Saturn	8,355	641	66,550	641
GENERAL MOTORS	214,914	211,225	2,586,346	2,925,485
Civic	10,935	15,067	147,802	179,137
Accord	20,828	25,338	303,669	263,013
HONDA	31,763	40,405	451,471	442,150
MX-6	695	1,576	20,132	26,913
626	3,735	2,754	53,635	41,014
MAZDA	4,430	4,330	73,767	71,038
Eclipse	3,376	3,656	46,645	45,936
Mirage	2,549	98	18,534	137
MITSUBISHI	5,925	3,754	65,179	46,073
NISSAN Sentra	8,172	9,328	104,421	100,903
Corolla	11,475	10,163	130,365	125,118
Camry	13,347	13,128	175,462	195,364
TOYOTA	24,822	23,291	305,827	320,572
SUBARU Legacy	1,789	2,211	47,457	12,356
SUZUKI Swift	35	0	690	0
DOMESTIC TOTAL	454,116	480,477	5,638,883	6,375,454
IMPORT TOTAL	152,469	180,509	1,944,059	2,272,444
INDUSTRY TOTAL	606,585	660,986	7,582,942	8,647,898

*Includes units produced in Mexico.

JAGUAR

Losses continue; Scheele appointed

continued from PAGE 1

pressure worldwide, Ford can ill-afford the blank check it will take to upgrade Jaguar's 10-year-old lineup. And yet, analysts agree, it can't afford not to.

"Jaguar's condition is absolutely hideous," a London-based analyst said. "They are under pressure on every front and need billions to modernize their lineup. Ford must either turn hard and shut Jaguar down or find more money to put into them. They can't afford to wait."

Ford is known to be pinning much of its hopes for Jaguar's future on an all-new downsized model that could share a platform with one of Ford's European models. Although a Jaguar spokesman insisted earlier this year that the so-called Baby Jag "definitely" is in the company's mid-1990s new-product lineup, he conceded that the car had not been committed to production.

Hayden and Grant had been tasked with modernizing Jaguar's archaic production system and with developing a long-range product plan for the company.

Hayden, Ford of Europe's former vice president of manufacturing, launched a far-reaching restructuring of Jaguar's operations aimed at sharply improving efficiency and boosting output. Frequently quoted as being "appalled" at the state of Jaguar's manufacturing plant when he took over, Hayden has since drafted a sweeping development plan that would boost output to 150,000 units a year from peak production of 51,939 in 1988.

But many London-based analysts say they are appalled at what Ford has done to Jaguar in the name of efficiency. Despite Ford's promises to safeguard Jaguar's unique character and soul, they say, it is turning Jaguar into a "mini-Ford."

"Some of the things that Ford is doing to Jaguar make me shiver," said industry analyst Karl Ludvigsen, himself a former vice chairman of Ford of Europe.

"I'm concerned that they are over-Fording Jaguar. It is losing its identity. Jaguar has its own special character, and I don't see how they can replace that." ■

Staff Correspondent Ed Wendt in London contributed to this report.

LIGHT-TRUCK SALES, NOVEMBER & YTD

	Nov. 1991	Nov. 1990	11 Mos., 1991	11 Mos., 1990
Town & Country	692	186	4,193	2,593
Total Chrysler	692	186	4,193	2,593
Vans	2,649	2,879	40,175	50,982
Ram Wagon	995	913	16,174	19,774
Caravan	16,761	16,057	190,586	178,812
Caravan C/V	505	461	8,039	10,058
Ram 50**	524	739	4,241	11,084
Raider**	0	0	0	1,092
Ramcharger	390	501	5,242	9,886
Dakota	8,111	509	74,779	69,930
Pickups	6,216	5,235	74,391	82,638
Total Dodge	36,151	31,876	413,627	434,256
Voyager	13,488	13,146	159,620	157,962
Total Plymouth	13,488	13,146	159,620	157,962
Wrangler	3,344	3,127	43,570	47,199
Cherokee	11,136	9,985	109,449	116,068
Grand Wagoneer	0	348	3,173	9,259
Comanche	539	607	6,225	11,677
Total Jeep	15,019	14,067	162,417	184,203
CHRYSLER CORP.	65,350	59,275	739,857	779,014
Vans	7,708	7,750	96,053	134,837
Aerostar	11,010	12,783	136,299	167,487
Club Wagon	1,845	1,428	18,290	19,208
Ranger	16,401	20,490	217,956	262,887
Bronco	2,038	2,452	23,668	44,475
Bronco II/Explorer	22,702	19,053	230,440	162,151
Pickups	34,546	32,717	393,807	491,204
FORD MOTOR CO.	96,250	96,673	1,116,513	1,282,249
Vans	5,200	6,434	74,406	94,260
Sportsvan	493	459	7,573	7,855
Geo Tracker*	1,826	2,799	29,073	32,021
Astro	8,337	8,222	98,228	113,142
Lumina APV	3,089	3,628	44,481	59,921
S10	12,980	15,397	187,883	197,715
S10 Blazer	9,711	10,879	112,631	136,769
Blazer	263	842	8,851	15,066
Suburban	1,441	3,410	34,004	51,274
Pickups	30,762	33,058	384,741	454,903
Total Chevrolet	74,102	85,128	981,871	1,162,926
Vans	2,431	2,445	30,117	33,641
Safari	2,938	2,202	31,417	31,823
S1/Sonoma	3,035	3,514	41,074	42,659
S15 Jimmy	2,403	2,509	26,998	33,961
Jimmy	58	268	2,239	4,388
Suburban	758	1,523	15,089	22,097
Pickups	9,272	10,004	110,621	129,497
P Model	78	131	2,052	2,415
W4	166	93	1,293	1,183
Total GMC	21,139	22,689	260,900	301,664
Silhouette	1,813	1,623	17,766	23,922
Bravada	1,731	13	11,192	18
Total Oldsmobile	3,544	1,636	28,958	23,940
Trans Sport	2,051	1,796	21,644	27,992
Total Pontiac	2,051	1,796	21,644	27,992
GENERAL MOTORS	100,836	111,249	1,293,373	1,516,522
DAIHATSU Rocky	143	194	2,574	4,161
Pickup*	2,441	4,529	33,436	43,189
Amigo	486	544	7,354	9,317
Trooper	1,119	2,335	25,132	39,429
Rodeo*	2,378	1,294	22,118	4,464
ISUZU	6,424	8,702	88,040	96,399
Pickup	5,074	4,721	58,370	73,600
MPV	2,540	3,890	45,711	39,376
Navajo*	1,012	829	10,636	2,351
MAZDA	8,626	9,440	114,717	115,327
Pickup	771	1,688	17,533	23,169
Montero	1,572	2,206	9,442	13,358
Van	1	29	59	721
MITSUBISHI	2,344	3,923	27,034	37,248
Pickup*	8,041	7,268	121,615	125,400
Pathfinder	3,244	3,047	35,998	29,641
Axxess	1	501	334	7,461
Van	0	2	6	62
Hawaii	0	0	785	1,743
NISSAN	11,286	10,818	158,738	164,307
RANGE ROVER	379	388	2,831	4,057
Samurai	223	374	4,197	5,307
Sidekick*	1,089	739	10,934	7,754
SUZUKI	1,312	1,113	15,131	13,061
Pickups	11,511	12,803	148,442	166,110
Previa	3,612	3,634	47,435	38,312
4Runner	3,501	3,647	41,114	44,686
Land Cruiser	675	654	7,689	5,415
Van	0	0	0	232
TOYOTA	19,299	20,738	244,680	256,755
VOLKSWAGEN Vanagon	183	420	4,898	6,276
IMPORTS	49,996	55,736	658,643	697,591
INDUSTRY TOTAL	312,432	322,933	3,808,386	4,275,376

*Includes domestic vehicles.

Sales charts compiled by Karen Dotlowski

GM recalls cars for belt, brake ills

DETROIT — General Motors is recalling about 911,000 cars to correct problems with front seat belts and parking brakes.

The recalls cover:

- About 830,000 Chevrolet Corsicas and Berettas built in the 1989-1990 model years and a portion of the 1988 model year; the front belt shoulder retractors will be replaced. GM said the pendulum mechanism that locks the shoulder belt during a sudden stop may not work due to a broken mounting base.
- About 60,000 1991 Chevrolet Cavaliers and Pontiac Sunbirds to replace front door striker studs that do not meet design specifications. The studs help keep front doors in place during a collision so the door frame won't collapse.
- Parking brake assemblies on about 21,000 1991 Buick Park Avenue and Ultra models, 1991 Oldsmobile 98 Elite and Touring Sedans, and 1992 Buick LeSabres, Pontiac Bonnevilles and Oldsmobile 88 Royales. GM said the parking brake may partially release after being set. ■

Ford recalls trucks for emissions fix

DEARBORN, Mich. — Ford Motor Co. is recalling about 21,000 1985 and 1986 Broncos, Econoline vans and F-Series light trucks that may exceed federal emission standards.

The vehicles are equipped with 4.9-liter engines built for sale in high altitude areas. Dealers will replace the spark plugs and install a vacuum retard delay valve. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

SUZUKI (expires Feb. 3)

Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (1991 models; expires Dec. 31)

Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale

CHRYSLER CORP. (expires Dec. 31)

Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (expires Dec. 31)

Rebates vary by region and apply to 1990-92 models.

Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000

NISSAN (expires Jan. 3, unless otherwise noted)

1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (expires Jan. 3)

Legacy (1991)	$1,200-1,700, based on region

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Jan. 3)

Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	[illegible]
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

Ford extends buyer rebates

LIZ PINTO

Staff Reporter

Ford Motor Co. has extended its customer rebates and cut-rate financing programs on many vehicles through Feb. 4.

Chevrolet boosted the buyer incentive from $300 to $500 on 1992 Cavalier models until Feb. 4.

Ford is offering buyer rebates of $500 to $1,000 on many 1992 models and $400 to $2,000 on some 1990-91 models. While many models retain their former rebates, the payments on the 1992 Ford Probe, Taurus SHO and Crown Victoria and Mercury Grand Marquis have been increased from $750 to $1,000. New to the list is a $1,000 incentive on the 1992 Econoline with the RV package.

For 1990-91 Ford Division models and 1991 Mercury models, most incentives remain the same as in the previous program. But the Ford Escort, Mustang and Thunderbird increased from $400 to $750, as did the Mercury Tracer and Cougar. The Mercury Capri rebate rose to $2,000 from $1,000. The $2,000 incentive on 1991 Lincolns was not renewed.

incentive
WATCH

Buyers in the Chicago and Kansas City regions can obtain 2.9 percent financing for loans up to 48 months on the Escort or Tracer. The offer ends Jan. 3.

The Aerostar is offered to Northeast residents at a 2.9 percent rate or a $1,000 rebate through Dec. 31.

American Suzuki Motor Corp. has extended its dealer incentives until Feb. 3. Incentives on 1991 and 1992 Swifts are unchanged.

The 1992 Sidekick has rebates of $300 to $700, and the 1991 carries rebates of $500 to $1,000.

Last week, Saab Cars USA extended its Flexible Finance Program for 1992 Saab 9000s and 900s through Dec. 31. The program allows consumers to choose interest rates of zero to 10 percent with monthly payments based on their down payment.

A financial contribution is required by the dealer. ■

SKINNER

New chief of staff is pragmatic

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ner will will respond to arguments to limit Japanese imports.

"If you've got a good point to make against the Japanese, you will get a chance to make it" with Skinner, a trade analyst said.

Because of that, the choice of a new secretary of commerce to succeed Robert Mosbacher — named last week to head Bush's re-election campaign — could be crucial in determining the future course of U.S.-Japanese trade negotiations.

Skinner's appointment as Bush's chief aide, announced last Thursday, has temporarily created a leadership vacuum at the Department of Transportation. His departure comes on the heels of several recent moves at the department, including the appointment Deputy Secretary Elaine Chao to head the Peace Corps, the recent confirmation of James Busey to replace Chao, and the nomination of National Highway Traffic Safety Administrator Jerry Curry to replace Busey as head of the Federal Aviation Administration.

Curry's appointment has been put on hold in the Senate, probably until after the first of the year.

Busey, who was sworn in as deputy secretary only last Wednesday, will become acting secretary upon Skinner's departure. Busey, 59, was a career Navy officer until he took over at FAA in 1989. He has been regarded as Skinner's eventual successor as transportation secretary, and he heads the list of candidates for the permanent job.

Also named as possible successors have been Federal Highway Administrator Thomas Larson; Louisiana's recently defeated Republican Gov. Buddy Roemer, who has been active in transportation issues both as a former congressman and in the National Governors Association; Congressman John Paul Hammerschmidt, R-Ark., a sponsor of the recently approved $151 billion federal highway bill; and former Congressman Stan Parrish of Virginia.

Meanwhile, officials at NHTSA say the agency has a full agenda for the next several months and they don't anticipate any major hitches while new leadership is being put in place.

NHTSA's key task will be meeting a May 31 deadline for a series of safety regulations required under the new highway bill, said Barry Felrice, NHTSA's associate administrator for rulemaking. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO.

1992 models

Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort GT and LX-E, Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Capri, Tracer LTS, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental	$1,000

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (expires Jan. 3)

Navajo (1991)	$1,000
Trucks (1992)	$1,000

MITSUBISHI (expires Dec. 31)

California (1990-91)	
Procis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models	Company pays U.S. luxury tax

SUBARU (expires Jan. 3)

Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

Nader slows Curry's move to head FAA

MAX GATES

Staff Reporter

WASHINGTON — Jerry Curry's running feud with auto safety advocates has apparently left in limbo Senate confirmation of his nomination to head the Federal Aviation Administration.

Curry, head of the National Highway Traffic Safety Administration, was named by President Bush on Nov. 22 to the top FAA post. His nomination had appeared headed for swift Senate approval.

But at the request of Ralph Nader, Sen. Howard Metzenbaum, D-Ohio, used his Senate privilege and put a hold on Curry's confirmation vote, cutting off quick approval by the full Senate. A full hearing would give Nader and others a high-profile forum to criticize Curry and NHTSA.

Curry has told his NHTSA staff that he likely will be on the job until the end of the year. The Senate returns to work in January.

Senate confirmation was earlier held up by Sen. Richard Bryan, D-Nev. Curry had opposed Bryan's bill to increase corporate average fuel economy standards.

But Curry made a trip to Bryan's office on Capitol Hill before Thanksgiving, joking his staff, "I'm going to see if I remember my Groveling 101." After the visit, Bryan dropped his opposition to the Curry nomination.

Sources said Nader spent several hours on the telephone the day before Thanksgiving, seeking a senator who would delay Curry's confirmation vote. He eventually found Metzenbaum.

Nader believes Curry has not been tough enough on car manufacturers over safety issues.

Speculation on Curry's successor continues to center on Kate Moore, assistant secretary for budget and programs at the Department of Transportation. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	12/9	
Eagle Premier		500
Dodge Monaco		100
FORD		
Dearborn, Mich	12/9	3,700
Ford Mustang		
Edison, N.J.	12/9	2,800
Ford Ranger	12/9	
Lorain, Ohio (Truck)		2,200
Ford Econoline/Club Wagon		
Wayne, Mich	12/9	5,800
Ford Escort		
GENERAL MOTORS		
Van Nuys, Calif.	12/9, 12/16 12/23, 12/30	
Chevrolet Camaro		1,400
Pontiac Firebird		600
Willow Run, Mich.	12/9, 12/16, 12/23, 12/30	
Chevrolet Caprice		2,600
Buick Roadmaster		400
Olds. Custom Cruiser		150
Shreveport, La.	12/9, 12/16 12/23, 12/30	
Chevrolet S10 pickup		5,100
GMC Sonoma/Syclone		1,100
Chevrolet S10 Blazer		3,100
GMC Yukon		50
Total U.S. car		14,650
Total U.S. truck		14,350
Total Canada car		600
Total units lost week of 12/9		29,600

Source: Automotive News Data Center

ISUZU

Management team includes GM men

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won't happen.

There also has been speculation that Isuzu might quit the passenger-car business altogether and concentrate on its strength in the commercial and sport-utility fields.

"I don't think they will," said Johnson.

"It is up to the management to decide, but (Isuzu) is the heart of the Geo franchise," he said. "The Storm is the most successful product in the franchise."

Although the Storm is based on the Isuzu Impulse, its U.S. sales dwarf Impulse volume.

GM sold 68,831 Storms in the United States through October, compared to 2,816 Impulses for Isuzu.

The Japanese press reported last week that Isuzu expects to lose 28 billion yen ($215 million) before taxes in the fiscal year through next October.

That would be down from projected losses of 49 billion yen ($377 million) in the just-ended fiscal year.

Isuzu said it expects to sell 511,000 cars and light trucks during the current fiscal year, an increase of 2 percent over the previous year. ■

GM ups stock offer, sells $1 billion

DETROIT — General Motors last week sold $1 billion of its new non-convertible Series B preference stock with a 9.125 dividend rate.

Prior to the sale, GM doubled the size of the stock offering to $1.5 billion, including shares not sold in the initial sale.

Separately, Fitch Investors Service rated the non-convertible Series B stock offering at A-plus, its fifth tier, citing GM's losses and efforts to reduce costs. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 12/2-12/7/91	Actual 11/25-11/30/91	Nov. Total	Year 1/1-12/7/91	Year 1/1-12/8/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,100	721	4,261	26,311	48,958
New Yorker	0	367	2,734	11,841	34,062
Fifth Avenue	0	997	6,060	33,357	35,583
Imperial	0	157	927	8,400	18,485
Town & Country (trk.)	300	191	1,356	5,622	2,338
Total Chrysler	**1,400**	**2,433**	**15,338**	**85,532**	**147,497**
Horizon	0	0	0	0	4,327
Sundance	1,400	0	3,936	58,291	85,315
Acclaim	2,300	1,290	7,879	77,919	114,471
Voyager (trk.)	1,900	1,349	7,949	93,027	78,256
Voyager (Can. trk.)	2,174	2,445	9,279	104,351	96,120
Total Plymouth	**7,774**	**5,084**	**29,043**	**333,588**	**378,489**
Omni	0	0	0	0	4,078
Daytona	900	0	0	10,696	31,822
Shadow	2,200	0	1,932	66,076	93,072
Dynasty	0	1,482	4,505	109,241	116,104
Spirit	2,200	1,025	8,877	74,163	100,465
Monaco (Can.)	176	0	0	8,653	10,719
Caravan (trk.)	2,400	1,447	11,141	110,341	86,840
Caravan (Can. trk.)	3,905	3,881	15,599	142,812	120,161
Caravan C/V (trk.)	100	37	387	3,581	4,171
Caravan C/V (Can. trk.)	96	98	379	13,546	7,012
Dakota (trk.)	3,000	1,834	12,354	97,779	70,025
Ram pickups (trk.)	1,400	897	5,694	70,279	98,101
Ram Wagon (Can. trk.)	0	0	604	17,031	19,898
Ram Van (Can. trk.)	0	0	2,670	37,858	52,947
Total Dodge	**16,377**	**10,701**	**64,342**	**762,056**	**815,415**
Premier (Can.)	556	0	0	9,467	12,808
Cherokee (trk.)	4,100	0	9,405	141,678	146,787
Comanche (trk.)	150	0	297	5,255	9,196
Grand Wagoneer (trk.)	0	0	0	1,539	6,119
Wagoneer (trk.)	50	0	166	2,588	3,775
Wrangler (Can trk.)	1,908	1,599	6,801	61,752	55,009
Total Jeep-Eagle	**6,764**	**1,599**	**16,669**	**222,279**	**233,694**
Total U.S. car	**10,100**	**6,039**	**41,111**	**476,298**	**694,813**
Total Can. car	**732**	**0**	**0**	**18,120**	**23,527**
Total U.S. truck	**13,400**	**6,755**	**48,749**	**531,689**	**505,608**
Total Can. truck	**8,083**	**8,023**	**35,532**	**377,350**	**351,147**
CHRYSLER CORP.	**32,315**	**19,817**	**125,392**	**1,403,457**	**1,575,095**
Escort	5,514	0	5,661	179,380	234,181
Mustang	2,800	1,637	1,952	80,437	124,391
Tempo	2,723	1,617	7,239	104,907	122,050
Tempo (Can.)	0	0	6,382	97,091	107,095
Taurus	3,745	2,049	20,136	298,015	320,246
Thunderbird	2,587	0	2,730	69,485	105,046
Crown Victoria (Can.)	1,588	1,638	4,004	83,644	116,244
Aerostar (trk.)	0	2,400	11,201	159,599	194,067
Bronco (trk.)	699	403	1,181	18,594	44,928
Explorer/Bronco II (trk.)	7,710	3,852	26,255	270,691	199,019
Navajo (trk.)	347	143	999	11,329	7,687
Econoline (trk.)	2,185	2,517	11,933	134,393	163,479
Heavies (trk.)	1,037	611	1,806	30,267	46,558
Light trucks (trk.)	11,467	6,100	27,525	318,205	417,607
Light trucks (Can. trk.)	2,976	2,820	8,831	92,600	125,407
Ranger (trk.)	4,330	4,143	18,281	257,807	270,235
Total Ford Div.	**49,708**	**29,930**	**156,116**	**2,206,345**	**2,598,240**
Topaz	1,687	1,023	4,464	45,667	45,778
Topaz (Can.)	0	0	2,621	32,526	39,384
Cougar	1,733	0	1,590	50,852	70,156
Sable	1,495	1,095	10,859	102,606	98,347
Grand Marquis (Can.)	3,232	3,219	6,645	97,581	109,729
Total Mercury	**8,147**	**5,337**	**26,179**	**329,321**	**363,394**
Continental	985	594	1,823	49,683	56,241
Mark VII	204	120	369	8,783	17,615
Town Car	2,971	1,782	5,464	118,647	140,199
Total Lincoln	**4,160**	**2,496**	**7,656**	**177,113**	**214,055**
Total L-M Div.	**12,307**	**7,833**	**33,835**	**506,434**	**577,449**
Total U.S. car	**26,444**	**9,917**	**62,287**	**1,108,592**	**1,334,250**
Total Can. car	**4,820**	**4,857**	**19,652**	**310,842**	**372,452**
Total U.S. truck	**27,775**	**20,169**	**99,181**	**1,200,785**	**1,343,580**
Total Can. truck	**2,976**	**2,820**	**8,831**	**92,600**	**125,407**
FORD MOTOR CO.	**62,015**	**37,763**	**189,951**	**2,712,779**	**3,175,689**
Skylark	2,505	1,364	7,583	56,525	89,353
Century	1,474	1,354	9,714	93,860	63,699
Regal (Can.)	0	0	10,214	118,000	98,445
Riviera	545	213	1,282	9,545	20,742
Park Avenue/Electra	1,649	1,030	6,908	89,220	59,807
LeSabre	3,500	2,134	14,647	102,049	150,313
Roadmaster Sedan•	1,288	808	5,717	42,909	0
Roadmaster Wagon†	0	237	1,433	14,241	4,022
Reatta	0	0	0	1,210	5,466
Total Buick	**10,961**	**7,140**	**57,498**	**527,559**	**491,847**
Eldorado	1,123	448	2,678	14,636	20,702
Seville	1,218	477	2,910	25,098	33,306
Brougham	460	349	2,454	20,881	29,637
DeVille	3,970	2,246	14,129	150,106	156,442
Allante	59	35	224	2,796	3,370
Total Cadillac	**6,830**	**3,555**	**22,395**	**213,518**	**243,457**
Cavalier	5,025	3,052	21,023	238,452	343,830
Camaro	0	863	5,393	51,312	68,703
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,808	2,902	21,441	227,610	266,929
Lumina (Can.)	4,700	4,723	26,291	233,545	216,094
Caprice	1,012	1,458	9,302	120,926	191,795
Corvette	480	288	1,795	19,842	22,161
Astro (trk.)	3,305	1,890	12,923	101,164	124,748
Blazer (trk.)	300	9	327	6,827	14,998
Lumina APV (trk.)	1,564	1,001	6,439	49,103	77,032
Mediums (trk.)	139	0	436	2,604	10,071
P-Model (trk.)	412	0	1,062	17,972	20,336
Pickups (trk.)	6,123	3,867	26,320	280,784	381,310
Pickups (Can. trk.)	4,000	4,000	16,719	141,636	161,149
S10 (trk.)	5,413	2,956	21,395	247,792	234,509
S10 Blazer (trk.)	4,142	1,986	13,068	56,533	81,721
Sportsvan (trk.)	1,134	752	5,065	43,027	53,630
Sportsvan (Can. trk.)	1,400	1,474	6,851	53,967	44,714
Suburban (trk.)	635	277	1,550	23,373	60,697
Total Chevrolet	**45,592**	**31,478**	**197,500**	**1,916,469**	**2,394,746**
Achieva/Calais	1,719	312	1,085	37,420	96,382
Cutlass Ciera	3,575	1,795	12,890	102,581	65,341
Cutlass Ciera (Can.)	0	0	0	41,101	75,555
Cutlass Supreme	2,400	1,402	9,090	101,862	91,659
Toronado	321	129	761	5,484	14,377
Eight Eight	2,541	1,404	10,074	86,483	97,264
Custom Cruiser Wag.††	0	94	567	7,780	1,223
Ninety Eight	1,230	870	5,615	72,032	39,992
Silhouette (trk.)	500	304	1,941	19,522	28,586
Bravada (trk.)	405	131	1,055	13,764	1,012
Total Oldsmobile	**12,691**	**6,441**	**43,078**	**488,409**	**511,391**
Sunbird	2,441	1,479	10,164	111,688	159,453
Grand Am	5,041	2,859	20,207	136,962	200,013
Firebird	0	374	2,250	19,988	39,834
Grand Prix	3,360	1,986	13,096	109,383	109,848
Pontiac 6000	0	0	0	19,603	51,535
Bonneville	2,645	1,752	11,128	80,900	70,662
Trans Sport (trk.)	938	632	4,155	30,678	41,694
Total Pontiac	**14,425**	**9,082**	**61,000**	**509,202**	**673,039**
Yukon/Jimmy (trk.)	105	3	115	2,147	4,577
Mediums (trk.)	596	0	770	5,480	10,024
P-Model (trk.)	108	0	84	2,157	2,541
Pickups (trk.)	3,017	1,568	10,501	114,635	134,082
Pickups (Can. trk.)	1,400	1,431	6,023	52,249	59,586
Syclone/Sonoma (trk.)	869	662	4,600	56,029	51,870
Typhoon/S15 Jimmy (trk.)	833	677	4,649	19,491	26,147
Safari (trk.)	1,159	612	4,311	39,397	43,958
Suburban (trk.)	400	57	579	18,017	29,562
Vandura (trk.)	425	238	1,713	18,304	19,670
Vandura (Can. trk.)	700	752	2,818	22,378	17,469
Total GMC	**9,612**	**6,000**	**36,163**	**350,284**	**399,486**
Total Saturn•	**2,403**	**1,443**	**10,332**	**92,152**	**2,162**
Total U.S. car	**57,792**	**35,157**	**235,952**	**2,265,538**	**2,570,822**
Total Can. car	**4,700**	**4,723**	**36,505**	**392,706**	**410,413**
Total U.S. truck	**32,522**	**17,622**	**123,098**	**1,169,209**	**1,452,875**
Total Can. truck	**7,500**	**7,657**	**32,411**	**270,230**	**282,918**
GENERAL MOTORS	**102,514**	**65,139**	**427,966**	**4,097,884**	**4,716,228**
Can. car	2,250	2,301	10,255	104,391	47,392
Can. trk.	1,400	1,369	5,776	51,380	48,231
CAMI*	**3,650**	**3,670**	**16,031**	**155,771**	**95,623**
DIAMOND-STAR*	**3,506**	**2,078**	**13,878**	**143,921**	**144,447**
Civic	2,100	1,259	8,205	79,026	97,691
Civic (Can.)	2,060	1,668	4,559	96,908	99,442
Accord	7,856	4,812	30,608	347,787	318,067
Total U.S. car	**9,956**	**6,071**	**38,813**	**426,813**	**415,758**
Total Can. car	**2,060**	**1,668**	**4,559**	**96,908**	**99,442**
HONDA	**12,016**	**7,739**	**43,372**	**523,721**	**515,200**
HYUNDAI Sonata (Can.)	**828**	**1,136**	**3,532**	**26,485**	**24,782**
MAZDA*	**4,687**	**2,386**	**15,024**	**158,844**	**172,520**
U.S. trk.	1,695	1,001	4,687	60,772	68,330
Can. trk.	165	144	472	6,388	8,169
NAVISTAR	**1,860**	**1,145**	**5,159**	**67,160**	**76,499**
Sentra	3,125	1,657	11,293	125,510	92,155
Pickup (trk.)	3,031	1,605	11,063	125,765	134,207
NISSAN	**6,156**	**3,262**	**22,356**	**251,275**	**226,362**
Geo Prizm	1,850	1,122	7,283	85,360	97,234
Toyota Corolla	2,400	1,446	9,182	98,897	98,415
Toyota Hilux (trk.)	225	133	781	1,896	0
NUMMI	**4,475**	**2,701**	**17,246**	**186,153**	**195,649**
Legacy	1,330	770	4,915	54,383	31,916
Pickup (trk.)	550	342	2,059	24,920	0
Rodeo (trk.)	1,130	713	4,068	30,164	0
Total U.S. car	**1,330**	**770**	**4,915**	**54,383**	**31,916**
Total U.S. trk.	**1,680**	**1,055**	**6,127**	**55,084**	**33,476**
SUBARU-ISUZU	**3,010**	**1,825**	**11,042**	**109,467**	**65,392**
Camry	4,591	2,592	17,355	176,830	208,292
Corolla (Can.)	1,500	1,526	6,332	63,630	58,410
TOYOTA	**6,091**	**4,118**	**23,687**	**240,470**	**266,702**
VOLVO 740,940 (Can.)	**150**	**150**	**598**	**7,301**	**7,829**
AM GENERAL (trk.)	**375**	**225**	**1,425**	**19,196**	**21,240**
MISCELLANEOUS (trk.)**	**2,500**	**1,500**	**9,500**	**126,520**	**141,600**
Total U.S. car	**125,781**	**69,215**	**457,093**	**5,120,155**	**5,859,822**
Total Canada car	**17,040**	**16,361**	**81,433**	**1,020,392**	**1,044,227**
Total U.S.-Canada Car	**142,821**	**85,576**	**538,526**	**6,140,547**	**6,904,049**
Total U.S. truck	**83,203**	**49,045**	**304,611**	**3,290,901**	**3,700,916**
Total Canada truck	**20,124**	**20,013**	**83,022**	**797,968**	**815,872**
Total U.S.-Canada truck	**103,327**	**69,058**	**387,633**	**4,088,869**	**4,516,788**
TOTAL U.S.	**208,984**	**118,260**	**761,704**	**8,411,056**	**9,560,738**
TOTAL CANADA	**37,164**	**36,374**	**164,455**	**1,818,360**	**1,860,099**
TOTAL U.S.-CANADA CAR & TRUCK	**246,148**	**154,634**	**926,159**	**10,229,416**	**11,420,837**

•Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

November build tops last year

ANNE E. WRIGHT
Chief Statistician

November car and truck production in the United States and Canada dropped 20.6 percent from October's build, but it topped the year-ago month by 4.4 percent. So far this year, production trails the 1990 period by 10.4 percent.

U.S. car production in November was 22.3 percent below October. It was the lowest build for that month since 1982.

Canada's car production in November was the lowest since 1988. November's total slipped 17.9 percent below October and 25.9 percent below the year-ago month.

U.S. truck production for November was 22.6 percent below October's total but was 14.7 percent higher than the same month in 1990.

November truck production in Canada was 3.8 percent below October but was 28.2 percent above the year-ago month.

The Big 3 scheduled overtime at 14 plants last Saturday. General Motors topped the list with eight assembly plants in the United States and two in Canada working extra hours.

GM's U.S. facilities on overtime were the Detroit-Hamtramck, Mich.; Wilmington, Del.; Lansing, Mich. (M); Flint, Mich. (Buick City); and Lordstown, Ohio, car plants and the Janesville, Wis.; Moraine, Ohio, and Lordstown, Ohio, truck plants. In Canada, the Scarborough, Ontario, and the Oshawa, Ontario, truck plants worked last Saturday.

Ford Motor Co.'s Louisville, Ky., and Kansas City, Mo., truck plants were scheduled to work both daily and Saturday overtime last week.

Chrysler Corp. scheduled overtime at the Newark, Del., car plant and the St Louis (No. 2) truck facility.

Last week, U.S. car and truck producers' estimated output soared over the prior week, which included the Thanksgiving holiday. Cars were up 81.7 percent, and trucks were up 69.7 percent.

Year-to-date car production is 12.6 percent behind 1990's build. Truck production trails 1990 by 11.1 percent.

Canada's car and truck production rose 2.2 percent above the prior week but fell 7.8 percent below the year-ago week.

So far this year, car and truck production in Canada trails 1990 by 2.2 percent. Cars are down 2.3 percent, and trucks are off 2.2 percent.

GM has added the Shreveport, La., truck facility to the list of plants closed early for the Christmas holidays. The Shreveport plant will be idled this week and is scheduled to resume production Jan. 6.

Other GM plants closed for December are the Van Nuys, Calif., and Willow Run, Mich., car facilities, which were idled the week of Dec. 2. ■

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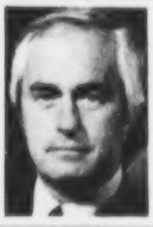
late news

Penske joins Gala roster

DETROIT — Automotive entrepreneur, motorsports legend and megadealer Roger Penske will address the Automotive News World Congress Gala dinner Tuesday, Jan. 14.

The subject for Penske's speech is "Entrepreneuring — Corporate America's Lasting Frontier."



Penske

Penske has made big successes of the Hertz Penske rental trucks, Longo Toyota and Detroit Diesel Corp.

The World Congress runs Jan. 12-15 in conjunction with the North American International Auto Show.

Another story on World Congress begins on Page 3.

Big 3 sales off 13.8 percent

DETROIT — The final month of a bad year has started off badly. Big 3 sales of 183,166 cars and trucks during the first 10 days of December was 13.8 percent behind a year ago.

Ford Motor Co. reported car sales of 29,520 units, a decline of 30.4 percent from 42,419 last year. Ford truck sales fell 14.3 percent to 28,998, against 33,850 a year ago.

Chrysler car sales fell 30.1

see LATE NEWS, 2

GM cuts could be huge

A-body and F-body cars among possible victims

EDWARD LAPHAM
Managing Editor

General Motors plans to announce a new round of North American cost-cutting measures this week that likely will include plant shutdowns and the elimination of up to 20,000 white collar jobs. Two entire vehicle platforms — the A-body and F-body — also are believed to be at risk.

Analysts and industry executives say they also expect a shakeup of GM's top leadership to result from the restructuring.

Prompted by investor uncertainty, GM Chairman Robert C. Stempel last week issued a terse statement that the giant automaker this Wednesday will announce relevant parts of a "comprehensive program to improve profitability and cash flow in 1992 and beyond."

This year has been a tough one for GM. For the first three quarters of the year, the automaker reported a net loss of $2.21 billion, more than the $1.99 billion it lost in all of 1990.

GM's car and light-truck sales in the United States slumped 13.2 percent for the first 11 months of the year to 3,996,104, and its market share slipped to 35.1 percent from 35.6 percent.

Last week, GM delayed closing a $1 billion preference stock offering due to the cost-cutting discussions and the need to disclose more information.

GM's board met last Monday, Dec. 9, to consider cost cutting measures, but it failed to announce any at the close of the meeting. After two days of investor unrest and a fall in GM's share price to a four-year low of $27.50, Stempel announced that he would disclose the details this Wednesday.

At stake are 290,000 blue collar and 100,000 white collar jobs in North America.

Even if GM takes a fourth-quarter write-off of as much as $2.5 billion, the cuts are unlikely to be enough to stanch North American losses, says one automotive analyst. There could be another round of cuts after the first of the year.

It is going to take time to turn the North American operations around.

"You are not going to see a fat and happy and profitable GM in six months," said automotive analyst Maryann Keller, managing director of Furman Selz Inc. in New York. "It will take five years."

Keller said GM's biggest problem is the Chevrolet-Pontiac-GM of Canada Group, "which has been losing billions (of dollars) for years" and needs to consolidate product lines and use platform development teams.

Keller believes Wednesday's announcement will be near-term cuts that GM must make to appease investors and rating services like Standard & Poors and Moody's, which have reduced the ratings and placed GM's debt and commercial paper ratings under review.

"The real problem is how GM can go from 40 man-hours per car to 21 man-hours per car like Ford," Keller said. "GM has been the high-cost

see GM, 45

Industry Editor Al Fleming and staff reporters Mary Connelly, Liz Pinto, Arlena Sawyers and Charles M. Thomas contributed to this report

Shows tease with dream cars, but push today's models

Mercury's 1993 Villager minivan, pictured here, and its sister vehicle, the Nissan Quest, will be two of the stars of the Los Angeles and Detroit auto shows next month.

JACK KEEBLER and KRISTINE STIVEN BREESE
Staff Reporters

Selling the mainstream iron.

While there are no official themes, that will be the critical pitch in January at both the Greater Los Angeles Auto Show and the North American International Auto Show in Detroit.

"Our focus will not be on glitz and glamor," said Sharon Hines, a GMC Truck spokeswoman. "Our focus will be on selling Suburbans, Yukons, Typhoons, Sonomas and other core products. Auto shows are a powerful mechanism for selling vehicles. So our exhibits people and dealers want us to take advantage of that."

see AUTO SHOWS, 44

Autoshows
Frankfurt
Tokyo
Los Angeles
Detroit
Chicago
Geneva
'92

Mazda to have 'American' cars

RICHARD JOHNSON
Staff Reporter

Mazda goes domestic > 43

TOKYO — Mazda Motor Corp. likely will begin exporting U.S.-built 626s to Europe next year and sell a rebadged version of Ford's German-built Escort in a bid to compensate for its lack of a plant there, according to company sources.

Mazda, which will sell some 300,000 cars in western Europe this year, is the only major Japanese carmaker without a plan for European production.

Years of talks with Ford Motor Co., which owns 25 percent of Mazda, have so far failed to yield a joint production accord. And Mazda executives say their low European volume does not warrant the expense of going it alone.

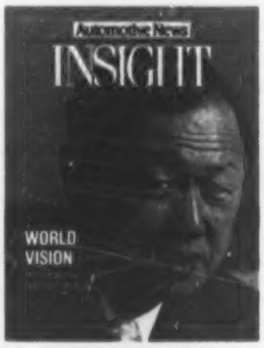
Mazda officials confirmed here last week that Ford's plant in Saarlouis, Germany, is the prime candidate for the production consignment deal, and that the two partners are discussing assembly of a 1.5-liter class vehicle.

Meanwhile, a Mazda spokesman confirmed that the company is "seriously studying" a plan to export vehicles from its plant in Flat Rock, Mich., to Europe.

Talks with Ford aimed at joint-venture production of Mazda's 626 in Europe were discarded last year.

According to Japanese press re-

see MAZDA, 43



Worldly visions

Honda Motor Co. President Nobuhiko Kawamoto still supports the company's plan of developing cars in regions where they will be sold. An interview with Kawamoto is in *Automotive News Insight*, which follows Page 24.

Joint ventures falter

Profits are scarce, cultures collide

LINDSAY CHAPPELL
Staff Reporter

The bright idea of carmaking in the 1980s — factories run jointly by two competitors — is in trouble.

Of the four North American automaking joint ventures, one has been dissolved, a second will expire in four years, and a third has been operating undercapacity since it launched in 1989.

The fourth draws rave responses from its two partners, General Motors and Suzuki Motors Ltd. But it, too, has lagged behind projections, and the U.S. government is pressing for changes that could add to its costs.

The original idea behind joint manufacturing ventures was to split the huge cost of launching factories and to share ideas and technology between partners.

Saving money may still be a valid goal. It costs $600 million to $800 million to open a new factory. But carmakers already have gone to school on each others' methods, and selling cars to one another may be a more efficient way to share factory costs.

The joint venture idea has never fully panned out.

- In October, Chrysler Corp. sold its share of its only North American joint venture, Diamond-Star Motors Corp., to Mitsubishi Motors Corp. Chrysler officials said the $650-million venture cost the company $400 million in losses over three years.
- Fuji Heavy Industries Ltd., which owns 51 percent of Subaru-Isuzu Automotive Inc. in Lafayette, Ind., reported earlier this year that it had lost $15.8 million on the

see VENTURES, 45

Automotive News

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Chrysler launches program to curb turnover rates. PAGE 6

100,000 TURBODIESEL
Dodge marks milestone in pickup production. PAGES 6, 23

BUSEY IN CHARGE
New chief of DOT plans no changes. PAGE 8

HOT—ROD HYUNDAI
Korean automaker unveils turbocharged Scoupe. PAGE 8

AMERICAN DAIHATSUS?
Daihatsu wants a production base in North America. PAGE 17

IMAGE BOOSTER

▲ Daihatsu's concept car could hit U.S. roads. PAGE 17

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Domestic makers' revamp coverage of their '92s. PAGE 18

PICKING UP SERVICE
Dealership goes extra mile for Ford plant employees. PAGE 23

ISUZU REDESIGNS TROOPER
New sport-utility packs a carlike interior. PAGE 26

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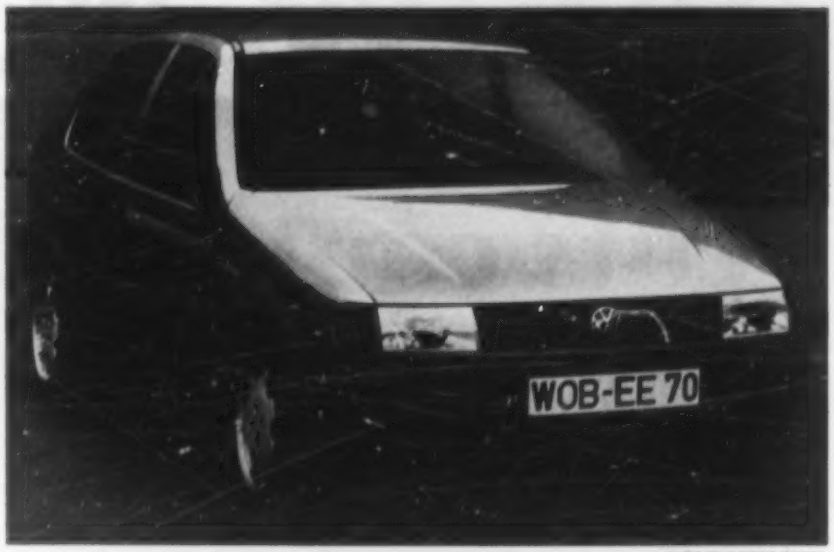

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VW taking Polo subcompact up market

Spied in Wolfsburg, Germany, recently, Volkswagen's all-new Polo marks a dramatic styling departure from its boxy predecessor. Passat-like in appearance, the new Polo is scheduled to appear in the fall of 1992 as a 1993 model. VW is repositioning the subcompact up market with power steering, automatic transmission, air conditioning and anti-lock brakes featured on mid-range models. The new Polo will be two inches wider and longer than its predecessor.

latenews

CONTINUED *from* PAGE 1

percent, but light-truck sales rose 3.1 percent, according to estimates by *Automotive News*.

General Motors reported a car sales dip of 5.3 percent to 64,933 units, from 68,544 in early December last year. GM light-truck sales of 31,215 units fell 7.9 percent from last year's 10-day total of 33,876.

There were eight selling days in the period this year and last.

— Karen Detkowski

Honda will allow gasohol

WASHINGTON — Honda North America Inc. has agreed to rewrite its automobile owner manuals after Sen. Tom Daschle, D-S.D., complained that the company unjustifiably discouraged motorists from using gasohol.

The new manuals will make clear that gasohol and other cleaner-burning oxygenated fuels approved by the Environmental Protection Agency can be used without voiding Honda's warranty.

Honda manuals now in use warn that engine damage caused by those fuels would not be covered under the warranty.

Former dealer sues Toyota

LOUISVILLE, Ky. — Darrell Wade Swope, a former Toyota dealer in Kentucky, is suing Toyota Motor Sales U.S.A. Inc. and its subsidiary, Toyota Motor Distributors Inc. for $125 million.

Swope charges in the U.S. District Court action that Toyota forced him out of business in September 1989 after 15 years as a Toyota dealer in Louisville. The allegations include breach of contract, false sales reporting and misallocation of vehicles.

A Toyota spokesman said that the company was investigating the case and that it would "vigorously defend itself."

The suit was filed Dec. 6.

— Kristine Stiven Breese

Chrysler looks for more trucks

WARREN, Mich. — Chrysler Corp. is seeking additional truck assembly capacity as it prepares to launch a new full-sized truck in the 1994 model year.

The company has not yet determined if it will expand an existing plant or build a new assembly plant in North America or Mexico.

"At this point, all options are open," said Chrysler President Robert Lutz, speaking to reporters after a ceremony marking the assembly of the 100,000th Dodge Ram Cummins turbodiesel pickup.

The need for additional truck capacity is being driven by strong sales of the mid-sized Dodge Dakota pickup and anticipated volume of the T300 full-sized Dodge pickup bowing in the 1994 model year, Lutz said.

— Mary Connelly

Jaguar XJ6 gets air bag for 1993

MAHWAH, N.J. — Driven by marketing necessity, Jaguar has cut four years from its original timetable and will include air bags in XJ6 sedans sold in the United States beginning with the 1993 model year.

"From a marketing point of view, you have to have air bags," said Michael Dale, president of Jaguar Cars Inc., the Jaguar importer.

Passenger-side bags will be standard in 1994 cars. As recently as a year ago, Jaguar did not plan air bags for the XJ6 until 1997.

Dale attributed the quick change to engineering power from Ford Motor Co., which owns Jaguar Cars Ltd.

Driver-side air bags are standard in the XJS coupe and convertible. The company is developing passenger-side bags in that range.

— Peter Brown

Toyota adding 4x4 at NUMMI

Toyota Motor Corp. expects to reach full production on U.S.-made pickups by next summer as it adds a 4x4 pickup in February.

Toyota expects to build about 8,300 4x2 and 4x4 trucks a month, a rate of 100,000 a year, by mid-year. The line, recently launched at New United Motor Manufacturing Inc. in Fremont, Calif., now builds about 850 a month.

Toyota spent $350 million to introduce trucks at NUMMI, a 50-50 joint venture between Toyota and General Motors. The new line will be operated by the joint venture, but the investment and the trucks built are exclusively Toyota's.

Truck-line employment will rise from 500 now to 700 shortly after the 4x4 is added.

— Lindsay Chappell

Hyundai revises rebate plans

FOUNTAIN VALLEY, Calif. — Hyundai Motor America last week sweetened its consumer incentive program.

Hyundai added the 1992 Excel to the program with a $500 consumer rebate. The company also boosted the rebate on 1991 Excels from $750 to $1,000.

Also added a $500 rebate to the 1992 Scoupe. Rebates on all 1991 Scoupes except the SE model were raised from $750 to $1,000.

The incentive on 1991 Sonatas, excluding the SE, was increased from $1,000 to $1,500.

Hyundai's program expires Jan. 6.

briefly

Pontiac has hot Salsa

The **Pontiac** concept car Salsa debuts officially in Detroit in January, but it's a California car at heart. A preview in Los Angeles last week was, like, totally awesome, dude. The car was neon orange and electric blue (photograph on Page 44), and Pontiac's staff wore beach or aerobic wear. Even Pontiac General Manager John Middlebrook went tieless. Food followed the theme, with lots of tacos and salsa. But maybe it was carrying a metaphor too far to serve a flan dyed blue and topped with orange whipped cream. Gnarly, dude.

SAYINGS OF CHAIRMAN LEE — *Chapter 74.* **Chrysler's** Lee Iacocca is rumored to be angling for a post-retirement job in President Bush's administration. If he gets one, he won't be licking any boots. In Washington last week, the chairman said: "The mere fact that we're going (to Japan with the president) is a recognition that something is wrong. For a Republican administration, that's real progress." Then he compared Bush's lack of action on the economy to President Herbert Hoover's attitude in the early years of the Great Depression.

COLOR IT WHITE — For the first time in nine years, white was the No. 1 color choice for all classes of North American vehicles, according to Du Pont Automotive Products' annual survey. An average 22 percent of consumers picked white for all car categories and light trucks. It even displaced red as the top choice of sporty/compact car buyers. Blue, black and silver did well. Robert S. Daily, Du Pont's finishes color marketing manager, predicts a trend toward rich, deep green for larger cars and trucks; continued trendiness for turquoise, aqua and reds; and yellow likely to emerge as a fashionable color in three to five years.

SAYINGS OF CHAIRMAN LEE — *Chapter 75.* America's industrial leaders have been criticized for taking home huge salaries in bad times. On the CNN network, Chrysler's chairman said he is being paid as if he were a ".350 hitter . . . when it turned out in the last two years I've been a .215 hitter."

SAYINGS OF CHAIRMAN LEE — *Chapter 76.* When UAW workers decided not to give up their $600 end-of-the-year bonuses, Chrysler gave the same bonus to white collar workers. The chairman said: "That cost us $11 million to $12 million. But then, what's that when you're losing the kind of money we're losing."

LEXUS DUMPING — Ford President Philip Benton got a lesson in pricing when he met with reporters for lunch last week. Benton told reporters Ford needs more luxury cars in its stable — cars similar to the **Lexus** LS400 sedan and the SC400 coupe. "What about the new Mark VIII; won't that be your Lexus SC400 fighter?" Benton was asked. No, he said, the Lexus is a lot pricier than that. Ford needs something more expensive than its family of Lincolns. Impertinent reporters gave him a shocker. The SC400 retails for $37,500, Benton was told, compared to $36,340 for its high-end Town Car. To which he replied: "They are dumping that (Lexus), aren't they?"

Benton: bargin minded

Chrysler cash will keep sales staff

But dealers say company should foot entire bill

JOSEPH BOHN
Staff Reporter

Chrysler Corp. dealers support the company's proposals to reduce their salesperson turnover, but think Chrysler should ante up more money for the program.

Five manufacturers now have programs to curb turnover rates for salespersons, running upwards of 50 percent in the industry.

They include Volkswagen of America, Audi of America, Mitsubishi Motor Sales of America, Volvo Cars of North America and General Motors, slated to start its program Jan. 1.

Chrysler has proposed a new program that would take effect early in 1992. As outlined to its dealer councils, the plan would:

- Pay certified salespersons $50 a vehicle and another $50 for dealerships achieving their Sales Satisfaction Index objective. The SSI judges a customer's satisfaction with their purchase experience with the dealership as whole.
- Have dealers co-fund payments by 50 percent unless 70 percent of their sales force has been certified and achieves its SSI objective. The latter would have 100 percent of program costs paid by Chrysler. The SSI here judges customers' satisfaction with their salespersons.
- Distribute cash payments in three equal installments over an 18-month period.

"I think with all the new products coming to Chrysler, the timing for this program is very important," said Phil Brown, a principal in Bud Brown Chrysler-Plymouth in Overland Park, Kan., and 1991 chairman of the Chrysler-Plymouth dealer council. "We've got to make sure we've got good salespeople on the floor to handle the customers we hope to attract with the new Jeeps and LH cars, so they get off to a good footing."

Joe Ricci, owner of Precision Jeep-Eagle in Detroit and 1992 vice chairman of the Jeep-Eagle dealer council, agreed. "We've got to get on it (a plan) and get on it quickly."

"Everybody else is going to it," Ricci added. "The salesman is your first-line guy out there. If we want to be competitive in the '90s, we've got to pay. You can't get a guy for minimum wage anymore."

Still, dealers like Brown, Ricci and Frank Galeana, owner of Van Dyke Dodge in Warren, Mich., and national chairman of the Dodge Dealer Council, feel Chrysler should fully fund the plan.

Galeana said co-funding the program would force him to change his pay plans.

"If Chrysler initiates this program nationally, we (dealers) would all have to revise our pay plans across the board," he said.

Ricci said co-funding would open dealers to lawsuits from employees discharged before collecting their entitlements under the plan.

Instead of a basic $50 per vehicle payment the first quarter after a car's sale and another $50 a year later, Ricci said Chrysler should make three payments of $50 or a one-time $150 payment. The first payment should come within a month to three months after the sale; the second after a year and the third after two years.

A salesman who sells an average 100 cars a year could accumulate $30,000 over three years, Ricci said.

Whether Chrysler can afford those kind of payouts is debatable.

Ricci feels that since one-third of those entering the business end up leaving simply because they are not suited to it, the costs wouldn't be that high.

Also, he said, Chrysler could eliminate various salesperson incentives to fund the program. Chrysler runs such spiffs on certain models three or four times a year.

Dealers strongly favor tying any payments under the program to salesperson certification and customer satisfaction requirements.

Thus, a salesperson would have to undergo Chrysler's training and certification program and score well in customer feedback surveys to qualify for money under the plan.

Chrysler's certification program requires training in product knowledge, sales techniques and a minimum Sales Satisfaction Index score, among other things.

Chrysler already has begun tying regular incentive program payments to certification. Since Oct. 1, salespersons who are certified earn twice as much under any salesperson spiff than those who aren't. ■

JOE WILSSENS/AUTOMOTIVE NEWS

Diesel milestone

Chrysler President Robert Lutz drove the 100,000th Dodge Ram pickup with a Cummins turbodiesel engine off the assembly line at the Dodge City assembly plant in Warren, Mich. An update on the light-duty diesel truck market appears on Page 23.

Pollution suit threatens Mexico trade pact

HELEN KAHN
Senior Correspondent

A lawsuit filed by environmentalists could disrupt U.S. trade negotiations with Mexico and other nations.

U.S. District Judge June Green in Washington will decide before Christmas whether the State Department's trade representative must assess the environmental impact of auto plants in Mexico on the air, water and soil of the United States.

The case rests on technical legal issues, but if environmentalists win, it could delay two agreements:

- A free trade treaty with Mexico that U.S. automakers have been espousing
- The latest revision of the General Agreement on Tariffs and Trade.

The three groups suing the government are concerned that GATT negotiations might result in weakening some U.S. environmental rules.

They fear clean air rules, CAFE standards and the gas guzzler tax could end up labeled as U.S. trade barriers by other countries. That could force changes in the U.S. rules without lawmakers having their traditional voice.

The groups also argue that the Mexican agreement could cause more pollution in the United States.

The demand for environmental impact statements is a way to force Congress to consider not only pollution along the border with Mexico, but also the whole issue of U.S. safety and health regulations as trade barriers.

The suit covers agricultural pollution as well as industrial, and Judge Green may make her decision based on tomatoes and pesticides rather than automobiles.

Existing treaties allow non-Mexican companies to set up factories and pay no duty on raw materials, components and machinery as long as the output of the plants is exported. Ford Motor Co.'s Hermosillo plant, which builds Escorts and Tracers for the United States market, is an example.

A new treaty would probably mean more factories and pollution in Mexico that could reach the U.S. via the wind and the Rio Grande River. Last year, 1,900 *maquiladora* companies were counted.

The government argues that none of the groups have "standing to sue" and that there is nothing to evaluate until a trade agreement is reached. Patti Goldman, an attorney for plaintiff Public Citizen, says it would be too late to raise environmental questions after an agreement is reached.

The suit was filed Sept. 4 and argued Nov. 18 by Public Citizen, the Sierra Club and Friends of the Earth.

Chrysler Corp., Ford and General Motors favor free trade with Mexico as long as an agreement includes strong local content provisions. Such provisions are needed to prevent Mexico "from becoming an export platform for third country vehicle manufacturers to produce cars and trucks for the U.S. and Canadian markets," according to a draft of a position paper the three companies are now revising.

The Big 3 already build cars in Mexico for the U.S. market, and free trade would let them expand sales in Mexico of their U.S.- and Canadian-made cars and trucks. Two import companies, Nissan and Volkswagen, also have plants in Mexico. ■

Sales of the Honda Accord were down 12,430 units in November.

Big tumble for Accord hurts niche

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Buyers stayed away from the Honda Accord and its competitors in the middle of the intermediate segment in November.

While the industry as a whole was down 6.6 percent for the month compared with November 1990, the middle-of-the-market segment, which is led by the Honda Accord and Ford Taurus, dropped 12.7 percent.

While it remained the best-selling model, the Accord dropped 12,430 units from November 1990, almost two-thirds of the decline in the segment.

Honda spokesman Bob Butorac noted that "it was a real slow month" but said last November was particularly strong, and therefore a tough standard to compete against. Honda ran a rare dealer incentive program on the Accord last November. There was no such incentive this year.

The industry is closely watching to see if Toyota can overtake the Accord with its all-new Camry. Camry sales were up 5.9 percent in November to 19,368 units.

Chris Cedergren, senior vice president at AutoPacific Group, a Santa Ana, Calif., auto consulting firm, said that while the Camry has already had some impact on the Accord, it is too early to tell what the long-term effect will be.

see SALES, 42

Voila! Saturn offers air bag

LINDSAY CHAPPELL
Staff Reporter

Saturn Corp. has surprised its early critics by rushing out a driver-side air bag option for its 1992 model cars.

The year-old carmaker was criticized when its products first appeared because they did not include air bags. Engineers said then that 1994 would be the earliest it could offer one.

But Saturn now says it has developed a driver-side air bag for this year's model that goes into production next month. The company will decide next year whether to offer it as an option or standard feature on 1993 models.

By the 1994 model year, both passenger and driver bags will be standard, said a company spokesman.

The spokesman said Saturn drew heavily on assistance from its parent company, General Motors, as it accelerated the air bag program.

"The real push was in getting the engineering resources to do it," he said.

The company has not determined what the retail cost will be for the option, and would not reveal who the supplier will be.

GM now offers 126 cars with standard driver-side air bags, representing 64 percent of its product line. The company has said driver-side bags will be standard on all cars by the fall of 1994. ■

Small shops likely to lose smog check business

MAX GATES
Staff Reporter

WASHINGTON — Tough new vehicle inspection regulations, required under last year's Clean Air Act amendments, will likely put smaller shops out of the inspection business in many states.

The Environmental Protection Agency, which is writing the new regulations for inspection and maintenance, is leaning toward rules that would require $150,000-$300,000 worth of equipment.

That would make it difficult for small volume shops to compete for that business, said Don Randall, Washington representative of the Texas-based Automotive Service Association.

"At this point, the chances of (smaller shops) continuing is poor, if not non-existent," Randall said.

The push for tougher inspection programs, known as enhanced I&M, is a cornerstone of efforts to reduce harmful emissions in states with pollution problems.

Motor vehicles account for about half of all hydrocarbon emissions, which contribute to the formation of ozone, and 90 percent of all carbon monoxide emissions, the EPA says.

A small percentage of cars produce most of the harmful emissions. California environmental officials estimate that 12 percent of cars produce 75 percent of the state's auto emissions.

While older models are often the heaviest polluters, the EPA estimates that half of all one-year-old cars and up to 70 percent of five-year-old cars exceed new car emission standards.

"We've been saying that a small number of cars make most of the pollution. If you catch those cars, you capture a large percentage of polluting cars and you could ease the pressure on new cars," said Janet Cohen, an EPA spokeswoman at the agency's emission testing lab in Ann Arbor, Mich.

However, current I&M programs in 35 states and the District of Columbia have been subject to abuse and been ineffective at reducing emissions, the EPA says.

An EPA audit last summer found widespread problems with current programs, including poorly trained testing and inspection personnel, improperly maintained or calibrated equipment, and slow and lenient state monitoring and enforcement.

Two-thirds of 75 testers from four different states passed vehicles that had been preset to fail I&M emissions tests.

Some of the ineffectiveness is due to abuses by inspectors.

Randall cited so-called "kick 'em, lick 'em and stick 'em" inspections, a reference to shops that pass cars of good customers without performing an inspection.

"Shops don't want to fail good customers. What that results in is that 30 to 70 percent of the time the existing system doesn't find cars that should be failed," Randall said.

On the other side of the coin, the EPA is considering barring shops from doing both inspections and the repairs needed on cars that fail. Doing both sets up a potential conflict of interest, with inspectors tempted to fail cars to generate business.

In addition, the EPA has found that centralized state programs are cheaper and easier to monitor for quality control.

Under the Clean Air Act, however, states choose between centralized, state-operated programs or decentralized programs.

Chrysler Corp. and the Motor Vehicle Manufacturers Association have gone on record favoring tough I&M requirements, in part because effective inspection programs could reduce the need for future improvements in emission control equipment.

About 100 areas now operate I&M programs, at a cost of about $500 million a year. Under the 1990 Clean Air Act amendments, the number of areas required to test vehicle emissions will rise to 153, about half of which will need "enhanced" or intensive inspection programs.

The EPA is scheduled to issue an initial decision next February, with final regulations due in April. States would then have until January 1993 to comply. ■

in brief

SERVICE

VW recalls Sciroccos, Cabrios

AUBURN HILLS, Mich. — Volkswagen United States Inc. has recalled about 51,000 1987 and 1988 Scirocco and 1987 through 1990 Cabriolet vehicles to repair faulty fuel tanks.

VW said a hairline crack could develop at a small section of a seam flange weld at the rear of the tank. The crack could let fuel leak out, which could cause a fire in a rear-end collision.

ASIA moving to new office

CHICAGO — The Automotive Service Industry Association is moving its headquarters from downtown Chicago to Elk Grove Village, Ill., on Dec. 30.

"Under our new lease, not only will our overhead rent expenses drop dramatically," said group President David R. Roland.

The new address is 25 Northwest Point, Elk Grove Village, IL 60007-1030. Phone number is (708) 228-1310.

Ford increases parts warranty

DEARBORN, Mich. — Beginning Jan. 1, Ford Motor Co. will increase the warranty on service parts to one year/12,000 miles for Ford, Mercury and Lincoln cars and Ford light trucks.

Service parts are currently warranted for 90 days/4,000 miles. In conjunction with the change, Ford is discontinuing its Lifetime Service Guarantee program.

Nissan cuts parts prices

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has cut the suggested retail prices of 92 sheet metal, grille and bumper parts by an average of 31 percent. The change was effective Dec. 1.

Since January, the company has cut prices on 143 crash parts.

WARRANTY COVERAGE ON 1992 MODELS

	Basic coverage	Extra drivetrain/ major component	Corrosion coverage	Towing for warranty-covered breakdown	Deductible
Domestic Ford*	3/36,000	3/36,000	6/100,000	Yes	No
Mercury*	3/36,000	3/36,000	6/100,000	Yes	No
Lincoln	4/50,000	4/50,000	6/100,000	Yes	No
Buick	3/36,000	3/36,000	6/100,000	Yes	No
Chevrolet*	3/36,000	3/36,000	6/100,000	Yes	No
Oldsmobile	3/36,000	3/36,000	6/100,000	Yes	No
Pontiac*	3/36,000	3/36,000	6/100,000	Yes	No
Cadillac	4/50,000	4/50,000	6/100,000	Yes	No
Cadillac Allante	4/50,000	7/100,000	7/100,000	Yes	No
Saturn	3/36,000	3/36,000	6/100,000	Yes	No
Chrysler or	1/12,000 3/36,000	7/70,000 3/36,000	7/100,000 7/100,000	Yes	No
Chrysler New Yorker Fifth Avenue/ Imperial	6/50,000	7/70,000	7/100,000	Yes	No
Chrysler captive imports or	3/36,000 1/12,000	5/60,000 7/70,000	5/unlimited 7/100,000	Yes	No
Laser, Talon or	1/12,000 3/36,000	7/70,000 7/70,000	7/100,000 7/100,000	Yes	No
Japan Acura	3/36,000	3/36,000	3/unlimited	Yes	No
Daihatsu	3/36,000	3/36,000	5/unlimited	Yes	No
Honda	3/36,000	3/36,000	3/unlimited	Yes	No
Infiniti	4/60,000	7/60,000	7/unlimited	Yes	No
Isuzu	3/50,000	5/60,000	6/100,000	Yes	No
Lexus	4/50,000	6/70,000	6/unlimited	Yes	No
Mazda	3/50,000	3/50,000	5/unlimited	Yes	No
Mitsubishi	3/36,000	5/60,000	5/unlimited•	Yes	No
Mitsubishi Precis	3/36,000	3/36,000	3/unlimited	Yes	No
Mitsubishi Montero/ Mighty Max	3/36,000	5/60,000	5/unlimited	Yes	No
Nissan	3/36,000	5/60,000	5/unlimited	Yes	No
Subaru	3/36,000	5/60,000	5/unlimited	Yes	No
Suzuki	3/36,000	3/36,000	3/unlimited	Yes	No
Toyota	3/36,000	5/60,000	5/unlimited	Yes	No
Korea Hyundai	3/36,000	5/60,000	5/100,000	Yes	No
Elantra, Sonata	2/24,000 bumper to bumper				
Germany Audi†	3/50,000	3/50,000	10/unlimited	Yes	No
BMW	4/50,000	4/50,000	6/unlimited	Yes	No
Mercedes-Benz	4/50,000	4/50,000	4/50,000	Yes	No
Porsche	2/unlimited	2/unlimited	10/unlimited	Yes	No
Volkswagen	2/24,000	5/50,000	6/unlimited	Yes	No
Great Britain					
Aston Martin	2/24,000	No	No	No	No
Jaguar	4/50,000	4/50,000	6/unlimited	Yes	No
Lotus	3/unlimited	3/unlimited	8/unlimited‡	No	No
Range Rover	3/42,000	3/36,000	6/unlimited	Yes	No
Rolls-Royce	3/unlimited	3/unlimited	3/unlimited	Yes	No
Italy Alfa Romeo†	3/36,000	3/36,000	6/60,000	Yes	No
Ferrari	2/unlimited	No	No	No	No
Maserati	2/24,000	2/24,000	2/24,000	Yes	No
Sweden, Saab	3/40,000	6/80,000	6/unlimited	Yes	$150**
Volvo	3/50,000	3/50,000	8/unlimited	Yes	No
Yugoslavia Yugo†	1/12,000	4/40,000	3/unlimited	Yes	$25

*Includes captive imports
†Basic coverage includes scheduled maintenance
§For warranty repairs on drivetrain after 1/12,000 coverage expires
•7/100,000 for 3000GT, Galant, Eclipse and Mirage
‡6/unlimited for Elan
**For warranty repairs after 3/40,000 coverage expires

Automakers revise warranty coverage

Domestic automakers overhauled their warranty coverage for the 1992 model year, revising terms and dropping deductibles to bring them closer in line with coverage offered by importers.

Changes by Japanese manufacturers were confined primarily to corrosion coverage. Among the changes:

■ General Motors changed basic coverage and powertrain warranties to 3 years/36,000 miles from 3 years/50,000 miles for Chevrolet, Pontiac, Buick and Oldsmobile vehicles, but eliminated a $100 deductible for warranty repairs after 1 year/12,000 miles. Basic coverage for Cadillac is 4 years/50,000 miles. Powertrain warranty for Allante runs for 7 years/100,000 miles.

■ Ford Motor Co. increased basic coverage to 3 years/36,000 miles from 1 year/12,000 miles for all Ford and Mercury cars.

The company dropped a $50 deductible.

■ Chrysler Corp. offers buyers a choice of warranty coverage terms. Buyers can choose between 1-year/12,000-mile basic and 7-year/70,000-mile powertrain coverage or 3-year/36,000-mile basic and powertrain coverage. Slightly different terms are offered on captive imports and the Plymouth Laser and Eagle Talon.

— Dale jewett

Service business declines

DETROIT — Parts and service business fell sharply in October from a year earlier as the Automotive News Service Index plunged to 94.0, its lowest point in more than 2½ years.

It was the fifth time in the last six months that service business lagged behind year-ago totals. Through 10 months of this year, service business was 98.7 percent of that for the same period in 1990.

The downward trend continued despite conventional wisdom that has owners coping with a recession by servicing their existing vehicles rather than buying new ones.

"The conventional wisdom is not always right," said John Tyson, vice president of corporate relations for SPX Corp. of Muskegon, Mich., a maker of repair parts and tools.

"People today don't feel good about the economy and they're not fixing their cars unless it absolutely quits," said Tyson, whose firm's brand names include Bear Automotive and Kent-Moore.

For October, all five categories in the index showed declines. Shop parts sales were off 8.8 percent, with sales of all parts and accessories down 6.8 percent and total labor sales falling 6.4 percent.

For the January through October period, only repair orders written show an increase, up 0.3 percent. Sales of all parts and accessories posted the largest decline for the 10-month period, off 1.7 percent.

None of the dealers surveyed who reported declines offered additional comment. Among the few noting increases, reasons cited included closure of other area dealerships, cost-cutting efforts and an increase in labor rates.

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross-section of new-car dealerships. ■

SERVICE INDEX

94.0•

	Oct., '91 vs. Oct., '90	Jan.-Oct., '91 vs. Jan.-Oct., '90
Gross Profit on All Labor and P&A Sales	− 4.2%	− 1.1%
Repair Orders Written	− 1.5%	+ 0.3%
Total Labor Sales (Customer & Warranty)	− 6.4%	− 0.6%
Shop Parts Sales (Customer & Warranty)	− 8.8%	− 1.4%
Sales of All P&A	− 6.8%	− 1.7%

• Survey by Automotive News shows that dealers' service and parts business in October 1991 was 94.0 percent of business in October 1990. Service business in the first 10 months of 1991 was 98.7 percent of business in the corresponding period in 1990.

Virginia man presses case against destination charge

LINDSAY CHAPPELL
Staff Reporter

The factory destination charge on a new car's window sticker is supposed to be non-negotiable.

But someone out there wants to change that.

Stewart Pierce, a retired federal transportation manager, thinks carmakers are padding the charges and pocketing the difference. The Richmond, Va., man is filing his second lawsuit for a refund on charges he paid in his own new-car purchases.

Manufacturers average out the costs of moving all cars from factory to dealer lots so that consumers in Oregon pay the same shipping cost as consumers in Florida. Dealers turn the money over to the manufacturer, and theoretically neither makes money on it.

So far, though, the auto industry seems to be losing its argument with Pierce. Besides winning a settlement in his own case, Pierce has helped two other consumers win refunds in out-of-court settlements in the past two years. He's provided assistance to about 20 other consumers, and now he is trying to enlist the Senate Commerce Committee to rewrite the laws that govern destination charges.

Pierce, who helped write federal regulations on interstate commerce tarrifs 20 years ago, has no beef with the practice of averaging the costs. But he alleges that carmakers are inflating the averages and even including other costs in them, such as the expense of transporting parts to assembly plants.

He says Chrysler Corp. asks $485 to deliver a Plymouth Acclaim to a dealer when actual cost is $104.

"How does he know that's what it really cost?" asked a Chrysler spokesman, who couldn't confirm the $104 figure.

The Chrysler spokesman noted that distribution costs include more than just transportation from factories to dealerships. Cars usually move from plants to marshalling yards and sometimes to distribution centers before showing up at dealerships.

Pierce says even all that doesn't add up to what manufacturers charge.

He is currently suing Ford Motor Co. for a refund on the $490 he paid to buy a Taurus sedan made in Atlanta. The suit claims he should have paid less than $310.

A Ford spokeswoman says the company makes no money on its charges and predicts that the case will not get far.

Five years ago, after buying a 1986 Buick Century, he sued General Motors over the same thing. GM settled out of court, but not before a company executive had responded in a legal document connected with the case that the cost of parts shipping is included in GM's final destination charges.

In 1989, Pierce helped another consumer sue Chrysler for a refund, and settled that case out of court. He then helped an Illinois man sue Chrysler for another refund.

No sponsor has stepped forward for his proposed bill so far, which would require carmakers to limit destination charges to their actual cost and require the real cost to be spelled out on window stickers. ■

Honda world HQ may be in U.S.

Move could quell political pressure

RICHARD JOHNSON
Staff Reporter

TOKYO — Is Honda Motor Co. seriously considering moving its world headquarters to the United States, where the Japanese automaker sells two cars for every one it sells in Japan?

Honda President Nobuhiko Kawamoto said recently that the automaker was working to spin off a separate global headquarters to supervise regional subsidiaries around the world. That headquarters could be anywhere, including the United States, he said.

Some observers here think that Honda might go ahead — if for no other reason than political pressure in the United States.

Meanwhile, Kawamoto said he is committed to an even more independent Honda operation in the United States. He said that Honda would like to move product development for its upscale Acura franchise to America.

Kawamoto touched off speculation about Honda moving some headquarters functions to the United States during the Tokyo Motor Show in October.

In a speech, he said "the world headquarters function, which is now part of Honda Motor Co. in Japan, should evolve . . . to become a separate function."

Asked later if that meant the headquarters could be in America, he remarked "Everything is open. If the central area of business becomes the United States, we could move to the U.S."

The question has long been posed rhetorically in the United States: "If you're so American, why not move your headquarters to the United States?"

"It's a possibility," said analyst Stephen C. Usher of Kleinwort Benson International in Tokyo. "From a political standpoint, it wouldn't hurt."

Honda not only sells more cars in the United States than it does in Japan, but operates three assembly plants in North America.

Yet, the company is locked in a struggle to convince Americans that its ballyhooed "Americanization" is genuine.

The U.S. Customs Department is investigating whether Honda improperly avoided customs duties for cars it imported from Canada by producing cars with less than 50 percent North American content. Transferring a global supervisory role to the United States could send a powerful message, and one Honda official here conceded "that could be a factor."

Kawamoto said that while he is splitting up the Tokyo headquarters function, he is not ready to commit to putting the company's overseers overseas.

"What I'm trying to do is change the headquarters in this country to see how we can change and also decide the concrete time," he said.

Kawamoto interview ➤ 21

"I'm thinking about how we can separate the domestic market operations from the headquarters. These were jointly operated for 40-some years, so it is not easy to separate. But we've started."

Kawamoto said the move toward independent operations in the United States is well underway and added: "If this is successful I think it is rather easy to move to anywhere in the world."

He said the new headquarters must take more responsibility for coordinating worldwide operations. Honda officials here say the framework of the corporate restructuring that Kawamoto launched earlier this year is still being worked out.

"Our headquarters here still doesn't have a clear perception of what a global headquarters should be," said one official.

"We are in a transition stage," said a Honda spokesmen. "We are dividing Honda in Japan in two — Japanese headquarters and a headquarters with a global function. But that doesn't mean we are going to put it in the United States."

Usher said he is not sure moving the world headquarters is warranted.

"They've done an adequate job of managing the global enterprise from Japan," he said.

"You don't see IBM setting up a global management structure in Europe. All of General Motors' profits come from Europe, but they are not going to move out of Detroit."

The Japanese company's new regional product strategy calls for "self-reliant" localized development, engineering, sales and production in the United States, Europe and Japan.

Under the regional strategy, Honda will hatch the Accord-based Synchro sedan that will be produced in the United Kingdom next fall. The Accord station wagon was developed in the United States with U.S. consumers in mind. ■

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CANADIAN CAR AND TRUCK SALES

NOVEMBER 1991

	November 1991	November 1990	11 mos. 1991	11 mos. 1990
BMW (imported car)	374	312	4,073	3,742
N.A. Car	5,657	5,398	87,566	92,587
Imported Car	1,352	1,128	17,099	14,257
N.A. Truck	7,446	5,689	88,517	79,495
Imported Truck	69	75	1,540	1,468
CHRYSLER	**14,524**	**12,290**	**194,722**	**187,807**
N.A. Car	8,448	8,649	132,384	138,522
Imported Car	368	804	6,351	6,553
N.A. Truck	7,573	7,520	93,614	112,988
FORD	**16,389**	**16,973**	**232,349**	**258,063**
N.A. Car	18,763	20,513	264,417	279,055
Imported Car*	1,067	390	7,122	5,773
N.A. Truck	9,439	9,229	126,701	135,579
Imported Truck	429	506	3,549	3,979
GM	**29,698**	**30,638**	**401,789**	**424,386**
N.A. Car	2,003	1,680	26,115	31,669
Imported Car	4,846	5,441	73,356	63,274
HONDA	**6,849**	**7,121**	**99,471**	**94,943**
N.A. Car	278	471	4,952	5,918
Imported Car	1,334	1,139	15,841	15,022
HYUNDAI	**1,612**	**1,610**	**20,793**	**20,940**
JAGUAR (imported car)	**55**	**50**	**687**	**968**
Imported Car	69	40	643	583
Imported Truck	16	48	174	236
LADA	**85**	**88**	**817**	**819**
LAND ROVER (imported truck)	**18**	**9**	**145**	**55**
N.A. Car	201	485	5,444	4,228
Imported Car	1,877	1,150	27,545	23,912
Truck**	1,410	1,378	20,406	17,840
MAZDA	**3,488**	**3,013**	**53,395**	**45,980**
MERCEDES-BENZ (imported car)	**221**	**325**	**3,218**	**3,833**
N.A. Car	471	721	8,317	1,308
Imported Car	1,608	1,627	20,851	21,935
Truck**	922	1,046	12,139	13,368
NISSAN	**3,001**	**3,394**	**41,307**	**36,611**
PEUGEOT (imported car)	**6**	**11**	**146**	**109**
SUBARU (imported car)	**767**	**651**	**7,835**	**7,150**
N.A. Car	11	34	1,173	401
Imported Car	257	421	5,285	6,692
N.A. Truck	186	191	3,410	1,836
Imported Truck	137	297	3,755	4,969
SUZUKI	**591**	**943**	**13,623**	**13,898**
N.A. Car	1,232	1,277	18,713	12,127
Imported Car	4,411	4,093	52,024	59,974
Imported Truck	1,771	1,308	18,982	16,172
TOYOTA	**7,414**	**6,678**	**89,719**	**88,273**
Imported Car	2,400	3,042	31,691	33,088
Imported Truck	46	35	852	842
VOLKSWAGEN	**2,446**	**3,077**	**32,543**	**33,930**
N.A. Car	98	148	1,477	3,059
Imported Car	170	207	2,530	2,253
VOLVO	**268**	**355**	**4,007**	**5,312**
N.A. Car	**37,162**	**39,376**	**550,558**	**568,874**
Imported Car	**21,182**	**20,831**	**276,297**	**269,118**
TOTAL CAR	**58,344**	**60,207**	**826,855**	**837,992**
N.A. Truck	**24,644**	**22,629**	**312,242**	**329,898**
Imported Truck	**4,818**	**4,702**	**61,542**	**58,929**
TOTAL TRUCK	**29,462**	**27,331**	**373,784**	**388,827**
TOTAL CANADA SALES	**87,806**	**87,538**	**1,200,639**	**1,226,819**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada's Nov. light-truck, car sales show little gain

ANNE E. WRIGHT
Chief Statistician

Canada's light-duty vehicle sales in November were up 0.3 percent over 1990 as the up-again down-again pattern continued.

Since July, light-vehicle sales have consistently been up one month and down the next with both cars and trucks reflecting the same pattern.

But in November, truck sales were up and car sales continued to slip.

Truck sales rose 7.8 percent in November over the year-ago month and 2.5 percent over October.

For the calendar year, truck sales are down 3.9 percent from the same period in 1990.

Each of the Big 3 reported increases in truck sales as did Toyota and Mazda.

Toyota led the pack with a 35.4 percent increase. Chrysler gained 30.4 percent, followed by modest gains from Mazda, General Motors and Ford.

Car sales declined for the second month in a row. They were 3.09 percent below the year-ago month and off 10.7 percent from October.

Year-to-date car sales trail 1990 by 1.3 percent.

In addition to the strong increase in truck sales, Chrysler's automobile sales were up 7.4 percent in November.

Six importers reported vehicle gains for the month: BMW, 19.9 percent; Subaru, 17.8 percent; Mazda, 15.8 percent; Toyota, 11.0 percent; Jaguar, 10.0 percent; and Hyundai, 0.1 percent.

Importers suffering vehicle loses for the month included Mercedes-Benz, down 32.0 percent; Suzuki, 37.3 percent; Volkswagen, 20.5 percent; and Volvo, 24.5 percent.

Land Rover's sales were up 100 percent based on the sale of 18 vehicles, while Lada's sales were down 3.4 percent on sales of 85 vehicles. ■

Mitsubishi prices '92 Montero

Mitsubishi Motor Sales of America announced pricing last week for its redesigned 1992 Montero. The vehicle goes on sale in January.

Four models will be offered: the base model carries a $17,929 sticker price; RS, $19,599; SR, $22,429, and LS, $23,019.

Standard equipment on all four models includes the Active Trac shift-on-the-fly four-wheel-drive system, 3.0-liter single overhead cam V-6 engine, four-wheel power disc brakes and five-speed manual transmission on the base, RS and LS models. A four-speed automatic transmission is standard on the SR model.

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U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Dec. Total	Nov. Total
Saturn	73	—	73	73
Lexus	58	—	58	64
Toyota	41	16	57	70
Honda	48	—	48	61
Ford	17	22	40	43
Acura	37	—	37	44
Nissan	23	10	34	41
Mitsubishi	28	5	33	33
Chevrolet	16	16	32	36
Mazda	17	10	27	30
Infiniti	24	—	24	23
Dodge	9	13	22	25
Hyundai	17	—	17	18
Buick	15	—	15	15
Pontiac	12	1	13	14
Cadillac	13	—	13	12
Isuzu	2	11	12	12
Mercedes	12	—	12	14
Oldsmobile	11	1	12	13
BMW	12	—	12	13
Volvo	11	—	11	12
Plymouth	5	5	10	12
Mercury	10	—	10	14
Jeep	—	10	10	10
GMC	—	9	9	10
VW	8	0	9	10
Lincoln	8	—	8	8
Subaru	7	—	7	14
Suzuki	2	4	6	6
Saab	5	—	5	5
Chrysler	5	0	5	4
Range Rover	—	5	5	3
Jaguar	5	—	5	7
Eagle	3	—	3	4
Audi	3	—	3	3
Daihatsu	2	1	2	3
Yugo	2	—	2	2
Alfa Romeo	1	—	1	1
Porsche	1	—	1	1
Peugeot	1	—	1	1
Sterling	0	—	0	1

Winter aids sales of Range Rovers

KAREN DETKOWSKI
Statistician

Of the 41 makes sold in the United States, only four reported increases in the *Automotive News* sales-per-dealer calculation for November.

Infiniti, Cadillac and Chrysler saw average sales rise by a unit, and the average Range Rover dealer sold five luxury sport utilities in November, two units better than October.

Every other line either held the same as October or declined in line with the seasonal pattern.

Range Rover's share of U.S. sales is tiny, but 379 sales made November the brand's best month for 1991.

"Our dealers worked real hard. This is 4x4 season," said spokesman Bill Baker of Range Rover of North America Inc.

Charles R. Hughes, president of the importer, credited the weather. "The weather is a considerable factor, as snow began falling four-wheel drive became a consumer priority."

Saturn Corp. remains number one in sales-per-dealer for any make that is sold in the United States.

The company sold 73 units per dealer in November, the same total as Saturn sold in October.

Saturn sales of 8,355 in November were off 9.7 percent from October, the highest sales reported by the company.

In November 1990, Saturn's first official month of sales, it recorded 641 units.

SALES

November totals decline 6.6 percent

continued from PAGE 3

It will be four to six months before we can assess the real impact of the Camry on the Accord," Cedergren said.

To beat Honda, Toyota will first have to knock off Ford Motor Co. and the Taurus.

The 1992 Taurus, which was revamped this fall, saw sales rise 4.9 percent in November to 23,041 units.

The No. 4 player in the segment, the Chevrolet Lumina, saw a tiny increase of 1.1 percent, to 14,059 units.

Some people blame the segment's problems on the recession, saying it has scared away the bread-and-butter buyers.

"Mr. and Mrs. Middle-Class America, the folks we rely on, are completely out of the market," said Don Hicks, owner of Hyundai, Subaru and Suzuki dealerships in a Denver suburb.

"The people that are coming in are the people that have no business buying a car.

"They have bad credit, no down payment, and they owe a lot more on their car than it's worth," Hicks said.

Hicks' Subaru store is the third-highest volume Subaru dealership in the country.

Subaru's entry in the intermediate segment, the Legacy, also struggled during November. Legacy sales for the month fell 44.3 percent.

IMPORTED CAR SALES, NOVEMBER & YTD

	Nov. 1991	Nov. 1990	11 Mos., 1991	11 Mos., 1990
Integra	3,705	5,122	60,413	79,091
Legend	6,124	2,889	61,110	48,499
NSX	73	296	1,836	831
Vigor	1,142	0	10,263	0
ACURA	**11,044**	**8,307**	**133,622**	**128,421**
Milano	0	2	5	45
Spider	30	81	1,256	1,792
164	141	175	2,035	1,338
ALFA ROMEO	**171**	**258**	**3,296**	**3,175**
ASTON MARTIN*	**5**	**5**	**55**	**55**
4000	0	0	0	1
5000	0	0	0	12
80	182	218	1,772	4,172
90	114	199	1,026	3,164
V8 Quattro	56	164	495	1,715
Coupe Quattro	38	44	313	800
100/200	431	475	6,576	8,231
100/200 Quattro	102	179	932	1,662
AUDI	**923**	**1,279**	**11,114**	**19,757**
3 series	2,710	2,075	25,465	26,555
5 series	1,005	2,084	15,147	19,624
635 CSi	0	7	9	244
7 series	375	1,153	4,945	9,231
850i	89	2	1,444	4
M3	20	55	357	708
M5	86	48	437	392
M6	0	0	0	6
BMW	**4,285**	**5,424**	**47,804**	**56,784**
Geo Storm	3,446	4,397	72,277	82,020
Geo Metro (Import)	633	1,558	11,924	40,750
Geo Metro (Domestic)	*7,720*	*8,652*	*68,910*	*43,546*
CHEVROLET/GEO	**4,079**	**5,955**	**84,201**	**122,770**
Colt	1,627	2,848	26,044	37,095
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,314	1,182	17,107	2,158
Summit (Import)	1,099	491	9,114	11,987
Summit (Domestic)	*680*	*436*	*7,840*	*558*
Vista	744	506	8,313	4,904
TC	0	166	1,077	3,141
CHRYSLER MOTORS	**4,784**	**5,193**	**61,655**	**66,656**
DAIHATSU	**408**	**583**	**5,773**	**10,086**
FERRARI*	**80**	**80**	**880**	**880**
FORD Festiva	**4,783**	**2,944**	**38,143**	**50,132**
Civic/CRX (Import)	6,896	11,518	67,792	75,907
Civic (Domestic)	*10,935*	*15,067*	*147,802*	*179,137*
Accord (Import)	5,981	13,901	70,981	123,179
Accord (Domestic)	*20,828*	*25,338*	*303,669*	*263,013*
Prelude	2,498	1,905	24,383	35,745
HONDA	**15,375**	**27,324**	**163,156**	**234,831**
Excel	4,037	6,828	62,408	93,165
Sonata	1,164	1,526	20,080	26,748
Scoupe	1,280	2,133	25,431	4,502
Elantra	1,540	0	2,600	0
HYUNDAI+	**8,010**	**10,487**	**110,619**	**124,415**
M30	350	420	6,049	7,801
Q45	792	1,103	13,640	10,610
G20	899	1,255	13,057	2,471
INFINITI	**2,041**	**2,778**	**32,746**	**20,882**
I-Mark	2	46	98	1,247
Impulse	132	482	2,948	2,898
Stylus	799	277	9,208	1,030
ISUZU	**933**	**805**	**12,254**	**5,175**
XJ6	432	1,018	6,171	12,316
XJS	182	326	2,512	4,208
JAGUAR	**614**	**1,344**	**8,683**	**16,524**
LAMBORGHINI*	**13**	**13**	**143**	**143**
ES250	3,049	1,864	19,102	18,939
LS400	2,536	3,983	34,021	37,852
SC400	1,701	0	9,389	0
LEXUS	**7,286**	**5,847**	**62,512**	**56,791**
LOTUS*	**27**	**27**	**297**	**297**
MASERATI*	**20**	**20**	**220**	**220**
323	1,369	2,107	17,004	21,345
Protege	4,012	4,411	49,907	43,825
626 (Import)	233	764	11,512	19,461
626 (Domestic)	*3,735*	*2,754*	*53,635*	*41,014*
MX-6 (Import)	48	10	1,653	212
MX-6 (Domestic)	*695*	*1,576*	*20,132*	*26,913*
MX-5 Miata	1,151	2,381	30,030	33,734
MX-3	1,616	0	2,820	0
929	1,690	1,111	14,247	15,661
RX-7	273	485	6,682	9,333
MAZDA	**10,392**	**11,288**	**133,865**	**143,881**
190 class	956	1,183	12,743	12,902
300 class	1,677	2,401	17,252	24,598
S class	1,689	2,166	16,401	21,985
SL Coupe/Roadster	492	881	6,968	8,284
Tourist	79	63	748	1,348
MERCEDES-BENZ	**4,893**	**6,694**	**54,112**	**69,217**
Tracer	2,312	4,080	42,169	30,929
Capri	2,512	1,355	19,506	7,054
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**4,824**	**5,435**	**61,675**	**40,605**
Starion	0	0	0	18
Diamante	1,677	0	13,681	0
Mirage (Import)	290	2,009	17,552	46,924
Mirage (Domestic)	*2,549*	*98*	*18,534*	*137*
Galant	3,847	2,344	36,098	38,301
Sigma	2	26	149	1,549
Precis	330	209	2,911	4,461
3000GT	917	648	10,876	870
Expo LRV	434	0	1,412	0
Expo	754	0	2,477	0
Wagon	2	45	203	1,143
MITSUBISHI	**8,253**	**6,281**	**85,359**	**93,286**
Sentra (Import)	2,903	1,566	29,522	47,508
Sentra (Domestic)	*8,172*	*9,328*	*104,421*	*100,903*
Pulsar	0	13	33	3,832
NX	764	0	7,561	0
Stanza	3,813	4,066	68,970	73,080
Maxima	6,725	8,693	92,268	92,233
240SX/200SX	1,498	4,622	29,447	53,447
300ZX	873	1,656	14,105	20,432
Hawaii	1,433	670	3,922	3,849
NISSAN	**18,009**	**21,285**	**245,828**	**294,381**
PEUGEOT	**86**	**295**	**3,462**	**3,949**
PONTIAC LeMans	**1,155**	**1,329**	**32,184**	**37,291**
924S/944	0	4	0	180
944	0	0	0	56
944S/Cabriolet	30	149	814	2,207
944 Turbo	0	4	0	471
911 Carrera 2	177	301	1,945	3,213
911 Turbo	19	0	392	8
911 Carrera 4	38	130	716	1,651
928S4/GT	11	46	250	553
PORSCHE	**275**	**634**	**4,117**	**8,328**
ROLLS/BENTLEY*	**22**	**100**	**588**	**1,000**
900	338	284	4,244	4,305
900S	483	349	6,260	5,686
900 Turbo	259	364	4,447	6,168
9000S	302	183	4,046	2,042
9000CD	166	283	2,833	3,145
9000 Turbo	184	145	2,091	2,753
Tourist	1	7	89	151
SAAB	**1,733**	**1,615**	**24,019**	**24,250**
STERLING	**0**	**285**	**2,744**	**3,768**
Legacy (Import)	604	2,079	15,339	43,579
Legacy (Domestic)	*1,789*	*2,221*	*47,457*	*12,356*
Loyale	2,067	2,614	27,777	28,077
XT/XT6	25	90	1,463	1,164
Justy	349	913	6,378	13,438
SVX	295	0	1,265	0
SUBARU	**3,340**	**5,696**	**51,958**	**87,331**
Swift (Import)	456	431	4,539	6,246
Swift (Domestic)	*35*	*0*	*680*	*0*
SUZUKI	**456**	**431**	**4,539**	**6,246**
Corolla (Import)	4,558	6,672	51,253	83,239
Corolla (Domestic)	*11,475*	*10,163*	*130,365*	*125,118*
Paseo	2,514	0	20,185	0
Tercel	6,342	7,638	93,225	81,985
Celica	2,830	5,216	56,931	73,466
Supra	149	380	3,415	6,064
Camry (Import)	6,021	5,154	65,807	65,420
Camry (Domestic)	*13,347*	*13,128*	*175,462*	*195,364*
Cressida	478	1,101	9,123	11,768
MR2	464	1,080	9,146	13,327
TOYOTA	**23,368**	**27,258**	[illegible]	**335,289**
Cabriolet	253	365	5,202	7,244
Corrado	231	477	4,041	5,233
Jetta	2,290	3,082	35,901	56,641
Golf/GTI	951	1,174	13,575	16,302
Passat	1,037	2,385	15,243	15,916
Quantum	0	0	2	31
Scirocco	0	0	0	12
Fox	1,278	1,208	12,641	21,060
VOLKSWAGEN	**6,040**	**8,091**	**86,095**	**121,995**
240 series	1,610	1,825	22,430	29,894
700 series	1,892	2,793	27,968	51,886
940 series	954	320	13,093	382
Tourist	16	29	431	933
VOLVO+	**4,472**	**5,132**	**63,922**	**83,934**
YUGO	**283**	**304**	**2,744**	**6,189**
IMPORT TOTAL	**152,470**	**186,509**	**1,944,868**	**2,272,444**

*Estimate   + Includes units produced in Canada   NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Dec. 1, 1991	Days' Supply Nov. 1, 1991
ALFA ROMEO (imp.)	1,300	226	181
Acura (imp.)	32,100	73	74
Domestic car	71,800	57	39
Imported car	42,700	69	67
Honda	114,500	61	47
AMERICAN HONDA	146,600	56	47
BMW (imp.)	15,200	89	73
Summit	4,200	153	140
Talon	12,000	150	131
Premier	2,500	77	80
Wrangler (trk.)	16,300	122	100
Cherokee (trk.)	41,200	92	105
Comanche (trk.)	2,500	114	120
Total Jeep-Eagle	18,700	134	129
Total Jeep-Eagle (imp.)	0	0	164
Total Jeep-Eagle (trk.)	60,000	106	104
Laser	15,200	236	126
Sundance	10,300	46	71
Acclaim	15,100	52	48
Voyager (trk.)	43,300	80	70
Total Plymouth	40,600	78	66
Total Plymouth (trk.)	43,300	80	70
LeBaron A	7,900	48	49
LeBaron J	5,100	44	75
Fifth Avenue	8,700	50	62
Imperial	2,400	61	47
New Yorker C	3,300	41	30
Town & Country (trk.)	1,800	65	46
Total Chrysler	27,400	48	51
Total Chrysler (imp.)	22,300	235	237
Total Chrysler (trk.)	1,800	65	46
Shadow	16,600	62	71
Monaco	1,100	71	70
Daytona	6,300	105	126
Spirit	14,700	52	46
Dynasty	13,800	42	34
Vans (trk.)	12,600	119	100
Ram Wagon (trk.)	1,700	43	36
Caravan (trk.)	43,900	66	59
Caravan C/V (trk.)	1,400	69	85
Ram 50 (imp. trk.)	4,100	193	200
Ramcharger (trk.)	1,700	108	120
Dakota (trk.)	34,000	105	115
Pickups (trk.)	28,300	114	114
Total Dodge	52,500	85	92
Total Dodge (imp.)	8,800	188	73
Total Dodge (trk.)	123,600	86	85
Total domestic car	139,200	62	61
Total imported car	31,100	310	117
Total domestic truck	228,700	88	86
CHRYSLER CORP.	399,000	88	76
Imported car	700	42	39
Imported truck	100	18	20
DAIHATSU	800	36	33
Escort	72,000	116	107
Mustang	22,900	87	112
Tempo	28,900	49	48
Taurus	57,400	62	61
Thunderbird	16,800	78	73
Probe	21,700	176	124
Crown Victoria	23,700	136	109
Vans (trk.)	35,700	116	112
Aerostar (trk.)	12,200	28	94
Club Wagon (trk.)	4,100	56	62
Ranger (trk.)	76,400	116	122
Bronco (trk.)	6,500	80	84
Explorer (trk.)	57,500	63	68
Pickups (trk.)	108,100	78	96
Total Ford Div.	243,400	84	79
Total Ford Div. (imp.)	11,200	99	63
Total Ford Div. (trk.)	300,500	78	94
Topaz	10,000	54	48
Sable	21,000	60	53
Cougar	10,400	94	77
Grand Marquis	22,600	104	65
Total Mercury	64,000	75	58
Total Mercury (imp.)	20,300	105	89
Continental	6,600	55	44
Town Car	20,000	57	78
Mark VII	2,200	90	91
Total Lincoln	28,800	58	67
Total L-M Div.	92,800	69	62
Total domestic car	336,200	79	73
Total imported car	31,500	187	78
Total domestic truck	300,500	78	94
FORD MOTOR CO.	668,200	78	82
Somerset/Skylark	17,200	152	167
Century	22,400	63	40
Regal	30,000	121	82
LeSabre	22,600	33	64
Roadmaster	13,400	90	64
Reatta	300	156	92
Electra/Park Ave.	29,100	95	90
Riviera	3,000	95	83
Total Buick	129,600	72	78
Allante	1,300	365	221
Seville	5,400	62	73
DeVille	31,700	54	98
Brougham	10,600	107	241
Eldorado	5,000	78	82
Total Cadillac	54,000	64	73
Geo Prizm	16,000	69	77
Cavalier	51,800	82	85
Camaro	18,100	102	91
Corsica/Beretta	25,600	40	34
Lumina	48,600	86	48
Caprice	31,100	127	101
Corvette	5,400	104	90
Vans (trk.)	33,600	162	112
Sportsvan (trk.)	1,600	81	31
Geo Tracker (trk.)	9,000	123	97
Astro (trk.)	20,900	63	40
Lumina APV (trk.)	14,300	116	79
S10 (trk.)	74,000	143	112
S10 Blazer (trk.)	25,400	65	65
Blazer (trk.)	1,200	114	89
Suburban (trk.)	4,300	75	102
Pickups (trk.)	123,500	100	110
Total Chevrolet	196,600	66	58
Total Chevrolet (imp.)	60,100	368	318
Total Chevrolet (trk.)	307,800	104	94
Calais	5,800	122	82
Cutlass Ciera	20,900	51	41
Cutlass Supreme	28,600	124	106
Eighty Eight	28,000	70	77
Ninety Eight	17,100	100	78
Toronado	1,700	93	92
Silhouette (trk.)	4,300	59	94
Bravada (trk.)	3,300	46	112
Total Oldsmobile	102,100	78	71
Total Oldsmobile (trk.)	7,600	54	102
Sunbird	18,900	78	72
Firebird	8,200	137	93
Grand Am	31,800	67	86
Pontiac 6000	900	96	70
Grand Prix	23,800	79	55
Bonneville	27,000	81	91
Trans Sport	8,300	101	73
Total Pontiac	110,600	78	76
Total Pontiac (imp.)	4,500	97	51
Total Pontiac (trk.)	8,300	101	73
Vans (trk.)	1,200	12	122
Safari (trk.)	7,900	67	86
S15/Sonoma (trk.)	20,100	141	119
S15 Jimmy (trk.)	9,400	96	94
Jimmy (trk.)	2,700	359	290
Suburban (trk.)	4,000	152	103
Pickups (trk.)	38,700	104	96
Total GMC (trk.)	84,600	100	105
Total Saturn	20,100	60	73
Total domestic car	613,000	71	67
Total imported car	64,600	207	229
Total domestic truck	408,300	101	96
GENERAL MOTORS	1,085,900	85	79
HYUNDAI (imp.)	28,500	89	78
Imported car	7,000	200	197
Truck (dom./imp.)	39,300	153	159
ISUZU	46,300	[illegible]	164
JAGUAR (imp.)	2,800	112	54
Domestic car	24,100	136	125
Imported car	28,200	68	57
Truck (dom./imp.)	24,800	72	63
MAZDA	77,100	82	71
MERCEDES-BENZ (imp.)	13,300	68	54
Domestic car	22,700	96	132
Imported car	36,100	109	81
Imported truck	9,500	101	92
MITSUBISHI	68,300	103	95
Infiniti (imp.)	5,900	72	72
Domestic car	32,400	99	111
Imported car	80,800	112	94
Truck (dom./imp.)	40,700	90	68
Nissan	153,900	103	98
NISSAN MOTOR CORP.	159,800	101	87
PEUGEOT (imp.)	100	35	25
PORSCHE (imp.)	1,100	97	85
RANGE ROVER (imp. trk.)	1,200	82	110
SAAB (imp.)	5,800	72	73
STERLING (imp.)	0	0	0
Domestic car	24,800	347	100
Imported car	25,100	188	167
SUBARU	49,900	243	135
Car (dom./imp.)	2,700	149	96
Truck (dom./imp.)	6,000	115	101
SUZUKI	8,700	121	97
Lexus (imp.)	5,000	29	17
Domestic car	21,100	21	16
Imported car	38,400	41	31
Imported truck	34,000	44	36
Toyota	93,500	35	27
TOYOTA MOTOR SALES	98,500	33	25
Audi (imp.)	6,600	179	185
Volkswagen (imp.)	31,900	132	113
VWoA	38,500	135	118
VOLVO (imp.)	21,700	121	122
YUGO (imp.)	800	78	78
Domestic car	1,285,700	71	66
Imported car	561,900	92	79
TOTAL CAR	1,847,600	76	68
Domestic truck	941,600	95	90
Imported truck	158,400	78	85
TOTAL TRUCK	1,100,000	88	88
TOTAL STOCK	2,947,600	80	75

Mazda readies domestic fleet

LINDSAY CHAPPELL
Staff Reporter

The race to build the first "Americanized" Japanese car now has an unexpected front runner — Mazda Motor Corp.

Mazda Motor Manufacturing (U.S.A.) Corp., the automaker's U.S. assembly subsidiary, says it will create a domestic fleet of vehicles next year at its Flat Rock, Mich., auto plant.

When new versions of its 1993 MX-6 and 626 start down the Flat Rock assembly lines early next year, they will contain more than 75 percent domestic content — a fact that will separate them from Mazda's "import fleet" for federal fuel-efficiency monitoring.

The change will mean little in day-to-day industry terms. But it will be a noteworthy milestone in the increasingly tense world of U.S.-Japanese trade relations.

Despite a decade of appeals from U.S. parts suppliers for more business, no Japanese carmaker has incorporated enough U.S. componentry to warrant the "domestic fleet" label from the Environmental Protection Agency.

Some transplants have walked very near the 75-percent line in the past two years, and individual cars have crossed it, but no Japanese car line has yet been considered domestic. In most cases, the Japanese manufacturers still import some of the vehicles they make in the United States. The Japanese versions, with much lower levels of U.S. content, are averaged together with the U.S. version to arrive at the content of the entire model.

Mazda stopped importing its MX-6 and 626 earlier this year, meaning the newly remodeled Flat Rock cars will stand on their own. Mazda plans to apply for domestic-fleet status with the EPA.

Honda of America Manufacturing Inc. reached 75 percent on its Accord made in Marysville, Ohio, this year. But that car also is imported in a version that contains very little U.S. content, which drags the whole fleet below the 75 percent average.

Toyota Motor Manufacturing U.S.A. Inc. expects to hit the 75 percent mark on its Georgetown, Ky.-built Camry next year. But that car is also imported.

Other lines have similarly come close. Nissan Motor Corp. makes a Sentra in Smyrna, Tenn., that is 74.6 percent domestic. Isuzu Motors Ltd. builds its Rodeo sport-utility in Lafayette, Ind., and reached 73 percent this year.

Mazda projects that its cars will weigh in at 76 or 77 percent domestic next year, an increase from about 70 percent last year. But a company spokesman cautioned that final numbers would not be known until the end of the 1993 model year because the figure depends on the sales mix of various options and their sources.

Mazda's projections surprise some observers because the company expects to surpass the 75 percent mark even if it doesn't source drivetrains — the most expensive component of a car — in the United States. The Mazda spokesman said the company may add Ford-built engines and transmissions to some cars, which would raise the figure further.

Mazda plans to double its use of parts stamped from U.S. steel. Other U.S.-made components next year will include air bags, glass, brakes and catalytic convertors.

Most of the other transplants near the 75-percent level use U.S.-built engines. Honda operates an iron and aluminum casting foundry to build engines. Toyota's plant machines and assembles engine components, and Isuzu purchases GM engines for the Rodeo.

The EPA uses the 75 percent mark to categorize models into either domestic or import fleets. ■

No agreement on content rule

There are different yardsticks for measuring domestic content, which contributes to a lot of heat when the subject comes up in political discussions.

The EPA uses broad rules that allow such costs as advertising, depreciation on equipment, and interest paid on loans to be included.

U.S. Customs does not allow some costs that EPA allows when it figures North American content for duty purposes. Parts manufacturers tend to define content strictly by the parts used in assembly. ■

Mazda takes lead with Navajo

Mazda became the first Japanese company to sell a domestic vehicle when it began distributing its two-door sport-utility, the Navajo.

Ford Motor Co., which owns 25 percent of Mazda, builds the truck, a version of the Ford Explorer, at Ford's truck assembly plant in Louisville, Ky.

The Environmental Protection Agency allows makers to report corporate average fuel economy for trucks as a single blended fleet instead of separate domestic and imported fleets.

— Lindsay Chappell

MAZDA

Plans on imports, Ford cars in Europe

continued from PAGE 1

ports, production of Escort-based, Mazda-badged subcompacts will begin in 1995 at an annual rate of 100,000 units. Terms of an agreement are scheduled to be concluded by next spring.

A Mazda spokesman called the report "speculation."

"We are still continuing the discussions between Mazda and Ford" he said.

He said the two companies must still determine a production site, and settle on a car line, the level of production and the timing for the start of operations.

"It's all still under discussion," he said. He added that it is too early to say whether production will be contracted to Ford or if the partners would form a joint venture. However, he ruled out the possibility of Mazda building cars on its own in Europe.

"Such a thing will not happen," he said.

"It's a question of resources," said W. Wayne Booker, Ford's vice president of Asia-Pacific Automotive Operations. "If they built their own plant, as Nissan and Toyota have done, they would have to invest a substantial amount of money, probably more than they can cut off right now."

Saarlouis, considered one of Ford's most efficient European production sites, will be the likely production base, Mazda insiders say. The same complex had been considered for a joint production venture of 626-based Ford- and Mazda-badged cars.

But producing a version of the Escort instead of Mazda's similarly sized 323 will reduce product development costs and enable the Mazda-badged car to reach high local content levels much earlier.

The subcompact segment is considered better suited to Europe than the mid-sized 626 because of the emerging importance of the Eastern European market.

But in the larger class, Mazda is expected to sidestep European Community restrictions limiting Japanese imports to 1.23 million units per year for seven years beginning in 1993 by importing 626s from Flat Rock.

"We've not yet finalized it, but we are seriously studying exports of Mazda-badged vehicles to Europe," said a Mazda spokesman. "However, the timing and what models and numbers, these are under discussion."

Ford already exports Flat Rock-built Probes to Germany.

Booker said he hopes the European co-production talks with Mazda "are concluded over the next six months — either yes or no — because these studies that keep grinding on and on are a waste of resources."

"It is very difficult for me to say the timing of the announcement," said the Mazda spokesman. ■

Big 3 stockpiles climb to 80-day supply

JIM HENRY
Staff Reporter

NEW YORK — Inventories crept generally higher in November, as manufacturers struggled to balance production, down time and a better-than-average sales month for the Big 3.

The end result for inventories was an 80-day supply of cars and light trucks as of Dec. 1, versus 75 days a month earlier.

The supply of light trucks was fat but stable, at 88 days, even though November truck sales were only 3.3 percent below the year-ago month.

Chrysler Corp. was the only Big 3 company whose November sales exceeded the year-ago month, aided for a change by sales of its Chrysler Division cars. Fleet sales also helped. Chrysler's supply of U.S.-built cars was the lowest of the Big 3 at 62 days.

For the industry, cars were at 76 days, up from 68.

General Motors, which had several hot new models in November, had a 71-day supply of U.S.-built cars, compared to 67 a month earlier.

Cadillac stocks fell from 73 to 64 days, as new models propelled sales.

Ford Motor Co. reported a 78-day supply, down from 82. Ford Division shaved its truck supply from 94 to 78 days. ■

Inventor wins wiper suit against Chrysler

CHARLES M. THOMAS
Staff Reporter

DETROIT — Robert Kearns, the basement inventor who developed intermittent windshield wipers, won his second patent infringement suit in federal court, this time against Chrysler Corp.

Last week, a federal jury returned a verdict saying Chrysler infringed on four patents issued to Kearns. The 64-year-old inventor settled with Ford Motor Co. last year for $10.2 million. He has been embroiled in lawsuits with virtually every foreign and domestic automaker for 13 years.

"This reinforced the good feelings that I have about juries," said Kearns after hearing the verdict. "It was a very studious group that spent a lot of time before making its decision."

A second trial is slated to determine damages against Chrysler. Kearns is asking for about $39 million ($3 on 13 million vehicles) and an exclusive contract to manufacture and sell intermittent wipers to Chrysler for 12 years.

The jury found that Chrysler violated patents Kearns developed on the synchronized operation of the wiper blade; dwell time of the blade; use of a three-brush motor to adjust the speed of the wiper blade; and the use of a transistor with a relay to perform the braking function of the blade.

Kearns has said repeatedly that he hopes through his lawsuits to change patent law to better protect inventors. He wants courts to have the power to extend patents if inventors are involved in lengthy litigation but have pursued patent-infringement diligently.

Chrysler conceded that Kearns' patents were valid but argued whether their products infringed on those patents. Kearns said he equipped 20 vehicles with the device in 1978 and showed them to Chrysler, but they declined to give him a contract to build intermittent wipers for the company.

He first got the idea for a "windshield wiper that blinks" after losing sight in one eye when a champagne cork exploded unexpectedly on his wedding day.

Lawsuits are still pending against other automakers. Originally, the lawsuits were combined into one, but that was too cumbersome so U.S. District Court Judge Avern Cohn picked Ford as the test case.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (1991 models; expires Dec. 31)	
Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale
CHRYSLER CORP. (expires Dec. 31)	
Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)	
Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$300-500
*Based on number sold	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (expires Dec. 31)	
Rebates vary by region and apply to 1990-92 models.	
Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000
NISSAN (expires Jan. 3, unless otherwise noted)	
1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (expires Jan. 3)	
Legacy (1991)	$1,200-1,700, based on region
STERLING (no expiration date)	
All models	$8,000*
*Or $3,000 if customer chooses 0 percent financing	
TOYOTA (expires Jan. 3)	
Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$600-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1991 models; expires Dec. 31)	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

calendar

AUTO SHOWS — '91

Dec. 26-31 — National Capital Area International Auto Show, Washington Convention Center, Washington, (617) 536-8152 or (301) 670-1110

Dec. 26-Jan. 1 — Indianapolis Auto Show, Hoosier Dome and Indianapolis Convention Center, Indianapolis, (317) 266-8455

AUTO SHOWS — '92

Jan. 4-12 — Philadelphia International Auto Show, Philadelphia Civic Center, Philadelphia, (800) 345-1487 or (215) 851-5075

Jan. 4-12 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965 or (213) 851-5075

Jan. 9-12 — Auto Expo, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 9-19 — Montreal International Auto Show, Olympic Stadium, Montreal, (514) 331-6571

Jan. 10-12 — Greater Little Rock Auto Show, State House Convention Center, Little Rock, Ark., (501) 372-2596

Jan. 11-19 — North American International Auto Show, Cobo Center, Detroit, (313) 643-0250

Jan. 16-19 — Utah Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 17-26 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 18-26 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 22-26 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 25-Feb. 2 — Pennsylvania Auto Show, State Farm Show Complex, Harrisburg, Pa., (800) 345-1487 or (717) 652-4053

Jan. 25-Feb. 2 — Houston Auto Show, Astro Hall, Houston, (213) 444-5202 or (713) 980-3434

Jan. 28-Feb. 2 — Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (617) 536-8152 or (503) 233-5044

Jan. 29-Feb. 2 — Greater St. Louis International Auto Show, Cervantes Convention Center, St. Louis, (617) 536-8152 or (314) 822-0333

Jan. 30-Feb. 2 — Spokane International Auto Show, Spokane Convention Center, Spokane, Wash., (509) 326-6885

Jan. 31-Feb. 4 — Ottawa-Hull International Auto Show, Ottawa Congress Centre, Ottawa

Feb. 1-9 — Auto Show, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 5-9 — Syracuse auto show, Onondaga County War Memorial, Syracuse, N.Y., (315) 474-1041

Feb. 7-9 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 8-16 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487 or (414) 259-6000

Feb. 8-16 — Chicago Auto Show, Chicago Automobile Trade Association, McCormick Place, Chicago, (708) 698-6630

Feb. 12-16 — Buffalo Auto Show, Buffalo Convention Center, Buffalo, N.Y., (716) 631-8510

Feb. 13-16 — Richmond International Auto Show, Richmond Centre, Richmond, Va., (804) 358-2277

Feb. 13-23 — Toronto International Auto Show, Metro Toronto Convention Center and Skydome, Toronto, (416) 940-2800

Feb. 15-23 — Orange County International Auto Show, Anaheim Stadium, Anaheim, Calif., (714) 547-7449

Feb. 19-23 — Greater Kansas City Auto Show, H. Roe Bartle Convention Center, Kansas City, Mo., (800) 248-1868

Feb. 19-23 — Pittsburgh Auto Show, David L. Lawrence Convention Center, Pittsburgh, (412) 373-8383

Feb. 19-23 — International Automobile and Motorcycle Show for Central and Eastern Europe, Organization Internationale des Constructeurs d'Automobiles of Paris, Vienna, Austria, (202) 659-4557

Feb. 20-23 - Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Feb. 26-March 1 — Denver Auto Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Exhibition Grounds, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 5-15 — Geneva International Motor Show, Palexpo, Geneva, (022) 798-1111

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 682-1901

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO.

1992 models

Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort GT and LX-E, Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Capri, Tracer LTS, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental	$1,000

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All 4wd minivans	$1,000
All 2wd minivans	$500

13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI	
49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MAZDA (expires Jan. 3)	
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MITSUBISHI (expires Dec. 31)	
California (1990-91)	
Precis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800
ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)	
All models	Company pays U.S. luxury tax
SUBARU (expires Jan. 3)	
Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario		*
Sterling Heights, Mich.	12/16, 12/23, 12/30, 1/6, 1/13	
Dodge Shadow		1,900
Plymouth Sundance		1,700
FORD MOTOR CO.		
Lorain, Ohio	12/16, 12/23, 12/30, 1/6	4,300
Ford Thunderbird		
Mercury Cougar		
Lorain, Ohio	12/16, 12/23, 12/30	4,400
Ford Econoline/Club Wagon		
GENERAL MOTORS		
Detroit	12/16, 12/23, 12/30	
Chevrolet P-model		475
GMC P-model		30
Doraville, Ga.	12/16, 12/23, 12/30	
Olds. Cutlass Supreme		2,410
Fairfax, Kansas	12/16, 12/23, 12/30	
Pontiac Grand Prix		3,450
Pontiac, Mich. (East)	12/16, 12/23, 12/30	
Chevrolet C/K pickup		4,540
GMC Sierra		
Shreveport, La	12/16, 12/23, 12/30	
Chevrolet S10 pickup		5,100
GMC Sonoma/Syclone		1,100
Chevrolet S10 Blazer		3,100
GMC Yukon		50
Van Nuys, Calif.	12/16, 12/23, 12/30	
Chevrolet Camaro		1,400
Pontiac Firebird		600
Willow Run, Mich.	12/16, 12/23, 12/30	
Chevrolet Caprice		2,600
Buick Roadmaster		400
Olds. Custom Cruiser		150
Total U.S. car		**18,910**
Total U.S. truck		**18,795**
Total units lost week of 12/16		**37,705**

*Plant closed for retooling until Spring 1992.

Source: Automotive News Data Center

Automobile gripes scorch NHTSA line

MAX GATES

Staff Reporter

WASHINGTON — The number of complaints by new car owners jumped 60 percent in the first year after a federal telephone hotline number was included in car owner's manuals, the National Highway Traffic Safety Administration has found.

Complaints registered on the NHTSA Auto Safety Hotline jumped from 1,065 in the 1990 model year to 1,661 in the 1991 model year, the first in which the owner's manual information was included. The complaint data was compiled at the request of Motor Voters, the Virginia-based consumer group that had originally requested the owner's manual information.

In a brief survey of callers earlier this year, NHTSA found that about 10 percent of the hotline calls were the result of the owner's manual information.

"We're very heartened by this," said Motor Voters President Rosemary Dunlap, who noted that the owner's manual requirement increased the likelihood that safety complaints would be registered with the government, with very little cost to carmakers.

NHTSA receives more than a 250,000 calls each year on its toll-free line (1-800-424-9393), including requests for information on recalls, new car crash results and a variety of safety, fuel economy and

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 12/9-12/14/91	Actual 12/2-12/7/91	12/1-12/14/91	Year 1/1-12/14/91	Year 1/1-12/15/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,350	1,571	2,921	28,132	50,458
New Yorker	350	0	350	12,191	34,452
Fifth Avenue	1,000	0	1,000	34,357	36,631
Imperial	1,250	0	1,250	9,650	18,936
Town & Country (trk.)	300	402	702	6,024	2,418
Total Chrysler	**4,250**	**1,973**	**6,223**	**90,355**	**150,966**
Horizon	0	0	0	0	4,327
Sundance	1,500	1,868	3,368	60,259	87,666
Acclaim	1,200	2,308	3,508	79,127	117,225
Voyager (trk.)	1,800	2,502	4,302	95,429	80,073
Voyager (Can. trk.)	2,174	2,279	4,453	106,630	98,771
Total Plymouth	**6,674**	**8,957**	**15,631**	**341,445**	**388,062**
Omni	0	0	0	0	4,078
Daytona	600	745	1,345	11,143	32,522
Shadow	2,200	2,172	4,372	68,248	95,511
Dynasty	1,900	0	1,900	111,141	119,151
Spirit	2,000	2,744	4,744	76,707	103,201
Monaco (Can.)	0	176	176	8,653	11,059
Caravan (trk.)	2,500	3,047	5,547	113,488	89,734
Caravan (Can. trk.)	3,905	4,058	7,963	146,870	123,466
Caravan C/V (trk.)	100	131	231	3,712	4,173
Caravan C/V (Can. trk.)	96	100	196	13,646	7,478
Dakota (trk.)	3,100	2,974	6,074	100,853	72,225
Ram pickups (trk.)	1,500	1,459	2,959	71,838	100,236
Ram Wagon (Can. trk.)	645	0	645	17,676	20,373
Ram Van (Can. trk.)	1,266	0	1,266	39,124	54,392
Total Dodge	**19,812**	**17,606**	**37,418**	**783,099**	**837,599**
Premier (Can.)	0	556	556	9,467	13,590
Cherokee (trk.)	4,200	4,248	8,448	146,026	147,191
Comanche (trk.)	100	117	217	5,322	9,230
Grand Wagoneer (trk.)	0	0	0	1,539	6,119
Wagoneer (trk.)	50	78	128	2,666	3,785
Wrangler (Can trk.)	1,908	1,903	3,811	63,655	56,471
Total Jeep-Eagle	**8,258**	**6,902**	**13,160**	**228,675**	**236,306**
Total U.S. car	**13,350**	**11,408**	**24,758**	**490,956**	**712,231**
Total Can. car	**0**	**732**	**732**	**18,120**	**24,649**
Total U.S. truck	**13,650**	**14,958**	**28,608**	**546,897**	**515,184**
Total Can. truck	**9,994**	**8,340**	**18,334**	**387,601**	**360,951**
CHRYSLER CORP.	**36,994**	**35,438**	**72,432**	**1,443,574**	**1,613,015**
Escort	0	5,514	5,514	179,380	239,916
Mustang	0	1,828	1,828	79,465	127,985
Tempo	2,881	2,709	5,590	107,774	125,178
Tempo (Can.)	3,289	0	3,289	100,380	106,998
Taurus	7,349	3,750	11,099	305,369	323,803
Thunderbird	2,597	2,585	5,182	72,080	106,246
Crown Victoria (Can.)	0	1,618	1,618	83,674	118,542
Aerostar (trk.)	4,000	0	4,000	163,690	198,042
Bronco (trk.)	710	673	1,383	19,278	45,895
Explorer/Bronco II (trk.)	6,587	7,405	13,992	276,973	205,384
Navajo (trk.)	294	369	663	11,645	8,148
Econoline (trk.)	2,010	1,703	3,713	135,921	165,364
Heavies (trk.)	1,042	1,027	2,069	31,299	47,599
Light trucks (trk.)	10,397	11,398	21,795	328,533	426,697
Light trucks (Can. trk.)	2,971	2,943	5,914	95,538	128,361
Ranger (trk.)	1,438	4,365	5,803	259,080	278,619
Total Ford Div.	**45,565**	**47,887**	**93,452**	**2,250,089**	**2,652,777**
Topaz	1,519	1,716	3,235	47,215	46,752
Topaz (Can.)	1,391	0	1,391	33,917	39,340
Cougar	1,723	1,735	3,458	52,577	71,719
Sable	3,026	1,490	4,516	105,716	100,030
Grand Marquis (Can.)	0	3,163	3,163	97,512	112,140
Total Mercury	**7,659**	**8,104**	**15,763**	**336,937**	**369,981**
Continental	984	988	1,972	50,670	57,451
Mark VII	208	195	403	8,982	17,816
Town Car	2,968	2,957	5,925	121,601	143,022
Total Lincoln	**4,160**	**4,140**	**8,300**	**181,253**	**218,289**
Total L-M Div.	**11,819**	**12,244**	**24,063**	**518,190**	**588,270**
Total U.S. car	**23,255**	**25,467**	**48,722**	**1,130,830**	**1,359,918**
Total Can. car	**4,680**	**4,781**	**9,461**	**315,483**	**377,020**
Total U.S. truck	**26,478**	**25,940**	**53,418**	**1,226,428**	**1,375,748**
Total Can. truck	**2,971**	**2,943**	**5,914**	**95,538**	**128,361**
FORD MOTOR CO.	**57,384**	**60,131**	**117,515**	**2,768,279**	**3,241,047**
Skylark	2,506	2,167	4,673	58,693	91,783
Century	1,474	1,456	2,930	95,316	63,771
Regal (Can.)	2,500	2,670	5,170	123,170	101,310
Riviera	453	418	871	9,871	21,028
Park Avenue/Electra	1,649	1,640	3,289	90,860	62,626
LeSabre	3,686	3,363	7,049	105,598	154,421
Roadmaster Sedan+	1,288	1,267	2,555	44,176	0
Roadmaster Wagon†	0	0	0	14,241	4,022
Reatta	0	0	0	1,210	5,567
Total Buick	**13,556**	**12,981**	**26,537**	**543,135**	**504,548**
Eldorado	934	847	1,781	15,294	21,363
Seville	1,013	929	1,942	25,822	34,287
Brougham	552	465	1,017	21,438	29,637
DeVille	3,970	3,907	7,877	154,013	159,692
Allante	62	59	121	2,860	3,434
Total Cadillac	**6,531**	**6,207**	**12,738**	**219,426**	**248,413**
Cavalier	6,091	4,943	11,034	244,461	352,548
Camaro	0	0	0	51,312	70,711
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,856	5,660	11,516	233,318	269,055
Lumina (Can.)	6,500	6,589	13,089	241,934	217,137
Caprice	920	996	1,916	121,830	193,527
Corvette	480	472	952	20,314	22,094
Astro (trk.)	3,307	3,294	6,601	104,460	125,162
Blazer (trk.)	328	354	682	7,209	14,996
Lumina APV (trk.)	1,564	1,518	3,082	50,621	77,448
Mediums (trk.)	125	141	266	2,731	10,341
P-Model (trk.)	425	463	888	18,448	20,634
Pickups (Can. trk.)	3,900	3,937	7,837	145,473	164,174
S10 (trk.)	2,102	4,658	6,760	249,139	241,177
S10 Blazer (trk.)	3,703	3,486	7,189	59,580	83,876
Sportsvan (trk.)	1,275	1,191	2,466	44,359	54,399
Sportsvan (Can. trk.)	1,500	1,521	3,021	55,608	45,380
Suburban (trk.)	692	328	1,020	23,758	60,509
Total Chevrolet	**44,835**	**45,853**	**90,688**	**1,961,586**	**2,424,689**
Achieva/Calais	1,844	1,336	3,180	38,881	98,167
Cutlass Ciera	3,575	3,539	7,114	106,120	65,340
Cutlass Ciera (Can.)	0	0	0	41,161	75,556
Cutlass Supreme	2,370	2,400	4,770	104,232	93,879
Toronado	267	239	506	5,669	14,569
Eight Eight	2,541	2,473	5,014	88,956	99,122
Custom Cruiser Wag.††	0	0	0	7,780	1,223
Ninety Eight	1,230	1,223	2,453	73,255	41,406
Silhouette (trk.)	500	485	985	20,407	28,594
Bravada (trk.)	400	346	746	14,105	1,427
Total Oldsmobile	**12,727**	**12,041**	**24,768**	**500,566**	**519,283**
Sunbird	2,962	2,406	5,368	114,615	163,526
Grand Am	5,280	4,798	10,078	141,939	204,813
Firebird	0	0	0	19,988	40,541
Grand Prix	3,360	3,382	6,742	112,765	112,945
Pontiac 6000	0	0	0	19,603	51,522
Bonneville	2,645	2,637	5,282	83,537	72,184
Trans Sport (trk.)	938	897	1,835	31,575	42,249
Total Pontiac	**15,185**	**14,120**	**29,305**	**524,082**	**687,780**
Yukon/Jimmy (trk.)	91	93	184	2,226	4,578
Mediums (trk.)	532	488	1,020	5,904	10,670
P-Model (trk.)	95	51	146	2,195	2,786
Pickups (trk.)	3,019	2,641	5,660	117,278	134,386
Pickups (Can. trk.)	1,400	1,454	2,854	53,703	60,552
Syclone/Sonoma (trk.)	328	1,415	1,743	56,903	53,239
Typhoon/S15 Jimmy (trk.)	1,277	955	2,232	20,890	26,656
Safari (trk.)	1,157	1,036	2,193	40,431	43,562
Suburban (trk.)	292	230	522	18,139	29,751
Vandura (trk.)	402	394	796	18,675	19,809
Vandura (Can. trk.)	900	868	1,768	23,446	17,715
Total GMC	**9,493**	**9,625**	**19,118**	**359,790**	**403,704**
Total Saturn+	**2,403**	**2,403**	**4,806**	**94,555**	**8,311**
Total U.S. car	**59,411**	**55,425**	**114,836**	**2,322,582**	**2,627,134**
Total Can. car	**9,000**	**9,259**	**18,259**	**406,265**	**414,322**
Total U.S. truck	**28,619**	**30,766**	**59,385**	**1,195,063**	**1,467,451**
Total Can. truck	**7,700**	**7,780**	**15,480**	**278,230**	**287,821**
GENERAL MOTORS	**104,730**	**103,230**	**207,960**	**4,203,140**	**4,796,728**
Can. car	2,700	2,302	5,002	107,143	49,782
Can. trk.	1,400	1,471	2,871	52,851	49,141
CAMI*	**4,100**	**3,773**	**7,873**	**159,994**	**98,923**
DIAMOND-STAR*	**3,506**	**3,285**	**6,791**	**147,206**	**147,836**
Civic	2,460	2,262	4,722	81,648	99,178
Civic (Can.)	2,400	1,845	4,245	99,093	101,601
Accord	7,740	7,640	15,380	355,311	325,579
Total U.S. car	**10,200**	**9,902**	**20,102**	**436,959**	**424,757**
Total Can. car	**2,400**	**1,845**	**4,245**	**99,093**	**101,601**
HONDA	**12,600**	**11,747**	**24,347**	**536,052**	**526,358**
HYUNDAI Sonata (Can.)	**828**	**1,736**	**2,564**	**28,221**	**25,552**
MAZDA*	**3,952**	**4,688**	**8,640**	**161,997**	**177,252**
U.S. trk.	1,650	1,650	3,300	62,377	70,356
Can. trk.	165	166	331	6,554	8,341
NAVISTAR	**1,815**	**1,816**	**3,631**	**68,931**	**78,697**
Sentra	2,808	3,166	5,974	128,359	95,074
Pickup (trk.)	2,724	3,064	5,788	128,522	136,942
NISSAN	**5,532**	**6,230**	**11,762**	**256,881**	**232,016**
Geo Prizm	1,850	1,953	3,803	87,313	99,458
Toyota Corolla	2,400	2,501	4,901	101,398	100,663
Toyota Hilux (trk.)	225	247	472	2,143	0
NUMMI	**4,475**	**4,701**	**9,176**	**190,854**	**200,121**
Legacy	1,281	1,264	2,545	55,598	33,389
Pickup (trk.)	542	523	1,065	25,435	0
Rodeo (trk.)	1,115	1,065	2,180	31,214	0
Total U.S. car	**1,281**	**1,264**	**2,545**	**55,598**	**33,389**
Total U.S. trk.	**1,657**	**1,588**	**3,245**	**56,649**	**35,166**
SUBARU-ISUZU	**2,938**	**2,852**	**5,790**	**112,247**	**68,555**
Camry	5,508	4,454	9,962	182,210	212,860
Corolla (Can.)	1,500	1,524	3,024	65,163	59,740
TOYOTA	**7,008**	**5,978**	**12,986**	**247,373**	**272,600**
VOLVO 740, 940 (Can.)	**150**	**150**	**300**	**7,451**	**8,069**
AM GENERAL (trk.)	**375**	**375**	**750**	**19,565**	**21,090**
MISCELLANEOUS (trk.)**	**2,500**	**2,500**	**5,000**	**129,820**	**144,600**
Total U.S. car	**127,521**	**123,513**	**251,034**	**5,245,408**	**5,990,575**
Total Canada car	**21,258**	**22,329**	**43,587**	**1,046,939**	**1,060,675**
Total U.S.-Canada Car	**148,779**	**145,842**	**294,621**	**6,292,347**	**7,051,250**
Total U.S. truck	**77,878**	**82,088**	**159,966**	**3,367,664**	**3,767,137**
Total Canada truck	**22,230**	**20,700**	**42,930**	**820,774**	**834,615**
Total U.S.-Canada truck	**100,108**	**102,788**	**202,896**	**4,188,438**	**4,601,752**
TOTAL U.S.	**205,399**	**205,601**	**411,000**	**8,613,072**	**9,757,712**
TOTAL CANADA	**43,488**	**43,029**	**86,517**	**1,867,713**	**1,895,290**
TOTAL U.S.-CANADA CAR & TRUCK	**248,887**	**248,630**	**497,517**	**10,480,785**	**11,653,002**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Holidays start now at Big 3

ANNE E. WRIGHT

Chief Statistician

The Big 3 give an early Christmas holiday to workers at 10 U.S. plants this week as they continue to battle slow sales and high inventory levels.

General Motors has closed the following car plants for the remainder of December: Doraville, Ga.; Fairfax, Kan.; Van Nuys, Calif., and Willow Run, Mich. GM also closed these truck plants: Shreveport, La.; Pontiac, Mich. (East), and Detroit.

Ford Motor Co. will idle the Lorain, Ohio, truck facility until Jan. 6 due to poor sales. The company will also close the Lorain, Ohio, car facility next week due to poor sales, but the plant will stay down until Jan. 13 due to a facilities change.

Chrysler closed the Sterling Heights, Mich., facility until Jan. 20 due to poor sales. The plant builds the Dodge Shadow and the Plymouth Sundance.

In Canada, Chrysler's Bramalea, Ontario, plant completed production of the Dodge Monaco and the Eagle Premier last week. The four-year total production for the models was 143,055. The plant will be retooled for the new LH model, which is expected to begin production in spring.

GM scheduled Saturday overtime at six plants: Lansing, Mich. (M), car facility and the Moraine, Ohio, truck plant ran two shifts last Saturday. Both the Lordstown, Ohio, car and truck facilities and the Scarborough, Ontario, and the Osahawa, Ontario, truck plants worked one shift last Saturday.

Ford Motor Co. continues to run daily overtime at the Louisville, Ky., and the Kansas City, Mo., truck plants. The Kansas City plant was also scheduled to work one shift of Saturday overtime last week.

Chrysler scheduled two shifts of Saturday overtime at the St. Louis (No. 2) truck facility.

Last week's scheduled U.S. build of cars was up 3.3 percent over the prior week and 1.4 percent over the year-ago week.

Year-to-date, U.S. car production is behind 1990 by 12.4 percent.

The planned U.S. truck build last week was down 5.1 percent below the prior week and up 25.4 percent over the same week in 1990.

So far this year, truck production in the United States is 10.6 percent below 1990.

In Canada, car production last week was off 4.8 percent from the prior week and up 15.9 percent over the year-ago week.

For the year, car production in Canada is down 1.3 percent.

Estimated truck production in Canada last week was up 7.4 percent over the prior week and 14.7 percent over the same week in 1990.

Year-to-date, truckmakers in Canada assembled 1.6 percent fewer trucks than in 1990. ■

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NEWSPAPER

DECEMBER 23, 1991

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Stempel's GM: 80,000 fewer jobs

As Big 3 cut 12 jobs, Japanese create one

PHIL FRAME
Staff Reporter

JOE WILSSENS/AUTOMOTIVE NEWS

Chairman Robert Stempel said the cuts are designed to make GM profitable with a market share in the mid-30s.

The dramatic cuts announced by General Motors last week are just the continuation of the reduction of the domestic auto industry as it reluctantly accepts becoming smaller — and possibly leaner and more Japanese-like.

And the jobs are not being replaced by Japanese automakers in North America.

GM plans by 1995 to eliminate about 80,000 North American jobs.

But already in 1991, the Big 3 shed more than 40,000 jobs — nearly three-quarters as many as the Japanese automakers' total jobs in North America.

Japanese makers, who picked up 1.9 percentage points of market share as their sales dropped less than those of domestic makers this year, added 3,165 jobs in manufacturing, development, sales and all other operations in the United States and Canada.

The ratio is more than 12-1: For every 12 Big 3 jobs lost to the economy, the Japanese added one.

The ratio would have been less severe in 1990, when Japanese transplants added more jobs at their transplants. No direct relationship exists between Big 3 job losses and Japanese gains. GM Chairman Robert Stempel pointedly did not blame the Japanese for his huge restructuring announced last Wednesday.

As the U.S. companies pare down their operations to improve profitability and account for market share lost to Japanese competition, there are now about 55,256 jobs in the United States and Canada in the Japanese automakers' vehicle assembly, development, sales, port operations and all other functions.

Ford Motor Co. and Chrysler Corp. have been cutting their white-collar ranks at a faster rate than GM in recent years.

Stempel announced that GM will shut down six more vehicle assembly plants in the next four years, in addition to four plants that already were slated for closing.

GM also will close four powertrain and 11 component plants before 1996.

In human terms, the cuts mean the elimination of 80,000 North American jobs before 1996. GM's total employment in 1995 is expected to be about 350,000, down by half from 1985, Stempel said.

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Behind the announcement
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latenews

Porsche pricing: 968 below 944

RENO, Nev. — Porsche Cars North America has priced its new 968 coupe below the 944 model that it replaces. The 968 coupe with six-speed gearbox is $39,850, compared to $43,350 for last year's 944 S2. The 968 cabriolet is $51,000; the 944 ragtop was $50,350.

In the carryover 911 Carrera series (two-wheel drive and 4wd), prices are up $1,985 to $2,565. The 911s start at $63,900 for 1992. A new 911 America roadster is $87,000, and the 911 Turbo coupe is $98,875, up $3,875.

Give Porsche the distinction of pricing the first 1993 model. The 928-GTS coupe will be $80,920, up from $77,500 for 1991. The 1993 model is scheduled to go on sale next spring.

Madza names new president

TOKYO — Mazda Motor Corp. President Norimasa Furuta has been replaced as the company's top operating officer by Executive Vice President Yoshihiro Wada, a former banker who joined the company just eight years ago.

The corporation's board of directors late last week moved Wada into the president's post

see LATE NEWS, 2

New technology will improve 626's mpg.

Mazda goal: 27.5 mpg

New components slated for U.S. '93s

LINDSAY CHAPPELL
Staff Reporter

Mazda will try to squeeze out an average of 27.5 mpg for 1993 models built in Michigan by changing some drivetrain components and taking weight out of other components.

Mazda said added technology also will help the cars achieve the required corporate average fuel economy of 27.5 mpg for a domestic fleet.

The 626 sedan and MX-6 coupe, both built in Flat Rock, Mich., will become the first Japanese-brand, Japanese-built cars to become a domestic fleet next year when their North American content level passes 75 percent.

Neither car currently meets the standard required by the EPA — 1992 mileage ranges from 21 to 27 mpg — but Mazda is confident they will. If not, the carmaker could face millions of dollars in federal fines.

"We fully expect to meet or exceed the 27.5-mpg requirement," said Tom McDonald, a spokesman for Mazda Motor of America Inc. "Mazda certainly doesn't intend to put itself in the position of not meeting it."

Until now, the cars have been part of Mazda's import fleet and have been averaged with other cars having higher fuel-economy.

Mazda has been pushing for lighter componentry in recent years, and McDonald said the new cars will probably weigh less than current models, which contributes to better mileage. He said the models will have a wide range of new technological features and new drivetrain components that will increase mileage.

McDonald also noted that EPA certification does not depend on the fuel-economy figures published by the agency, but on a separate set of tests.

"The numbers you see on the car's window sticker, or in the EPA guidebook, are somewhat misleading. That's not what the EPA goes by," he said. "The actual testing can result in a figure that's five points higher than those figures."

The fleet average mileage for the Flat Rock-built cars will depend on how many of each is sold, so it cannot be determined until the end of the model year.

Japanese prepare 'gifts' for Bush

MAX GATES
Staff Reporter

Makers boost import goals ➤ 28

WASHINGTON — President Bush will get a boost to his political fortunes as he tries to improve U.S. trade prospects during his upcoming 12-day trip to the Far East.

Japanese leaders say openly that they would like to see Bush reelected next year and that they will not send him home empty-handed.

They are likely to agree to increase purchases of U.S.-made products, including autos and auto parts, when Bush and his contingent of business leaders visit Japan Jan. 7-10 on the final leg of the president's four-stop trip.

"This will be a gift for Mr. Bush, something he can take back," said an executive of one Japanese automaker.

Japanese automakers set the stage last week with a new round of overseas spending targets, and further announcements are expected to coincide with the visit to Tokyo and Kyoto.

Japan's interest in Bush's reelection stems from the president's opposition to tariffs or quotas on Japanese products entering the United States, despite growing complaints about the $40 billion U.S. trade deficit with Japan.

"Bush's stance is not to be protectionist," said an official of another Japanese automaker, who asked not to be named.

Bush's re-election "would be positive for Japanese industry," he said.

In contrast, Democrats in Congress and conservatives backing Republican presidential challenger Pat Buchanan have been arguing

see TRIP, 28

Chevy, Ford fight fiercely to win pickup sales race

ARLENA SAWYERS
Staff Reporter

The winners of the "best-selling-vehicle" race for the 1991 calendar-year could very well be the buyers of full-sized pickup trucks. They are being bombarded with year-end incentives from Ford Division and Chevrolet.

Through Dec. 10, defending champion Ford's F-series pickups led by 12,247. For calendar 1990, the F-series trucks won by 34,526 units.

Ford is offering consumers combined incentives of as much as $1,500 on 1991 and 1992 F-series pickups. By matching a Ford program in addition to its regular incentives, Chevrolet is offering as much as $2,500 in combined consumer and dealer rebates on 1991 and 1992 C/K pickups.

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GM may get stake in Polish state maker FSO. PAGE 8

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New Mazda unit develops $60,000 image car. PAGE 16

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13.5 million sales attainable despite November dip. PAGE 16

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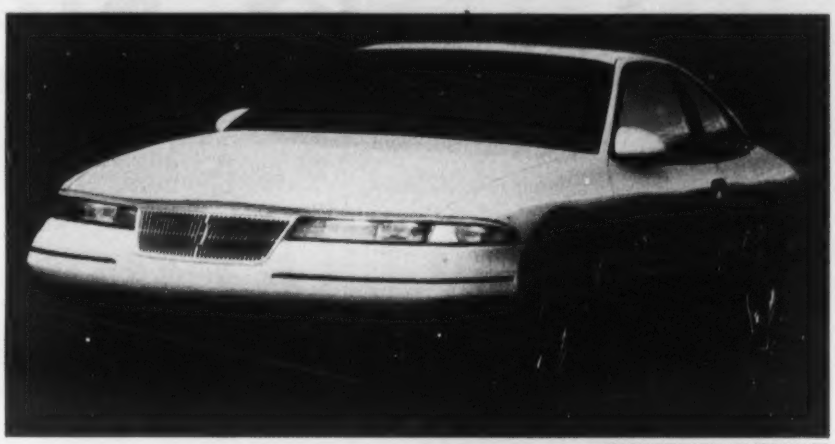
correction

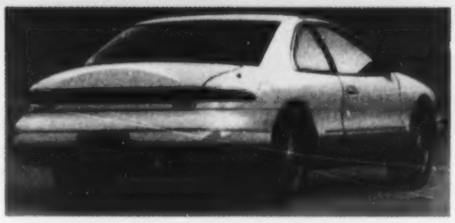
Alfa Romeo Distributors of North America notes that the 1992 price of $34,990 for the 164S sedan is 5.3 percent higher than the final 1991 price after adjusting for equipment made standard and is 9.2 percent higher before the adjustment. The Dec. 9 issue reported that the unadjusted price is up 13 percent. The error resulted from an incorrect 1991 price supplied by Alfa Romeo.



JIM DUNNE/POPULAR MECHANICS

Mark VIII unmasked

These spy photos show an undisguised prototype of the 1993 Lincoln Mark VIII, slated to bow next summer. The car retains the trademark spare-tire bulge in the trunk lid. Power is from a double overhead camshaft version of Ford's 4.6-liter modular V-8 said to be rated near 300 horsepower.



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and named Furuta vice chairman. Former President Keniichi Yamamoto remains chairman of Mazda.

Furuta, 63, had served as president since December 1987.

Wada, 60, joined Mazda in 1983, and since August 1988 he has been executive vice president and general manager in charge of corporate planning operations.

Wada's background is in finance. He joined Mazda after a 28-year career at Sumitomo Bank Ltd., where his last job was general manager of the head office. The bank and related companies own about 10 percent of Mazda.

— Richard Johnson

Ford recalls vans, Town Car

DEARBORN, Mich. — Ford Motor Co. is recalling approximately 380,000 1989 model F-Series light trucks and 1989 to 1991 model Econolines and Club Wagons equipped with gasoline engines and dual fuel tanks. Diesel-powered vehicles are not affected.

It is possible that the fuel tank selector valve, designed to control the fuel flow between the tanks and the engine, may malfunction. Should the valve fail, there is the potential for over-filling one of the tanks, which would cause fuel to leak out the inlet pipe past the filler cap.

In a separate action, Ford is recalling 80,000 1991 Lincoln Town Cars to replace the hood latch assemblies. In some cases, the auxiliary hood latch may not fully engage.

If the primary hood latch does not engage, such as when the hood is not tightly closed, the auxiliary latch may not hold the hood in place. Such a failure would cause the hood to open while the vehicle is being driven.

Most makers trim incentives

WEST CHESTER, Pa. — Five of the six largest vehicle manufacturers reduced their incentives from year-ago levels, according to a report released last week.

Autofacts Inc., an information and planning center which tracks incentives, said only Chrysler Corp. substantially increased average cash incentives by adding a variety of regional incentives.

For October/November 1991, Chrysler incentives averaged $3,744 or 71 percent higher than the same period in 1990. Industrywide, the average incentive during that same period was $1,625, a 7 percent decline from last year.

General Motors, Ford Motor Co., Toyota Motors Sales U.S.A. Inc., American Honda Motor Co. Inc. and Nissan Motor Corp. in U.S.A. reduced their October/November 1991 incentives from year-ago levels.

UAW, GM buy child care spot

FLINT, Mich. — General Motors and the UAW last week purchased three acres of land and a 16,000-square-foot building in Flint for a joint pilot child care center.

The center, scheduled to open in April, is for children of GM's 40,000 UAW workers in the Flint area who work at 13 GM facilities.

Ford appoints three to NAAO

DEARBORN, Mich. — Ford's North American Automotive Operations appointed three senior officials, effective Jan. 1.

Max Jurosek was named to the newly created position of senior vice president. He will report to Alex Trotman, executive vice president of the group, and will oversee the review and analysis of investment efficiency initiatives for future product and manufacturing programs.

Robert Transou was appointed general manager of Powertrain Operations, succeeding Jurosek. He reports to Trotman and will oversee Engine Operations, Transmission and Chassis Operations, Casting Operations, and powertrain engineering.

Robert Adams was appointed to the new position of director of engineering and manufacturing for Powertrain Operations. He will report to Transou.

NADA sees '92 at 13.5 million

WASHINGTON — Sales of new cars and light trucks will soar to 13.5 million units in 1992, compared with 12.5 million in 1991, according to the National Automobile Dealers Association.

"Lack of consumer confidence is not the main culprit behind weak sales," said Tom Webb, NADA's chief economist. "It is due to lack of money. Consumers are trying to rebuild their savings."

NADA's forecast is in line with those of industry analysts, who say sales could be as high as 14.3 million units in 1992. General Motors forecasts a slight recovery with car and light-truck sales at 13.5 million to 14 million. Chrysler Corp.'s estimate is 13.5 million.

Dealers should expect looser credit, more leasing and fewer customers with a negative equity position in their car loans, says Webb.

— Charles M. Thomas

Jaguar XJ220 at Detroit show

MAHWAH, N.J. — Jaguar Cars Inc. will showcase its 200 mph supercar at the North American International Auto Show in Detroit, Jan. 11-19.

The XJ220 topped 212 mph in speed trials at the Fort Stockton proving grounds in Texas earlier this year, Jaguar said. The car will not be sold in the United States.

briefly

Mercedes ad pitch backfires

New York ad agency Slater Hanft Martin recently took out two ads in *The New York Times* courting Mercedes-Benz. The idea was to wrangle an invitation to compete for the carmaker's $90 million account now in review. The first ad was in Japanese and bore the Mercedes-Benz logo. The second ad, also with the logo, had the English translation: "In today's car market you don't have the luxury of working with anyone else." The English ad gave the agency's name and phone number. The agency got an immediate response — a letter from Mercedes' lawyer warning the agency that it was infringing on the Mercedes logo and to cut it out.

STAY PLUGGED IN — The official pace car for the 103rd Tournament of Roses parade will be a **Chrysler** prototype electric minivan. The Chrysler TEvan will lead floats and bands through the streets of Pasadena, Calif., on Jan. 1. The van, which Chrysler expects to produce by the mid-1990s, is powered by a nickel-iron battery. The advanced-technology van reflects the parade's "Voyages of Discovery" theme, parade organizers said.

BAN ON ANTIPERSPIRANTS — It's no *secret* anymore. There is a *ban* on certain antiperspirants at **Chrysler Corp.'s** Jeep plant in Toledo, Ohio. Flakes from antiperspirants containing aluminum zerconium can filter out of workers' garments and float onto the surface of vehicles as they are prepared for painting. The paint will not stick to the flakes, which form tiny depressions in the paint and cause thousands of dollars in damage to the vehicles. Certain hairsprays and eyedrops are also culprits in paint problems which affect all U.S. vehicle assembly plants, a Chrysler spokesman said. He said antiperspirants and deodorants that do not contain chemicals responsible for damage can be used by workers in the paint shop. Everyone is *sure* glad about that.

LOST VACATION — President Bush and leaders of the Big 3 waited until after their holidays to visit Japan, but they'll tromp all over the Japanese year-end holiday. The entourage arrives Jan. 6, the first day back to work after the New Year's break when Japanese families get together. To prepare for the visit, public relations people and other white collar workers expect to work through the holidays. George, if you're sorry, say, *gomen nasai*.

CALIFORNIA HERE I COME (I HOPE) — Former Hyundai executive Art Meissner says he's ready to trade Colorado for California — and retailing for wholesaling. After his stint as head of **Hyundai Motor America** in Fountain Valley, Calif., Meissner moved to Colorado, where he sold cars until selling his dealerships to Denver Bronco quarterback John Elway earlier this year. Now, Meissner is talking to **Kia Motors Corp.** about being its top-ranking American executive, which would be his ticket back to California — and to running an import company. "If you're a skier, this place is great," Meissner said. "But if you want opportunity with an import company, Southern California is the place to be."

Meissner: It's the place to be

Chrysler cut its costs and looks leaner

MARY CONNELLY
Staff Reporter

Even as General Motors braces for years of retrenchment, Chrysler Corp. has already begun reaping the benefits of two years of painful cost cuts and white-collar reductions.

GM is starting down the path that Chrysler began treading in 1989 in pursuit of a "lean" organization.

In the past year, Chrysler has been the target of much negative media coverage of its performance and prospects. Now, as the glare of the national media spotlight turns to GM, Chrysler can point to gains made through fundamental changes in the organization.

While GM hopes to wring out $5 billion in annual costs by 1995, Chrysler says it has already has squeezed $3 billion in annualized costs from its operations in just over two years. In 1991 alone, 3,000 salaried jobs will have been trimmed — a 10 percent decline, compared to a 5 percent cut in 1991 at GM.

Chrysler's salaried and hourly automotive work force will total at 113,500 employees when the year closes, down from a peak of 135,200 workers in October 1987, following Chrysler's purchase of American Motors.

And there is no end in sight to the reductions.

Chrysler will scrape out an additional $500 million in cost savings and eliminate more white-collar jobs in 1992. And the company expects to trim an additional $300 million to $500 million annually for years to come.

"We are very much in pursuit of the lean system," said Chrysler President Robert Lutz. "We still have in our total cost structure billions of dollars of as-yet-unidentified waste, and it's just a matter of finding it.

In July 1989, Chrysler began a $1 billion cost-reduction campaign that grew to $3 billion in 1991. The company said it achieved the $3 billion in annualized reductions in the third quarter of this year.

"At the end of every year, we are going to have fewer salaried heads than we had the year before, and it's never going to stop," Lutz said.

By the end of December, Chrysler will have 27,000 salaried automotive employees in North America, including 1,800 temporary contract employees. At the end of 1990, the salaried automotive head count was 30,000, including 2,800 contract employees.

The work force reduction was achieved through attrition, special early-retirement programs, voluntary termination incentive programs and a "relatively small" number of layoffs, said Anthony St. John, Chrysler vice president of employee relations.

Chrysler hopes to avoid layoffs as it eliminates more jobs.

Chrysler's automotive hourly work force in North America rose slightly in 1991: 86,500 at the end of October 1991, up from 85,350 at the end of 1990.

The company is not yet perfectly lean. According to an *Automotive News* calculation of plant utilization based on straight-time, two-shift capacity, Chrysler produced at just 67.8 percent of the capacity of its 10 assembly plants for the 1991 model year — higher than GM's percentage, but lower than that of Ford Motor Co.

One measure of Chrysler's success was noted by Wall Street auto analysts when the company reported third-quarter earnings.

Chrysler surprised analysts by posting a lower-than-anticipated loss of $82 million for the quarter — a pittance compared to GM's loss of $1.06 billion and Ford Motor Co.'s loss of $574.4 million.

In a year-end statement issued last Thursday, Chairman Lee Iacocca said: "We kept our costs down while protecting our investment in the future.

"Losing less money than our competitors is no honor, but it does say that Chrysler is in shape for recovery."

Chrysler began streamlining after the AMC purchase in August 1987, which swelled its hourly and salaried employment to a peak of 135,200 workers in October of that year.

Then in mid-1989, Iacocca began warning that a recession was in the offing and the company had to be trimmed.

Chrysler's new shape and size in the decade ahead will be determined by a system called "process redesign." Essentially, process redesign takes a single task, breaks it down into steps and identifies steps that can be eliminated.

Ford has already cut

KATHY JACKSON
Staff Reporter

Ford Motor Co. President Philip Benton says he doesn't anticipate massive programs next year to cut employment at Ford. He says Ford achieved most of its necessary cuts this year.

Ford's U.S. and Canada salaried work force, excluding the financial group, dropped to about 44,793 this year, down 5.5 percent from last year. All but about 300 of the cuts were through attrition or special early buyouts.

Benton said any cuts in 1992 will be "significantly more modest. Where we need reductions, we hope to meet them through attrition."

Ford's fund of $1.6 billion to pay laid-off UAW workers 95 percent of their regular earnings throughout the current contract, which ends in 1993, is in no danger of running out, he said. He said Ford probably won't ask the UAW to reopen the contract.

Ford has 108,550 U.S. and Canadian hourly automotiveworkers, down 3.3 percent from 1990, said company spokesman Dick Routh.

The impending cutbacks at General Motors are old hat at Ford, which slashed jobs and capacity in 1979-82. From the end of 1978 to the end of 1990, Ford shrunk from a U.S. work force of 197,405 hourly and 74,469 salaried workers, a total of 271,874.

Routh said productivity has risen along with the cutbacks. In 1980, Ford produced about 13 vehicles annually per North American employee. By 1990, that had risen to 21 vehicles annually per employee.

Ford is utilizing 80 percent of its North American plant capacity now and expects that to increase to 90 percent in the first quarter of 1992, Benton said.

Staff Reporter Joseph Bohn contributed to this report.

Automaker employment, '91 vs. '90

U.S. and Canadian employment by the Big 3 and the Japanese breaks down this way:

FORD
- Salaried automotive work force: down 5.5 percent to 44,793
- Hourly automotive work force: down 2.5 percent to 108,550

CHRYSLER
- Salaried: down 10 percent to 27,000
- Hourly: up 1.3 percent to 86,500

GENERAL MOTORS
- Salaried automotive: down 5 percent to 91,000
- Hourly automotive: down 7.4 percent to 338,000

BIG 3 COMBINED
- Salaried: down 10,600
- Hourly: down 29,600

JAPAN
- Total OEM transplant, r&d, sales company, port and subsidiary employment in U.S. and Canada: 55,256, up 6 percent from 52,091 in 1990.

Source: Company-supplied figures, Automotive News calculations

Transplant payrolls grow

LINDSAY CHAPPELL
Staff Reporter

Suppliers also on diet > 26

As General Motors shrinks its U.S. operations, another auto industry group is growing on American soil.

Japanese transplant car manufacturers and sales companies now employ about 45,000 people in the United States, and another 6,000 in Canada — up almost 10,000 jobs in two years, according to an *Automotive News* compilation of employment figures given by the nine Japanese automakers operating in the United States.

But that doesn't come close to making up for the jobs axed by the U.S. Big 3. This year alone, the Big 3 dropped more than 11,000 salaried jobs. GM alone has cut 25,000 U.S. hourly jobs in 1991.

Thousands of employees at U.S. companies now owe their livelihood to supplying Japanese car plants. According to a formula used by the U.S. General Accounting Office, as many as 90,000 jobs at U.S. and Japanese-transplant parts companies support the Japanese plants. The expanding Japanese-owned parts makers alone account for about 60,000 jobs.

Of the 45,000 jobs at Japanese automakers and sales companies, about 30,000 are at transplant assembly factories and U.S.-Japan joint ventures. The other 15,000 jobs cover white collar workers, including about 3,000 people at Japanese companies' U.S. research and development operations.

Both blue and white collar employment by Japanese-owned firms will continue to grow. Transplant carmakers plan to open or expand four more factories in the next two to three years, meaning another 6,000 assembly jobs alone.

One importer released a comment on the GM cuts immediately after last week's announcement.

Robert McCurry, the outspoken executive vice president of Toyota Motor Sales U.S.A. Inc., said, "GM management had to do what it believed to be best for the company. We empathize with them, and hope they will be successful."

Dealers OK cuts, but blame Japan

LIZ PINTO
Staff Reporter

General Motors dealers voiced tentative support of GM Chairman Robert Stempel's plans to trim the company to achieve profitability.

In telephone interviews, dealers agreed with Stempel's "lean capacity approach" and empathized with employees who could face layoffs.

Many dealers blamed imports for much of GM's dilemma.

- **Philip Buxbaum,** owner of Hayes Chevrolet-Buick in New Milford, Conn.: "GM was definitely at too much capacity, so in that respect what they are doing with plants makes a lot of sense. But we have to stop the Japanese. The government needs to put quotas on Japanese imports."
- **Bill Lehman,** owner of William Lehman Buick in Miami, Fla.: "I guess if I was losing a half-billion dollars a month I would be taking drastic action, too. But I also think the American government has to work closer with the three domestic manufacturers so that they can return to stability, much less profitability."
- **Rick Parker,** part-owner of Parker Cadillac, Little Rock, Ark.: "What Stempel is doing probably needed to be done because of the economic climate. But I would like to see the government come out with a 10 percent rebate for anything American made for 90 days."
- **Tom Sheehan,** owner of Sheehan Pontiac-GMC Trucks in Lighthouse Pt., Fla.: "Stempel's announcement came on a sad day because it is indicative of the state of manufacturing in this country and sad because of the employees and their families that will be negatively affected.

"But from a strict business standpoint, I look forward to the consequences of the decision. It will make for a healthier GM."

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trucks

in brief

TRUCKS

LTV agrees to sell AM General

DALLAS — LTV Corp. agreed to sell its military truck manufacturing unit, AM General Corp., to The Renco Group Inc., a privately owned, New York-based holding company.

Terms of the sales agreement were not disclosed.

The sale, which is subject to approval by the U.S. Bankruptcy Court, is part of LTV's plans to sell all of its LTV Aerospace and Defense Co. In 1986, LTV filed for Chapter 11 protection under the U.S. bankruptcy code.

A court hearing on the sale is scheduled for Dec. 23.

LTV acquired AM General from American Motors in 1983. AM General in South Bend, Ind., will begin delivering a civilian version of its military Hummer vehicle in 1992.

Navistar adds ABS, cuts engine lineup

CHICAGO — Navistar International Corp. will begin making anti-lock brakes a production option on its International 9000 series cabover and conventional tractors beginning in January.

ABS also will be available on International 8000 series conventionals by July 1992, according to Wayne J. Krzysiak, Navistar vice president of sales.

Navistar picked Allied-Signal Automotive's Bendix Heavy Vehicle Systems Group as its ABS supplier.

The Bendix full vehicle wheel control system has four speed inputs, including two from the rear drive axle and two from the front steering axle.

Navistar's new 360 and 466 engines, due out in January, will get a new DTA designation to signify they are air-to-air intercooled and turbocharged. The only exception is the DT-466 used in forward-control, transit-style school bus chassis. The engine is turbocharged without intercooling.

Navistar also will consolidate its engine line by dropping the 7.3-liter diesel at 130 horsepower, the DTA-466 at 220 hp and the DTA-466 at 250 hp with 700 pounds-feet of torque.

Bathke is first Ford sales grad

LOUISVILLE, Ky. — Karl Bathke, a salesman with Salinas Valley Ford Sales in Salinas, Calif., is the first graduate of Ford's Heavy Truck University.

Bathke was the first of over 1,200 Ford Heavy Truck salespersons to enroll in the University for Master Associates certification. Attainment of that level requires completion of 15 comprehensive courses.

Ford launched the university in 1988 to train retail salespersons and management for heavy-truck dealerships. Three levels of certification or an alternative concentration of training in medium-duty, vocational, or over-the-road models are offered.

Class 8 sales expected to dip 20.7%

Year's tally may be lowest since 1983

JOSEPH BOHN
Truck Editor

Truck industry officials expect Class 8 U.S. retail truck sales to come in at slightly over 96,000 units for calendar 1991, which would be the lowest level since 1983.

The level also would represent a 20.7 percent decline from 1990, according to the Motor Vehicle Manufacturers Association.

The industry sold 88,438 Class 8 models during the first 11 months, off 20.2 percent from the year-ago period, according to MVMA.

The industry is looking for at least a modest upturn next year.

Volvo GM Heavy Truck Corp., for example, is looking for a 7 to 8 percent increase in calendar 1992 Class 8 sales to about 105,000, according to Dave Wilson, Volvo GM manager of market research and planning.

Freightliner Corp., which has been fairly conservative in its past forecasts, is looking for 110,000 U.S. Class 8 sales in 1992, according to Debi Nicholson, Freightliner director of public affairs.

Frank Prezelski, an analyst with Rothschild Inc. in New York, also expects at least 110,000 to 115,000 sales for Class 8 models next year.

On average, truck demand is still moving up ever so slowly, Prezelski said.

Volvo GM sees a slow recovery in 1992 that will come mostly in the second half.

"The economy has got to get back on its feet again. That's the key," Wilson said.

"Until consumer spending and industrial production start heading in the right direction, there will be no freight to haul," Wilson added.

Volvo GM, like other major manufacturers, is anticipating fiscal stimulus from the federal government and lower interest rates to improve consumer confidence.

The new Surface Transportation Efficiency Act of 1991, which authorizes spending of up to $119 billion on roads and highway repairs over the next six years, will particularly benefit manufacturers like Mack Trucks Inc., Ford Motor Co. and Volvo GM, which have strong sales in construction trucks.

Direct construction-related vehicles, such as dump trucks and mixers, account for about 12 to 15 percent of the market.

Even with a rebound, though, heavy-truck manufacturers need 125,000 to 130,000 sales to get back to strong profitability, Prezelski said.

One bright spot is that industry officials are predicting the recovery will last longer than previously anticipated.

Engine manufacturers had been cautioning that they would need costly, complex devices to meet stringent new diesel pollution standards mandated by the federal government for the 1994 model year.

Now, the manufacturers are saying they can meet those standards without such equipment, Wilson said.

Prezelski, confirming the report, said this will be a major benefit to manufacturers.

"It means they won't have to crank up factories to run at maximum speeds in 1993 only to have the plug pulled on them in '94," he said.

"It provides for a smoother production ramp up and transition from one year to the next."

Sales race in Class 8 trucks headed for a photo finish

Freightliner poised to upset Navistar

JOSEPH BOHN
Truck Editor

Navistar International Corp., Class 8's reigning sales champion over the past 25 years, was dethroned in November and may relinquish its position to Freightliner Corp.

The race for the calendar year sales crown may end in a photo finish with the UAW possibly determining the winner.

Last month, Freightliner moved firmly into the No. 1 spot in Class 8 sales for the first time in its history. According to the Motor Vehicle Manufacturers Association, it outsold or tied Navistar in six of 11 months this year and grabbed the year-to-date lead at the end of November with calendar year sales of 20,619 units, compared with 20,140 for Navistar.

Navistar, formerly International Harvester, has been the heavy-truck sales leader for a quarter century. White Motors Corp. was the last company to hold the title, back in 1966, before Navistar took over, according to MVMA data.

With Freightliner's momentum, it seemed to be a shoo-in for the top spot in calendar 1991. But the company got hit with a UAW strike Dec. 4 at its Mt. Holly, N.C., plant. The plant normally builds 55 trucks a day; the strike cut output to 25 a day, though Freightliner officials were hopeful of getting up to 30 a day last week, said Debi Nicholson, Freightliner director of public affairs.

Workers at Mt. Holly voted for the UAW to represent them in April 1990 but they have been unable to reach a contract agreement.

No other Freightliner plants are affected.

Freightliner still has a shot, though slim, at upending Navistar for the calendar year. The race will be close but, as the history of vehicle sales reporting has shown, strange things can happen on the last day of the month.

Before the strike, the heavy-truck industry was expected to sell about 95,000 units for calendar 1991. Now it is expected to produce slightly over 96,000 units, said Frank Prezelski, an analyst with Rothschild Inc. in New York.

He anticipates Navistar pulling out all the stops to retain its No. 1 position. Navistar has ample inventory to fight Freightliner.

Earlier this month, Navistar reported a $165 million loss for fiscal 1991. A loss of sales leadership would be doubly troubling.

But it is questionable whether Freightliner can attain long-term sales leadership. The current market gives a disproportionate share of the sales mix to on-highway tractors at the expense of straight trucks, such as those used in construction, an official with Volvo GM Heavy Truck Corp. said.

Thus, the market currently favors West Coast-based Kenworth Truck Co., Peterbilt Motors Co. and Freightliner more than Ford Motor Co., Mack Trucks Inc. and Navistar. But when the economy improves, Navistar is likely to rebound more quickly.

NOVEMBER 1991 TRUCK SALES BY GVW

	Nov. 1991	Nov. 1990	11 mos., 1991	11 mos., 1990
Class 1-3	94,989	95,111	1,098,324	1,257,726
Class 4	1,261	1,562	18,189	24,523
Class 6	295	461	4,692	5,829
Class 7	990	1,617	17,210	24,628
Class 8	547	736	7,603	11,963
FORD	**98,082**	**99,507**	**1,146,018**	**1,324,669**
Class 6	11	0	31	0
Class 7	40	0	164	0
Class 8	1,964	1,702	20,619	21,432
FREIGHTLINER	**2,015**	**1,702**	**20,814**	**21,432**
Class 1-3	73,983	85,128	980,292	1,162,923
Class 4	119	37	1,579	40
Class 5	9	11	118	233
Class 6	130	879	2,517	8,120
Class 7	428	522	5,499	6,819
CHEVROLET	**74,669**	**86,577**	**990,005**	**1,178,135**
Class 1-3	21,080	22,689	259,989	301,663
Class 4	59	2	911	3
Class 5	34	31	372	1,962
Class 6	211	429	3,092	5,076
Class 7	790	991	12,044	13,406
GMC	**22,174**	**24,142**	**276,408**	**322,110**
Class 7	51	15	288	374
Class 8	913	1,089	10,464	13,334
KENWORTH	**964**	**1,104**	**10,752**	**13,708**
Class 6	28	46	452	1,015
Class 7	39	62	606	1,357
Class 8	793	904	9,487	13,449
MACK	**860**	**1,012**	**10,545**	**15,821**
Class 6	92	33	394	492
Class 7	198	74	831	1,115
MERCEDES-BENZ	**290**	**107**	**1,225**	**1,607**
Class 4	0	0	27	52
Class 5	0	2	25	105
Class 6	352	723	7,106	11,471
Class 7	1,299	1,683	27,656	28,359
Class 8	1,352	1,541	20,140	25,081
NAVISTAR	**3,003**	**3,949**	**54,954**	**65,068**
Class 7	10	18	202	340
Class 8	768	969	8,503	11,049
PETERBILT	**778**	**987**	**8,705**	**11,389**
Class 7	159	86	1,128	717
Class 8	1,060	1,306	10,623	13,031
VOLVO/GM HEAVY	**1,219**	**1,392**	**11,751**	**13,748**
Class 1-3	2	24	186	287
Class 4	13	0	67	0
Class 5	34	53	376	480
Class 6	25	39	489	602
Class 7	40	40	593	846
HINO	**114**	**156**	**1,711**	**2,215**
Class 1-3	62	40	622	618
Class 5	49	90	674	875
Class 6	46	54	513	491
Class 7	27	46	339	464
NISSAN DIESEL	**184**	**230**	**2,148**	**2,448**
Class 1-3	351	509	5,436	5,977
Class 4	130	46	1,120	600
Class 5	77	21	816	355
Class 6	72	58	745	1,759
Class 7	24	17	223	548
ISUZU TRUCK	**654**	**651**	**8,340**	**9,239**
Class 1-3	136	150	1,640	1,683
Class 5	56	54	593	597
Class 6	37	13	362	242
Class 7	37	53	307	498
MITSUBISHI FUSO	**266**	**270**	**2,902**	**3,020**
SCANIA Class 8	**3**	**9**	**48**	**98**
Class 1-3	0	135	908	1,498
Class 4	0	32	297	485
Class 5	0	12	149	226
Class 6	0	13	96	143
IVECO TRUCKS*	**0**	**192**	**1,450**	**2,352**
WESTERN STAR Class 8	**56**	**0**	**556**	**816**
Class 1-3	120,941	118,646	1,449,102	1,684,614
Class 6,7,8	25	35	395	531
OTHER TRUCKS	**120,966**	**118,681**	**1,449,497**	**1,685,180**
CLASS 1-3	**311,544**	**322,432**	**3,796,499**	**4,416,989**
CLASS 4	**1,582**	**1,679**	**22,190**	**25,703**
CLASS 5	**259**	**274**	**3,123**	**4,833**
CLASS 6	**1,299**	**2,768**	**20,480**	**35,240**
CLASS 7	**4,132**	**5,224**	**67,090**	**79,471**
CLASS 8	**7,481**	**8,291**	**88,438**	**110,784**
TOTAL TRUCKS	**326,297**	**340,668**	**3,997,829**	**4,673,020**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

Mazda sets course for 250-horsepower version of Miata

$60,000 image car has V-6 from 929

RICHARD JOHNSON
Staff Reporter

TOKYO — Mazda Motor Corp. is planning its own "Cobra," a rebodied 250-horsepower version of the MX-5 Miata that is likely headed for production as a limited-edition model. Some could reach the United States.

Dubbed M2 1006, the forthcoming car is under development at company's new M2 Inc. experimental product planning center in Tokyo.

At more than $60,000 a pop, the M2 1006 would be Mazda's ultimate image car and an answer of sorts to the Acura NSX.

The running prototype has dramatically flared front and back wings which give it a much wider and more aggressive stance than the Miata.

Power comes from the 929's 3.0-liter V-6 and road characteristics are courtesy of the new RX-7's chassis.

The M2 1006 has been in the works for the past year at Mazda's Yokohama development center, and it is now being supervised at the M2 headquarters, where the rough-hewn prototype is housed in the basement of the recently opened four-story structure.

Company officials said that if they decide to go ahead with the project, the car could be in production in two to three years. Other sources say the M2 1006 may appear as early as next year as an auto show attraction.

Within M2, the M2 1006 prototype is referred to as the "Eunos Cobra" because of its resemblance to the Ford V-8 powered sports car classic of the 1960s.

Eunos is an upscale Mazda sales channel in Japan that markets the Miata as the Eunos Roadster.

Much as the Miata is a modern incarnation of classic British two-seater sports cars of the 1960s, the M2 1006 is viewed here as a modern rendition of Carroll Shelby's original Cobra.

A limited production run of 500 is being discussed.

Distribution plans are not finalized, though besides the Japanese domestic market, Mazda is eyeing sales in the United States and Germany.

Pricing is not settled, but officials are planning on the basis of an 8 million yen ($62,500) sticker.

Mazda will likely use an Alpha-numberic badge, probably the M2 1006 moniker it now carries as a prototype.

The prototype's engine bay is packed tight with the twin-cam 24-valve 3.0-liter V-6. The current output is about 210 hp, but engineers are aiming at production-car performance of 240 to 250 hp. That compares the 120-hp output of the current 1.6-liter, four-cylinder Miata.

The M2 1006 chassis is borrowed from the RX-7, with double-wishbone suspension and ventilated disc brakes.

The Miata's bespoilered body is stiffened and a rollbar added.

The prototype is fitted with 16-inch Pirelli tires and rigid sport seats.

The length of the M2 1006 is identical to the Miata, but the wheelbase has been extended slightly.

Styling was done by a small, outside consultant, which Mazda officials are keeping secret.

Product development officials said the current shape of the M2 1006 is essentially frozen, though details of the front window are still being refined. AN

Japan gets pumped-up Miata

TOKYO — Mazda Motor Corp. has launched a souped-up, limited edition of the Miata/Eunos roadster to mark the opening of a new research and vehicle development subsidiary in Tokyo.

The center, M2 Inc., is based in a new four-story structure housing a small-scale experimental studio where M2 staff will concentrate on "soft" aspects of product development.

The non-traditional unit will study consumer tastes in metropolitan Tokyo and plug the findings into the corporation's mainstream product development. M2 is concentrating on image-enhancing, high-performance niche models with its youngish staff of 25 designers, engineers and product planners.

To mark the start-up of the unit, Mazda launched the M2 1001, a special-edition of the Miata/Eunos that will sell for nearly twice the price of a stock version. The vehicle will be sold only in Japan.

The Miata's 1.6-liter engine has been overhauled to accommodate modified pistons, camshaft, flywheel and exhaust manifold. Output has been increased from 120 horsepower to 130 at 6,500 rpm and higher maximum torque.

Although sheet metal remains the same, the M2 1001 gets a front spoiler with integrated fog lamps, a rear spoiler, aerodynamic aluminum door mirrors and new interior details.

Other features include a rigid rollbar and specially tuned chassis and suspension. Interior modifications are aimed at improving functionality.

Mazda says only 300 M2 1001 units will be produced, and all will be the same dark blue-black color. The car will sell for 3.4 million yen ($26,500) and would-be buyers must place orders in person at the M2 headquarters.

— Richard Johnson

Europe expects record '91 sales despite Nov. dip

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Weighed down by a 19 percent skid in the German market, European new-car sales slid 7.7 percent last month to an estimated 974,000 units. Sales for the 11 months through November were virtually unchanged from a year earlier, at 12.7 million units.

But analysts say they still expect sales in the 17 countries to hit a record 13.5 million units this year, up 1.7 percent over last year, on the basis of record first-half demand in Germany.

Despite the November slide, German sales for the 11 months were still 30 percent ahead of a year earlier, at 3.95 million units. Analysts expect the country to post record sales of at least 4.1 million units for the year, and then retrench to about 3.5 million in 1992.

"The German market is weakening; November reflects a sharp drop in demand," said Arthur Maher, an analyst with DRI/Europe in London. "But in 1992, the European picture will be quite different. The United Kingdom and France will enjoy growth, and Italy will be stable."

Italy, Europe's second largest market, rose 17.7 percent in November, but was down 1.4 percent for the 11 months. Year-to-date sales dipped to 2.18 million units from 2.2 million last year.

Maher said Italy appears to be "exceedingly strong."

"We saw with the outbreak of the Gulf War that France and other markets went weak," he said. "But the Italian market was not affected adversely."

Sales in France fell 14 percent in November and were off 13.1 percent for the 11 months, dropping to 1.87 million units from 2.1 million a year earlier.

Sales there were expected to be off last month because of a 21-day strike at Renault, but Maher said the French market has remained slow since the first quarter, and likely will end the year at 2.09 million cars.

DRI forecasts sales in France will rise to 2.18 million units in 1992, contingent on overall improvement in the European economy.

The United Kingdom is in a similar slump, with November sales down 14.4 percent and 11-month figures off 21.2 percent from a year earlier, at 1.53 million units.

"In 1992, we continue to expect a recovery to 1.79 million units" in Britain, Maher said.

Sales in Spain were up 5.6 percent for the month of November but down 10.7 percent for the 11 months, to 819,200 units. Analysts are uncertain how Spain will end the year because the government is considering reducing the 33 percent value-added tax on cars, and consumers could delay purchases for a rollback.

Because of limited supplies of its new subcompacts, Volkswagen AG sales were down 5.4 percent in November from a year earlier.

General Motors Europe was off 16.5 percent for the month compared to November 1990.

Ford of Europe was off 5.4 percent for the month, reflecting the continuing recession in its home market in Britain.

Renault SA, affected by strike-related shutdowns and the ailing French economy, was down 17.6 percent in November from the year-ago period.

The Fiat Group showed a 3.4 percent increase for the November period, and sales for the Peugeot Group were up 1.3 percent.

For the 11-month period, Volkswagen Group, with 11-month sales of 2.03 million units, continued as the unchallenged European sales leader with a 16 percent market share.

Fiat Auto, with a 12.6 percent share, was down 9.3 percent for the 11 months, to 1.6 million cars.

General Motors and Ford remained neck-in-neck for the 11 month period, with Ford commanding a 12 percent share on sales of 1.52 million units and GM following with a 11.8 percent share on sales of 1.5 million units.

Ford was up 4.4 percent for the 11 months, while GM showed a 1.2 percent gain. AN

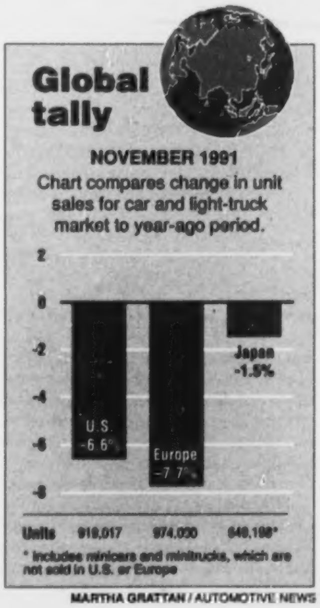
EUROPEAN SALES BY MANUFACTURER

Manufacturer	11 months, 1991	1991 share[1]	11 months, 1990	change (%) '91 vs. '90
Volkswagen	2,032,000	16.00	1,962,600	+ 3.50
Fiat Auto[2]	1,599,400	12.60	1,763,800	− 9.30
Ford[4]	1,519,800	12.00	1,450,000	+ 4.40
Jaguar	11,700	0.09	17,700	−33.70
General Motors[3]	1,503,800	11.80	1,480,700	+ 1.20
Peugeot S.A.[5]	1,513,600	11.90	1,624,000	− 6.80
Renault	1,256,800	9.80	1,237,000	+ 1.60
Mercedes-Benz	435,500	3.40	408,400	+ 6.60
Nissan	419,800	3.30	374,200	+12.20
BMW	386,300	3.00	341,400	+13.20
Toyota	346,400	2.70	346,300	+ 0.02
Rover	328,200	2.50	370,800	−11.50
Mazda	276,700	2.20	267,400	+ 3.30
Mitsubishi	183,300	1.40	169,900	+ 7.90
Volvo	185,400	1.40	221,600	+16.40
Honda	161,800	1.30	153,500	+ 5.40
Lada	100,100	0.70	101,600	− 1.50
Suzuki	98,400	0.70	94,400	+ 4.30
Daihatsu	51,200	0.40	39,500	+29.70
Subaru	50,800	0.40	48,100	+ 5.50
Saab	48,800	0.40	53,500	− 8.90
Skoda	47,000	0.30	27,300	+72.00
Isuzu (non-GM)	3,700	0.03	5,900	−37.10
Others	155,500	1.20	123,400	+24.00
Total	**12,716,000**	**100.00**	**12,683,000**	**+ 1.50**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	11 months, 1991	Pct. change vs. 1990
Germany	3,950,400	+30.00
Italy	2,180,200	− 1.40
France	1,866,700	−13.10
United Kingdom	1,533,500	−21.20
Spain	819,200	−10.70
Netherlands	494,200	+ 0.20
Belgium-Luxembourg	463,600	− 0.50
Switzerland	293,400	− 3.70
Austria	268,400	+ 3.90
Portugal	206,300	+ 9.50
Sweden	172,600	−20.00
Greece	143,200	+35.31
Finland	88,300	−34.90
Denmark	80,000	+ 3.10
Ireland	65,600	−18.20
Norway	50,400	−14.00
Total	**12,716,000**	**+ 0.30**



MARTHA GRATTAN / AUTOMOTIVE NEWS

Toyota lowers profit forecast

RICHARD JOHNSON
Staff Reporter

TOKYO — Toyota Motor Corp., stung by the worldwide auto slump, a rising yen and increasing depreciation, investment and labor costs, has revised its earnings forecast sharply downward.

At a press conference, President Shoichiro Toyoda forecast a slight recovery for the slumping Japanese domestic market in 1992, predicting a rise in new-car registrations, excluding mini-vehicles, of 1.7 percent, to 5.9 million units.

Toyoda also called for an end to Japan's self-imposed restrictions on car exports to the United States. He said he remains opposed to the voluntary restraints "in light of the free trade principle." Japanese car exports to the United States have been restricted since 1981. The current ceiling is 2.3 million cars.

The biggest Japanese automaker said it expects its parent company's pretax profits to decline to 400 billion yen (about $3.1 billion) during the fiscal year which ends June 30, 1992. Earlier, Toyota had forecast earnings of $4.3 billion for the fiscal year. Pretax profits were $4.5 billion in fiscal 1991 and $5.7 billion in fiscal 1990.

Net sales of $70.3 billion are expected for the fiscal year, up from $67.2 billion.

Toyota has also rolled back its initial capital investment plan of $3.9 billion for the next fiscal year, although it did not specify the new level. The company is spending $4.5 billion during the current fiscal year.

The company forecast 1992 calendar-year domestic production of 4.08 million cars — about the same level as 1991 — and said that overseas output will rise 22 percent to 820,000 next year. Toyota said car exports will decline 3 percent to 1.65 million units and predicted Japanese domestic sales of 2,460,000 during 1992, up 3 percent from this year.

Toyoda also revealed plans for a new corporate philosophy aimed at reflecting the company's environmental consciousness, but did not provide details. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Dec. 1-10, 1991	Dec. 1-10, 1990
ALFA ROMEO (imp. car)*	34	52
Acura (imp. car)	2,293	2,311
Domestic car	6,665	3,821
Imported car	3,591	2,843
Honda	10,256	6,664
AMERICAN HONDA	12,549	8,975
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	857	1,085
Domestic car*	2,349	3,127
Imported car*	0	33
Domestic truck*	75	91
Chrysler Division*	2,424	3,251
Domestic car*	6,614	8,792
Imported car*	470	586
Domestic truck*	8,505	7,650
Imported truck*	164	370
Dodge*	15,753	17,397
Domestic car*	689	910
Imported car*	220	98
Eagle*	908	1,008
Domestic truck*	3,285	3,267
Jeep*	3,285	3,267
Domestic car*	3,848	5,103
Imported car*	267	321
Domestic truck*	3,135	3,306
Plymouth*	7,250	8,730
Domestic car*	13,499	17,932
Imported car*	957	1,039
Domestic truck*	15,000	14,314
Imported truck*	164	370
CHRYSLER CORP.*	29,620	33,654
Imported car*	82	101
Imported truck*	59	81
DAIHATSU*	140	182
FERRARI (imp. car)*	16	16
Domestic car	18,230	27,413
Imported car	1,244	835
Domestic truck	28,898	33,850
Ford Division	48,372	62,098
Domestic car	3,450	6,719
Lincoln	3,450	6,719
Domestic car	5,357	6,040
Imported car	1,239	1,412
Mercury	6,596	7,452
Domestic car	27,037	40,172
Imported car	2,483	2,247
Domestic truck	28,898	33,850
FORD MOTOR CO.	58,418	76,269
Domestic car	9,354	8,961
Buick	9,354	8,961
Domestic car	5,054	4,579
Cadillac	5,054	4,579
Domestic car	25,636	28,919
Imported car	2,067	1,955
Domestic truck	22,795	26,277
Imported truck	56	39
Chevrolet	50,554	57,190
GMC	6,912	6,602
Domestic car	7,098	6,549
Domestic truck	934	426
Oldsmobile	8,032	6,975
Domestic car	12,481	14,220
Imported car	1,045	1,062
Domestic truck	630	567
Pontiac	14,156	15,849
Domestic car	2,198	299
Saturn	2,198	299
Domestic car	61,821	65,527
Imported car	3,112	3,017
Domestic truck	31,271	33,872
Imported truck	56	39
GENERAL MOTORS	96,260	102,455
HYUNDAI*†	1,692	2,097
Imported car*	187	161
Domestic truck	630	370
Imported truck*	1,897	2,899
ISUZU*	2,714	3,430
JAGUAR (imp. car)*	123	269
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	681	984
Imported car*	2,078	2,254
Domestic truck	187	202
Imported truck*	3,035	2,965
MAZDA*	5,982	6,404
MERCEDES-BENZ (imp. car)*	979	1,339
Domestic car	1,145	875
Imported car*	1,650	1,056
Imported truck*	788	738
MITSUBISHI*	3,584	2,670
Infiniti	408	556
Domestic car	1,457	1,646
Imported car*	3,602	4,257
Domestic truck	1,505	1,360
Imported truck*	4,556	4,529
Nissan*	11,120	11,792
NISSAN MOTOR CORP.	11,528	12,347
PEUGEOT (imp. car)*	17	59
PORSCHE (imp. car)*	55	127
RANGE ROVER (imp. truck)*	66	95
ROLLS/BENTLEY (imp. car)*	4	20
SAAB (imp. car)*	347	323
STERLING (imp. car)*	0	53
Domestic car	387	487
Imported car*	668	1,139
SUBARU*	1,055	1,626
Imported car	91	86
Imported truck	327	295
SUZUKI†	419	381
Lexus (imp. car)	1,632	1,666
Domestic car	4,858	4,628
Imported car	5,281	5,816
Domestic truck	93	0
Imported truck	3,925	2,977
Toyota	14,157	13,421
TOYOTA MOTOR SALES	15,789	15,087
Audi (imp. car)*	185	256
Imported car*	1,208	1,738
Imported truck*	80	117
Volkswagen*	1,288	1,855
VWoA*	1,472	2,111
VOLVO*†	894	1,026
YUGO (imp. car)*	57	101
Domestic car	117,550	136,072
Imported car	34,505	37,122
TOTAL CAR	152,055	173,194
Domestic truck	77,584	83,968
Imported truck	14,953	15,103
TOTAL TRUCK	92,537	99,071
TOTAL CAR & TRK	244,593	272,265

*Estimated †Breakdown of North American built and imported car sales not available.

There were 9 selling days in the period this year and 8 last year.

Early-December sales tumble 10.2 percent

ANNE E. WRIGHT
Chief Statistician

The economy remains sluggish and consumers continue to show caution as the holidays approach. Car and light-truck sales fell in the first 10 days of December, making it nearly impossible that December sales will rise above the year-ago total.

Overall sales of domestic and imported cars and light-trucks for the period fell 10.2 percent, to 244,593. Cars were off 12.2 percent and trucks 6.6 percent.

Domestic-car sales slid 13.6 percent, and imports were off 7.1 percent. Truck sales mimicked that pattern — domestics were down 7.6 percent and imports off 1.0 percent.

Sales were off for each of the Big 3. General Motors declined 6.1 percent; Chrysler Corp. dipped 12.0 percent, and Ford Motor Co. fell 23.4 percent. Chrysler's sales are estimated by *Automotive News*.

Despite GM's overall sales decline, three divisions posted gains. Cadillac was up 10.4 percent; GMC climbed 4.7 percent, and Buick was up 4.4 percent. Buick remains the only Big 3 car to post an overall gain for the 1991 calendar year.

Toyota Motor Sales U.S.A. Inc. reported an increase over the 1990 period as sales of domestically built cars gained 5.0 percent and trucks went up 31.8 percent.

American Honda Motor Co. Inc. gained 39.8 percent in the first 10 days of December. The Honda Division, which suffered a poor November, enjoyed a sales increase of 53.9 percent for Dec.1-10, while Acura slipped 0.8 percent. ■

Suppliers join automakers in slimming operations

Worker, spending cutbacks planned

LINDSAY CHAPPELL
Staff Reporter

Like their automaking customers, several large, international automotive suppliers are scaling down as the worst year in auto manufacturing since 1983 ends.

TRW Inc., Allied-Signal Inc. and Tenneco Inc. have announced they will cut 21,000 workers as they restructure, sell off units and reduce capital spending.

Earlier in the year, Goodyear Tire & Rubber Co., Michelin Corp. and other major suppliers implemented restructuring programs.

Some of this month's moves began with non-automotive operations.

TRW's restructuring plan was prompted by setbacks in its defense and credit and information businesses, and Tenneco's moves were made partially in response to longstanding problems in its farm equipment operation.

But the shakeups among the key parts makers reveal how deeply the auto market is being affected by economic conditions.

Industry analysts believe other companies closely linked to the automotive market may face similar pressures.

■ TRW will lay off 10,000 of its 72,000 workers and divest itself of business units that account for $890 million in annual sales.

The company has not said yet which of its automotive operations will be closed or reduced. But TRW did say that increasing sales volume for air bags worldwide will help boost earnings next year — even if vehicle sales do not improve.

> “There is a squeeze on suppliers. They're being asked by the automakers to do two conflicting things at one time.”
>
> **BERNARD CAMPBELL**
> DRI/MCGRAW HILL ANALYST

TRW makes a wide range of auto products, including air bags, steering gears, valves and seat belts. A company statement pledged continued support for the air bag and power rack-and-pinion steering system businesses.

Gorman: joins Asia trip

Chairman Joseph Gorman is among 21 business leaders joining President Bush on a 12-day trip to next week.

■ Allied-Signal, a $12-billion-a-year supplier of lighting and anti-lock brakes, said it will close or consolidate eight automotive plants in the coming months. In addition, it will close factories in Reno, Nev., and Salisbury, N.C., that are part of its Bendix Heavy Vehicle Systems group.

In October, the company announced other corporate changes, including the sale of automotive sensor and filter businesses.

The moves will cost Allied an $880 million charge against earnings and will result in layoffs of 5,000 workers.

■ Tenneco Inc. said last week it will eliminate 4,000 jobs in its farm equipment company and another 2,000 in other areas, including the automotive business.

A company spokesman said Tenneco Automotive also will be affected by a plan to chop $250 million out of 1992's capital spending program, but would not be more specific.

However, he said the division is a key source of profits for the corporation, and the company expects its profitability to be enhanced as auto sales rebound.

Bernard Campbell, director of automotive analysis for DRI/McGraw Hill in Lexington, Mass., noted that many smaller suppliers have attempted to scale back in the past two years of declining auto sales.

“There is a squeeze on suppliers,” Campbell said. “They're being asked by the automakers to do two conflicting things at one time. The carmakers are being pressured to reduce costs, and they're asking their suppliers to do the same.

“But at the same time, the carmakers are also pushing them to improve products and technology,” Campbell said. “This is not an easy time for suppliers to make a profit.” ■

MERCURY VILLAGER FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Mercury Villager	112.2	189.2	73.7	67.6	3,982	3.0L, V-6	4wd	minivan

VILLAGER

New minivan enters crowded field

continued from PAGE 3

to expected to heavily conquest station wagon and competitive minivan owners, and should result in a high percentage of incremental business with up to 85,000 in annual sales, Miskowski said.

He said the division will take dealers to Florida and Arizona to drive the vehicle and learn how to sell its features.

“We're mapping out a plan for every Lincoln-Mercury-supervised dealer” — those not dualed with Ford — to get a list of nearby minivan owners, he said.

The Villager will go on sale officially in September as a 1993 model but begin appearing in showrooms in late June or July, L-M officials said. It will be available in only LS luxury or GS sporty trim versions.

The GS comes standard with such common items as power rack-and-pinion steering, power brakes, a brake-shift interlock system, tinted glass, interval windshield wipers, cloth-covered reclining bucket front seats and an AM/FM stereo with four speakers.

The LS version adds standard Bosch four-wheel anti-lock brakes, a rear window defroster, automatic speed control, power windows and door locks and front air conditioning.

The Mercury Villager has dimensions similar to Chrysler Corp.'s minivans.

Mercury is considering standardizing ABS, optional on the GS, “across the board,” according to Miskowski.

The minivan meets all safety standards for passenger cars. But air bags won't be available until the 1994 model year. “Sure, we wish we had an air bag,” Miskowski admitted, but said ABS is a more important safety feature.

The Avon Lake plant, with overtime, can produce up to 135,000 units a year. At that rate, Mercury would get 85,000 units and Nissan 50,000, said Stephen Lyons, Lincoln-Mercury's general marketing manager.

Miskowski predicted a 1-million-unit minivan market in the 1993 model year.

Officials expect to build only 2,000 units between April and June and about 40,000 in calendar 1992. Lincoln-Mercury will get about 28,000 to 30,000 of that, Miskowski said.

The single overhead camshaft Nissan engine generates 150 horsepower and 170 pounds-feet of torque.

An optional towing package gives the Villager a 3,500-pound towing capacity.

Although the Nissan engine is imported from Japan, Lincoln-Mercury officials said the Villager exceeds the 75 percent U.S. content minimum to make it a domestic vehicle under EPA rules. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET	
Cavalier, Geo Storm (1991-92 models, expires Jan. 5)	0-$1,000, quota
C/K pickups (1991-92 models, expires Dec. 31)	$1,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires Jan. 3)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (1991 models; expires Dec. 31)	
Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale
CHRYSLER CORP. (expires Dec. 31)	
Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
HONDA (expires Dec.31)	
All 1991 models except CRX	$500
ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)	
Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500
*Based on number sold	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (expires Dec. 31)	
Rebates vary by region and apply to 1990-92 models.	
Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000
NISSAN (expires Jan. 3, unless otherwise noted)	
1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (expires Jan. 3)	
Legacy (1991)	$1,200-1,700, based on region
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
TOYOTA (expires Jan. 3, based on quota)	
Camry (1991), Corolla (1991-92)	$500-700,
Base 4x2 pickup (1991-92)	$1,000-1,400,
Other pickups	$600-1,000,
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1991 models; expires Dec. 31)	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,300
780 coupe	$2,500

BMW dealer rebate tops 'em all; it's $10,000 on '91 750iL sedan

incentive WATCH

ARLENA SAWYERS
Staff Reporter

BMW is paying its dealers the industry's highest rebate, and Chrysler Corp. has announced a new consumer incentive program that offers national and regional payments.

Also, Chevrolet and American Honda Motor Co. Inc. are offering factory-to-dealer incentives on some 1991 and/or 1992 vehicles.

BMW is paying its dealers a rebate of $10,000 on its slow selling 1991 750iL four-door sedan. No expiration date was announced, dealers said.

Chrysler's new program began Dec. 21 and ends Jan. 31. It replaced the plan that was to expire Dec. 31.

National rebates range from $500 to $2,000; regional rebates are $500 to $1,500.

Chrysler is continuing its incentives of $500 for college graduates, $400 for first-time buyers of Jeep Wrangler; and $500 for adaptive controls for handicapped buyers.

In lieu of rebates, consumers may choose special finance rates ranging from 0 to 9.9 percent depending on vehicle, contract length and region.

Chrysler's special Gold Key Plus finance rates are still available on some vehicles.

For Dec. 17-31, **Chevrolet** is offering factory-to-dealer rebates of $1,000 on 1991 and 1992 C/K regular cab pickup and C/K chassis.

Also, through Jan. 5, Chevrolet dealers earn up to $1,000 on combined sales of 1992 and 1991 Cavaliers and Geo Storms based on performance against quota.

Through the end of the year, American Honda is paying its U.S. dealers $500 on sales of all 1991 **Honda** cars except the CRX. AN

Ford offers Hertz customers new-car rebates

LIZ PINTO
Staff Reporter

Ford Motor Co. wants to put Hertz customers in the drivers' seats of its new vehicles.

Ford is offering a $250 cash-back certificate to Hertz customers who rent a Ford Escort or Mercury Tracer. The offer is good toward the purchase or lease of any 1992 Ford, Mercury or Lincoln. Ford owns 49 percent of Hertz.

"This is one of many special marketing efforts we are trying to spur sales," said Carolyn Burke, marketing programs manager for Ford sales operations news. "Right now, any sale would be welcome."

A person who rents an Escort or Tracer between Nov. 15, 1991, and May 1, 1992, receives a letter outlining the cash-back offer. The letter is signed by Lee Miskowski, general manager of Lincoln-Mercury Division, and Ross Roberts, general manager of Ford Division.

The letter expresses thanks for renting a Ford vehicle from Hertz and says, "Because of your Hertz 'test drive,' we have a special cash-back offer just for you." Persons who return an enclosed card receive a $250 cash-back certificate that must be used before May 2. The coupon can be used in combination with other Ford incentives.

In California, Hertz renters of Lincoln Town Cars are the targets of a program that entitles them to a $500 cash-back coupon toward the purchase or lease of 1992 Lincoln Town Cars. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.

Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
All Chrysler Corp. minivans	$500

CONTINUING PROGRAMS

FORD MOTOR CO.

1992 models

Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort GT and LX-E, Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Capri, Tracer LTS, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental	$1,000

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Sycione, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Sycione)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 6)	
Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 6)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MAZDA (expires Jan. 3)	
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MITSUBISHI (expires Dec. 31)	
California (1990-91)	
Precis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800
ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)	
All models	Company pays U.S. luxury tax
SUBARU (expires Jan. 3)	
Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

Excalibur's new owner sets April goal for car

SALLY GARBO WEDDE
Special Correspondent

WEST ALLIS, Wis. — Excalibur Automobile Corp., which was purchased from bankruptcy court in November and hasn't produced a vehicle since June 1990, has hired workers to produce a car possibly by April.

The company plans to make four types of cars in its first year: the luxury Excalibur Series V roadster, phaeton and sedan, and a version of the more basic Excalibur Series III roadster.

The new Series III will be more "rustic" than Series V, owner Michael Timmer said. The luxury car will sell for about $75,000 and the more basic car, $50,000, he said.

Timmer said the Series III roadster will be redesigned, and six workers will produce the first car, possibly by April. Those six then will train 18 to 20 workers, who will build three or four cars a month.

The 27-year-old plant, which has been closed since July 1990, needs about $1 million worth of improvements, Timmer said. He will begin the improvements immediately.

Comptroller Warren Hammond said the company is trying to set up a dealer network in the United States as well as Germany, Japan, Italy and France. "I think the name Excalibur has a bigger charisma outside the U.S.," Timmer said.

Timmer, 40, a real estate developer who lives in Kottweiler-Schwanden, Germany, said he sold used Excaliburs as a hobby but had no relationship with the manufacturer until now. Scott Dennison, who was engineering director and, briefly, president of the company before the bankruptcy, is serving as vice president and chief engineer, Hammond said.

Timmer bought Excalibur Corp. out of bankruptcy court in November for $1.33 million. AN

Daihatsu nears Malaysia pact to produce cars

STEVEN VINES
Staff Correspondent

HONG KONG — Malaysia is poised to launch a second national car project in cooperation with Daihatsu Motor Co. Ltd.

The Japanese company reportedly will link up with Malaysia's UMW Holdings Berhad to manufacture sedans based on a Daihatsu model. Malaysian Prime Minister Mahathir Mohamad told the state-run Bernama news agency that "the government has agreed 90 percent to the project."

The project would complement Malaysia's first national car company, which is making the Proton Saga. The Proton project is a joint venture between Mitsubishi Motor Corp. and the government. The Daihatsu project would be a joint venture with the private sector.

UMW is the local assembler and distributor of Toyota vehicles. Toyota Motor Co. of Japan owns 14 percent of Daihatsu Motor Co.

Final details are expected to be agreed early next year.

The new company is expected to receive the kind of preferential duty allowance enjoyed by the Proton project. AN

SCHEDULED JAN. PLANT CLOSINGS

All U.S. and Canadian plants are closed this week for the holidays.

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario		†
Sterling Heights, Mich.	1/6, 1/13	
Dodge Shadow		1,900
Plymouth Sundance		1,700
FORD MOTOR CO.		
Dearborn, Mich.	1/6	3,700
Ford Mustang		
Edison, N.J.	1/6	4,900
Ford Ranger		
Kansas City, Mo.	1/6	4,400
Ford Tempo		
Mercury Topaz		
Kentucky Truck (Louisville)	1/6	1,300
Ford heavy trucks		
Lorain, Ohio	1/6, 1/13*	4,300
Ford Thunderbird		
Mercury Cougar		
Lorain, Ohio	1/6	4,400
Ford Econoline/Club Wagon		
Michigan Truck (Wayne)	1/6	3,000
Ford Bronco		
Ford F series		
Norfolk, Va.	1/6	3,200
Ford F series		
Oakville, Ontario	1/6	4,800
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville)	1/6	2,795
Ford F series		
St. Louis	1/6	4,000
Ford Aerostar		
St. Paul, Minn.	1/6	3,400
Ford F series		
Ford Ranger		
St. Thomas, Ontario	1/6	4,800
Ford Crown Victoria		
Mercury Grand Marquis		
Wayne, Mich.	1/6	5,800
Ford Escort		
Wixom, Mich.	1/6**	4,100
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
GENERAL MOTORS		
Detroit	1/6	
Chevrolet P-model		475
GMC P-model		30
Fort Wayne, Ind.	1/6, 1/13	
Chevrolet C/K pickup		3,400
GMC Sierra		1,175
Lake Orion, Mich.	1/6, 1/13, 1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Oshawa, Ontario (No. 1)	1/6	6,000
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	1/6	4,000
Buick Regal		
Chevrolet Lumina		
Pontiac, Mich. (East)	1/6, 1/13, 1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	1/6	
Chevrolet S10 pickup		2,285
Chevrolet S10 Blazer		3,550
GMC Sonoma		1,000
GMC S15 Jimmy		1,220
Shreveport, La.	1/6	
Chevrolet S10 pickup		5,100
GMC Sonoma/Syclone		1,100
Chevrolet S10 Blazer		3,100
GMC Yukon		50
Wentzville, Mo.	1/6	5,500
Buick Park Avenue		
Olds. Eighty Eight		
Pontiac Bonneville		
Total U.S. car		36,500
Total Canada car		19,600
Total U.S. truck		46,685
Total Canada truck		2,795
Total units lost week of 1/6		105,580

†Plant closed for retooling until spring 1992.
*Plant idled due to maintenance.
**Plant idled due to materials shortage.
Source: Automotive News Data Center

Highway death toll lowest since 1961

WASHINGTON — The death toll on the nation's highways is expected to drop to fewer than 41,350 in 1991, the lowest count in 30 years, said the National Highway Traffic Safety Administration.

That will be down 7 percent from 1990's 44,529 highway deaths, said Jerry Curry, NHTSA administrator.

The death rate per 100 million miles driven dropped to 1.9 this year, the lowest it has ever been, Curry said. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 12/16-12/21/91	Actual 12/9-12/14/91	Dec. Est.	Year 1/1-12/21/91	Year 1/1-12/22/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,200	1,258	4,029	29,240	52,026
New Yorker	1,300	1,457	2,757	14,598	34,876
Fifth Avenue	1,200	1,288	2,488	35,845	29,297
Imperial	400	356	756	9,156	24,489
Town & Country (trk.)	300	380	1,082	6,404	2,508
Total Chrysler	**4,400**	**4,739**	**11,112**	**95,244**	**151,267**
Horizon	0	0	0	0	4,327
Sundance	0	1,799	3,667	60,558	87,587
Acclaim	1,700	1,655	5,663	81,282	120,440
Voyager (trk.)	1,900	2,378	6,780	97,907	82,618
Voyager (Can. trk.)	1,832	2,216	6,327	108,504	101,143
Total Plymouth	**5,432**	**8,048**	**22,437**	**348,251**	**396,115**
Omni	0	0	0	0	4,078
Daytona	0	669	1,414	11,212	33,376
Shadow	0	2,270	4,442	68,318	95,681
Dynasty	1,800	1,824	3,624	112,865	123,047
Spirit	1,800	2,201	6,745	78,708	105,587
Monaco (Can.)	0	0	176	8,653	11,083
Caravan (trk.)	2,000	3,053	8,100	116,041	92,656
Caravan (Can. trk.)	3,289	4,130	11,477	150,384	126,769
Caravan C/V (trk.)	100	76	307	3,788	4,173
Caravan C/V (Can. trk.)	32	101	233	13,683	7,385
Dakota (trk.)	2,800	2,974	8,748	103,527	72,224
Ram pickups (trk.)	1,400	1,461	4,320	73,199	100,301
Ram Wagon (Can. trk.)	661	627	1,288	18,319	19,152
Ram Van (Can. trk.)	1,296	1,258	2,554	40,412	56,246
Total Dodge	**15,178**	**20,644**	**53,428**	**799,109**	**851,758**
Premier (Can.)	0	0	556	9,467	13,593
Cherokee (trk.)	4,200	4,293	12,741	150,319	151,230
Comanche (trk.)	100	135	352	5,457	9,576
Grand Wagoneer (trk.)	0	0	0	1,539	6,449
Wagoneer (trk.)	50	73	201	2,739	3,888
Wrangler (Can trk.)	1,590	1,940	5,433	65,277	58,184
Total Jeep-Eagle	**5,940**	**6,441**	**19,283**	**234,798**	**242,920**
Total U.S. car	**9,400**	**14,777**	**35,585**	**501,783**	**722,882**
Total Can. car	**0**	**0**	**732**	**18,120**	**24,676**
Total U.S. truck	**12,850**	**14,823**	**42,631**	**560,928**	**525,623**
Total Can. truck	**8,700**	**10,272**	**27,312**	**396,579**	**368,879**
CHRYSLER CORP.	**30,950**	**39,872**	**106,260**	**1,477,402**	**1,642,060**
Escort	5,767	0	11,281	185,147	242,031
Mustang	2,509	0	4,337	81,974	129,066
Tempo	2,852	3,016	8,577	110,761	125,151
Tempo (Can.)	3,336	3,142	6,478	103,569	109,964
Taurus	7,927	6,987	18,664	312,934	329,852
Thunderbird	0	1,950	4,535	71,433	107,366
Crown Victoria (Can.)	2,214	0	3,832	85,888	120,503
Aerostar (trk.)	4,020	4,000	8,020	167,719	197,999
Bronco (trk.)	694	691	2,058	19,953	45,878
Explorer/Bronco II (trk.)	6,634	6,300	20,339	283,320	210,231
Navajo (trk.)	329	298	996	11,978	8,687
Econoline (trk.)	0	1,931	3,634	135,842	166,589
Heavies (trk.)	1,040	1,040	3,107	32,337	48,649
Light trucks (trk.)	10,750	10,224	32,372	339,110	425,889
Light trucks (Can. trk.)	2,950	2,861	8,754	98,378	*131,388
Ranger (trk.)	6,835	1,427	12,627	265,904	280,950
Total Ford Div.	**57,857**	**43,867**	**149,611**	**2,306,248**	**2,680,193**
Topaz	1,548	1,389	4,653	48,633	46,729
Topaz (Can.)	1,402	1,352	2,754	35,280	40,623
Cougar	0	1,290	3,025	52,144	73,373
Sable	3,047	2,897	7,434	108,634	101,334
Grand Marquis (Can.)	2,586	0	5,749	100,098	114,059
Total Mercury	**8,583**	**6,928**	**23,615**	**344,789**	**376,118**
Continental	983	991	2,962	51,660	58,620
Mark VII	206	197	598	9,177	18,023
Town Car	2,971	2,972	8,900	124,576	145,806
Total Lincoln	**4,160**	**4,160**	**12,460**	**185,413**	**222,449**
Total L-M Div.	**12,743**	**11,088**	**36,075**	**530,202**	**598,567**
Total U.S. car	**27,810**	**21,889**	**74,966**	**1,157,074**	**1,377,361**
Total Can. car	**9,538**	**4,494**	**18,813**	**324,835**	**385,149**
Total U.S. truck	**30,302**	**25,911**	**83,153**	**1,256,163**	**1,384,872**
Total Can. truck	**2,950**	**2,861**	**8,754**	**98,378**	**131,388**
FORD MOTOR CO.	**70,600**	**54,955**	**185,686**	**2,836,450**	**3,278,760**
Skylark	2,510	2,437	7,114	61,134	94,289
Century	1,470	1,474	4,400	96,786	63,771
Regal (Can.)	2,600	2,667	7,937	125,937	102,512
Riviera	453	362	1,233	10,233	21,312
Park Avenue/Electra	1,649	1,684	4,973	92,544	62,621
LeSabre	3,500	3,359	10,222	108,771	154,415
Roadmaster Sedan+	1,288	1,277	3,832	45,453	4,092
Roadmaster Wagon†	0	0	0	14,241	0
Reatta	0	0	0	1,210	5,590
Total Buick	**13,470**	**13,288**	**39,711**	**556,309**	**508,682**
Eldorado	934	749	2,530	16,043	22,038
Seville	1,013	794	2,736	26,616	35,313
Brougham	552	535	1,552	21,973	29,637
DeVille	3,969	3,965	11,841	157,977	161,970
Allante	0	62	121	2,860	3,498
Total Cadillac	**6,468**	**6,105**	**18,786**	**225,468**	**252,456**
Cavalier	5,240	6,148	16,331	249,758	360,790
Camaro	0	0	0	51,312	70,939
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,880	5,744	16,284	238,086	209,018
Lumina (Can.)	6,500	6,593	19,682	248,527	216,996
Caprice	920	916	2,832	122,746	199,717
Corvette	480	481	1,433	20,795	22,094
Astro (trk.)	3,286	2,810	9,390	107,249	125,162
Blazer (trk.)	288	347	989	7,516	15,352
Lumina APV (trk.)	1,564	1,417	4,499	52,038	77,220
Mediums (trk.)	107	131	379	2,844	8,302
P-Model (trk.)	0	485	948	18,508	20,651
Pickups (trk.)	3,476	6,675	16,453	291,114	394,782
Pickups (Can. trk.)	4,000	4,071	12,008	149,644	167,483
S10 (trk.)	2,603	2,150	9,411	251,790	242,886
S10 Blazer (trk.)	2,547	3,970	10,003	62,394	73,307
Sportsvan (trk.)	1,375	1,430	3,996	45,889	54,837
Sportsvan (Can. trk.)	1,300	1,319	4,140	56,727	46,062
Suburban (trk.)	604	736	1,668	24,406	61,885
Total Chevrolet	**39,170**	**45,423**	**130,446**	**2,081,344**	**2,447,611**
Achieva/Calais	1,735	1,802	4,873	40,574	100,087
Cutlass Ciera	3,579	3,568	10,686	109,692	65,339
Cutlass Ciera (Can.)	0	0	0	41,161	75,556
Cutlass Supreme	0	2,370	4,770	104,232	93,786
Toronado	267	207	713	5,876	14,772
Eight Eight	2,541	2,488	7,502	91,444	99,139
Custom Cruiser Wag.††	0	0	0	7,780	3,436
Ninety Eight	1,255	1,235	3,713	74,515	42,346
Silhouette (trk.)	500	450	1,435	20,857	28,435
Bravada (trk.)	256	419	1,021	14,380	1,335
Total Oldsmobile	**10,133**	**12,539**	**34,713**	**510,511**	**524,231**
Sunbird	2,550	3,004	7,960	117,207	167,404
Grand Am	5,075	4,583	14,456	146,377	204,813
Firebird	0	0	0	19,988	40,361
Grand Prix	0	3,338	6,720	112,743	112,875
Pontiac 6000	0	0	0	19,603	51,522
Bonneville	2,645	2,620	7,902	86,157	72,179
Trans Sport (trk.)	938	841	2,676	32,416	41,992
Total Pontiac	**11,208**	**14,386**	**38,714**	**534,491**	**691,146**
Yukon/Jimmy (trk.)	100	102	295	2,337	4,685
Mediums (trk.)	493	578	1,559	6,443	6,451
P-Model (trk.)	0	44	95	2,144	2,769
Pickups (trk.)	976	2,534	6,151	117,769	142,861
Pickups (Can. trk.)	1,350	1,398	4,202	55,051	61,483
Syclone/Sonoma (trk.)	886	355	2,656	57,816	53,380
Typhoon/S15 Jimmy (trk.)	654	1,110	2,719	21,377	22,979
Safari (trk.)	1,154	993	3,183	41,421	43,562
Suburban (trk.)	376	313	919	18,536	30,686
Vandura (trk.)	450	498	1,342	19,221	20,476
Vandura (Can. trk.)	700	732	2,300	23,978	18,008
Total GMC	**7,139**	**8,657**	**25,421**	[illegible]	**467,340**
Total Saturn+	**2,403**	**2,403**	**7,209**	**96,958**	**4,245**
Total U.S. car	**50,908**	**57,605**	**163,938**	**2,371,684**	**2,853,417**
Total Can. car	**9,100**	**9,260**	**27,619**	**415,625**	**415,383**
Total U.S. truck	**22,833**	**28,388**	**81,787**	**1,218,465**	**1,473,995**
Total Can. truck	**7,350**	**7,520**	**22,650**	**285,400**	**293,036**
GENERAL MOTORS	**89,991**	**102,773**	**295,994**	**4,291,174**	**4,835,831**
Can. car	2,400	2,550	7,252	109,393	53,346
Can. trk.	1,450	1,475	4,396	54,376	17,392
CAMI+	**3,850**	**4,025**	**11,648**	**163,769**	**70,738**
DIAMOND-STAR+*	**3,422**	**3,208**	**9,915**	**150,330**	**151,052**
Civic	2,775	2,374	7,411	84,337	100,651
Civic (Can.)	2,160	2,214	6,219	101,067	103,794
Accord	9,400	7,740	24,780	364,711	332,666
Total U.S. car	**12,175**	**10,114**	**32,191**	**449,048**	**433,317**
Total Can. car	**2,160**	**2,214**	**6,219**	**101,067**	**103,794**
HONDA	**14,335**	**12,328**	**38,410**	**550,115**	**537,111**
HYUNDAI Sonata (Can.)	**1,242**	**950**	**3,928**	**29,585**	**28,290**
MAZDA*	**3,587**	**3,874**	**12,149**	**165,506**	**181,108**
U.S. trk.	1,650	1,650	4,950	64,027	72,261
Can. trk.	165	165	496	6,719	8,524
NAVISTAR+	**1,815**	**1,815**	**5,446**	**70,746**	**80,785**
Sentra	2,930	2,867	8,963	131,348	97,568
Pickup (trk.)	2,842	2,785	8,691	131,425	139,404
NISSAN	**5,772**	**5,652**	**17,654**	**262,773**	**236,972**
Geo Prizm	1,950	2,346	6,249	89,759	101,723
Toyota Corolla	2,500	2,999	8,000	104,497	102,790
Toyota Hilux (trk.)	225	274	746	2,417	0
NUMMI	**4,675**	**5,619**	**14,995**	**196,673**	**204,513**
Legacy	1,120	1,348	3,732	56,785	35,115
Pickup (trk.)	485	571	1,579	25,949	0
Rodeo (trk.)	1,027	1,146	3,238	32,272	0
Total U.S. car	**1,120**	**1,348**	**3,732**	**56,785**	**35,115**
Total U.S. trk.	**1,512**	**1,717**	**4,817**	**58,221**	**37,235**
SUBARU-ISUZU	**2,632**	**3,065**	**8,549**	**115,006**	**72,350**
Camry	4,590	5,483	14,527	186,775	217,463
Corolla (Can.)	1,500	1,535	4,559	66,698	61,071
TOYOTA	**6,090**	**7,018**	**19,086**	**253,473**	**278,534**
VOLVO 740, 940 (Can.)	**150**	**150**	**450**	**7,981**	**8,109**
AM GENERAL (trk.)	**375**	**375**	**1,125**	**19,940**	**22,140**
MISCELLANEOUS (trk.)**	**2,400**	**2,500**	**7,469**	**131,420**	**147,000**
Total U.S. car	**120,302**	**126,310**	**370,215**	**5,364,589**	**6,073,786**
Total Canada car	**26,090**	**21,153**	**69,572**	**1,072,924**	**1,077,898**
Total U.S.-Canada Car	**146,482**	**147,463**	**439,787**	**6,437,513**	**7,151,684**
Total U.S. truck	**74,789**	**78,423**	**235,398**	**3,442,998**	**3,803,130**
Total Canada truck	**20,615**	**22,293**	**63,606**	**841,452**	**819,219**
Total U.S.-Canada truck	**95,404**	**100,716**	**298,906**	**4,284,450**	**4,622,349**
TOTAL U.S.	**195,181**	**204,733**	**605,515**	**8,807,587**	**9,876,916**
TOTAL CANADA	**46,705**	**43,446**	**133,108**	**1,914,376**	**1,897,117**
TOTAL U.S.-CANADA CAR & TRUCK	**241,886**	**248,179**	**738,695**	**10,721,963**	**11,774,033**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

'91 build is lowest since '82

ANNE E. WRIGHT
Chief Statistician

Car and truck production in the United States and Canada for the 1991 calendar year is estimated at 10,721,963, down 8.94 percent from the 1990 total and the lowest since 1982 when 8,146,038 vehicles were produced.

Car production in the United States is down an estimated 11.7 percent from 1990, making it the lowest year since 1982.

In Canada, 1991 car production is estimated at 1,072,924, down 0.5 percent from last year.

U.S. truck producers estimated their 1991 output at 3,442,998, down 9.5 percent from 1990 and the lowest calendar-year total since 1984.

Canadian truck producers' estimated 1991 build is 841,452, up 2.7 percent over 1990.

The Big 3 have extended the holiday vacation at 25 U.S. and Canadian plants. Twenty-two plants will be idled due to slow sales.

Ford Motor Co. will idle 14 plants the week of Jan. 6 due to slow sales. They are the Lorain, Ohio; Wayne, Mich.; Dearborn, Mich.; Oakville, Ontario; St. Thomas, Ontario; and Kansas City, Mo., car plants and the Lorain, Ohio; Edison, N.J.; St. Paul, Minn.; St. Louis; Michigan Truck; Norfolk, Va.; St. Thomas, Ontario; and Kentucky Truck truck plants.

Ford will also idle the Wixom, Mich., car facility due to a materials shortage caused by an explosion at TRW's Romeo, Mich., air-bag plant.

General Motors will idle the Oshawa, Ontario (No. 1); Oshawa, Ontario (No. 2), and Wentzville, Mo., car plants and the Shreveport, La.; Detroit, and Pontiac, Mich. (West), truck plants the week of Jan. 6 due to high inventories.

The Fort Wayne, Ind., truck plant will be idle the weeks of Jan. 6 and Jan. 13.

The Allante line at the Detroit-Hamtramck, Mich., car facility will be idle the entire month of January for model changeover. Production of 1993 models will begin in February.

GM's Lake Orion, Mich., car plant and the Pontiac, Mich. (East), truck plant will be down until Jan. 27 for plant maintenance.

Chrysler Corp.'s Sterling Heights, Mich., facility will be closed the first two weeks of January due to slow sales. Chrysler will idle additional plants following the holidays but will not name them until Jan. 2.

Honda of America Manufacturing Inc. scheduled overtime last Saturday at the Marysville, Ohio, and East Liberty, Ohio, car facilities.

Last week, U.S. and Canadian car producers' estimated production was 146,482, down 0.7 percent from the prior week and up 36.6 percent from the year-ago week. ■

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Automotive

DECEMBER 30, 1991

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NEWSPAPER

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latenews

Saab unveils multi-fuel car

TROLLHATTAN, Sweden — Saab has built a prototype 9000 sedan that will operate on gasoline, methanol or ethanol fuels.

The engine incorporates advanced fuel injection and ignition system enhancements and a "six-liter blending tank" in order to properly digest gasoline or alcohol-based fuels. The blending tank ensures that the fuel combinations will mix in a controlled manner, allowing the electronically controlled ignition and fuel system to adapt to the fuels' differing properties.

Saab has applied for patents on the unique system, which does not require a separate alcohol-content sensor but relies solely on the standard exhaust pipe oxygen sensor.

Media cast grim view of GM

PHIL FRAME
Staff Reporter

General Motors: The corporate dinosaur; fallen symbol of capitalism; uncreative; complacent; arrogant; fat; sluggish; devious; greedy; at once grinchy, scroogy and overly generous.

That's the GM that has appeared in the print media since the company announced a major retrenchment in its U.S. and Canadian operations on Dec. 18.

The media portray a U.S. automobile industry in dire straits, possibly on its last legs. If GM fails to turn itself around, several news reports suggest, the whole U.S. car industry could collapse.

On Dec. 22, *The New York Times* carried a report from Tokyo quoting a senior Japanese diplomat saying he sympathized with Americans who were witnessing the collapse of their car industry.

Says *Newsweek* in its Dec. 30 issue: "GM's Christmas massacre was a stark symbol, the downsizing not just of a company or of an embattled industry, but of America's expectations."

GM Chairman Robert Stempel's plan to eventually close 21 plants and remove 80,000 workers — 60,000 hourly, 20,000 salaried — from U.S. and Canadian payrolls would give the 1995 version of GM just half the employment of the 1985 GM.

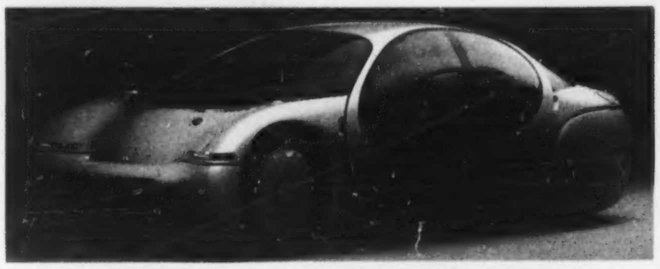
But some media reports said GM still misses the point.

see MEDIA, 29

GM builds 100-mpg 'Ultralite' car

Two-stroke powers sedan to 135 mph

JACK KEEBLER
Staff Reporter



Aviation wizard Burt Rutan helped design and build the Ultralite's body out of carbon fiber. The four-passenger sedan weighs just 1,400 pounds.

WARREN, Mich. — General Motors has secretly built a four-passenger car that performs like a quick production car and gets just a shade under 100 mpg.

It will not be a secret for long.

GM will show the 1,400-pound sedan at the North American International Auto Show in Detroit next month.

The "Ultralite" will showcase GM's latest thinking on aerodynamics, emissions, safety and advanced two-stroke powertrains.

For the car's lightweight carbon-fiber body, GM turned to Burt Rutan, the aviation wizard who flew the lightweight Voyager plane around the world non-stop on one tank of fuel.

Rutan is founder of Scaled Composites Inc. of Mojave, Calif., which specializes in leading-edge aircraft designs in high-tech plastics.

Unlike most concept cars that promise super-high mileage, Ultralite is no lightweight in the performance department. The company reports that the car goes from zero to 60 mph in just 7.8 seconds and has a top speed of 135 mph.

"We wanted the car to be exciting," said Donald L. Runkle, vice president of GM's Advanced Engineering Staff. "We wanted the car to be fast. We wanted it to be fun to drive, not just because it got 100 mpg."

Runkle said the company has attempted to make the vehicle comply as closely as possible to production standards. This required meeting engineering and design targets normally reserved for production vehicles: ultra-low emissions, current and future safety standards, comfortable accommodations for four, and even an automatic transmission and air conditioning.

Runkle's Advanced Engineering Staff provided overall program management.

The primary goal for the project, which began in late April, was 100 mpg. But team members decided in a May "brainstorming" session that economy without good performance, reasonable passenger capacity, low emissions and the ability to comply with federal safety standards would be the engineering equivalent of an empty promise.

High-mileage concept cars recently shown by Japanese carmakers at international auto shows have drawn heavy criticism from U.S. makers because they aren't practical for production.

Although Runkle admits that

see ULTRALITE, 31

1991 newsmakers of the year

A year of 'agony', Page 6; Flops and coups of '91, Page 8; Staff predictions for '92, Page 29 ➤

Richard Bryan: Nevada senator makes makers nervous on CAFE and safety. His proposal for a 40 percent increase in CAFE was a big issue in 1991 and will be even bigger in 1992.

John Dingell: Detroit's friend in Washington looks for skeletons in Toyota's closet. Powerful Michigan congressman has long record of support for domestic auto manufacturers.

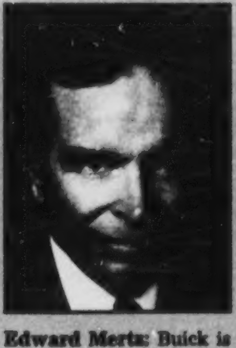
John Grettenberger: Is making a Cadillac a Cadillac again. Seems to have a pair of winners in the 1992 Eldorado and Seville. Hey there, young rich folks, Cadillac wants you in a Cadillac.

Lee Iacocca: While outsiders speculated on Chrysler's demise, he cut costs and floated a stock issue. Enlisted Ford's and GM's support in charging Japanese with dumping minivans.

J. Davis Illingworth: Solid sales gain for Lexus in 1991 proves that first-year success was no fluke. Plus, his division has new products as it reaches for more of the high-priced market.

Nobuhiko Kawamoto: Honda becomes No. 3 in car sales in United States, introduces new Civic and Prelude. Honda Japan president shakes up management structure and entire corporate culture.

Robert Lutz: Emerges as major Japan-basher, heir apparent to Iacocca and apostle of quality. Directed Chrysler's slimming-down and adoption of vehicle platform teams. Brings global view.



Edward Mertz: Buick is up in a down year, the only domestic to show a sales gain for the 1991 model year and the calendar year to date. General manager cleared up Buick's fuzzy image.

James Moran: Rough days for a big operator (about 150,000 cars and trucks a year) as garden-variety legal problems for Southeast Toyota Distributors blow up into international tension.

Robert Stempel: Stresses quality as prime aim, even if all those new cars are slow off the line. After brutal year, announces sweeping cost-cutting program to make GM profitable.

inside Automotive News

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The agony of the industry led the news in 1991. PAGE 6

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The patriotic boom fizzle out is Flop of the Year. PAGE 8

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RACING TO CHANGE IMAGE
Oldsmobile sees a winner in its Achieva SCX. PAGE 10

NEW NADA PRESIDENT

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COSTS HIGHER IN U.K.
Ford finds its British plants costs more to run. PAGE 29

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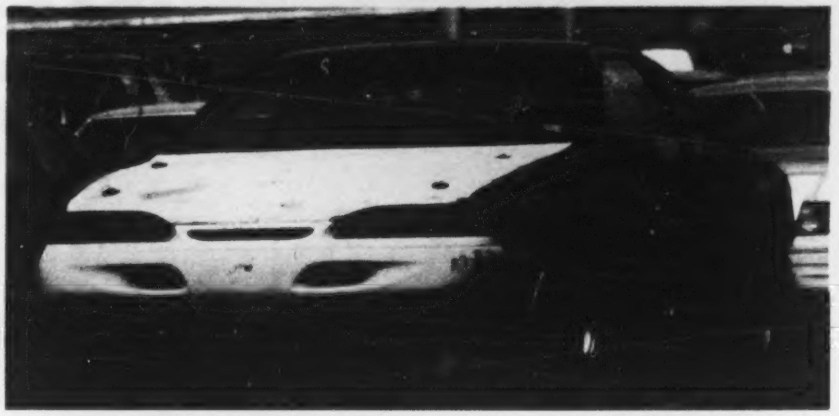


JIM DUNNE/POPULAR MECHANICS

T-bird flies with new beak

Planned installation of the single-overhead-cam version of Ford's 4.6-liter modular V-8 will allow designers to lower the hoodline on the 1993 Thunderbird, as demonstrated in this spy photo of a prototype. The "mod-eight" will replace the taller 5.0-liter V-8 now used. A dual-overhead-cam version of the engine may show up later in the Thunderbird Super Coupe.

Quiz

Look on the bright side. The best thing about 1991 is that it's over. The year will be remembered for: the Big 3 bathing in red ink, Peugeot and Sterling throwing in the towel, monthly sales that never beat the year-ago tally, General Motors announcing major cutbacks in personnel and facilities, and the Big 3 accusing some Japanese makers of dumping minivans in the U.S. But that's not all. Test your memory — if you dare to remember. Answers are below.

1. Three domestic car nameplates did not make it from the 1991 model year to 1992. Name them.
2. What was the top selling vehicle in the 1991 model year?
3. Only four automakers had vehicles on the list of top 10 sellers for the 1991 model year. Name them.
4. Which plant in the United States produced the most 1991-model vehicles?
5. What is the largest automobile auction group in the United States?
6. Malcolm Bricklin returned to the automotive scene this year. What is his latest scheme?
7. What is the lowest-priced 1992 model that is currently on sale?
8. What is the highest-priced 1992 car that is currently on sale?
9. What is the yearly turnover rate for salespersons at car dealerships?
10. Who returned to the helm of an auto import firm 2½ years after being ousted from the same job?
11. Is the National Automobile Dealers Association for or against customer incentives?
12. How many women are vice presidents of the Big 3? Name them.
13. Which makers made big splashes last summer with announcements of lean-burn engines?
14. What is the federal luxury tax on automobiles?
15. The Big 3 have formed consortia to study seven areas. Name at least three of those areas.
16. Lee Iacocca announced his retirement date. When does he plan to vacate the Chrysler helm?
17. Three top executives of auto companies operating in the United States are over 65. Name them.
18. Only one domestic make has sold more cars in 1991 than in 1990. Name it.
19. How many consecutive years has the Honda Accord been the top-selling car in the United States?
20. How much did General Motors pay former chairman Roger Smith in pension for 1991?

ANSWERS
1. Buick Reatta, Oldsmobile Calais and Pontiac 6000
2. Ford F-series pickup
3. Ford, Chevrolet, Honda and Toyota
4. The Ford truck plant in Louisville, Ky., which produces the Ford Explorer, Ford Ranger and Mazda Navajo
5. Manheim Auctions
6. To refurbish and sell used cars on a 50-acre Phoenix site called the Auto Ranch
7. The Mitsubishi Precis ($6,579)
8. The Aston Martin Virage ($227,250)
9. 50 percent
10. Yugo America's William Prior. He left again last month.
11. For them
12. Four: Marina v.N. Whitman, Betsy Ancker-Johnson and Shirley Young of GM and Helen O. Petrauskas of Ford
13. Honda and Mitsubishi
14. 10 percent on the amount of the transaction price that exceeds $30,000
15. Auto oil, batteries, CAD-CAM, composites, environment, multiplexing and recycling
16. At the end of 1992
17. Lee Iacocca, Robert McCurry and Harold Poling
18. Buick
19. Three
20. $1.2 million

briefly

You give more for the same go

You're just blowing bucks out the tailpipe if you think you're getting better performance from high-octane gas. The Federal Trade Commission just got Sunoco to agree that its claims of more engine power and zip from its Ultra brands are without "reliable scientific evidence." If the owner's manual doesn't call for premium, don't use it.

PENNANT FEVER — Not every **Ford** supplier is excited about the banner that goes with a Q-1 quality award. **Nissan Motor Manufacturing Corp. U.S.A.** builds the body panels for the **Mercury** Villager/Nissan Quest minivan, but the jury is still out on whether it will have to qualify as a Q-1 supplier. If it does, quips Jerry Benefield, chief executive officer for Nissan and an ex-Ford guy, "I don't think I'll fly the flag."

Benefield: no flag here

HOME DELIVERY — **Oldsmobile** kicked off the public introduction of the Achieva when 85 **General Motors** employees flew to Los Angeles from Lansing, Mich., last week to deliver an Achieva to the car's first buyers in Southern California. The launch included a press conference in front of Greg and Mimi Wenger's Marina del Rey home and a block party for the neighborhood. Olds hopes that the Achieva will help curtail domestic defection in car buying and that it will attract buyers in the 35- to 45-year-old age group. One out of two isn't bad. The Wengers are both 60.

IT LOOKS REAL — Radio Beijing says Chinese authorities in Hunan province are cracking down on counterfeit versions of "famous-brand" goods. You can tell it's not a genuine **Chrysler** Fifth Avenue if the anti-lock brake system has been hand-carved.

THAT'S GRATITUDE — **Toyota Motor Sales U.S.A. Inc.** honored Tim Benson of Hampton University and Brad Culpepper of the University of Florida with Toyota's 1991 Leader of the Year Award. "I'm grateful you've acknowledged my accomplishments," said Benson. "And also for not taking into account what kind of car I drive." He just bought a **Nissan** Sentra.

LOOKING AHEAD — The Commerce Department decided the **Mitsubishi** Expo and Expo LRV are not minivans, so they dumped Mitsubishi from the dumping case filed May 31 by the Big 3. (**Mazda** and **Toyota**, found guilty of dumping, react on Page 10.) But evidently investigators think some Japanese companies besides Mazda and Toyota might import a minivan someday, and when they do, the dumping penalty will be 4.23 percent. So there.

HOW TO SELL CARS — Spring is the selling season, right? So dealer Bruce Griffin of Griffin Motor Co. in Monroe, N.C., ordered the showroom walls turned into a 60-foot mural of a spring sky with puffy white clouds, blue sky and sunshine. It makes you think of "cruising with the wind blowing through your hair," says artist Jean Stromberg, who designed the painting for the **Pontiac-Buick-GMC-Isuzu** point.

in brief

RECREATIONAL VEHICLES

Choo Choo plans return to business

CHATTANOOGA, Tenn. — Choo Choo Customs Inc., formerly one of Chevrolet and GMC Truck's largest van converters, expects to begin operating again in January.

Choo Choo filed for Chapter 7 bankruptcy protection Sept. 23, the victim of hard economic times.

Since then the Faires Group, a Knoxville, Tenn., investment company, agreed to pump enough cash into Choo Choo to put it back into operation, said John Rogers, Choo Choo's president.

Both Rogers and Terry Rutherford, who had been the firm's executive vice president, will continue in their same positions.

Choo Choo has a core of 200 to 250 dealers with whom it has maintained steady contact and from whom it has received strong encouragement, Rogers said. It sells through about 500 to 600 dealers nationally.

Rogers said the company would be more focused on converting compact and full-sized General Motors vans when it resumes production, though it still expects to do some other types of vehicle customizing.

He anticipates converting 3,000-plus chassis in calendar 1992 and between 5,000 and 6,000 in 1993.

Choo Choo has retained its former sales and production people for the startup.

Chupp & Sons scores with Dodge

Chupp & Sons Conversions Inc. of Elkhart, Ind., ranked fourth among Dodge Division's top 10 consignment pool accounts in November, its first month as a pool member.

For the 1992 model year through November, Mark III Industries of Ocala, Fla., was Dodge's highest-volume converter, followed by Ram Coach Inc. of Elkhart; Starcraft Van Conversions of Topeka, Ind.; Elk Enterprises Inc. of Elkhart; and Glaval Inc.'s Prime Time operation in Elkhart.

Some converters were delayed in getting up to full speed in producing 1992 models because they had to adapt to new federal safety regulations which took effect at the start of the model year.

RVIA sees record shipments in 1993

RESTON, Va. — The Recreation Vehicle Industry Association estimated van conversion wholesale shipments at 134,000 for calendar 1991, 23.1 percent below the previous year.

John DeWolf, economic consultant for RVIA, sees shipments picking up by 35.1 percent in calendar 1992 to 181,000 units.

In 1993, he sees shipments reaching an all-time record of 206,000 units, just ahead of the previous record of 204,200 shipped in calendar 1988.

Makers use incentives to boost market

Cautious floorplanning may bring spring crunch

JOSEPH BOHN
Truck Editor

Auto dealers, worried about floorplanning costs, have been reducing their van conversion inventories. But the Big 3 are countering with incentives to pump up the market.

Dealer inventories of van conversions are "a little lower" than last year's low levels, according to Jim Green, Chevrolet assistant RV manager. He declined giving specific numbers, but said this year's inventory is a lot newer.

Caught by a war last year, dealers were still carrying a lot of 1990 conversions during December and January. Now, "most of what's around is fresh (1992 model) stuff," confirmed Gary Soos, general manager of Custom Craft, a Milwaukee-based converter.

He noted that some dealers had been calling him and other converters seeking 1991 chassis without any success.

Chevrolet and GMC have been building a lot of extra inventory and stocking it with converters in anticipation of the Lordstown, Ohio, plant shutdown and a strong spring upturn.

With low inventories, dealers are likely to go into the spring market short of product — as they did last year.

General Motors, though, will be in a "good position," Green said.

"I'm very pleased with the way converters have stepped up to order extra product, even in the current economic climate," he said.

To hike demand, GMC Truck did a direct-mail rebate offering at the end of November to 250,000 van conversion owners and first-time buyer prospects.

The rebate offers an additional $1,000 off on 1991 and 1992 full-sized G-van conversions and $800 off on compact M-van conversions through Feb. 4.

Chevrolet and GMC have already been offering $1,000 rebates on 1991 and 1992 full-sized conversions and 1991 M-van conversions through Feb. 4. They also have a $750 rebate on 1992 M-van conversions through that date.

Although GMC's direct mail literature doesn't say so, any customer can take its rebate coupon to a Chevrolet dealership and get the same discount on the same products. Chevrolet notified dealers of the interchangeability of the coupon in a bulletin.

Some dealers are already advertising their acceptance of the coupons.

The interchangeability is designed to avoid antagonizing potential Chevrolet buyers.

For its part, Chevrolet has done a direct mailing to 800,000 prospective commercial van buyers. They qualify for an extra $800 rebate on G-vans outfitted with selected vocational equipment such as interior bins and racks; $700 on Astro cargo vans; $600 on High Cube vans; and $500 on APV Cargo vans. The offer is good through through Feb. 4, according to Kari St. Antoine, a Chevrolet spokeswoman.

Chevrolet's direct mail rebate coupons can also be used on GMC vans.

Ford, with a completely restyled Econoline, has been reluctant to discount it as heavy as competitors. The company did increase its previous $500 customer rebate on Econoline van conversions to $1,000 on Dec. 4. The program runs through Feb. 4.

The programs encourage dealer stocking. Ford also is offering dealers an extra 90 days' free floorplanning on van conversions in addition to the 60 days they automatically get.

"Ford is trying to get more units out to the dealers and get more dealers involved in selling conversions," said Jerome Mittman, Ford RV sales manager.

Dodge dealers are still stocking conversions at a relatively strong level, according to a Chrysler Corp. source.

But Chrysler also is supporting the market with special incentives.

From Dec. 21 to Jan. 31, the company has $1,000 rebates or alternative low-interest financing on Dodge Ram Wagon vans and van conversions and $750 on minivans, including the commercial Caravan C/V that is used by converters. ■

Tough stuff

Advanced Generation Motors in Miami has created the Rhino, billed as the "world's most luxurious bullet-resistant" vehicle. The price of the Rhino ranges from $60,000 to $135,000, depending on options such as bullet-proof glass, army tank-like armor and a bomb blanket. Company President Alejandro Gonzalez, a Nicaraguan refugee and former Yugo dealer, plans to come out with a more aerodynamic family passenger version in 1992. The vehicle is basically a conversion of the Mitsubishi Montero.

Big 3 expect hike in motor home sales in 1992

JOSEPH BOHN
Truck Editor

The Big 3 see an increase in motor home sales for calendar 1992, a market in which they are major chassis suppliers.

Jerome Mittman, Ford Division RV sales manager, sees conventional Class C motor homes, which are built on Econoline cutaway chassis, increasing to about 16,000 in calendar 1991 from an estimated 13,600 in 1991.

Ford has improved its 1992 Econolines with better ride, handling and steering controls.

The company also plans to offer a larger 50-gallon tank in the unit by March. The Econoline stripped chassis currently come with a standard 35-gallon tank.

Ford is a major supplier of this market with an estimated 85 percent share, according to Mittman. Chevrolet has the other 15 percent.

Chevrolet will make its major move in Class C models this fall, though, when it introduces its new GP-cutaway.

The unit features a G-van cab mounted General Motors' P-chassis. Thomas Jensen, an engineer with GM's Truck & Bus Group, said the GP cutaway motor home chassis will offer high gross vehicle weight ratings up to 14,500 pounds.

The chassis also will feature 158.5-inch to 208-inch wheelbase lengths, a choice of suspension systems, and a new fiberglass front tilt cab for easy serviceability.

Thomas Pfingst, Chevrolet assistant director of fleet sales, truck and special vehicles, believes the GP will give his division a big edge on Ford's chassis, which is limited to 11,500-pounds gvw.

Class C motor homes have been seeking higher gvws as buyers ask for larger floorplans and more options in their vehicles.

Chevrolet and Ford also compete fiercely in the Class A motor home business, where Chevrolet has over 60 percent of the market.

Industry officials estimate sales of 25,000 Class As for calendar 1991, and are looking for an increase to about 30,000 in calendar 1992.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Oct. 1991	Oct 1990	% change	10 mos. 1991	10 mos. 1990	% change
Travel trailers	4,200	3,900	+ 7.7	44,400	48,100	– 7.7
Park Trailers	800	700	+ 14.3	5,700	6,100	– 6.6
Travel trailers—fifth wheel	3,100	2,500	+ 24.0	24,700	25,100	– 1.6
Folding camping trailers	2,800	2,400	+ 16.7	27,700	26,700	+ 3.7
Truck campers	800	800	0.0	8,700	8,900	– 2.2
Towable RV total	**11,700**	**10,300**	**+ 13.6**	**111,200**	**114,900**	**– 3.2**
Conventional (type A)	2,300	2,100	+ 9.5	20,400	26,200	– 22.1
Van Campers (type B)	200	400	– 50.0	3,100	5,100	– 39.2
Chopped vans (all)	1,200	1,200	0.0	13,500	15,900	– 15.1
Motor home total	**3,700**	**3,700**	**0.0**	**37,000**	**47,200**	**– 21.6**
Van conversions	10,000	11,600	– 13.8	108,300	158,000	– 31.5
TOTAL ALL RVs	**25,400**	**25,600**	**– 0.8**	**256,500**	**320,100**	**– 19.9**

Source: Recreation Vehicle Industry Association

Ford has been coming on strong with its new Super Duty Class A, which garnered about 28 percent of the market in 1991.

Chevrolet captured slightly more than 60 percent of the market, according to Pfingst's estimate.

Other chassis suppliers, such as Oshkosh Truck Corp. in Oshkosh, Wis., make up the balance of the market.

The major suppliers, such as Ford, Chevrolet and Oshkosh, also supply these same chassis to the commercial vehicle market.

That market has actually been off a lot more than RVs, according to industry officials.

It's one of the reasons Chevrolet choose to do special rebate offer to commercial vehicle buyers in its direct mail program. ■

Staff foresees 5.2% sales gain for '92

JOHN K. TEAHEN JR.
Senior Editor

The editors and reporters of *Automotive News* are optimists, but they are not a bit like the "Cockeyed Optimist" that Mary Martin and Mitzi Gaynor sang about so engagingly in *South Pacific* a generation ago.

The staff looks for sales increases in all sections of the car market and in light trucks in 1992, but staff members expect only the sales of transplant cars to show a significant upturn.

The editors and reporters predict sales of 12,898,000 new cars and light trucks in the United States in 1992. That is a moderate gain of 5.2 percent over the 12,266,000 projected for the year of agony that ends tomorrow. Aside from 1991, the 1992 forecast is lower than actual sales in any year since 1983.

The 1992 estimate is the average of predictions by 29 *Automotive News* editors and reporter who participated in the annual guessing game.

While the staff sees an upturn in 1992, there is no unanimity of opinion about when the upturn will begin. Some said "after the election," with one GOP-phobe predicating it on the ouster of George Bush. Others think the sun may begin to peek through early in the year or in the second or third quarters.

Car sales are projected at 8,525,000 for 1992, an increase of 4.4 percent over this year, but the Big 3 are expected to play only a minor role in the gain. The staff sees 5,034,000 sales of Big 3 cars, up 2.8 percent.

Even so, that's a better performance than is expected for imported cars. Sales of 2,159,000 imports are forecast, up 2.4 percent.

Transplant cars are tabbed as the stars of the show from a standpoint of year-to-year gains. The staff believes that 1,332,000 transplant cars will be sold in 1992, an increase of 14.7 percent over 1991.

Sales of light trucks for 1992 are projected at 4,373,000, up 6.7 percent over 1991.

AUTOMOTIVE NEWS SALES ESTIMATES FOR 1992
(in thousands)

	1992	1991	Pct. change
Big 3	5,034	4,896	+ 2.8
Transplants	1,332	1,161	+ 14.7
Total domestic	**6,366**	**6,057**	**+ 5.1**
Imports	**2,159**	**2,109**	**+ 2.4**
Total cars	**8,525**	**8,166**	**+ 4.4**
Total light trucks	**4,373**	**4,100**	**+ 6.7**
TOTAL CARS, LIGHT TRUCKS	**12,898**	**12,266**	**+ 5.2**

1992 figures are an average of estimates by 20 Automotive News editors and reporters. 1991 estimates were compiled by the Automotive News Data Center.

Costs at Ford plants in U.K. higher than Europe units

VAUGHAN FREEMAN
Staff Correspondent

An internal report circulating within Ford of Britain reveals unit labor and overhead costs are as much as 40 percent higher in Britain than at Ford's continental European plants.

And despite assurances all year that Ford's main Halewood and Dagenham factories have a secure future, a Ford spokesman has conceded that they are at risk in the long term, especially from Japanese manufacturers.

The internal Ford report reveals that while in 1990 it took almost 64 hours to build an Escort at the Halewood, Merseyside, plant, it took only 34 hours to build the same car in Saarlouis, Germany. While it took Ford 52 hours to build a Fiesta last year at Dagenham, Ford estimates that Fiesta-sized cars being built by key rivals like Toyota and Nissan in Japan take only 20 hours to build.

Productivity improved through 1991, especially at Dagenham, which in 1990 sent production of the Sierra to Genk in Belgium and concentrated on more efficient production of the new Fiesta.

FORD PRODUCTIVITY IN EUROPE

Factory/Vehicle	1989	1990	1991
Dagenham, England Fiesta	59.4	52.2	40.0
Valencia, Spain Fiesta	35.0	33.3	34.1
Cologne, Germany Fiesta	33.5	29.9	28.5
Halewood, England Escort	58.7	63.8	43.0
Saarlouis, Germany Escort	29.5	33.9	30.5
Southampton, England Transit van	70.4	73.2	64.0
Genk, Belgium Transit van	48.7	45.7	45.1

Source: Ford, according to Financial Times

Details of the report were disclosed in the London *Financial Times*; Ford did not release them.

"Basically, continental plants have been quicker to adapt to new working practices than the British," a Ford spokesman said. "Workers here take longer to change work methods and tackle the job. The equipment is identical here and on the continent. It has been an attitude of labor over the years that has been slow to adapt."

Price increases choke sales in Brazil

SAO PAULO, Brazil — New-car and truck sales, hit by soaring price increases after the government lifted price controls, fell 5 percent in November from a year earlier, to 68,950 units.

Sales declined 14.2 percent from October, the second full month without price controls on new vehicles.

Some new-vehicle prices have trebled since controls were lifted in September.

For November, Brazil's inflation rate was 27 percent.

In the first 11 months of this year, domestic sales surpassed the total for all of 1990. Eleven-month sales were 715,213, up 10.7 percent over the 1990 period and 3,000 above the full-1990 total of 712,659.

Although seemingly contradictory, some economists say the runaway prices for new cars in Brazil may actually be buoying sales in the short run.

Under that theory, buyers are rushing to acquire new cars at almost any price on the assumption that prices will go even higher. Others reportedly are buying cars as a speculative investment.

— *Rik Turner*

MEDIA

Reaction to GM cuts paints dark picture

continued from PAGE 1

Sure, GM needs to cut bulk that cannot be supported by its market share. But it must get leaner, not just smaller. Stempel must make the organization more efficient, bring cars to market quicker and design the cars so they can be built more easily, reports suggested.

The Dec. 30 *Time* magazine contends, "Still missing at GM is any real sense of what such 'lean' operations are supposed to create and produce."

A similar theme rings through the cover story of the Jan. 13 *Fortune* magazine. It was written by Alex Taylor III.

In addition to cutting jobs and closing plants, GM "needs to restructure radically to get more efficient at everything it does," Taylor writes.

"That will mean sacrificing some long-standing GM shibboleths, such as maintaining a separate marketing operation for each of its six car divisions — Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and Saturn," the *Fortune* article continues.

As *Fortune* notes, GM's cuts will improve productivity — the number of cars produced per employee. But they will do nothing to help efficiency — the number of worker-hours required to build a car.

GM even became a metaphor for fat, dumb and happy. In *The Wall Street Journal's* "Heard on the Street" column on Dec. 20, a money market manager criticized blue-chip IBM Corp. by saying, "I'm not sure that IBM isn't just a General Motors that makes computers."

HITS WERE EXPECTED

The rough treatment is something that any large American institution should expect, said GM spokesman Terry Sullivan.

"One of the key things in turning around the media's coverage of General Motors is to prove these critics wrong," Sullivan said, by "showing that we have the ability and the commitment to improve our profitability, to improve our competitiveness in the '90s and to continue to be the world's premier automotive manufacturer."

He said GM already has demonstrated its willingness to listen and ability to change by satisfying the mid-1980s critics who said the company had too many look-alike models of poor quality. Now, GM is receiving positive reviews for having high-quality, distinctive products, Sullivan said.

Many newspapers zeroed in on the timing of the GM cutback announcement, portraying GM as a grinch that "stole Christmas" from its workers by not naming the plants to be closed.

On Dec. 22, *The New York Times* reported: "The company's decision left thousands of employees and their families to worry that they'd be on the hit list. Except top management. The leadership, says GM's chairman, Robert Stempel, 'remains in place.' "

> "One of the key things in turning around the media's coverage of General Motors is to prove these critics wrong."
>
> **TERRY SULLIVAN**
> GM SPOKESMAN

For other papers, GM's cuts had bigger ramifications.

- *Los Angeles Times*, Dec. 23: The impact of the GM cuts on retailers "was like the last nail in the Christmas coffin."
- *The Toronto Star*, Dec. 23: GM's announcement "marks the end of the era when the paycheck-based middle class could count on stable, long-term employment and rising income with a major corporation."

Media also painted a picture of GM in a state of boardroom disarray.

Time quoted unnamed board sources as saying that GM's outside directors became so concerned about losses in recent months that they began meeting privately, without the company's officers.

The *Time* source indicated that the jobs of GM Chairman Robert Stempel, President Lloyd Reuss and chief financial officer Robert O'Connell may be on the line.

"These are crisis times, and Stempel may not be a man for crisis management," *Time* quoted a GM director saying. "The rules have changed overnight from the old collegial culture, and he may be disoriented and in over his head."

Fortune also suggests that the board is not all in Reuss' camp, evidenced by the fact that it named him president but not chief operating officer.

GM has no chief operating officer, a major flaw in its corporate structure, some experts suggest.

> Media also painted a picture of GM in a state of boardroom disarray.

LEARNING FROM HISTORY

The cutbacks announced just before Christmas sent scores of analysts, editorialists, reporters and experts combing through years of GM corporate history and lore and current statistics to find out what led the company into its current difficulties.

The results have painted a grim picture of GM, the U.S. auto industry and the collapsing middle class culture:

- *The New York Times*, Dec. 22: "Paleontologists say it took nearly a minute from the time a dinosaur's tail was nipped to the time it felt the pain. For the General Motors Corporation, that nip came way back in the 1970s, when imports first started creeping in."
- *Newsweek*, Dec. 30: GM's "response to the arrival of Japanese cars in the 1970s was late, confused and inept. Paralyzed by an entrenched and arrogant bureaucracy, GM jeopardized decades of consumer good will by building cars of shoddy quality and stodgy style."
- *The New York Times*, Dec. 22: "The jobs being abolished at the automotive plants are the kind of high-paying manufacturing jobs that were the foundation of the flourishing middle."
- *The Toronto Star*, Dec. 23: "Many experts . . . saw GM's cutback as tolling the final bell on a time of complacency in U.S. business."
- *The Toronto Star*, Dec. 21: "General Motors, for more than half a century the symbol of robust capitalism, prepares to cut back savagely."
- *Los Angeles Times*, Dec. 20: "In handicapping the industry, analysts say Chrysler has the ability to adjust to a changing market more quickly than GM or Ford. . . . GM is the last of the Big 3 automakers to make major changes in the quest for more efficient North American operations. Worker productivity is higher at the plants of the company's American competitors. And GM lags behind its U.S.-based competition in the profit earned on each vehicle."
- The Daily Telegraph from London, Dec. 20: "GM's arrogance . . . has not given way to humility. . . . Apart from direct job losses, dealers will close and suppliers will also have to cut back."

Credit rating disappoints GM

PHIL FRAME
Staff Reporter

General Motors said it was unfortunate that two credit agencies lowered their ratings for GM and General Motors Acceptance Corp. securities last week.

The ratings nonetheless will keep GM on the list of companies whose debt can be bought freely by money market funds. Securities and Exchange Commission rules prevent the funds from investing more than a small percentage of their assets in securities that do not have top ratings from at least two companies.

Failure to meet the requirement would have cost GM millions of additional dollars, as it would have been forced to borrow from more expensive sources to operate the business and floorplan its dealers.

Fitch Investors Services lowered its ratings on $5.4 billion worth of GM senior debt and $520 million worth of pass-through certificates from AA- to A.; $1 billion in preference stock from A. to A; $5 billion worth of GMAC senior debt from AA- to A.; and GMAC demand notes and several commercial paper programs from F-1. to F-1.

Meanwhile, Duff & Phelps Rating Co. lowered its ratings on GMAC senior debt from A. to A-. It rated GMAC subordinated debt for the first time at BBB.; and GMAC commercial paper for the first time at Duff 1. The ratings apply to about $79 billion worth of securities.

The other two rating companies — Standard & Poors Corp. and Moody's Investors Service Inc. — are reviewing the top ratings they have assigned to GM and GMAC securities and expect a decision this winter.

GM spokesman Terry Sullivan said it was "unfortunate the action was taken" by Fitch to lower its ratings.

Fitch "recognized the General Motors management and the board are taking significant action to improve the company's financial position and that the present economic environment was an influencing factor in the (rating) decision," Sullivan said.

Sullivan said he believes GMAC enjoys a healthy reputation in the financial community and probably will be able to get the money it needs at reasonable rates.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (1991 models; expires Dec. 31)	
Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale
BMW (no expiration date)	
750iL (1991)	$10,000
CHRYSLER CORP. (expires Dec. 31)	
Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cavalier, Geo Storm (1991-92 models, expires Jan. 5)	0-$1,000, quota
C/K pickups (1991-92 models, expires Dec. 31)	$1,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
HONDA (expires Dec.31)	
All 1991 models except CRX	$500
ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)	
Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (expires Dec. 31)	
Rebates vary by region and apply to 1990-92 models.	
Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000
NISSAN (expires Jan. 3, unless otherwise noted)	
1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (expires Jan. 3)	
Legacy (1991)	$1,200-1,700, based on region
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
TOYOTA (expires Jan. 3, based on quota)	
Camry (1991), Corolla (1991-92)	$500-700,
Base 4x2 pickup (1991-92)	$1,000-1,400,
Other pickups	$600-1,000,
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1991 models; expires Dec. 31)	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

CYCLES

Japan still prefers 4-year product run

continued from PAGE 3

Nearly all Japanese companies say they would like to have longer cycles, and company officials insist that is the trend. But no one expects a formal announcement of a policy change — in the way that companies lined up recently to announce U.S. component-buying targets — and no company has lengthened its product cycle on a major platform.

"We are thinking of extending cycles," said a Nissan Motor Co. spokesman. "How long — five or six or seven years — we can't tell you at the moment. But they will be longer than before."

The Nissan spokesman said suppliers who think Japan remains on a four-year cycle may not yet be aware of the change.

"It is happening already," he said, "but we won't see products until four or five years later. Obviously products launched next year or in two years won't be affected. It will filter down" to suppliers eventually.

Auto executives concede that longer product runs have not yet been implemented, except in some developing countries and on some specialty products.

"The next Accord will come after four years," said Honda President Nobuhiko Kawamoto.

That means it will arrive in the early fall of 1993 — probably at the Frankfurt Auto Show.

Can Honda ever risk five-year cycles on its bread-and-butter Civic and Accord models?

"At this moment, I cannot definitely say," said Kawamoto. "But in business conditions such as we have today, I think that could be one of the selections.

"It depends on the competitive conditions. We should be flexible. For instance, we sold the last Legend for five years, so we've already had an experience postponing one year longer. In that case, the sales totals were comparatively small. But at the same time we learned a lot."

Honda is a small player compared to Toyota Motor Corp., which has more than 40 percent of Japan's passenger-car market. If Toyota and Nissan go along with MITI and lengthen cycles to five years, the industry would have changed. But Toyota is apparently satisfied with a four-year turn.

"We think that a four-year cycle is very reasonable," said a Toyota spokesman. "Of course, there are advantages and disadvantages for making a model cycle shorter or longer. We have to mount the newest technology as soon as possible."

While all Toyota vehicles don't necessarily appear in precise four-year intervals, he said "basically, the system is to make a new car in four years."

A replacement for the current Toyota Supra, now in its fifth year, will not reach the market until February 1993 — extending the model cycle of the current version to six years. But a Toyota official says that does not reflect a change in policy: "We tried to do it in four years, but felt that we couldn't."

Western analysts see no benefit to the Japanese by lengthening cycles, since part of their market success has been based on quick introductions of new technology.

"I doubt if they would go" to longer cycles, said W. Wayne Booker, vice president of Asia-Pacific Automotive Operations at Ford Motor Co., who supervises Ford's relationship with Mazda Motor Corp. "I don't know why they would. They've developed a capability, why back away from it?"

A Tokyo auto analyst added: "I really haven't put much stock in the talk of longer cycles. Even a company like Toyota that is trying to project a less aggressive image is not backing off."

Clearly, some niche cars are not hewing to the four-year cycle. Nissan, for example, is about to launch a new March, its first entry-level model in 10 years. Mitsubishi in 1991 introduced its first new Pajero in nine years. The brand new Isuzu Bighorn/Trooper is the first since 1981.

"Specialty vehicles take a bit longer," said Stephen C. Usher of Kleinwort Benson International in Tokyo. "But Corolla, Accord, Bluebird are going to come out like clockwork every four years."

Not all specialty cars have longer runs. Toyota's current MR2 two-seater debuted at the Tokyo show in October 1989 and is said to be destined for replacement in the fall of 1993, with an all-new concept — a 2.0-liter small sports sedan.

In the past decade, American and European companies have been struggling to catch up with the four-year standard set in Japan. American development time has been cut dramatically, but product cycles remain at five to six years. For instance, Ford's Taurus was introduced in December 1985, and redone this year.

In Europe, product cycles are even longer. The Volkswagen Golf, Europe's top seller for the past several years, was replaced this fall after seven years on the market, and at that it was rushed to meet competition from General Motors' new Opel/Vauxhall Astra. That makes the Japanese four-year cycle highly political and has led to speculation of Japan going to a five-year cycle in Europe.

But the Toyota spokesman said a different European timetable is unlikely so long as product engineering is centered in Japan. When independent research and development centers are established elsewhere, longer regional cycles may be possible, he said.

Car company officials firmly deny that cycles will become even shorter.

A Mazda official said the technology exists to take the development cycle down to three years, but the company will not do it.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
All Chrysler Corp. minivans	$500

FORD MOTOR CO.

1992 models

Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort GT and LX-E, Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Capri, Tracer LTS, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental	$1,000

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Cadillac	
All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 6)	
Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 6)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MAZDA (expires Jan. 3)	
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MITSUBISHI (expires Dec. 31)	
California (1990-91)	
Precis	$500
Hawaii (1990-91)	
Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800
ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)	
All models	Company pays U.S. luxury tax
SUBARU (expires Jan. 3)	
Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

Rolls-Royce institutes lease deal

LYNDHURST, N.J. — Rolls-Royce Motor Cars Inc. has launched its first-ever leasing program. The Silver Service Lease Program covers all Rolls-Royce and Bentley models.

Robert Wharen, vice president of marketing and sales, said the program features a 36-month lease for business or personal use. As an incentive, Rolls-Royce is reimbursing the luxury car tax until Dec. 31 on 1991 models as it does on retail purchases.

For example, a Silver Spur II sedan be leased for $15,000 down and $2,299 per month for a 36-month closed-end term. A Corniche III convertible requires a $20,000 down payment and a monthly rate of $2,999.

At the end of the three-year lease, the customer can return the car or purchase it at a predetermined residual value. The value is based on the car being driven up to 7,500 miles a year.

The lease program is available only through Rolls-Royce and Bentley dealers.

Saab picks HQ site

NEW YORK — Saab Cars USA has selected a site in a suburb northeast of Atlanta for its new headquarters.

Saab announced in September it was cutting its headquarters staff drastically and moving to the Atlanta area. The new facility will be in Norcross, Ga.

Out of 167 headquarters staff, Saab is relocating only 20.

About 100 persons will be hired. That number may include some present employees who move, but most will be hired locally.

— Jim Henry

SCHEDULED JAN. PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario		†
Sterling Heights, Mich.	1/6, 1/13	
Dodge Shadow		1,900
Plymouth Sundance		1,700
FORD MOTOR CO.		
Dearborn, Mich.	1/6	3,700
Ford Mustang		
Edison, N.J.	1/6	4,900
Ford Ranger		
Kansas City, Mo.	1/6	4,400
Ford Tempo		
Mercury Topaz		
Kentucky Truck (Louisville)	1/6	1,300
Ford heavy trucks		
Lorain, Ohio	1/6, 1/13*	4,300
Ford Thunderbird		
Mercury Cougar		
Lorain, Ohio	1/6	4,400
Ford Econoline/Club Wagon		
Michigan Truck (Wayne)	1/6	3,000
Ford Bronco		
Ford F series		
Norfolk, Va.	1/6	3,200
Ford F series		
Oakville, Ontario	1/6	4,800
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville)	1/6	2,795
Ford F series		
St. Louis	1/6	4,000
Ford Aerostar		
St. Paul, Minn.	1/6	3,400
Ford F series		
Ford Ranger		
St. Thomas, Ontario	1/6	4,800
Ford Crown Victoria		
Mercury Grand Marquis		
Wayne, Mich.	1/6	5,800
Ford Escort		
Wixom, Mich.	1/6**	4,100
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
GENERAL MOTORS		
Detroit	1/6	
Chevrolet P-model		475
GMC P-model		30
Fort Wayne, Ind.	1/6, 1/13	
Chevrolet C/K pickup		3,400
GMC Sierra		1,175
Lake Orion, Mich.	1/6, 1/13, 1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Oshawa, Ontario (No. 1)	1/6	6,000
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	1/6	4,000
Buick Regal		
Chevrolet Lumina		
Pontiac, Mich. (East)	1/6, 1/13, 1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	1/6	
Chevrolet S10 pickup		2,285
Chevrolet S10 Blazer		3,550
GMC Sonoma		1,000
GMC S15 Jimmy		1,220
Shreveport, La.	1/6	
Chevrolet S10 pickup		5,100
GMC Sonoma/Syclone		1,100
Chevrolet S10 Blazer		3,100
GMC Yukon		50
Wentzville, Mo.	1/6	5,500
Buick Park Avenue		
Olds. Eighty Eight		
Pontiac Bonneville		
Total U.S. car		36,500
Total Canada car		19,600
Total U.S. truck		46,685
Total Canada truck		2,795
Total units lost week of 1/6		105,580

†Plant closed for retooling until spring 1992.
*Plant idled due to maintenance.
**Plant idled due to materials shortage.
Source: Automotive News Data Center

No production last week

DETROIT — All U.S. and Canadian vehicle assembly plants were closed last week for the holidays. As a result, the *Automotive News* production table is not being published this week.

Production at some plants resumes this week. Others are on extended holiday shutdowns, as detailed in the table at left.

GM defends bonuses to white-collar staff

THE ASSOCIATED PRESS

DETROIT — General Motors kept a promise to its white-collar workers when it paid them millions of dollars in merit bonuses before announcing sweeping cuts, a spokesman said last week.

Spokesman John Maciarz defended the company's decision to reward salaried workers despite its plans to eliminate 74,000 jobs and close 21 plants.

"We kept our promise to our employees," Maciarz said. "Equality of sacrifice is in the eyes of the person evaluating it.

"Hourly workers didn't get profit sharing, salaried workers didn't get Christmas bonuses or profit sharing and executives didn't get incentive pay, which amounts to about a third of their total compensation."

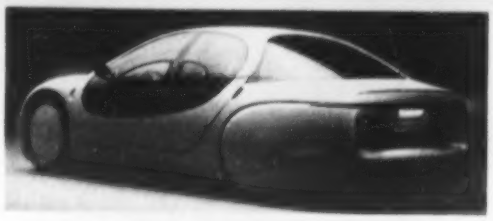
The UAW criticized the bonuses, reported last week by *The Oakland Press* of Pontiac, Mich. The newspaper said 80,000 of GM's 91,000 salaried workers received merit pay totaling about $80 miliion.

"I'm not sure where they're getting these numbers from," Maciarz said. But he confirmed that nonexecutive GM professionals recently had received merit pay.

Earlier this year, hourly employees were paid "performance bonuses" of about $1,000, roughly 3 percent of their 1991 earnings, Maciarz said. They also received the traditional $600 Christmas bonus, which was eliminated this year to the salaried work force.

UAW Vice President Stephen Yokich told the newspaper the bonuses didn't jibe with GM's restructuring.

"The sad fact is that the upper management side of the pain and suffering ledger at GM remains virtually blank, while apparently hourly workers are expected to make sacrifice after sacrifice," Yokich said.


Ultralite has a super-slippery drag of just 0.19, almost as low as a jet fighter's.

ULTRALITE
High-mileage car set for Detroit show

continued from PAGE 1

technical hurdles remain on GM's two-stroke engine and that carbon fiber composites remain prohibitively expensive, engineers on the project attempted to address many of the practical issues required for producing a vehicle of this type.

GM's design staff felt that for Ultralite to be a viable concept, it must be attractive as well as aerodynamically efficient. The concept car features a coefficient of drag of just 0.19. The very sleekest production sedans are clustered around 0.29. A jet fighter plane is about 0.16.

To illustrate the benefits of a low drag: It only takes 4.1 horsepower to overcome Ultralite's aerodynamic drag at 55 mph, compared to about 15 horsepower to push an Audi 100 at the same speed.

"The car had to look friendly, whatever the fuel economy," said Charles M. Jordan, GM vice president in charge of Design Staff. "The buyer has got to say, 'I want that.' Some of the cars I saw in Frankfurt and Tokyo were double ugly. Making a small car look good is like tailoring a dwarf."

Design Staff was in charge of the vehicle's exterior and interior. The body structure by Rutan's Scaled Composites Inc. is made of a carbon-fiber composite.

At the rear of the body, a removable tubular steel powertrain spaceframe contains the engine and transmission. This "power pod" bolts into the rear of the composite body structure.

The vehicle weight of 1,400 pounds dramatically undercuts current production cars. A Saturn SL1 sedan weighs 2,343 pounds, while a Toyota Tercel LE sedan weighs 2,085 pounds.

The GM vehicle's wheelbase is 110 inches. Overall length is 165.6 inches. It is 64 inches wide and 50.8 inches high. And it has 5.7 inches of ground clearance.

The display vehicle's power pod has GM's 1.5-liter, three-cylinder two-stroke engine. But engineers said they could also easily create a battery-powered pod for commuters in areas such as parts of Southern California that might require electric vehicles.

> "Some of the cars I saw in Frankfurt and Tokyo were double ugly. Making a small car look good is like tailoring a dwarf."
>
> **CHARLES M. JORDAN**
> GM DESIGN STAFF

The 1.5-liter engine uses a computer-controlled, air-assisted direct fuel injection system. It is fitted with an electrically heated catalyst to produce ultra-low emissions. Runkle said the engine can produce 111 brake horsepower at 5,000 rpm and 127 foot-pounds of torque at 4,000 rpm.

GM has even put the powertrain through the same federal test procedure required to pass EPA economy and emissions tests. GM claims the EPA numbers for the car are 45 mpg city and 81 highway. At a constant 50 mph, the car gets 100 mpg.

Fuel tank capacity is five gallons — not much in a normal car, but up to 500 miles worth in the Ultralite.

ACHIEVA
Hot new two-door bound for racetracks

continued from PAGE 10

many shorter, lower-speed tracks the series will be run on.

Currently an Oldsmobile exclusive, the heart of the SCX package is the W41 Quad 4 engine. With a special camshaft, an electronics upgrade and low-restriction dual exhaust, the engine makes 10 more horsepower than the "high-output" 180-hp Quad 4 that is available to the other divisions.

The engine also features "pull-ahead" design features that won't make it into the lesser Quad engines until later in the model year. Some of those features include a stiffening web cast into the outside face of the block to reduce engine shake. Other noise-attenuation tweaks include a "double-laminated" camshaft cover and front timing-chain cover.

Engineers say quieting the Quad has become a priority. But so far, it has defied the company's best efforts. Other design changes to quiet the engine are a stiffer air cleaner housing, a "quarter-wave" induction pipe tuner and an idle speed reduction to 700 rpm. One engineer admitted that the company had even experimented with an expensive balance-shaft system in order to reduce engine shake. But the gears used to drive the balance shafts had proved too noisy for production.

Additional SCX performance features include: unique 14x6.5-inch aluminum-alloy wheels, 215/60VR-14 tires, an electronically controlled shock damping system that operates according to driver commands or automatically, a 1.3-inch wider rear track, dual rear anti-sway bars and a shorter fifth gear ratio.

Ultralite's lack of weight posed special challenges

JACK KEEBLER
Staff Reporter

In a 1,400-pound car, four passengers could easily weigh more than half as much as the vehicle.

So developing a smooth-riding suspension for General Motors' Ultralite fuel-efficient concept car provided a special challenge.

Because the sprung weight of the vehicle varies greatly, steel springs were ruled out. Instead, GM engineers specified air springs with linear height sensors at all four corners.

An on-board computer individually controls each air spring for vehicle load leveling and an aerodynamically optimized ride height. The basic suspension system hardware for all four wheels is aluminum upper and lower control arms. The front axles sport a tubular anti-sway bar.

Other technical solutions:

- Although high-mpg vehicles are usually fitted with manual transmissions, Ultralite's two-stroke is mated to a Saturn Corp. four-speed automatic transaxle with a 4.00 final-drive ratio and a tall .480 fourth gear overdrive. The tall ratio ensures that even at highway speeds the engine is turning over slowly, to ensure maximum fuel economy.
- Braking is provided by aluminum composite discs with low-drag all-aluminum calipers. The design eliminates the need for electrical or vacuum assist and is backed up by GM's ABS VI anti-lock unit.
- The steering system is a manual rack-and-pinion type. The car rolls on 175/65R18 Goodyear low-rolling resistance tires mounted on forged aluminum wheels.

Ultralite is a GM team effort by the Technical Staffs Group, Advanced Engineering Staff, Design Staff, Research Labs, Inland Fisher Guide, Delco Products, Delco Electronics, and Saturn. Outside sources include Scaled Composites Inc., Goodyear Tire and Rubber Co. and PPG Industries Inc.

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latenews

Olds offers buy-back deal

Oldsmobile will take the unusual step of offering to buy back new Achieva models from West Coast customers if they decide they'd rather buy a different car, even from a competitor, according to *Advertising Age*, a sister publication to *Automotive News*.

Under the program, a customer has up to 30 days or 1,500 miles to return the Achieva and buy another vehicle to qualify for his or her money back.

The offer will debut in West Coast TV ads beginning Jan. 13, *Advertising Age* said. The ads specifically mention competitors Toyota Camry and Honda Accord.

Monte Carlo confirmed

Chevrolet General Manager Jim Perkins confirmed the division's plans to reintroduce the Monte Carlo nameplate on a sleek, front-wheel-drive coupe in the next couple of years.

Automotive News reported in September 1990 that Chevrolet planned to reintroduce the Monte Carlo name — which debuted in the 1970 model year and left the lineup in the 1988 model year — on a Lumina-based coupe in 1993 or 1994.

Perkins left the timing in doubt, but the car is likely to appear in the 1994 model year when the Lumina is scheduled to be redesigned.

— *Phil Frame*

see LATE NEWS, 2

Air bags spawn few lawsuits

6 million cars, 60 cases; Big 3 may fight every one

HELEN KAHN
Senior Correspondent

Air bags are passing the American legal litmus test.

People aren't suing over them much, and they aren't complaining about them much.

Furthermore, the record for air bags is so good that car company lawyers may decide to defend all such suits instead of buying off marginal claims as they often do.

The Big 3 have some 6 million cars with air bags on the road, and they are defendants in only about 60 lawsuits. In contrast, more than 2,000 suits were filed against Ford Motor Co. over allegations that some automatic transmissions slipped from park into reverse. The complaints involved 20 million vehicles equipped with the Ford transmission.

Of more than 200,000 alleged safety defects called in to the safety hotline at the National Highway Traffic Safety Administration from 1985 to last Sept. 30, just 370 were about air bags. Since 1987, recalls have been announced to fix 10,543 air bags; in the same period, recalls have covered more than 4.7 million seat belts.

"If other car components were as reliable as air bags have proved to be, the companies' product-liability case load would be reduced almost tenfold," said Clarence Ditlow, director of the Center for Auto Safety.

"For example," said Ditlow, "if a tie rod fails in an air bagged car, and the air bag works, there is no injury, and no trial lawyer is going to waste time suing."

The NHTSA hotline counts complaints; it

see AIR BAGS, 29

Autoshow
Frankfurt
Tokyo
Los Angeles
Detroit
Chicago
Geneva
'92

Among the stars unveiled at Los Angeles' auto show is Ford's redesigned Probe.

Nuts and bolts displace show glitz

Showroom sheet metal dominates L.A. exhibits

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — If the 1992 Greater Los Angeles Auto Show is any indication, automakers this year are taking a nuts-and-bolts approach to selling cars rather than wowing consumers and the media.

Detroit gets ready > 3

Production cars destined for the showrooms far outnumbered fancy concept vehicles at the California show, which opened to the public Saturday. Displays were low on glitz and heavy on sheet metal.

The unofficial theme during last week's press days might well have been: 1992 sales can't be any worse. Last's year's Los Angeles show, after all, was clouded by the looming Persian Gulf war. And the market failed to shine all year.

"All I can say about 1991 is, 'Ladies and Gentlemen, thank God it's over,' " declared Jim Perkins, general manager of Chevrolet. "Looking forward is a lot more fun than looking back these days."

In its display, Chevrolet offered a look forward to the 1994 model year with a close copy of the next Geo Prizm.

Los Angeles also marked the North American or world debut for other new products, ranging from the niche to the mainstream.

see LA, 31

Big 3 prepare methanol cars for showrooms

JACK KEEBLER
Staff Reporter

Despite technical and marketing problems, the Big 3 automakers will forge ahead with plans to sell more than 8,500 methanol-powered sedans starting this year.

The Big 3's plans surpass the original goal of the California Energy Commission, which called for 5,600 flexible-fuel vehicles in public and private fleets by the end of 1992.

General Motors, Ford Motor Co. and Chrysler Corp. say they are more than willing to sell flexible-fuel vehicles — if they can find environmentally sensitive customers.

Methanol is a clean-burning liquid fuel made from natural gas. A flexible-fuel vehicle can run on any combination of up to 85 percent methanol and 15 percent gasoline, which is called M85. The EPA says vehicles running on the fuel produce about 50 percent less smog-forming emissions than gasoline.

Last week, Chrysler announced plans to sell 2,100 Dodge Spirit/Plymouth Acclaim models that will run on either pure gasoline or M85. Chrysler will begin the program with an initial delivery of 100 cars for government fleets in Washington and California. In July, a second wave will be offered to fleets and for retail sale to individual customers without any price premium over standard gasoline-powered sedans.

"Last May, we introduced our methanol concentra-

see FUELS,30

JOE WILSSENS/AUTOMOTIVE NEWS

Chrysler Corp. plans to sell 2,100 vehicles this year that run on either a mixture of methanol and gasoline or 100 percent gasoline.

Consumers show reluctance to flex-fuel > 30

U.S. execs likely to reap concessions at summit

RICHARD JOHNSON
Staff Reporter

TOKYO — Several trade concessions are expected to be on the table this week when the chairmen of the Big 3 sit down with the heads of Japan's five biggest automakers at a historic summit meeting in Tokyo.

The eight, who together account for more than half of world auto production, are scheduled to meet Thursday afternoon at Tokyo's Hotel Okura in a bid to trim Japan's intractable auto-trade surplus with the United States. The Japanese makers are Toyota, Nissan, Honda, Mazda and Mitsubishi.

The meeting is unprecedented.

Although it is unclear what the actual summit will accomplish, Japan's government and its carmakers have been scrambling in recent weeks to ensure that President Bush and his entourage do not return to the United States empty-handed.

Bush, on the Australian leg of a 12-day Pacific swing that also takes him to Singapore, South Korea and Japan, warned last week that the United States expected "fair play" from Japan and more access to Japan's market.

"I want to see more jobs created in the United States . . . by concessions made, or by positions taken, in Japan," Bush said.

Although Bush is not ex-

see SUMMIT, 27

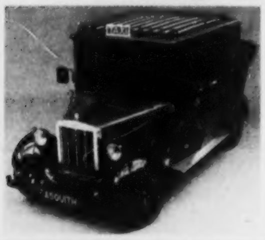
inside Automotive News

SATURN ON THE WAGON
Compact station wagon aimed at California buyers. PAGE 4

LIABILITY LAW TARGETED
Congress to consider measures for national code. PAGE 6

100-MPH LABORATORY
GM to use Ultralite features in regular car lines. PAGE 8

OLDIES BUT GOODIES



▲ British firm targets U.S. for 1920s-style vehicles. PAGE 10

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Sales, 10 day by make
Inventory, as of January 1
Production, weekly by model

JANUARY 27
Sales, 10 day by make
Sales, truck by gvw
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66th year—No. 5427
Advertising Production Dept. (313) 446-6063
Circulation Department
In Michigan........................ (313) 446-0480
Outside Michigan..............1-800-678-9595
Classified Ad Department..... (313) 446-6065
Display Ad Department .... (313) 446-6030
Editorial & Business Offices . (313) 446-6000

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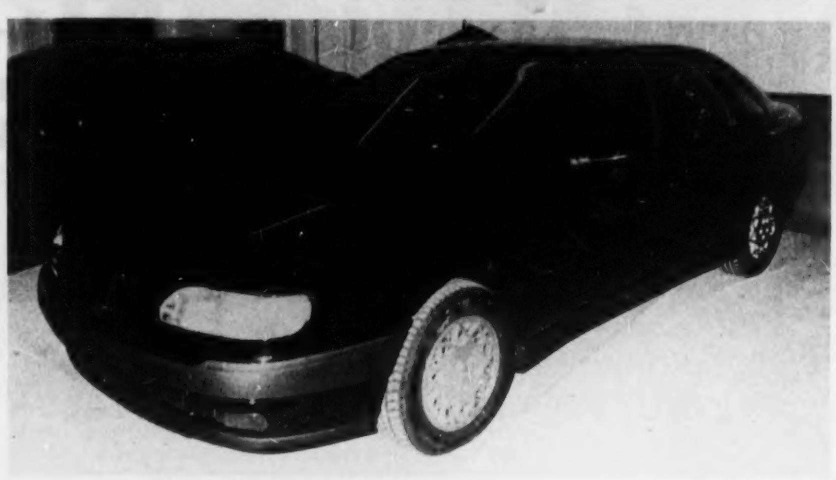
correction

The Powertrain Division of General Motors has an engineering center in Warren, Mich., that is responsible for four-, six- and eight -cylinder engines. A Dec. 23 issue chart inaccurately listed the facility as a manufacturing plant.



HANS G. LEHMANN/HIDDEN IMAGE

Renault prepares new flagship

This spy photo shows an undisguised prototype of the forthcoming replacement for the Renault 25. The front-wheel-drive sedan measures about 186 inches in length. Engines will include a choice of 2.0-liter four cylinders with two, three or four valves per cylinder, and two 3.0-liter V-6s. The official unveiling is slated for the Geneva auto show in March.

latenews

CONTINUED *from* PAGE 1

Hyundai recalls subcompacts

FOUNTAIN VALLEY, Calif. — Hyundai Motor Co. is recalling about 895,000 Hyundai Excel and Mitsubishi Precis cars to fix a problem that could cause an engine fire.

The recall covers 1986 to 1989 model Excels, and 1987 to 1989 Precis, which are built by Hyundai.

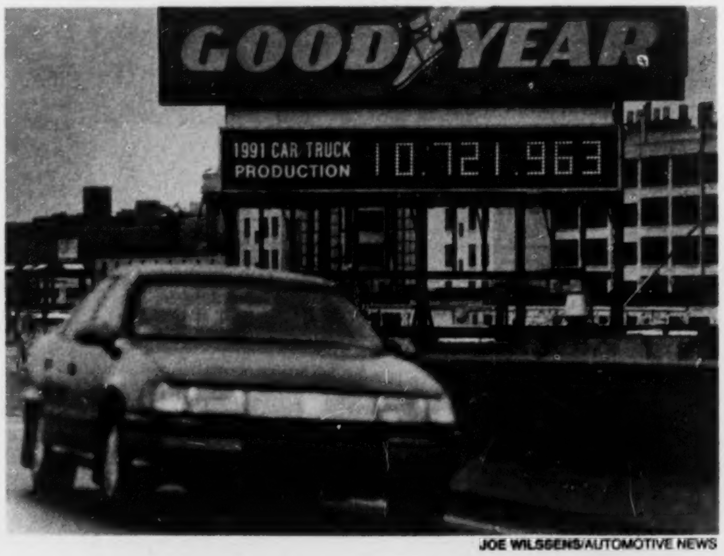
Hyundai said a defective reed valve subassembly could cause a malfunction in the secondary air supply system which would allow hot exhaust gasses to melt the plastic portion of the air filter and make an engine fire possible.

Buick Sceptre at Detroit show

DETROIT — Buick will display a rear-wheel-drive, mid-sized concept sedan called Sceptre at the North American International Auto Show.

The Sceptre, to be unveiled at a news conference tomorrow, is described as a personal luxury sedan. It is a five-passenger car powered by a 3.5-liter supercharged V-6 engine and an electronically controlled five-speed automatic transmission.

The car rides on a 111.8-inch wheelbase and develops 250 horsepower and 280 pounds-feet of torque. Sources at Buick indicated that the Sceptre may be an indication of the styling direction of the next-generation Buick Regal, which *is scheduled to debut in the* 1995 model year. However, the Regal is a front-wheel-drive car. — *Phil Frame*



JOE WILSSENS/AUTOMOTIVE NEWS

A sign at the intersection of I-75 and I-94 in Detroit gives the *Automotive News*-supplied estimate for 1991 calendar year production of light vehicles in the United States and Canada. The figure is the lowest since 1982.

'91 output down 9%; '92 starts slowly

ANNE E. WRIGHT
Chief Statistician

List of plant closings > 31

U.S. and Canadian car and truck production for the 1991 calendar year is estimated at 10,721,963, down 8.9 percent from 1990.

U.S. car production was shared by manufacturers as follows: General Motors, 44.0 percent; Ford Motor Co., 21.6 percent; Chrysler Corp., 9.4 percent; Honda of America Manufacturing Inc., 8.4 percent; New United Motor Manufacturing Inc., 3.6 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.5 percent; Mazda Motor Manufacturing (USA) Corp., 3.1 percent; Diamond-Star Motors Corp., 2.8 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.5 percent; and Subaru-Isuzu Automotive Inc., 1.1 percent.

Production for the 1992 calendar year began last Thursday on the same down note that ended 1991, with fewer vehicles produced and more plants idled.

Last week's estimated car and truck production in the United States and Canada was 54,108 for two days of production, at a daily build rate of 27,054. The year-ago week's assembly was 113,770 for three days of production at a daily build rate of 37,923. On a daily rate basis, the first week of production in 1992 was off 28.7 percent.

The Big 3 extended the holiday vacation at 29 plants. Ford tops the downtime list with eight trucks plants and seven car plants idled, GM shut five truck and four car plants and Chrysler closed three car and two truck facilities.

In the year-ago week, 23 plants were given an extended holiday vacation. ■

briefly

Honda buyer ties up phones

An angry car owner launched a telephone blitzkrieg on **American Honda's** toll-free information line in Torrance, Calif., and the phone company had to block all calls from a Massachusetts area code to get the lines working again. American Honda has sued Daniel Gregory in U.S. District Court in Boston, according to The Associated Press. The company said Gregory complained about the tires on his 1990 Honda CRX, but a dealer inspected them and found them normal. A Honda consumer affairs manager said Gregory then abused customer service employees by phone. A week later, Honda's toll-free, "Better Business Bureau Information Line" got "more than 100 harassing calls" in one day, Honda said. The next day, Gregory reportedly began calling a toll-free number used by dealers to reach American Honda's finance company. The company asked him to stop and sought help from police. The company said Gregory then tied up a fax number for four days.

GM WINS AT ROSE BOWL— UAW workers didn't let the fact that **General Motors** plans to close its Van Nuys, Calif., plant rain on their parade at the Rose Bowl. The UAW withdrew as co-sponsor of the GM Tournament of Roses Parade float several weeks ago when GM announced the plant closing. But so many auto workers showed up to work on the float that some were assigned to work on other floats. The GM float, "Looking to the Future," was honored as the parade's best.

BELATED BIRTHDAY — Complete with color slides, black and white photos and four pages of text, a Camaro 25th-birthday package arrived last week, courtesy of **Chevrolet** public relations. Just one problem: The Camaro went on sale Sept. 29, 1966, as a 1967 model, so the car's 25th birthday was more than three months ago. Another omission, but perhaps understandable: The material doesn't mention the fact that the Camaro was a delayed response to the **Ford** Mustang, which debuted April 17, 1964.

TIME FLIES — To encourage the development of clean-running electric cars, Germany will exempt them from vehicle taxes for five years. Most of the major automakers are working on such cars, but by the time they have something to sell, little of the five years will be left.

A GREEN BENZ, PLEASE — Naturalis, a trendy department store in Palm Beach, Fla., claims to sell "the world's finest recycled, recyclable and environmentally safe products." Among the merchandise on display is a 1992 **Mercedes-Benz** S-class sedan. Mercedes-Benz says the car is made of practically 100 percent recyclable materials. It features a chlorofluorocarbon-free air conditioning system, water-based paint, an asbestos-free brake system and plastic parts marked for easy sorting and recycling. But has anybody looked at its fuel-economy numbers?

Mercedes-Benz S-class: sensibly chic for the Palm Beach set.

Fleet buyers sticking with the Big 3

CHARLES M. THOMAS
Staff Reporter

Even though Japanese manufacturers have made small dents in American corporate fleet sales, fleet managers say they will purchase virtually all of their vehicles from domestic automakers this year.

General Motors will account for 40.6 percent of all new fleet sales, Ford Motor Co. will account for 33.9 percent and Chrysler Corp. for 23.4 percent, while imports will account for a scant 2.1 percent of fleet sales, according to a survey by the National Association of Fleet Administrators.

"Fleet managers have long been great supporters of domestic manufacturers," said Gordon West, association president. "The Big 3 counts on fleet managers to purchase at least 25 percent of their new model year vehicles. In tough economic times such as these, and with global competition a reality, it is difficult to ignore the importance of steady fleet sales."

For years the fleet market was virtually ignored by Japanese manufacturers because they never had enough volume to sell into it, particularly in the early 1980s, when Japanese makers operated under a voluntary restraint agreement.

That changed when Japanese makers began producing vehicles in the United States. Now they can meet most of fleet managers' criteria, including on-time delivery, acquisition pricing and a large enough dealer base to deliver almost anywhere.

But they still have to overcome a "buy American" preference from fleet mangers.

Fleet sales will continue to be strong through 1992 as 99 percent of the 562 survey respondents continue to provide vehicles for their sales and service personnel rather than changing to employee-owned vehicles.

Fifteen percent of the respondents said they will increase the number of vehicles in their fleets during the year. Each respondent manages an average of 1,194 vehicles.

Fleet managers will order safer cars in 1992. The survey revealed that two out of three U.S. companies will order vehicles with air bags. And three out of five companies will include vehicles with anti-lock brakes in their fleet.

The federal government is prodding fleet managers to purchase safer cars. The Occupational Safety and Health Administration is expected to announce regulations this month which may require employers to adopt safety belt policies and provide safety education to everyone who drives company cars on business.

Twenty-nine percent of corporate respondents buy only vehicles with air bags, according to the survey. An additional 29 percent order air bags when available; 6 percent permit the driver to select the option.

In addition, 11 percent of public utility fleets and 20 percent of law enforcement and government fleets order air bags.

According to the survey, 14 percent of corporate fleet managers only order vehicles with ABS, only 4 percent of public utility fleets mandate ABS, and 11 percent of law enforcement and government fleet managers only order vehicles with ABS.

Twenty-nine percent of both corporate and public utility fleets order ABS as an option when available. However, 45 percent of law enforcement and government fleets order ABS as an option when available.

Initial cost was cited by fleet managers as the most important factor when selecting vehicles, followed by job suitability and the country where the vehicle was built.

Cellular telephones are gaining in popularity. Fifty-one percent of all survey respondents provide cellular phones in their fleet vehicles.

More than 25 percent of survey respondents indicated they plan to acquire alternative-fuel vehicles for their fleets. Fifty-eight percent said compressed natural gas vehicles are their top choice. AN

Saturn unveils '93 wagon

LINDSAY CHAPPELL
and KRISTINE STIVEN BREESE
Staff Reporters

Saturn will expand its product line later this year with a compact station wagon targeted primarily at California buyers.

The Spring Hill, Tenn., automaker also has revealed the possibility that it may introduce a minivan to the fledgling line.

Donald Hudler, Saturn vice president of sales, service and marketing, said California-dominated consumer studies confirmed a strong demand for both a wagon and a van, but the company decided to develop the wagon first.

"This is what we could do next with product expansion without over-taxing this relatively small company," Hudler said at the Los Angeles auto show. "It doesn't mean no van; it only means no van in 1993."

Hudler said the General Motors unit expects the wagon to comprise one-tenth of its 1993 model year sales, meaning as many as 24,000 units.

The company said the new model was specifically designed for California sales, although it will be marketed nationwide.

As Saturn originally predicted, California has become the line's biggest market, representing 12 percent of total sales. Import brands hold almost half of California car sales, and Saturn has staked much of its reputation on reclaiming domestic sales there.

He cited the new wagon's "sporty" appearance as representing a California-influenced design, although the car was developed in Saturn's Troy, Mich., technical center.

1993 Saturn station wagon is based on sedan, has the same 1.9-liter engine.

He said that consumer surveys focused on California taste preferences in developing the car, which begins production in August. About 75 percent of the development clinics and focus groups were conducted in California.

The car will contain a rear seat as in some large wagons. Hudler hinted that the format would make Saturn a low-priced alternative to Honda Motor Co.'s Accord wagon.

The wagon prototype has the same dimensions as the existing Saturn sedan, but could end up being slightly taller. Like the sedan, the wagon will offer two trim packages. AN

Saving GM plant is biggest issue in Mich., Texas towns

PHIL FRAME
Staff Reporter

The most popular bumper sticker in Arlington, Texas, these days reads: "Keep GM — The Heartbeat of Arlington."

Mayor Richard Greene passed out the stickers last week on one of his now-frequent visits to the General Motors assembly plant.

The Arlington plant is competing with a plant near Ypsilanti, Mich., over which one will stay open after GM completes its retrenchment in the United States and Canada.

The Arlington and Ypsilanti plants both make large rear-wheel-drive cars, which have been selling poorly, leaving the plants operating at barely half capacity.

GM said one of the plants will close as part of a restructuring that will require the closing of 10 assembly plants, four powertrain plants and 11 components plants by 1995. The closings will cost 60,000 blue-collar and 20,000 white-collar jobs.

While GM's announcement left virtually every plant city wondering about its fate, concern is strongest in Arlington and Ypsilanti because one of the two plants definitely will be closed.

UAW Local 276 in Arlington responded immediately by voting to allow four-day work weeks of 10 hours per day, if necessary. That schedule enables GM to boost the capacity of a plant without having to pay workers overtime.

Members of Local 1776 in Ypsilanti say they won't offer concessions until GM asks. But they will talk about how much better their plant is and how much cheaper it is to build a car in Ypsilanti.

In Arlington last week, the city council hired a consultant to update a several-year-old report on the economic impact that the GM plant has on the city and the state.

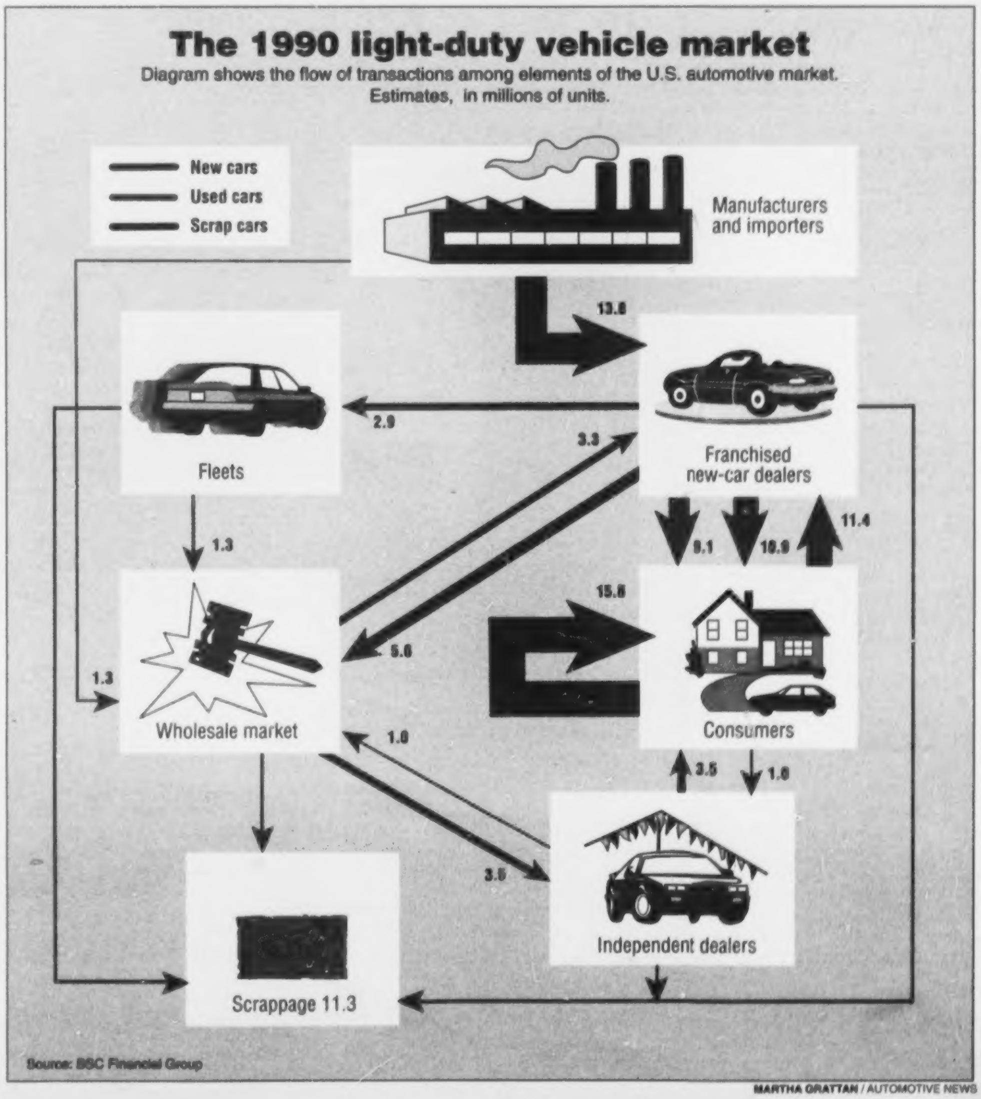
The council also agreed in principle to grant GM a tax abatement should the company decide to expand the plant if it consolidates production of the Chevrolet Caprice, Buick Roadmaster, Cadillac Brougham and Oldsmobile Custom Cruiser wagon in Arlington.

"Those are all the things we can do. We would do more if we could," said Mayor Greene, who is a co-owner of Vandergriff Chevrolet-Buick Co. in Arlington. "We're not trying to sponsor a bidding war, but it's very difficult for us not to respond in a way that would ensure the plant's future."

The Arlington plant is the city's largest private employer and largest taxpayer — supplying $3.7 million a year in city, school and county taxes.

Ypsilanti-area officials are scheduled to meet today to consider a package of incentives similar to Arlington's. AN

The Associated Press contributed to this report.



The 1990 light-duty vehicle market

Diagram shows the flow of transactions among elements of the U.S. automotive market. Estimates, in millions of units.

Source: BSC Financial Group

MARTHA GRATTAN / AUTOMOTIVE NEWS

Mid-Dec. sales match '90

Truck gain offsets decline for cars

JIM HENRY
Staff Reporter

NEW YORK — Light-truck sales improved slightly in mid-December and almost offset a decline in car sales.

Sales of new vehicles totaled 270,175, which was only 2,131 units or 0.8 percent below last year. Car sales fell 2.3 percent to 172,447, while light-truck sales, including minivans, rose 2.0 percent to 97,728.

There were nine selling days in mid-December this year and last.

Ford Motor Co., American Honda Motor Co. Inc., and Toyota Motor Sales U.S.A. Inc. reported higher 10-day sales this year.

Ford and Chevrolet are fighting it out again for bragging rights for the nation's best-selling, full-sized pickup, this time for the calendar year. Ford claimed its pickups outsold Chevrolet's for the 1991 model year, and Chevrolet later disputed that claim.

Ford Division reported mid-December sales of all light trucks jumped 17.6 percent to 30,091. Chevrolet said its light-truck sales fell 13.9 percent to 21,990 for the 10 days.

"It is close, but the final report isn't due until Monday (today)" said Chevrolet spokesman J. David Hudgens. Through Dec. 10, Ford's F series led Chevrolet's C/K line by 12,247.

Ford and Chevrolet both declined to predict full-year pickup sales. Each company disputes how the other counts its sales, so the final tally might not end the argument.

"I wouldn't be surprised if we had another 'Miracle in Dearborn,' but we sell real cars to real people," Hudgens said, sarcastically referring to Ford's statistics.

For the 10 days, Ford Motor Co. said it sold 62,077 cars and light trucks — a 5.5 percent improvement, even though car sales were off 3.8 percent.

General Motors sales slipped 4.9 percent to 91,447. Buick continued to shine, with its sales up 9.5 percent. Cadillac, which had been on a roll since the introduction of 1992 models, dropped 15.5 percent. GMC Trucks climbed 8.8 percent.

Chrysler Corp. sales were off 7.2 percent to 31,590, despite a 1.4 percent improvement in light trucks and minivans. *Automotive News* estimates Chrysler's sales.

Two of the three biggest Japanese companies posted substantially higher mid-month sales.

American Honda shot up 32.3 percent. Honda sales were up 32.7 percent, and the Acura Division improved 30.9 percent.

Acura offered dealer incentives of $2,500 on 1991 Legend sedans and $3,000 on Legend coupes. Through Dec. 31, Honda dealers received $500 on all 1991 models except the CRX.

Toyota Motor Sales also turned in a strong mid-month performance, with sales 17.0 percent above the year-ago period.

Lexus sales rocketed 64.8 percent, helped by the division's two new coupes and its new ES300 sedan.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Dec. 11-20, 1991	Dec. 11-20, 1990
ALFA ROMEO (imp. car)*	51	77
Acura (imp. car)	3,703	2,828
Domestic car	9,473	6,384
Imported car	4,724	4,315
Honda	14,197	10,699
AMERICAN HONDA	17,900	13,527
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,286	1,627
Domestic car*	2,384	3,360
Imported car*	0	50
Domestic truck*	82	97
Chrysler Division*	2,465	3,507
Domestic car*	6,712	7,340
Imported car*	705	879
Domestic truck*	9,241	8,596
Imported truck*	157	222
Dodge*	16,815	17,036
Domestic car*	699	1,086
Imported car*	330	147
Eagle*	1,028	1,233
Domestic truck*	3,570	3,697
Jeep*	3,570	3,697
Domestic car*	3,905	4,492
Imported car*	401	482
Domestic truck*	3,407	3,610
Plymouth*	7,712	8,584
Domestic car*	13,699	16,278
Imported car*	1,435	1,558
Domestic truck*	16,299	16,000
Imported truck*	157	222
CHRYSLER CORP.*	31,590	34,058
Imported car*	122	151
Imported truck*	43	58
DAIHATSU*	165	209
FERRARI (imp. car)*	24	24
Domestic car	21,008	20,930
Imported car	1,142	621
Domestic truck	30,091	25,582
Ford Division	52,241	47,133
Domestic car	3,270	5,612
Lincoln	3,270	5,612
Domestic car	5,467	5,019
Imported car	1,099	1,082
Mercury	6,566	6,101
Domestic car	29,745	31,561
Imported car	2,241	1,703
Domestic truck	30,091	25,582
FORD MOTOR CO.	62,077	58,846
Domestic car	11,380	10,390
Buick	11,380	10,390
Domestic car	4,497	5,319
Cadillac	4,497	5,319
Domestic car	20,936	24,066
Imported car	2,343	1,830
Domestic truck	21,918	25,481
Imported truck	72	60
Chevrolet	45,269	51,437
GMC	8,056	7,402
Domestic car	7,923	8,877
Domestic truck	988	574
Oldsmobile	8,911	9,451
Domestic car	9,421	10,879
Imported car	534	202
Domestic truck	664	662
Pontiac	10,619	11,743
Domestic car	2,715	447
Saturn	2,715	447
Domestic car	56,872	59,978
Imported car	2,877	2,032
Domestic truck	31,626	34,119
Imported truck	72	60
GENERAL MOTORS	91,447	96,189
HYUNDAI*†	2,403	3,146
Imported car*	280	242
Domestic truck	939	1,215
Imported truck*	1,927	2,611
ISUZU*	3,146	4,067
JAGUAR (imp. car)*	184	403
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	983	1,148
Imported car*	3,118	3,381
Domestic truck	228	297
Imported truck*	2,588	2,832
MAZDA*	6,916	7,658
MERCEDES-BENZ (imp. car)*	1,468	2,008
Domestic car	2,233	1,092
Imported car*	2,476	1,584
Imported truck*	703	1,177
MITSUBISHI*	5,412	3,853
Infiniti	612	833
Domestic car	2,778	2,762
Imported car*	5,403	6,386
Domestic truck	2,179	2,076
Imported truck*	3,386	3,245
Nissan*	13,746	14,469
NISSAN MOTOR CORP.	14,358	15,302
PEUGEOT (imp. car)*	26	89
PORSCHE (imp. car)*	83	190
RANGE ROVER (imp. truck)*	114	116
ROLLS/BENTLEY (imp. car)*	7	30
SAAB (imp. car)*	520	485
STERLING (imp. car)*	0	80
Domestic car	522	1,657
Imported car*	1,002	1,709
SUBARU*	1,524	3,366
Imported car	137	129
Imported truck	394	334
SUZUKI†	530	463
Lexus (imp. car)	3,104	1,884
Domestic car	7,604	6,270
Imported car	7,719	7,778
Domestic truck	155	0
Imported truck	6,773	5,733
Toyota	22,251	19,781
TOYOTA MOTOR SALES	25,355	21,665
Audi (imp. car)*	277	384
Imported car*	1,812	2,607
Imported truck*	55	126
Volkswagen*	1,867	2,733
VWoA*	2,144	3,117
VOLVO*†	1,342	1,540
YUGO (imp. car)*	85	151
Domestic car	123,909	127,130
Imported car	48,538	49,372
TOTAL CAR	172,447	176,502
Domestic truck	81,517	79,289
Imported truck	16,211	16,514
TOTAL TRUCK	97,728	95,803
TOTAL CAR & TRK.	270,175	272,306

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

GM-Holden's has launched a new Series II of its Statesman/Caprice model in Australia with refinements such as anti-lock brakes and an optional automatic ride-leveling system.

GM revamps big Australian sedans

SYDNEY, Australia — General Motors-Holden's Automotive Ltd., GM's Australian unit, has launched a new series of its Statesman/Caprice model in a bid to erode Ford's dominance of the country's big-sedan segment.

Ford's long-wheelbase sedans traditionally have outsold Holden's by 3-to-1 in the segment, but GM says its new Series II cars are mounting a serious challenge to that lead.

GM said it expects to sell about 2,280 units in the upscale segment this year, compared with expected sales of 3,850 for Ford's Fairlane/LTD series.

Priced from the equivalent of $31,300 to $46,800, the new Holden's cars are refinements of the existing range. Mechanical improvements include anti-lock brakes as standard equipment on Caprice and optional on Statesman; independent rear suspension; speed-sensitive steering; and an optional automatic ride-leveling system.

With an eye on the fleet market, Holden's has introduced an optional 3.8-liter V-6 engine for the Statesman, which previously had been sold only with a 5.0-liter V-8.

— *Pedr Davis*

Ultralite features tagged for GM production cars

WILLIAM R. DIEM
Assistant Managing Editor

DETROIT — General Motors expects to see several features of its 100 mpg Ultralite concept car in production on regular car lines.

Some of the ideas are so good, "I'm a little sorry to see them out here" exposed to competitors, said the car's chief designer, Jim Bieck.

Features aimed at production include the 1.5-liter two-stroke engine, low rolling resistance tires, and the material that symbolizes the Ultralite, carbon fiber.

At its introduction to reporters Friday, the Ultralite was cast as a technological laboratory, not a potential production car. Much of the weight savings comes from using carbon fiber for the body, and GM expects to translate some lessons into other projects, like the electric car under development for the mid-1990s that is based on the company's Impact concept car.

Don Runkle, GM's advanced engineering vice president, said carbon fiber will be designed into vehicles in areas where incredible stiffness is required.

But carbon fiber will come slowly because of its cost. The raw material is $40 a pound, and the Ultralite uses 420 pounds.

Other features of the car could appear quickly.

"The two-stroke engine will be in the product plan of the future," said Runkle. The fuel-injected one in the Ultralite is 1.5 liters, has three cylinders, and should yield a top speed of over 100 mph.

The 18-inch Goodyear tires, or similar ones, will also show up on streets, likely on the electric car derived from the Impact.

The lightweight seats in the Ultralite could show up next in GM's APV family because they could be easily removed and moved. He indicated that the Impact-based electric car might use such seats, which stretch see-through webbing over composite carbon fiber frames that are strong enough to anchor the seat-belt mechanism.

GM is casting its Ultralite concept car as a technological laboratory.

Most of the Ultralite's instruments are reflected in a mirror set far forward under the sloping windshield in an arrangement GM calls virtual image display, which could show up in production.

Other items that could end up in production cars include the sideways muffler used as an underbody aero wing, and air outlets formed in the visor over the speedometer, where it is close to the driver but out of the way.

Stempel opens World Congress

DETROIT — General Motors Chairman Robert Stempel, just back from a trip to Japan with President Bush, will kick off the 1992 Automotive News World Congress with a dinner speech Sunday, Jan. 12, at the Westin Hotel in Detroit.

Stempel's speech, "2020 Vision: What the Next 30 Years Hold for the Auto Industry," will be followed by the second keynoter, Stanley Gault, chairman and chief executive officer of Goodyear Tire and Rubber Co. Gault's topic is: "The Pursuit of Certainties in An Uncertain World."

Stempel's speech will be his first major North American public appearance since he announced a dramatic series of plant closings and other cost cuts on Dec. 18.

A pair of speakers will highlight each of the three evenings of the World Congress. Over three days, 25 prominent speakers will address automotive topics at the World Congress at the Westin.

Stempel

Tickets are still available for the Tuesday night gala dinner, featuring legendary automotive entrepreneur Roger Penske, president of Penske Corp., and Gerald Hirshberg, vice president of Nissan Design International Inc.

The Monday night speakers are Allan Gilmour, president of the Ford Automotive Group at Ford Motor Co., and Paolo Cantarella, president and chief executive officer of Fiat Auto S.p.A.

For information, call Wendy Barydt at (313) 764-5592.

Air bag recalls

May 1987 — 283 units, 1986 and 1987 Mercedes-Benz 190, 260E, 300 and 560 models; electrical connection may disconnect, and bag may not deploy.

August 1987 — 230 units, 1987 Mercedes-Benz 300, 420 and 560 models; generator did not ignite at low temperatures.

February 1989 — 1,883 units, 1987 and 1988 Volvo 780 series; replace electronic control systems.

February 1990 — 857 units, Buick Reatta; reversed wires in impact sensor may delay deployment.

April 1990 — 2,543 units, 1990 Toyota Celica; incorrect machining of inflator unit.

April 1990 — 257 units, Chrysler Corp. models with gray interiors; machining problem with inflators made by Morton Thiokol.

October 1990 — 4,490 units, various TRW customers, to replace bags with cross-threaded parts that could fail.

Among the callbacks, Ford recalled 167,247 vehicles searching for 3,056 faulty bags; GM recalled 2,166 vehicles to find 1,224 units; Honda recalled 44 vehicles seeking 47 units; and Mazda recalled 2,708 vehicles to find three units. GM and Honda had kept better records. Some of the Hondas with faulty bags had not been distributed.

— Helen Kahn

AIR BAGS

6 million cars, only 60 lawsuits

continued from PAGE 1

doesn't try to judge them. It took calls of 225 alleged failures to deploy; 49 burn complaints; 35 reports of oversensitive deployment; 18 complaints of "violent" deployment and 43 other complaints. The Big 3 were named in 68 percent of the complaints about air bags.

Of the 225 non-deployment reports, 155 persons claimed injuries. On average, the injuries were minor: Two-thirds of victims sought no medical attention, and of three persons who spent a night at a hospital, two stays were deemed unnecessary.

Experience with air bags has already led to improvements and expertise. Companies are now warning drivers about slouching or leaning forward and about unbelted occupants and out-of-position children.

Early complaints of burns from escaping gases have resulted in running engineering changes: General Motors and Chrysler Corp. redirected venting of hot nitrogen oxide away from occupants, and Chrysler added a tether to control the geometry of the unfolding bag.

A look at the eight lawsuits filed against Ford suggests some so-called nuisance suits — suits that are so vague as to be difficult and time-consuming to disprove but that might be closed with only a little money.

But although it may be cheaper and quicker to settle most of them than to find out what really happened, Ford may fight all the way to establish its own belief in the air bag's safety — especially in view of its record with 5,000 cars in a government fleet — say Ford legal sources.

One suit against Ford blames air bag failure for a fatality. Ford has not yet answered that case in court, but company lawyers believe the driver air bag deployed as designed in the accident, which involved massive front-end damage in a high-speed collision with a full-sized truck.

The other seven contain allegations of injury. They involve seven separate accidents in seven different 1990-model cars.

Chrysler so far has the most cases: 30 to 40. Chrysler made air bags standard in 16 car lines for the 1990 model year, giving it the highest percentage of cars with air bags on the road. The suits are bunched among models built before May 1990, when running engineering changes were made to vent hot gases and add the tether.

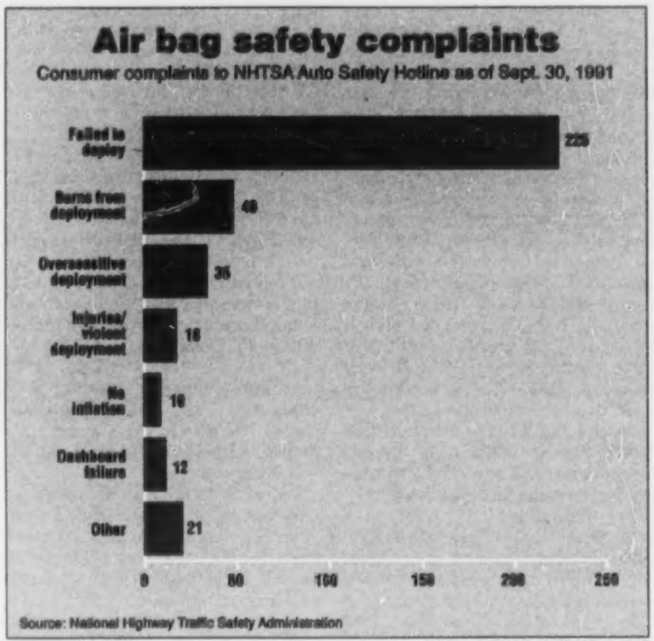
Ken Gluckman, a lawyer in charge of Chrysler litigation involving air bags, says the number of car rental units in its cases is disproportionately high, suggesting that some plaintiffs may be people who waived collision damage coverage and later had an accident. He said they may be suing to recover the cost of repairing their uninsured rental cars, which would include the cost of replacing air bag systems.

Gluckman said Chrysler is not playing that game. The company insists that its bags deployed properly, that the injuries were minor and short-lived and that it will defend the cases involving air bags.

GM has fewer than 10 lawsuits, almost all of them alleging failure to deploy. Only minor injuries have occurred, and GM insists the air bags worked properly in all the accidents. While GM lawyers did not offer specifics on any suits, they emphasized that air bags offer protection in frontal crashes only and are designed to supplement, not replace, seat belts.

At least two air bag cases involving imported cars have been settled out of court.

- A Pennsylvania out-of-court and private settlement involved an unexpected deployment of an air bag in a leased 1988 BMW because of an electrical short in an actuation circuit in the steering column.
- A Massachusetts out-of-court settlement for $6,000 involved a 1990 Acura Legend hitting a stopped car and underriding the bumper with no deployment of the air bag.



Air bag safety complaints

Consumer complaints to NHTSA Auto Safety Hotline as of Sept. 30, 1991

Source: National Highway Traffic Safety Administration

DAVID L. BURHANS / AUTOMOTIVE NEWS

Widow's suit seeks $21 million

HELEN KAHN
Senior Correspondent

The most serious case involving air bags filed against Ford Motor Co. is one by a New York widow who says an air bag failed to save her husband's life. She is seeking $21 million from Ford and TRW.

Ford disputes the charge and says that air bags aren't able to protect drivers in all crashes. In this case, the crash was so severe that the head of driver David H. Litman was pinned between the steering wheel and head rest. It took rescue workers a half hour to get him out.

The widow, Haviva Litman, also sued the drunk driver of the 1979 Chevrolet Suburban for an equal amount in punitive damages. The van hit the 1990 Continental on Aug. 17, 1990, and left it with massive front-end damage. The suit was filed in March 1991 in Nassau County Supreme Court.

The suit charges that although the air bag was made and sold as a safety device, it failed to operate properly and neither TRW, Ford's supplier, nor Ford, the assembler, warned of possible danger.

It seeks recompense because of the two companies' alleged negligence and because the air bag did not save David Litman. All aspects of design, material, testing, construction and assembly are addressed as faulty.

Ford's engineers inspected the Continental and found that it suffered massive front-end damage as a result of a severe high-speed collision with a larger, heavier vehicle and that the driver's air bag deployed as designed.

The Ford spokesman said no restraint system can protect all occupants in all collisions, especially in accidents as severe as this one.

Air bags proved OK in federal service

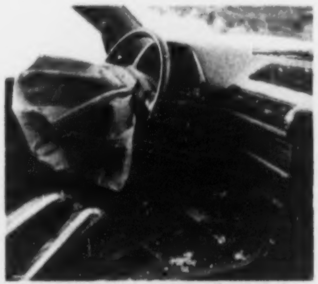
HELEN KAHN
Senior Correspondent

Two programs using air bags undertaken by the National Highway Traffic Safety Administration in 1983 and 1984 have been called "very positive" experiences.

One involved 5,300 Ford Tempos with driver-side air bags that were driven by government employees. The Defense Department used 300, and NHTSA and the federal fleet shared 5,000. The program provided Ford Motor Co. with a wealth of hands-on experience.

In the other government program, 539 police cars were retrofitted with air bags.

The National Center for Statistics and Analysis says the air bags "performed well in service, mitigating injuries." It reported that as of Jan. 1, 1987, (when the Tempos had racked up some 123 million miles and the retrofitted police cars had logged 52 million miles) "no known cases in which the air bags failed to deploy as designed and only one non-crash deployment."



Government programs found air bags "performed well in service."

That incident, which had no negative consequences, involved a police car retrofit in which the readiness indicator light on the instrument panel gave "adequate warning of a fault in the electrical system, but no action was taken."

In 100 crashes in which air bags deployed, there were either no or minor injuries. Six persons suffered moderate injuries; the most severe (at a velocity change of about 25 mph) produced a mild concussion. In all crashes in which the bags did not deploy, they were not supposed to — with one exception involving a Tempo which crashed into a heavy truck at a closing speed of about 95 mph.

The experts said: "This crash was so severe that the vehicle's electrical system was destroyed before the crash sensors could trigger the air bag. The driver was fatally injured and could not have been protected by the air bag."

A private fleet has had similar experience.

Government Employees Insurance Co. has operated an 800-car air-bagged fleet for its employees for five years. Ed Utley, company president, has reported three successful deployments and no failures to deploy.

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FUELS

Methanol cars debut this year

continued from PAGE 1

tion smart sensor, making possible the production of true flexible fuel vehicles that will be totally transparent to the owner," said Francois Castaing, Chrysler vehicle engineering vice president. "Now I'm proud to tell you we are putting our money where our mouth is and will, unlike some competitors, offer these environmentally friendly vehicles with no price premium."

Chevrolet announced in November that it could build up to 4,000 Lumina models that operate on the M85 fuel blend. Ford has said that later this year it plans to offer up to 2,500 Taurus sedans that operate on M85.

Like domestic car companies, import makers have been providing methanol-powered test vehicles to the California Air Resources Board and the EPA.

Mercedes-Benz of North America plans to deliver six flexible-fuel 300SE models to the California Energy Commission later this year and produce 9,000 for sale in California in 1994.

Mazda Motor Corp., Mitsubishi Motor Corp., Nissan North America Inc., Toyota Motor Corp., Volkswagen United States Inc. and Volvo Cars of North America have all unveiled small numbers of flexible-fuel models for federal and state government testing and demonstration fleets.

Ryuhei Narita, senior vice president of Nissan Research and Development, expressed concern about the ability of any carmaker to market flexible-fuel vehicles when he unveiled the company's experimental flexible-fuel NX 1600 coupe last March. Nissan plans to place 16 coupes with the California Energy Commission.

Narita said that although car buyers express concern for the environment, finding serious customers for flexible-fuel cars was "giving us nightmares."

Carmakers have expressed concern about the size of the market for vehicles that cost more than proven gasoline-powered models, burn a more expensive fuel and have a shorter range.

Car buyers must also balance the scarcity of M85 pumps in their buying decision. Although methanol is less expensive than gasoline, its lower calorie count yields fewer miles per gallon than gasoline. The EPA estimates that total energy costs for miles driven are comparable for gasoline and M85.

So despite California legislation, 1990 Clean Air Act provisions that require "clean-fuels" fleets, and even cash incentives of up to $2,000 per vehicle, makers are still worried that buyers may not seek out methanol-fueled cars. And carmakers are just starting to sort out what the true cost of the vehicles will be to consumers.

"There are already ethanol- and methanol-powered cars on the road, but Ford doesn't publish their true cost," said Anne Nazareth, a Ford governmental affairs associate.

"Most of the fleets out there are test fleets or demonstration fleets. They are money-losing propositions for us, leased or sold below cost, to help us gain some on-road experience," she said.

Chevrolet announced in early November that it would be the first automaker to offer an alternative-fuel vehicle to retail customers. Customers can now order flexible-fuel Lumina models for delivery beginning in April. The flexible-fuel Luminas are federally certified and will operate in California with an experimental permit from the California Air Resources Board.

Ford has announced plans to produce 2,500 1993 flexible-fuel Taurus sedans for delivery primarily to California starting in November 1992.

Carmakers are reluctant to discuss the additional cost of the more sophisticated control electronics, stainless steel fuel lines and tanks, and new lubricants required by the methanol fuels.

A year ago, Volkswagen displayed its methanol-powered Jetta at the North American International Auto Show in Detroit. At that time Volkswagen officials said that in mass production, the Jetta with the flexible fuel system was expected to cost approximately $300 more than a comparable gasoline-powered Jetta.

Staff reporter Jim Henry in New York contributed to this report.

Ford finds buyers like flex-fuel for the other guy

JIM HENRY
Staff Reporter

NEW YORK — Despite mandates by California regulatory agencies and ambitious sales goals by the Big 3, flexible-fuel cars remain a marketing challenge.

Automakers are still uncertain how many car buyers who profess to be politically and socially correct will actually pay several thousand dollars extra for a less-polluting car with a limited range and a power source that might not be available everywhere.

Ford Motor Co. says it found consumer reluctance when it polled 2,500 people in a nationwide phone survey last fall.

"The answers vary considerably between, 'Should *somebody* buy one?' and, 'Would *you* buy one?' " said Anne Nazareth, a Ford governmental affairs associate. "The answer seems to be, 'Somebody should buy one, but not me.' "

Everyone is well-meaning about the environment, said Bill Cregan, North American alternate-fuel vehicles program manager for Ford.

And several Ford officials agreed that today's environmental awareness seems to be here to stay.

But people start falling off the bandwagon when you tell them what it may cost, Cregan said.

Ford uses the survey to support its position that the federal government will have to subsidize low-emissions or no-emissions cars, or nobody will buy them.

In the phone survey, "a majority" said they would make "some kind of sacrifice" to help the environment. Only about one-third said they would be willing to make "a large sacrifice," Cregan said.

Price, technical shortcomings and the perceived benefit affected willingness to pay, he said.

Ford created a hypothetical vehicle for the survey. The hypothetical vehicle outperformed any low-emissions vehicles on the road today, but people still were not willing to buy it, Cregan said.

For instance, few people said they would buy a car that reduced emissions 20 percent. They would rather car-pool or use more conventional methods, Cregan said.

If a car that reduced emissions 40 percent was available, about 10 percent of the respondents said they would buy it, even if it cost $500 to $600 extra.

But when people were told the fuel for the hypothetical vehicle might be available at only one out of 10 gas stations — which might be expected in a new industry — the number willing to buy dropped to about 2 percent of the total.

Industry lobbyists complain that emissions from new cars already have been reduced about 93 percent and that new federal standards will cut emissions only another percentage point or so.

Federal emissions standards for 1996-98 could add $1,100 to the cost of the average gasoline-powered vehicle, Ford said. And the added cost for California-standard cars could be twice that.

So Ford concludes from its survey that only a miniscule minority, certainly less than 2 percent of the population, would be willing to pay for low-emissions cars — much less electric vehicles, which are even more expensive than ethanol and methanol vehicles.

Volvo, Audi kick off new wave of rebates

ARLENA SAWYERS
Staff Reporter

incentive
WATCH

Volvo Cars of North America last week added 1992 models to its incentive lineup and extended its previous program on 1991 models.

Audi of America is wooing its dealer body with cash incentives on vehicles purchased from port stock.

Through March 31, **Volvo** factory-to-dealer rebates on 1992 cars are: 240 series, $500 to $1,000; 740 series, $1,000 to $1,500; and 940 series, $1,500.

The dealer rebates on 1991 Volvos, which were to expire Dec. 31, were extended until March 31.

Audi is paying $1,000 to $1,500 to dealers who purchase specified 1991 cars from its port stock. The payment is $1,500 on the 100 series and 200 series and $1,000 on the 90 series.

Rolls-Royce Motor Cars Inc., which paid the luxury tax on 1991 Rolls-Royces and Bentleys purchased by its customers, discontinued the program Dec. 31. "It is unlikely" that the luxury car company will reinstitute the program in the near future, a spokesman said.

Incentive programs for several other importers expired last week and had not been renewed last Friday.

The companies are: Alfa Romeo Distributors of North America; American Honda Motor Co. Inc. (Honda and Acura divisions); American Isuzu Motors Inc.; Mazda Motor of America Inc.; Mitsubishi Motor Sales of America Inc.; Nissan Motor Corp. in U.S.A. (Nissan Division); Subaru of America Inc.; and Toyota Motor Sales U.S.A. Inc. (Toyota Division).

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500
CONTINUING PROGRAMS	
BMW (no expiration date)	
750iL (1991)	$10,000
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (expires Feb. 2)	
300ZX (1991)	$2,500-$3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.	
1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
All Chrysler Corp. minivans	$500
FORD MOTOR CO.	
1992 models	
Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.	
Ford Festiva, Tempo, Taurus	$500
Escort GT and LX-E, Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Capri, Tracer LTS, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental	$1,000
Pre-1992 models	
1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.	
Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000
GENERAL MOTORS	
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.	
1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected.	
1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 6)	
Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 6)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

This week's production story appears on Page 2

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	1/6	
Chrysler Fifth Avenue		1,300
Chrysler Imperial		240
Chrysler New Yorker Salon		800
Dodge Dynasty		1,800
Bramalea, Ontario		†
Sterling Heights, Mich.	1/6, 1/13	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Toledo, Ohio	1/6	
Jeep Cherokee		4,200
Jeep Comanche		135
Warren, Mich.	1/6	
Dodge full-sized pickups		2,500
Dodge mid-sized pickups		1,400
FORD MOTOR CO.		
Dearborn, Mich.	1/6	3,700
Ford Mustang		
Edison, N.J.	1/6	4,900
Ford Ranger		
Kansas City, Mo.	1/6	4,400
Ford Tempo		
Mercury Topaz		
Kentucky Truck (Louisville)	1/6	1,300
Ford heavy trucks		
Lorain, Ohio	1/6, 1/13*	4,300
Ford Thunderbird		
Mercury Cougar		
Lorain, Ohio	1/6	4,400
Ford Econoline/Club Wagon		
Michigan Truck (Wayne)	1/6	3,000
Ford Bronco		
Ford F series		
Norfolk, Va.	1/6	3,200
Ford F series		
Oakville, Ontario	1/6	4,800
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville)	1/6	2,795
Ford F series		
St. Louis	1/6	4,000
Ford Aerostar		
St. Paul, Minn.	1/6	3,400
Ford F series		
Ford Ranger		
St. Thomas, Ontario	1/6	4,800
Ford Crown Victoria		
Mercury Grand Marquis		
Wayne, Mich.	1/6	5,800
Ford Escort		
Wixom, Mich.	1/6**	4,100
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
GENERAL MOTORS		
Detroit	1/6	
Chevrolet P-model		475
GMC P-model		30
Fort Wayne, Ind.	1/6, 1/13	
Chevrolet C/K pickup		3,400
GMC Sierra		1,175
Lake Orion, Mich.	1/6, 1/13, 1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Oshawa, Ontario (No. 1)	1/6	6,000
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	1/6	4,000
Buick Regal		
Chevrolet Lumina		
Pontiac, Mich. (East)	1/6, 1/13, 1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	1/6	
Chevrolet S10 pickup		2,285
Chevrolet S10 Blazer		3,550
GMC Sonoma		1,000
GMC S15 Jimmy		1,220
Shreveport, La.	1/6	
Chevrolet S10 pickup		5,100
GMC Sonoma/Syclone		1,100
Chevrolet S10 Blazer		3,100
GMC Yukon		50
Wentzville, Mo.	1/6	5,500
Buick Park Avenue		
Olds. Eighty Eight		
Pontiac Bonneville		
Total U.S. car		40,640
Total Canada car		19,600
Total U.S. truck		54,920
Total Canada truck		2,795
Total units lost week of 1/6		117,955

†Plant closed for retooling until spring 1992.
*Plant idled due to maintenance.
**Plant idled due to materials shortage.

Source: Automotive News Data Center

Among the cars that will be unveiled at the Motor City's auto show is the 1993 Chrysler New Yorker, which goes into production in February 1993.

Detroit show's hot models

Called the Geo Concept, this four-door sedan really is a look at the 1994 Prizm.

JOE WILSSENS/AUTOMOTIVE NEWS

Workers in Detroit's Cobo Center put the finishing touches on the display for Nissan's 1993 minivan, called the Quest.

The Corvette Sting Ray III concept features dramatically angled headlamps and a longer wheelbase.

Chevrolet unveils next Geo Prizm

RICK KRANZ
Staff Reporter

DETROIT — Chevrolet will unveil two concept vehicles at the Detroit auto show that indicate the styling direction of the next generation Geo Prizm and what might be in store for Corvette buffs.

Called Geo Concept, this aerodymanic four-door sedan owes its heritage to the redesigned 1993 Toyota Corolla, which goes on sale this fall in the United States. The redesigned Prizm will bow later as a 1994 model.

The Geo Concept has all-new sheet metal and aerodynamic refinements that integrate the doors into the roof headers. The hood line is steeply sloped.

Chevrolet says the concept vehicle uses many one-piece body panels in order to improve fit and finish.

Safety highlights include a driver-side air bag and anti-lock brakes. Power comes from a 1.6-liter multi-port fuel-injected four-cylinder engine.

The Corvette Sting Ray III concept car features dramatically angled headlights and pedals that move with a memory for preset positions.

The car was created at General Motors' Advanced Concept Center in California.

The Sting Ray III's wheelbase is 103 inches, nearly seven inches longer that the production Corvette, while the overall length is two inches shorter.

A coil-over-shock front suspension design replaces the transverse leaf springs. The gearbox is positioned between the rear wheels for better weight distribution. AN

LA

This year's car show is heavy on functional

continued from PAGE 1

On the more functional side, Nissan and Ford showed their 1993 jointly developed minivans, the Nissan Quest and Mercury Villager.

Isuzu introduced its new flagship, an all-new Trooper sport-utility. Saturn displayed its third model, a 1993 wagon. (See story on Page 4.) And Infiniti showed its J30, a new six-cylinder sedan that will compete in the low $30,000 range.

There were also some new offerings in the highly competitive sports coupe segments. The third-generation Mazda RX-7 and convertible versions of Nissan's 240SX and 300ZX were shown. And Ford displayed its 1993 model-year replacement for the Probe.

Appropriately for smog-plagued Los Angeles — and the times — almost every executive's presentation mentioned efforts in the areas of alternative-fuel vehicles, electric vehicles, fuel economy and recyclability. BMW chose Los Angeles for the world debut of its E2, an electric car prototype designed for America.

Chrysler said it plans to offer 2,100 Dodge Spirit/Plymouth Acclaim models that will run on either gasoline or M85. The program will begin this year with government fleets in Washington and California, and expand in July to include individual buyers.

WAITING FOR LH

Conspicuous by its absence — if only temporarily — was Chrysler's hope for the future — its 1993 LH sedans. But they will arrive at the Los Angeles show on Wednesday, when they will be introduced simultaneously at Detroit's auto show. Chrysler did use Los Angeles for the first public showing of a 1992 entry, the 8.0-liter, V-10 Dodge Viper.

"I'm optimistic about what we're doing" in 1992, said Francois Castaing, Chrysler's vice president of vehicle engineering. "But there are still many things out of our control. We can get the Viper out on time, the LHs out on time, but we can't control public policy, the economy or consumer confidence.

He added: "Lower interest rates, if they are passed along to consumers, might help. But a middle-class tax cut, and even the interest rate cut won't help what's making people cautious today — a fear that they're going to lose their jobs."

Other show highlights:

- Ferrari chose one of its best markets to unveil the Testarossa replacement, the 512tr. The 5.9-liter, 12-cylinder car will cost an estimated $190,000. It went on sale last week.
- Audi's Quattro Spyder concept car, which stole the Frankfurt show in canary yellow guise last fall, was painted green for its Los Angeles showing. Audi says it chose green to help emphasize that the car is both fun to drive and easy on the environment because of its light weight, among other things. Although speculation is rife that Audi is going to put the car into production and sell it in the United States, a spokesman said that decision hasn't been made.
- Cadillac introduced the 1993 Allante with the new 32-valve, 290-horsepower, Northstar V-8 engine. It's the first Cadillac to go from 0 to 60 mph in less than seven seconds.
- BMW of North America Inc. executives suggested that the company plans to bring a version of the E2 electric car to California before 1993, when it would be expected to offer a zero-emissions vehicle to meet California's clean air rules. Los Angeles also marked the world debut of BMW's 318i sedan.

FEW NEW CONCEPTS

The show's concept cars were mostly repeats from previous shows, such as the Ford Contour, Chrysler 300 and Mercedes-Benz C112.

Subaru of America spotlighted its Amadeus, a 250-hp, four-wheel-steering sport wagon based on the SVX platform. Chris Wackman, Subaru's vice president of marketing, said parent Fuji Heavy Industries had mated the SVX to a "most-traditional" Subaru vehicle: the all-wheel-drive station wagon.

Like most executives, Wackman expressed more bullishness over his company's prospects than the market in general.

He termed the recent drop in interest rates a double-edged sword. While they might trickle-down to help consumers looking for auto financing, "they might also be keeping people out of the market," he said. "If you're in the midst of refinancing your home, you're not going to want a lot of new credit — like a car — on your records." AN

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Automotive News

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NEWSPAPER

What a week

As never before, the world focused on Tokyo and Detroit last week.

The U.S. Big 3 chairmen grimly met with the Japanese Big Five in Tokyo, then unhappily returned from a disappointing, even humiliating, trip with President Bush.

At the huge North American International Auto Show in Detroit, American executives of Japanese companies could barely get in a word about products as reporters pressed them on trade.

Automotive News Asia Editor Richard Johnson and Tokyo Bureau Chief Mary Ann Maskery, both based in Tokyo, covered the trip.
Pages 1, 42, 44

Two dozen *Automotive News* reporters and editors, based in Detroit, Los Angeles and Washington, covered the dozens of cars and hundreds of executives converging on Detroit.
Pages 1, 2, 3, 6, 8, 9

Japan torpedoes Big 3 hopes

U.S. executives criticized for high salaries, perks

RICHARD JOHNSON and MARY ANN MASKERY
Staff Reporters

TOKYO — Despite their apparent unyielding approach at last week's auto-trade summit here, Japanese carmakers realize they are under pressure to put a comprehensive program on the table to slash their auto-trade surplus with the United States, according to analysts and industry executives here.

According to these observers, executives of Japan's Big 5 are preparing to field demands that they lower exports to the United States when they next meet their American counterparts — possibly as early as next month in Detroit.

Tokyo
WELCOMES
BIG
3

"If there is going to be a big gathering, we have to take something to the table. We can't go (to Detroit) to simply chat," one Honda official noted on background.

The Big 3 chief executives — sorely disappointed with the outcome of last week's unprecedented meeting with Japan's Big 5 — sought a commitment from the Japanese industry to wipe out Japan's $41-billion trade surplus with the United States over five years.

About two-thirds of the surplus represents trade in autos and parts. Including transplant production, Japanese makers command about 29 percent of the U.S. market. The Big 3, on sales of about 16,000 units, hold a scant 0.2 percent share of the Japanese market.

To their evident surprise, however, the

see SUMMIT, 42

REACTION, AND TRADE NEWS

Overall parts deficit declines ➤ 3
Iacocca seeks trade policy for Japan ➤ 4
Bieber calls Bush trip a 'debacle' ➤ 4

JOE WILSSENS/AUTOMOTIVE NEWS

Autoshow
Frankfurt
Tokyo
Los Angeles
Detroit
Chicago
Geneva
'92

Crowd pleaser

Chrysler Corp. attracted a swarm of reporters last week when it unveiled the 1993 Dodge Intrepid and other LH sedans, see Page 3. Detroit show coverage is on Pages 6, 8 and 9.

Gault

Stempel

Gault: Changes create challenges

JACK KEEBLER
Staff Reporter

DETROIT — Rapid change at all levels in the auto industry can be seen as a reason for doubt and defeat or can create challenges that lead to opportunity and success, according to Stanley Gault, chairman and chief executive officer of Goodyear Tire and Rubber Co.

In remarks prepared for the Sunday night opening session of the 1992 Automotive News World Congress last night, Gault also acknowledged the staggering challenges the auto industry will confront this year.

Among those he included the economic interdependence of nations, pursuit of low production costs, global concern for the environment by both customers and governments, ever higher consumer expectations, the difficulty of building trust in vital partnerships and cost containment.

Gault was scheduled to share Sunday night speaking honors with General Motors Chairman

see CONGRESS, 41

'91 sales are lowest in 8 years

JOSEPH BOHN
Staff Reporter

Wars, rumors of wars, economic recession and a total lack of consumer confidence in 1991 dropped U.S. car and light-truck sales to their lowest point in eight years. Japanese makers continued to take market share from the Big 3 and European importers.

The sales year started on a low note, with the nation at war in the Persian Gulf. But the expected upturn didn't occur after the fighting ended. For the auto industry, it was that kind of year from start to finish. Little, if anything, went right.

Total light-vehicle sales of 12,335,726 were off 11.2 percent from 1990's 13,836,918.

It was a particularly grim year for the Big 3, which captured 70.5 percent of the market, a loss of 1.1 percentage points from 1990. Big 3 sales of 8,694,592 vehicles were off 12.6 percent from 1990.

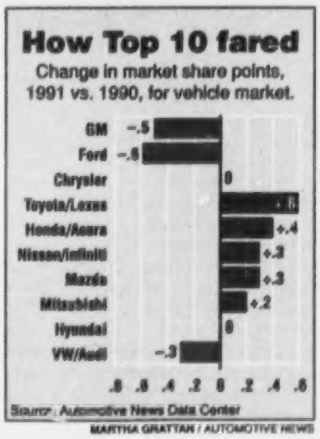
Chrysler Corp. dropped from third to fifth place in car sales. American Honda Motor Co. Inc. was third, Toyota Motor Sales U.S.A. Inc. was fourth.

General Motors' 35.0 percent share of U.S. light-vehicle sales

see SALES, 26

How Top 10 fared

Change in market share points, 1991 vs. 1990, for vehicle market.



Source: Automotive News Data Center

MARTHA GRATTAN / AUTOMOTIVE NEWS

Fewer delegates, parties at NADA

CHARLES M. THOMAS
Staff Reporter

A sputtering economy will take its toll on the National Automobile Dealers Association Convention and Exposition in Dallas Feb. 8-11. Pre-registration for the 75th annual conference is down 15 percent from last year, and the number of exhibitors is down slightly.

Moreover, some automakers have canceled dealer receptions, will send fewer executives to Dallas, and are cutting expenses in other ways.

Traditionally, General Motors divisions have held separate parties for dealers. But this year they will be consolidated into one huge reception.

"GM car and truck divisions, and GMAC will hold one reception for all dealers at this year's convention," said a company spokesman. "In the past, individual divisions hosted parties over a three-day period, but the decision was mutually agreed on by GM and its divisions to host one reception."

He cited the difficult business year as one reason for hosting only one reception and said there should be a substantial saving.

GM announced last month that it will reduce its work force by nearly 80,000 people in the United States and Canada and shut 21 assembly and parts plants by 1995.

"GM has so many dual dealerships that multiple overlapping receptions make less sense than holding one party," the spokesman said. "It will make it easier for dealers and executives to meet."

Oldsmobile was the first division to notify dealers that its annual party has been canceled because of the ailing economy and

see NADA, 41

inside Automotive News

IACOCCA SOUNDS OFF
Chrysler chief calls Japan's practices "predatory." PAGE 4

PARTNERLESS POWERPLANT
Chrysler is developing a two-stroke for a 1994-95 car. PAGE 4

FIRST FOR HYUNDAI

▲ Hyundai's U.S. studio unveils its HCD-1. PAGE 6

FINITE INFINITI
U.S. sales of the M30 model will be phased out. PAGE 18

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Production, weekly by model

JANUARY 27
Sales, 10 day by make
Sales, truck by gvw
Production, weekly by model

66th year—No. 5428

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Circulation Department
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corrections

- Montreal Auto Auction Ltd. President Michael Lawrence notes that his auctions act strictly as agents between buyers and sellers. A Dec. 23 article inaccurately indicated the auctions buy vehicles.
- A Jan. 6 article should have said that Saturn's 1993 station wagon will not have three rows of seats.
- The drawing of the Chrysler New Yorker in the Jan. 6 issue was identified by Chrysler Corp. as a 1993 model. The car is planned for the 1994 model year.
- The Geo Prizm is scheduled to be replaced in the 1993 model year. A Jan. 6 story said 1994.

JIM DUNNE/POPULAR MECHANICS

Cadillac grooms new Brougham

A spy photographer caught Cadillac engineers testing this prototype, believed to be the redesigned 1993 Brougham. Expected in the spring of 1993, the new Brougham will have a 115.9-inch wheelbase and measure 216 inches overall, about five inches shorter than the current Brougham. It is a kissing cousin to the Chevrolet Caprice and Buick Roadmaster, with which it shares its frame, windshield, cowl, 5.7-liter V-8 engine and automatic transmission.

latenews

Dems' trade bill still on track

LIVONIA, Mich. — President Bush's trip to Japan hasn't changed the plans of Congressional Democrats to introduce a trade bill that would require the Japanese to reduce their trade surplus with the United States by 20 percent a year or face limits on car sales in this country.

That bill will be introduced in about two or three weeks, with hearings scheduled immediately after introduction, House Majority Leader Richard Gephardt, D-Mo., said Friday while touring a Ford transmission plant here.

Of Bush's agreements with Japanese leaders, Gephardt said: "I didn't expect much and we didn't get much. Promises are no substitute for action, and in this case even the promises aren't worth much.

"The only way to get action is to continuously put pressure on the Japanese."

— Max Gates

Lawyers quit wiper inventor

DETROIT — The inventor of intermittent windshield wipers used in millions of vehicles worldwide is winning his court battles with the automakers, but he has lost his lawyers.

Attorneys from the Washington law firm of Reed, Smith, Shaw & McClay successfully argued the case against Chrysler Corp. last month for Robert Kearns, but they said they dropped him because he hasn't paid them $900,000 in legal expenses. Kearns said he has hired a new firm and hopes to win his 18 suits.

Kearns won $10.2 million from Ford Motor Co. in 1990, but he said he has only $1.2 million left. He said Reed, Smith went over budget.

Kearns is seeking $36 million in damages from Chrysler and a 12-year contract to supply intermittent wipers to the company. A hearing to determine a settlement is set for April.

— The Associated Press

Right-drive due for Ford Probe

DETROIT — Ford Motor Co. will offer Probes with right-hand steering for export to the United Kingdom and Japan beginning next year. The Probes will be built at the Mazda plant in Flat Rock, Mich., which has assembled Probes for Ford since 1988.

Allan Gilmour, president of the Ford Automotive Group, said, "The United Kingdom and Japan are attractive markets, so we are enhancing the export potential of this new model by offering a right-hand-drive version."

Gilmour did not say how many right-hand-drive Probes will be exported to the two countries. Ford spokeswoman Judith Muhlberg said the company has exported 8,700 Probes to Japan since 1988; she said Ford has never exported the Probe to the United Kingdom.

The Probes will be the first right-hand-drive Fords produced since the early 1900s.

Ford expects U.K. sales gain

DETROIT — Ford of Europe expects a 10 percent increase in sales this year in the United Kingdom, Ford's core market in Europe. Sales there "were a disaster" last year, said William Fike, Ford of Europe president.

Ford sold 386,000 vehicles in Britain last year, down from 507,000 in 1990.

Fike bases his optimism on 1992 being an election year in the United Kingdom. "The people in power will continue to incentivize the economy," he said. "I think we have reached the bottom."

Total industry sales of 1,592,000 vehicles in the United Kingdom last year were down 20 percent from 1990.

Isuzu increases parts warranty

CITY OF INDUSTRY, Calif. — American Isuzu Motors Inc. has increased the warranty on repair parts to 1 year/12,000 miles from three months/4,000 miles. The change was effective Jan. 1.

Basic warranty coverage on 1992 Isuzu vehicles is 3 years/50,000 miles with a 5-year/60,000-mile limited powertrain warranty and 6-year/100,000-mile rust-through warranty.

VW electric cars hit Bavaria road

FRANKFURT — Volkswagen AG said last week it will lease 20 of its Citystromer electric cars to the state of Bavaria in the first two-year test of the vehicles on public roads.

Although VW has already sold 60 of the Golf II-based cars to corporations, none are driven on public roads, the company said. All are being used in warehouses and areas where normal pollution emitting vehicles could not be driven, said a spokesman.

The electric Golfs are "more or less prototypes" and cost about $46,000 apiece, VW said.

The price is too high to consider selling the vehicle to the general public, but VW said it hopes the test will show that the vehicles stack up in real driving as a viable alternative to fossil-fuel cars.

— Diana T. Kurylko.

GM, Chrysler ratings lowered

DETROIT — The credit ratings of General Motors and Chrysler Corp. were lowered last week by major rating services.

Lower credit ratings can make it more expensive to borrow money.

Moody's Investors Service Inc. dropped its opinion a notch on debt issued by GM and its finance arm.

Standard & Poors Corp., the other major credit rater, lowered its opinion of Chrysler and its financing subsidiary.

GM, with an A2 rating from Moody's, is still in the blue-chip investment-grade category. But Chrysler fell further in the speculative, or junk bond, class with a Standard & Poors rating of single B-minus.

Moody's retained its top-flight rating of commercial paper issued by General Motors Acceptance Corp. and GM Hughes Electronics.

— The Associated Press

briefly

Olds rejects merger, death

Oldsmobile General Manager J. Michael Losh doesn't think too much of analysts and reporters who suggest that his division should be merged with another **General Motors** division or eliminated. In fact, he doesn't think too much about division consolidations. "What did **Ford** get out of consolidating **Lincoln-Mercury?**" he asked. "It got a second-class citizen in two different markets. What has **Chrysler** gotten out of its divisional consolidation?"

WARM WELCOME — "I sure hope they do well," said one **Toyota** executive as he viewed **Chrysler Corp.'s** new LH sedans at the Detroit auto show. "It will take some of the pressure off us." Toyota has become a target for trade protectionists.

LOOKING FOR A HANDOUT — GM is always looking for ways to save money. Monday, the company tried to get media passes to the auto show for 50 employees.

TEN IN A ROW — For the 10th straight year, the **Ford** F-series pickup was America's best-selling vehicle. Ford products accounted for five of the top 10 selling vehicles in 1991. More calendar year sales figures are on Pages 28 and 30.

TOP 10 SELLERS, CALENDAR YEAR 1991

	Sales
1. Ford F-series pickup	442,311
2. Chevrolet C/K pickup	426,507
3. Honda Accord	399,297
4. Ford Taurus	299,659
5. Toyota Camry	263,818
6. Chevrolet Cavalier	259,385
7. Ford Explorer	250,059
8. Ford Escort	247,864
9. Ford Ranger	233,503
10. Chev. Corsica/Beretta	231,227

Source: Automotive News Data Center

MAKING SCENTS — The art of developing a car has reached an odorous height, says Gerald Hirshberg, vice president of **Nissan** Design International. Nissan developed its new **Infiniti** J30 sedan with a nose toward pleasing customers' nasal passages. "We'll sniff a cross-section of leather, for example," Hirshberg says. "It's not a science by any means, but there is an art to it."

WHILE THE CAT'S AWAY — While the Big 3 auto leaders were in Japan, someone pulled a fast one. Ground support vehicles at their hometown Detroit auto show wear **Toyota** badges.

HITCHHIKER — The new government attitude allowing cooperation among the Big 3 has some practical benefits. On the way to Japan, **Ford's** Harold Poling hitched a ride from Detroit to L.A. on **GM's** corporate jet with Robert Stempel.

CAFE FRANCOIS — Shortly before a **Chrysler-Plymouth** press conference at the Detroit auto show, Chrysler Vice President Francois Castaing was spotted borrowing a cup of coffee from **Oldsmobile's** stand. "Things must be tougher at Chrysler than we realized," quipped one auto writer. Deadpanned Castaing, who was about to unveil Chrysler's LH cars: "Every penny went into the hardware."

Castaing: Coffee's on Olds.

Mexico sales fall again in October

MEXICO CITY — Sales of cars and trucks in Mexico fell for the second straight month in October.

The declines have taken some steam from a market that had been running 21.8 percent above year-ago levels through August, according to the latest figures from the Mexican Automotive Industry Association. With October's 4.3 percent decline and an 8.25 percent dip the previous month, sales were 16.0 percent above year-ago levels after 10 months.

Volkswagen, the industry leader, remains well ahead of last year's sales pace despite a flat October. Its Beetle continues to lead the market, with 72,391 sales through October, a 3.7 percent increase. Beetle sales are up 4.2 percent for the year.

Other makers reported slight to moderate gains for the month with the exception of Nissan, which dropped nearly 40 percent.

Nissan's relatively flat year combined with strong gains by the U.S. Big 3's Mexican subsidiaries has tightened the sales standings in Mexico. After 10 months, just under 12,000 sales separate No. 2 Nissan from No. 5 Chrysler. In October 1990, Nissan led each of the U.S. brands by more than 20,000 units.

While car and truck sales from Mexico's "Big Five" automakers fell, sales from exclusive truck makers, led by Mercedes-Benz Mexico, rose 9.8 percent.

Mexican sales figures reported by *Automotive News* do not include tractors and buses.

MEXICAN VEHICLE SALES

	Oct. 1991	Oct. 1990	10 mos. 1991	10 mos. 1990
Volkswagen	15,478	15,526	130,823	118,396
Nissan	8,310	13,600	97,953	94,779
Ford	10,845	10,206	93,107	71,157
General Motors	9,384	8,354	90,085	74,169
Chrysler	11,300	10,347	85,969	73,616
Total Big Five*	**55,317**	**58,033**	**497,937**	**432,117**
Other truck makers	**1,696**	**1,545**	**14,776**	**9,956**
TOTAL	**57,013**	**59,578**	**512,713**	**442,073**

Source: Mexican Automotive Industry Association

Missouri dealer group to police advertising

JACK BERNSTEIN
Special Correspondent

JEFFERSON CITY, Mo. — The Missouri Automobile Dealers Association has announced a crackdown on deceptive and misleading advertising.

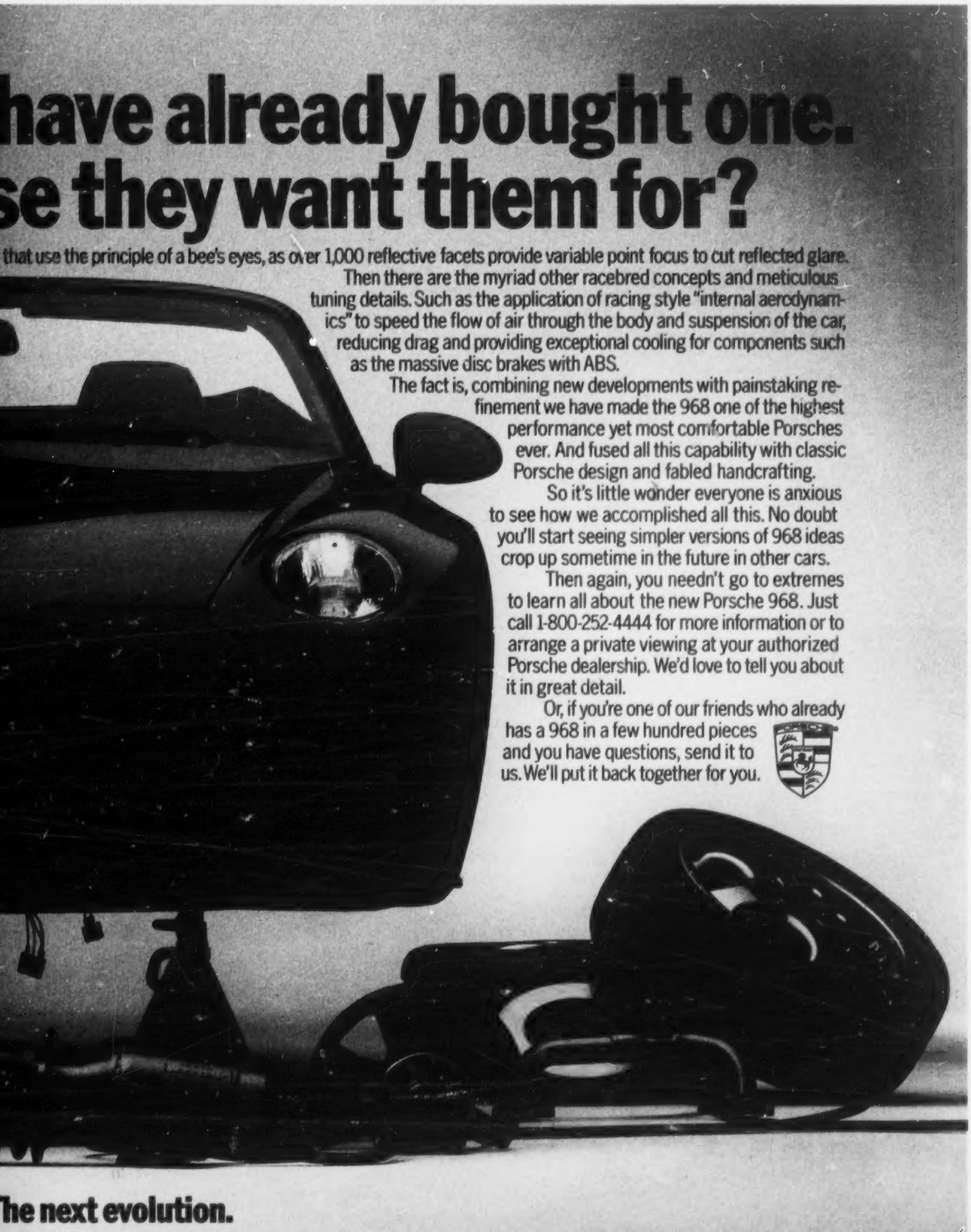
The association has adopted vehicle advertising standards and has asked the state's dealers "to check voluntarily" print, radio and TV ads. The dealer group says it plans to screen dealer ads in various newspapers to spot violations.

If it finds any violations, the group will write the dealer a letter asking for cooperation and suggesting how to change the ads to comply with the group's standards.

"We are going to do our best to eliminate bad ads," says the group. "MADA is going to do this until we can get enforcement from the state by either a law or rule."

Missouri Automobile Dealers Association's Vehicle Advertising Standards include the following:

- All terms of sale shall be fully disclosed, clearly and conspicuously. Any material conditions or limitations that apply shall be prominently disclosed.
- No product or credit term that is not available shall be advertised. Terms such as "write your own deal and name your price," shall not be used.
- Any illustrations or displayed vehicles shall be the same model and equipment as the ad copy.
- Use of the terms "factory, manufacturer, factory authorized sale, factory outlet," etc., shall not be used in relation to dealership ownership or a sales event.
- Use of the world "free" shall not be used if a product or service must be purchased.
- Any advertised product must be available on the stated terms from inventory, or by order with delivery within a reasonable period of time.
- Any credit sale or lease must conspicuously disclose: amount of downpayment or pre-payment; terms of repayment; annual percentage rate; other fees or costs, if any; total deferred payment price or total of lease payments; terms of lease-end "purchase option," if any; lease-end customer liabilities, if any. Leases must be stated as such.
- The use of superlatives (such as "We guarantee to sell for less," etc.) shall not be used, unless they are used factually. Terms such as "everyone financed" and "no credit rejected," shall not be used.
- When a price is advertised it shall be delivered at that price, except for applicable taxes.
- If the vehicle advertised is not new or unused, it shall be classified by terms that clearly describe previous use (such as demonstrator, rental, dealership rental, factory demonstrators, fleet repurchase, lemon law repurchase, etc.) along with year, make and model, and odometer reading.
- Where a discount or savings is featured, it shall be calculated from the suggested retail price.
- No annual percentage rate shall be offered that necessitates a "buy down" if there is a cost involved in securing the lower rate.
- Terms such as "factory invoice" or "cost" shall not be used unless the delivered price is stated.
- "Wholesale," "fleet" or "dealer's cost" shall not be used in defining prices or a sale unless it is actual net cost. Sale prices must be honored for 10 days after sale ends.
- Consumer rebates/coupons issued by the dealership or advertising group shall not be used unless the full amount of the rebate/coupon is funded by the manufacturer or ad group.
- Price equaling (matching or bettering competitors' prices) should fully disclose any conditions which apply and specify what evidence a consumer must present. Such evidence should not place an unreasonable burden on the consumer.
- Where a warranty, guarantee, extended service plan or service discount is advertised, all terms shall be clearly stated. All demonstrators and used vehicles shall


have already bought one.
se they want them for?

that use the principle of a bee's eyes, as over 1,000 reflective facets provide variable point focus to cut reflected glare.

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The next evolution.

SALES
12.3 million total is lowest in 8 years

continued from PAGE 1

was its smallest since the 1920s, when it began offering cars in colors other than black.

European cars, particularly upper-end luxury models, got clobbered. Toyota's Lexus outsold both BMW and Mercedes-Benz for the first time.

Peugeot and Sterling withdrew from the market and Yugo landed on the endangered species list with a scant 3,092 sales.

Sales of European vehicles totaled 347,329 units, off 26.0 percent. Market share shrank to a scant 2.8 percent.

The Japanese makes, including transplants, incurred a 4.6 percent drop on sales of 3,176,175 vehicles, but they increased their market share by 1.7 percentage points to 25.7 percent.

Overall new-car sales in the United States were 8,176,310, off 12.0 percent from 9,295,841 in 1990.

The Big 3 captured 64.2 percent of the new-car market, down 1.6 percentage points from 1990. The Japanese captured 30.2 percent of the car market, and the Europeans had 4.1 percent.

Honda Accord continued to be the best-selling car line, and Toyota Camry moved into the No. 3 spot behind Ford Taurus.

Light-truck sales in the United States were 4,159,416, down 9.4 percent from 1990.

GM's share dips, but Buick shines

PHIL FRAME
Staff Reporter

The punch-drunk heavyweight champion of car companies, General Motors, reeled as its U.S. vehicle sales fell 12.5 percent for the 1991 calendar year.

GM was staggered by a lingering recession, war, ever-stronger competition and multi-billion-dollar losses. Its share of the U.S. car and truck market dropped to 35.0 percent, the lowest in recent years. The previous low was 35.1 percent in 1987 and 1989. The 1991 share was a half point worse than the 1990 share of 35.5 percent.

But the General's sales glimmered slightly near the end of 1991, with its nine new car models picking up steam.

The company had few moments to savor in 1991, but Buick clearly was one bright spot. Aside from Saturn, which debuted late in 1990, Buick was the only Big 3 make to register an increase in sales in 1991. Buick led the industry in car market share increase, rising from 5.8 percent to 6.7.

The old Century sedan and wagon became the division's No. 1 seller, with volume up 15 percent. The Regal had a 16 percent increase in sales.

The division's performance was even more noteworthy considering that two of its highest-volume cars — LeSabre and Skylark — underwent lengthy model changeovers.

The addition of the Roadmaster sedan and wagon during 1991 (only 5,000 wagons and no sedans were sold in 1990) probably saved the division from a decline last year. Buick dealers sold 39,136 Roadmasters in 1991. Park Avenue sales were up one-third.

Saturn Corp. had nowhere to go but up in 1991, and it sold 74,493 cars. Some observers think that is not significant for a company started with a $3.5 billion investment. But without Saturn, GM's U.S. vehicle market share would have dropped below 35 percent, which would have added coal to critics' fire.

The dark side of GM's 1991 U.S. sales was at Chevrolet/Geo, Pontiac, Oldsmobile, GMC Truck and Cadillac.

Chevrolet/Geo again sold the most cars in the country, widening its margin over Ford, but Chevrolet/Geo lost half a point of U.S. car market share in the process. In trucks, Chevrolet lost ground to Ford. In 1991, Chevrolet lost 1.4 points of market share, while Ford lost 0.3 points.

Without a car to pick up the slack for high-volume models in changeover, Pontiac's sales fell like a boulder. Car sales dropped below 500,000, and car-market share fell nearly a full point.

Grand Am remained Pontiac's leading seller despite a 29 percent volume drop, attributable to changeover to an all-new 1992 model. Bonneville, the other all-new model, managed a 5.7 percent sales gain despite nearly three months of plant downtime.

Oldsmobile sales declined 14.8 percent last year. The old Cutlass Ciera, which managed a 1.7 percent sales gain, was its best seller.

Eighty Eight Royale sales were down 17.1 percent for the year, but sales picked up dramatically when the all-new 1992 model was introduced.

Oldsmobile sold nearly 54 percent fewer of the high-volume Cutlass Calais compacts, which were discontinued in the spring. The Achieva replacements were delayed three months because of late styling changes. Those circumstances cost Oldsmobile more than 55,000 units last year.

Bright spots for GMC Truck included Safari (down only 3.5 percent), Rally (up 20 percent) and S-15 pickup (down just 3.8 percent). Bad news came from V-Jimmy (down 50 percent, mainly for changeover to the C/K-based Yukon) and Suburban (down 35 percent, mainly for change from the R/V to the C/K platform).

Cadillac had nothing but bad news for most of the year. No model sold better in 1991 than in 1990, while Japanese makers ate Cadillac's lunch. Acclaimed redesigns of the Seville and Eldorado sold like hotcakes late in the year, but were far too late to make a difference in the annual total.

Cadillac ended 1991 with 17 percent fewer sales than in 1990.

Car losses swamp Ford truck gains

KATHY JACKSON
Staff Reporter

Half of the top 10 vehicle sellers in the United States last year wore Ford Motor Co. nameplates. But even that did not save the No. 2 carmaker from suffering a 13.6 percent slide in total vehicle sales. For the year, Ford sold 2,867,191 cars and trucks, 449,905 fewer vehicles than 1990.

Of that total, 1,635,870 were cars, down 15.8 percent from a year ago; truck sales dipped 10.4 percent to 1,231,321.

Total market share slipped to 23.2 percent, down from 23.9 percent at the end of last year.

There was some good news. The one real bright spot was the Ford Explorer. Introduced in March 1990, sales of the compact sport-utility zoomed 37.6 percent to 250,059 units, and Explorer muscled its way into the No. 7 spot on the top 10 vehicle selling list, the first time a sport-utility has been a top 10 seller.

Ford's F-series pickup truck remained the best selling vehicle in the United States, edging Chevrolet's C/K pickup by 25,804 units.

Declining car sales hurt Ford the most. Ford had three cars on the top 10 list, the Taurus, Escort and Tempo, but its car market share fell to 20 percent of the market, down from 20.9 percent last year and 22.3 percent in 1989.

Of the domestic cars, only the Mercury Sable reported a sales increase, selling 3,528 more units than the 96,803 cars that were delivered in 1990. Sales of Mercury's imported cars, the Tracer and Capri, also rose.

But every car produced by Ford Division reported sales declines, led by the redesigned Crown Victoria. Introduced in March as a 1992 model, the Crown Victoria's sales plunged an embarrassing 39.4 percent, the worst decline among Ford Division cars. Contributing to the drop was the automaker's decision to delay sales to police and taxi fleets until this calendar year.

Ford Division's poor showing allowed Chevrolet to take bragging rights as the best car seller in the nation for the second year in a row. Chevrolet last year outsold Ford Division by 79,946 units, compared with a Chevrolet margin of 42,947 during 1989.

Ford Division's strong truck sales enabled the division to remain the No. 1 vehicle seller in the nation. Ford's truck share slipped slightly to 29.6 percent, down from 29.9 percent last year.

Strong December truck sales, in particular, helped Ford beat Chevrolet by 162,974 truck units, compared with a 130,488 Ford margin in 1990.

Ford Division's vehicle margin over Chevrolet narrowed slightly. Ford Division sold 83,028 more cars and trucks than Chevrolet, compared with 87,541 last year.

Mercury reported the best showing among Ford nameplates, down 3.8 percent across the board. Sales of the redesigned Grand Marquis, counterpart to the Crown Victoria, were off 7 percent.

Lincoln cars were off 22.9 percent, with the soon-to-be-replaced Mark VII — off 53.8 percent — the worst of any car in Ford's stable.

Minivans pull Chrysler in '91

MARY CONNELLY
Staff Reporter

Chrysler Corp. in the 1991 calendar year tried to walk on one strong leg — its minivan sales.

It was a year when the company saw the Jeep Cherokee's once-proud dominance of the four-door sport-utility segment erode under the onslaught of the Ford Explorer.

And for the first time, Chrysler slipped to fifth place in U.S. car sales — behind American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. Chrysler still outpaced its Japanese competitors in overall vehicle sales.

"The year was pretty dismal for the entire industry," said Chrysler President Robert Lutz. "I think 1992 will be a little better than

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1991, but it's unlikely that 1992 will be a whole lot better."

Lutz said the company expects the industry to rebound slightly, "perhaps as early as late spring."

Such a turnaround will translate rather quickly into profitability for Chrysler, Lutz said. "Our cost-reduction effort was so good and our cash management so much improved that we don't really need much of an upturn in order to be profitable," he said last week.

Chrysler would probably like to forget 1991 and focus on the critical vehicle launches coming in 1992. First out of the gate is the 1993 Jeep Grand Cherokee, which will be the company's new contender against the formidable Explorer. Chrysler needs the new Jeep, which goes into production this week. Explorer sales in 1991 reached 250,059 units — far outpacing Cherokee's 1991 sales of 121,461 units.

Chrysler will try to regain its stature in the sport-utility market by marketing both the current Cherokee and the Grand Cherokee this year.

But the company's only strong performance in 1991 — minivan sales — will be further threatened in 1992. Despite an overall drop of 3.8 percent in truck sales for the year, Chrysler managed to post increases in both Plymouth Voyager and Dodge Caravan minivan sales. U.S. Caravan sales rose 6.47 percent to 207,919 units and Voyager sales climbed 1.08 percent to 173,373 units in 1991.

Chrysler said that its North American minivan sales, including units sold in Canada, made 1991 its second best minivan sales year since the models were introduced in 1983.

But in 1992 Chrysler's minivans will face fresh competition from the Mercury Villager and the Nissan Quest. Both go into production in April and will be made at a Ford Motor Co. plant in Avon Lake, Ohio.

Chrysler's biggest story in 1992 will be the introduction of its 1993 mid-sized sedans — the Dodge Intrepid, Chrysler Concorde and Eagle Vision — which had been code-named LH. Some analysts view the sedans as do-or-die vehicles when determining Chrysler's future as a carmaker. If Chrysler stumbles on LH, some suggest the company will become a more narrowly focused manufacturer of minivans and sport-utilities.

Chrysler's need for the vehicles is apparent in its 1991 sales results.

For the first time, Chrysler trailed Honda and Toyota in car sales as the U.S. automaker's car sales fell 18.4 percent to 702,518 units. Chrysler held 8.6 percent of the U.S. car market in 1991, down from 9.3 percent in 1990. In contrast, Honda captured 9.8 percent of the U.S. car market in 1991 with 803,367 car sales. Toyota sold 742,021 cars to gain 9.1 percent of the U.S. car market last year.

Chrysler's top-selling car in 1991 was the Dodge Dynasty. Chrysler sold 105,651 Dynasty units last year, a drop of 2.6 percent from 1990.

Dodge Shadow eked out a 5.2 percent sales increase in 1991, but sales of its sibling, the Plymouth Sundance, fell 17.9 percent. Shadow sales were boosted by the sale of 18,382 Shadow convertibles, bringing total sales of the subcompact to 77,191 units for the year.

The Dodge Dakota was the bright spot in Chrysler's light-truck sales. Dakota sales rose 10.06 percent in 1991 to 82,336 units.

While Jeep and Eagle's share of the total U.S. car and truck market remained unchanged in 1991, Plymouth and the Chrysler brand lost share. Dodge increased its share of the total vehicle market to 6.3 percent in 1991 from 6.0 percent in 1990, although Dodge car and truck sales dropped 6.6 percent in 1991 from a year earlier.

Even Asian sales fall in rough '91

KRISTINE STIVEN BREESE

Staff Reporter

If there was any question that 1991 was a bad year for the auto industry, consider that sales of supposedly bulletproof Asian nameplates fell 5.03 percent.

Sales of the 12 Japanese makes fell 4.6 percent, and sales of Korean Hyundai models fell 14.4 percent. Japanese companies sold nearly 3.2 million cars and light trucks, down from 3.3 million in 1990. Hyundai sold 117,630 units, down from 137,448, its third straight year of declining sales.

In spite of the drop, the Asians scored some significant successes. The Honda Accord was the best-selling car in the United States for the third consecutive year. Toyota and Lexus, the two nameplates of Toyota Motor Sales U.S.A. Inc., again combined to top 1 million car and truck sales. That had looked less than sure at midyear, when sales totaled 478,014.

Nissan Division sales fell 8.2 percent, but that was good compared to the first half, when Nissan was 15.0 percent behind its 1990 pace.

The Asians gained a collective 1.7 percentage points of market share. They ended 1991 with 26.7 percent of the total market: 25.7 percent for the Japanese and 1.0 percent for Hyundai.

see ASIA,28

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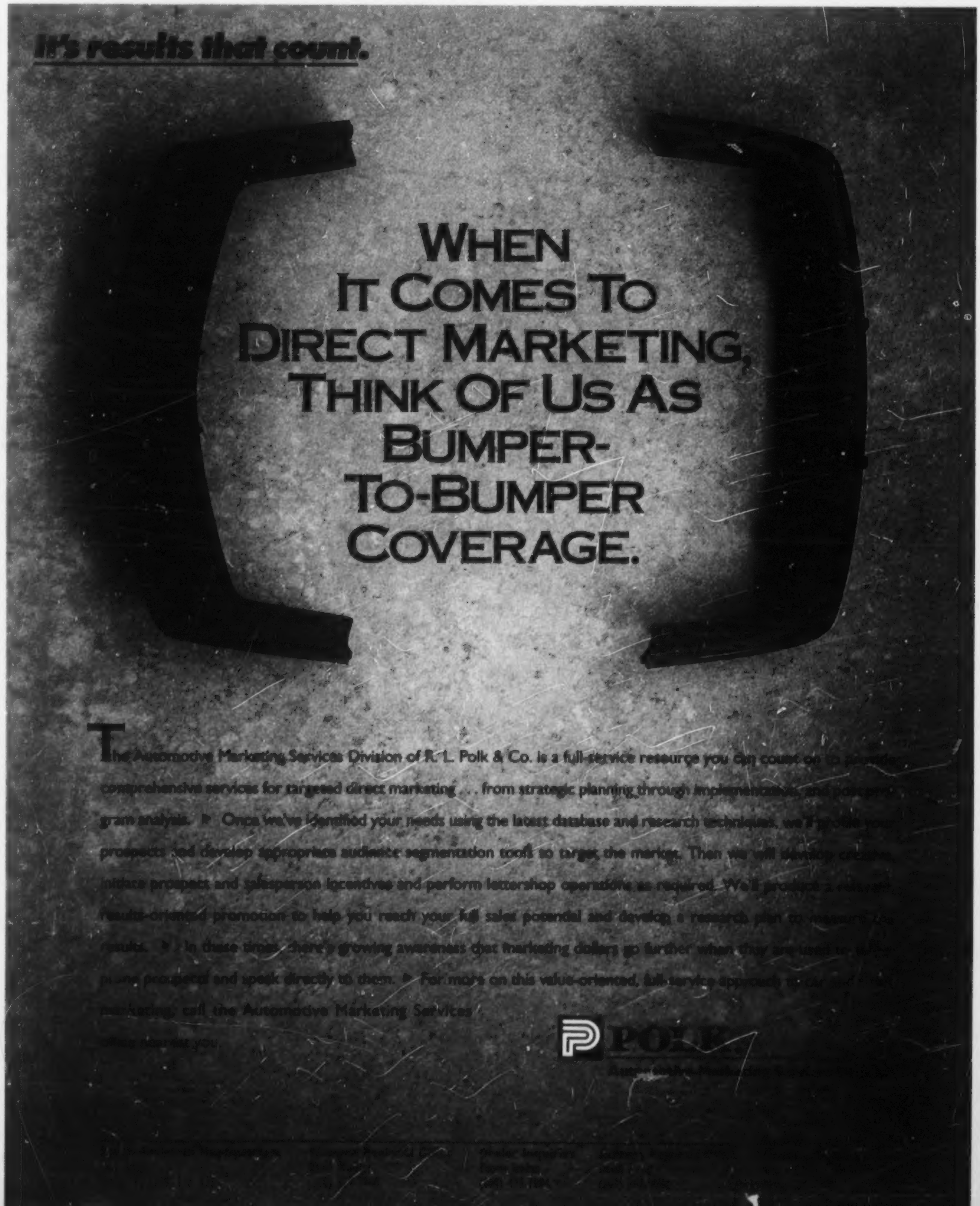
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DOMESTIC CAR SALES, DECEMBER & YTD

	Dec. 1991	Dec. 1990	12 Mos., 1991	12 Mos., 1990
Summit	440	479	8,280	1,037
Talon	1,742	2,077	29,853	28,227
Premier	651	738	11,283	18,172
Total Eagle	**2,833**	**3,294**	**49,416**	**47,436**
Horizon	0	94	505	11,937
Laser	1,432	1,743	28,201	40,177
Sundance	4,138	5,536	53,818	65,590
Reliant	0	0	0	2,371
Acclaim★	5,300	10,313	92,352	111,405
Total Plymouth	**10,870**	**17,686**	**174,876**	**231,480**
LeBaron A★	3,817	1,277	25,587	29,911
LeBaron J	3,946	3,255	35,274	57,881
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	3,154	3,460	37,640	38,495
Imperial	856	1,729	10,625	13,518
New Yorker C	1,622	1,335	16,180	39,252
Total Chrysler	**13,395**	**11,056**	**125,306**	**181,341**
Omni	0	103	561	11,800
Shadow	5,153	5,750	77,191	73,384
Monaco	290	1,017	7,822	12,818
Daytona	1,277	1,400	14,949	34,253
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit★	4,711	7,903	81,222	91,152
Dynasty	5,281	10,951	105,651	108,436
Total Dodge	**16,712**	**27,124**	**287,396**	**334,839**
CHRYSLER CORP.	**43,810**	**59,160**	**636,994**	**795,096**
Escort★	21,170	19,032	247,864	288,727
Mustang	5,629	6,309	80,247	124,135
Tempo	14,438	14,134	189,457	215,290
Taurus	24,119	23,325	299,659	313,274
Thunderbird	5,364	6,177	74,189	106,124
Probe	2,790	3,307	76,295	103,062
Crown Victoria	5,785	10,405	71,499	118,017
Total Ford Div.	**79,295**	**82,689**	**1,039,210**	**1,268,629**
Topaz	4,791	4,368	59,190	70,753
Sable	8,885	6,170	100,331	96,803
Cougar	2,936	5,224	55,148	76,313
Grand Marquis	6,030	5,553	94,588	101,737
Total Mercury	**22,642**	**21,315**	**309,257**	**345,606**
Continental	3,397	5,391	52,450	62,732
Town Car	10,700	14,641	116,900	148,689
Mark VII	563	918	9,351	20,239
Total Lincoln	**14,660**	**20,950**	**178,701**	**231,660**
Total L-M Div.	**37,302**	**42,265**	**487,958**	**577,266**
FORD MOTOR CO.	**116,597**	**124,954**	**1,527,168**	**1,845,895**
Skyhawk	0	0	0	827
Roadmaster	2,557	0	38,998	0
Somerset/Skylark	4,591	6,919	60,327	92,749
Century★	7,659	7,383	128,904	112,181
Regal	5,993	7,593	104,802	90,428
LeSabre	12,064	7,557	112,211	150,924
Reatta	75	411	2,304	6,599
Electra/Park Ave.	4,596	5,979	83,831	62,953
Riviera	824	1,111	12,947	20,006
Total Buick	**38,359**	**36,953**	**544,325**	**536,667**
Allante	75	300	2,643	3,407
Seville	2,153	2,790	26,688	33,228
DeVille	12,200	13,240	146,636	164,889
Brougham	1,862	2,897	22,017	33,812
Eldorado	1,290	1,809	15,304	22,832
Total Cadillac	**17,580**	**21,036**	**213,288**	**258,168**
Geo Metro	7,581	8,863	76,491	52,409
Geo Prizm	7,572	9,503	98,433	109,631
Cavalier★	19,086	21,552	259,385	295,123
Camaro	4,219	2,771	54,383	77,599
Celebrity	0	249	615	28,368
Corsica/Beretta	17,184	13,023	231,227	277,176
Lumina	12,813	14,043	217,555	218,288
Caprice	5,882	8,459	114,599	154,067
Corvette	1,433	1,893	17,480	22,690
Total Chevrolet	**75,770**	**80,356**	**1,070,168**	**1,235,351**
Calais	860	9,393	47,666	103,034
Achieva	54	0	83	0
Cutlass Ciera★	7,737	7,336	135,670	133,446
Cutlass Supreme	5,341	8,675	87,540	111,519
Eighty Eight	6,188	7,586	81,325	98,071
Custom Cruiser	373	325	7,308	3,072
Ninety Eight	3,341	3,810	59,828	48,025
Toronado	361	1,222	6,886	14,614
Total Oldsmobile	**24,255**	**38,347**	**426,306**	**511,781**
Sunbird	6,365	10,370	89,851	123,421
Firebird	1,304	1,450	24,035	38,580
Grand Am	9,792	10,965	143,774	202,149
Pontiac 6000	142	2,359	21,624	47,628
Grand Prix	7,111	7,591	103,203	116,845
Bonneville H	8,725	5,005	72,625	68,686
Total Pontiac	**33,439**	**37,740**	**455,112**	**597,309**
Total Saturn	**7,943**	**1,240**	**74,493**	**1,881**
GENERAL MOTORS	**197,346**	**215,672**	**2,783,692**	**3,141,157**
Civic	11,207	8,103	159,009	187,240
Accord	19,419	13,865	323,088	276,878
HONDA	**30,626**	**21,968**	**482,097**	**464,118**
MX-6	557	1,738	20,689	28,651
626	3,032	2,992	56,667	44,006
MAZDA	**3,589**	**4,730**	**77,356**	**72,657**
Eclipse	2,633	3,606	49,278	49,542
Mirage	1,684	198	20,218	335
MITSUBISHI	**4,317**	**3,804**	**69,496**	**49,877**
NISSAN Sentra	**8,379**	**8,672**	**112,800**	**109,575**
Corolla	11,247	10,835	141,612	135,953
Camry	15,549	17,133	191,011	212,587
TOYOTA	**26,796**	**27,968**	**332,623**	**348,540**
SUBARU Legacy	**1,888**	**3,592**	**49,345**	**15,818**
SUZUKI Swift	**24**	**0**	**684**	**0**
DOMESTIC TOTAL	**433,372**	**470,520**	**6,072,255**	**6,842,733**
IMPORT TOTAL	**159,996**	**179,898**	**2,104,055**	**2,453,108**
INDUSTRY TOTAL	**593,368**	**650,418**	**8,176,310**	**9,295,841**

★Includes units produced in Mexico.

ASIA

Sales fall in rough 1991

continued from PAGE 27

The brightest spot was in the luxury segment, where Acura, Lexus and Infiniti saw increases in sales and market share. That was due in large part to new models. Acura added the Vigor and restyled the Legend. Lexus replaced the ES250 with the ES300 and added the SC400. Infiniti's G20 was on sale only three months in 1990 and all of 1991.

With help from the new Diamante luxury sedan and its Expo sport wagons, Mitsubishi rebounded from a slow first half to beat its 1990 sales total by 71 units.

Like the luxury makes, Mitsubishi was able to boost both sales and market share. Suzuki did the same.

Suzuki's sales were up 5.6 percent. Growth came from truck sales, helped by a new four-door Sidekick.

Six of the 13 Asian nameplates had a drop in sales but a rise in market share. They included the four biggest players — Toyota, Honda, Nissan and Mazda — as well as Subaru and Isuzu.

Some analysts have suggested that the sales slowdown could be a blessing in disguise for the Japanese, whose success could be politically costly in a recession.

John Casesa, auto analyst with Wertheim Schroeder & Co., says fear of protectionism is the "biggest concern of the Japanese today."

Increased output from North American transplants could help on that score. Among Asian makers with North American plants, all but Isuzu sold fewer imported vehicles in 1991 than they did a year earlier.

LIGHT-TRUCK SALES, DECEMBER & YTD

	Dec. 1991	Dec. 1990	12 Mos., 1991	12 Mos., 1990
Town & Country	1,043	298	5,236	2,891
Total Chrysler	**1,043**	**298**	**5,236**	**2,891**
Vans	2,311	2,377	42,486	53,359
Ram Wagon	810	797	16,984	20,571
Caravan	17,333	16,464	207,919	195,276
Caravan C/V	552	622	8,591	10,680
Ram 50**	430	755	4,671	11,839
Raider**	0	0	0	1,092
Ramcharger	364	460	5,606	10,346
Dakota	7,557	4,882	82,336	74,812
Pickups	5,785	5,340	80,176	87,978
Total Dodge	**35,142**	**31,697**	**448,769**	**465,953**
Voyager	13,753	13,475	173,373	171,527
Total Plymouth	**13,753**	**13,475**	**173,373**	**171,527**
Wrangler	2,908	2,694	46,478	49,893
Cherokee	12,012	9,589	121,461	124,864
Grand Wagoneer	0	693	3,173	9,952
Comanche	438	477	6,663	12,154
Total Jeep	**15,358**	**13,453**	**177,775**	**196,863**
CHRYSLER CORP.	**65,296**	**58,923**	**805,153**	**837,234**
Vans	6,270	8,722	102,323	143,559
Aerostar	11,074	10,373	147,373	177,860
Club Wagon	1,730	1,678	20,020	20,886
Ranger	15,547	17,723	233,503	280,610
Bronco	2,064	2,321	25,732	46,796
Bronco II/Explorer	19,619	19,597	250,059	181,748
Pickups	58,504	30,830	452,311	522,034
FORD MOTOR CO.	**114,808**	**91,244**	**1,231,321**	**1,373,493**
Vans	5,375	5,807	79,781	100,067
Sportsvan	902	479	8,475	8,334
Geo Tracker*	1,629	2,337	30,702	34,358
Astro	7,580	8,026	105,808	121,168
Lumina APV	3,636	3,220	48,117	63,141
S10	12,364	12,603	200,247	210,318
S10 Blazer	10,715	10,220	123,346	146,989
Blazer	407	1,006	9,258	16,072
Suburban	2,102	3,776	36,106	55,050
Pickups	41,766	32,605	426,507	487,508
Total Chevrolet	**86,476**	**80,079**	**1,068,347**	**1,243,005**
Vans	3,033	2,310	33,150	35,951
Safari	2,183	2,477	33,600	34,300
S15/Sonoma	3,035	3,210	44,109	45,869
S15 Jimmy	2,996	2,490	29,994	36,451
Jimmy	158	297	2,397	4,685
Suburban	1,027	2,023	16,116	24,120
Pickups	12,795	11,607	123,416	141,104
P Model	130	195	2,182	2,610
W4	166	97	1,459	1,280
Total GMC	**25,523**	**24,706**	**286,423**	**326,370**
Silhouette	1,237	2,135	19,003	26,075
Bravada	1,623	0	12,815	0
Total Oldsmobile	**2,860**	**2,135**	**31,818**	**26,075**
Trans Sport	2,038	1,883	23,682	29,875
Total Pontiac	**2,038**	**1,883**	**23,682**	**29,875**
GENERAL MOTORS	**116,897**	**106,803**	**1,410,270**	**1,625,325**
DAIHATSU Rocky	**187**	**193**	**2,761**	**4,354**
Pickup*	2,475	5,201	35,911	48,390
Amigo	475	463	7,829	9,780
Trooper	1,644	2,561	26,776	41,990
Rodeo*	2,494	1,196	24,612	5,660
ISUZU	**7,088**	**9,421**	**95,128**	**105,820**
Pickup	4,051	3,809	62,421	77,409
MPV	2,433	3,771	48,144	43,147
Navajo*	768	1,058	11,404	3,409
MAZDA	**7,252**	**8,638**	**121,969**	**123,965**
Pickup	714	2,373	18,247	25,542
Montero	1,174	1,584	10,616	14,942
Van	0	18	59	739
MITSUBISHI	**1,888**	**3,975**	**28,922**	**41,223**
Pickup*	7,952	7,549	129,567	132,033
Pathfinder	3,502	3,390	39,500	33,031
Axxess	0	354	334	7,815
Van	0	0	6	62
Hawaii	770	129	1,555	2,721
NISSAN	**12,224**	**11,422**	**170,962**	**175,662**
RANGE ROVER	**478**	**525**	**3,309**	**4,582**
Samurai	181	314	4,378	4,865
Sidekick*	815	604	11,749	9,114
SUZUKI	**996**	**918**	**16,127**	**13,979**
Pickups	14,530	13,609	162,972	181,719
Previa	4,664	3,887	52,099	42,199
4Runner	3,767	3,767	44,881	48,453
Land Cruiser	818	779	8,507	6,194
Van	0	0	0	232
TOYOTA	**23,779**	**22,042**	**268,459**	**278,797**
VOLKSWAGEN Vanagon	**137**	**367**	**5,035**	**6,643**
IMPORTS	**54,029**	**57,501**	**712,672**	**755,025**
INDUSTRY TOTAL	**351,030**	**316,471**	**4,159,416**	**4,591,077**

*Includes domestic vehicles.

Sales charts compiled by Karen Detkowski

Recession batters European brands

DAVID VERSICAL
National Editor

No matter how you cut it, 1991 was an ugly year for European importers.

Some examples of the carnage:

- Every company, from Alfa Romeo to Yugo, lost sales.
- Two firms, Peugeot and Sterling, quit the U.S. market.
- Volkswagen, once the kingpin of U.S. importers, recorded fewer than 100,000 sales for the first time since 1958. Its sibling division Audi lost sales for the sixth straight year, plunging 41.8 percent to 12,283.

In all, last year the Europeans sold 347,329 cars and trucks in the United States, down 122,083 from 1990. That's a 26.0 percent decline — more than twice as steep as the overall market's.

The recession can be blamed for much of the drop, compounded for the Europeans by the new U.S. luxury tax. The 10 percent levy on the amount of a car's price above $30,000 took effect at the start of 1991. The tax hit the Europeans harder than anyone else after they were helped by a beat-the-tax spree in late 1990. Pricey makes such as Porsche and Jaguar, for example, were each off by about 50 percent last year.

"We knew we were in for a soft year," said Dieter Laxy, executive vice president for Porsche AG, at the North American International Auto Show in Detroit. "Unemployment and the fear of unemployment" have reduced consumer confidence, he said. He quoted Porsche President Arno Bohn as saying, "You have to be in the right mood to buy a Porsche."

Competition from expanding Acura, Lexus and Infiniti lines also surely robbed some sales. But those three Japanese makes shared nearly 24,000 additional sales among them last year — far less than the Europeans lost. Other Japanese competition came from the new Mitsubishi Diamante and a revamped Mazda 929.

With nine volume firms off by more than 20 percent each, the Europeans had little room for bright spots in 1991. But there were some. Saab used a combination of lease and loan deals to keep sales nearly stable. Its sales were down 1.1 percent. Alfa Romeo was the only other European make to beat the market. Despite slipping in the second half, Alfa's sales at year-end were down just four units from year-ago levels. ■

TOP 10 SELLERS, DECEMBER 1991

	Sales
1. Ford F-series pickup	58,504
2. Chevrolet C/K pickup	41,766
3. Honda Accord	24,647
4. Ford Taurus	24,119
5. Toyota Camry	22,549
6. Ford Escort	21,170
7. Ford Explorer	19,619
8. Chevrolet Cavalier	19,086
9. Toyota Corolla	17,465
10. Dodge Caravan	17,333

Source: Automotive News Data Center

U.S. CAR AND LIGHT-TRUCK SALES, DECEMBER — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Sales (Points)	Changes (Percent)
Ford	83,232	85,077	14.0	13.1	114,808	91,244	32.7	28.8	198,040	176,321	21.0	18.2	2.7	12.3
Chevrolet/Geo†	82,637	85,691	13.9	13.2	86,476	80,079	24.6	25.3	169,113	165,770	17.9	17.1	0.8	2.0
Toyota	55,903	59,833	9.4	9.2	23,779	22,042	6.8	7.0	79,682	81,875	8.4	8.5	0.0	– 2.7
Dodge	18,725	29,912	3.2	4.6	35,142	31,697	10.0	10.0	53,867	61,609	5.7	6.4	–0.7	–12.6
Honda	45,032	39,514	7.6	6.1	—	—	—	—	45,032	39,514	4.8	4.1	0.7	14.0
Nissan	27,713	26,884	4.7	4.1	12,224	11,422	3.5	3.6	39,937	38,306	4.2	4.0	0.3	4.3
Buick	38,359	36,953	6.5	5.7	—	—	—	—	38,359	36,953	4.1	3.8	0.2	3.8
Pontiac	35,955	39,530	6.1	6.1	2,036	1,883	0.6	0.6	37,993	41,413	4.0	4.3	–0.3	– 8.3
Mercury	27,589	25,898	4.6	4.0	—	—	—	—	27,589	25,898	2.9	2.7	0.2	6.5
Oldsmobile	24,255	38,347	4.1	5.9	2,860	2,135	0.8	0.7	27,115	40,482	2.9	4.2	–1.3	–33.0
Plymouth	11,909	19,075	2.0	2.9	13,753	13,475	3.9	4.3	25,662	32,550	2.7	3.4	–0.6	–21.2
GMC	—	—	—	—	25,523	24,706	7.3	7.8	25,523	24,706	2.7	2.6	0.1	3.3
Mazda	14,021	14,194	2.4	2.2	7,252	8,638	2.1	2.7	21,273	22,832	2.3	2.4	–0.1	– 6.8
Cadillac	17,580	21,036	3.0	3.2	—	—	—	—	17,580	21,036	1.9	2.2	–0.3	–16.4
Jeep	—	—	—	—	15,358	13,453	4.4	4.3	15,358	13,453	1.6	1.4	0.2	14.2
Lincoln	14,660	20,950	2.5	3.2	—	—	—	—	14,660	20,950	1.6	2.2	–0.6	–30.0
Chrysler	13,395	11,213	2.3	1.7	1,043	298	0.3	0.1	14,438	11,511	1.5	1.2	0.3	25.4
Mitsubishi	11,341	10,065	1.9	1.5	1,888	3,975	0.5	1.3	13,229	14,040	1.4	1.5	–0.1	– 5.8
Acura	10,086	9,963	1.7	1.5	—	—	—	—	10,086	9,963	1.1	1.0	0.0	1.2
Lexus	8,694	6,743	1.5	1.0	—	—	—	—	8,694	6,743	0.9	0.7	0.2	28.9
Isuzu	1,047	662	0.2	0.1	7,088	9,421	2.0	3.0	8,135	10,083	0.9	1.0	–0.2	–19.3
Saturn	7,943	1,240	1.3	0.2	—	—	—	—	7,943	1,240	0.8	0.1	0.7	—
Hyundai	7,011	13,033	1.2	2.0	—	—	—	—	7,011	13,033	0.7	1.3	–0.6	–46.2
Subaru	5,637	8,988	1.0	1.4	—	—	—	—	5,637	8,988	0.6	0.9	–0.3	–37.3
BMW	5,539	6,862	0.9	1.1	—	—	—	—	5,539	6,862	0.6	0.7	–0.1	–19.3
VW	4,993	7,718	0.8	1.2	137	367	0.0	0.1	5,130	8,085	0.5	0.8	–0.3	–36.5
Mercedes	4,756	9,158	0.8	1.4	—	—	—	—	4,756	9,158	0.5	0.9	–0.4	–48.1
Volvo	3,775	5,960	0.6	0.9	—	—	—	—	3,775	5,960	0.4	0.6	–0.2	–36.7
Eagle	3,650	4,042	0.6	0.6	—	—	—	—	3,650	4,042	0.4	0.4	0.0	– 9.7
Infiniti	2,144	3,078	0.4	0.5	—	—	—	—	2,144	3,078	0.2	0.3	–0.1	–30.3
Saab	2,084	2,147	0.4	0.3	—	—	—	—	2,084	2,147	0.2	0.2	0.0	– 2.9
Suzuki	331	279	0.1	0.0	996	918	0.3	0.3	1,327	1,197	0.1	0.1	0.0	10.9
Audi	1,169	1,349	0.2	0.2	—	—	—	—	1,169	1,349	0.1	0.1	0.0	–13.3
Jaguar	693	2,204	0.1	0.3	—	—	—	—	693	2,204	0.1	0.2	–0.2	–68.6
Daihatsu	429	564	0.1	0.1	187	193	0.1	0.1	616	757	0.1	0.1	0.0	–18.6
Range Rover	—	—	—	—	478	525	0.1	0.2	478	525	0.1	0.1	0.0	– 9.0
Yugo	348	250	0.1	0.0	—	—	—	—	348	250	0.0	0.0	0.0	39.2
Porsche	271	801	0.0	0.1	—	—	—	—	271	801	0.0	0.1	–0.1	–66.2
Alfa Romeo	182	307	0.0	0.0	—	—	—	—	182	307	0.0	0.0	0.0	–40.7
Peugeot	113	346	0.0	0.1	—	—	—	—	113	346	0.0	0.0	0.0	–67.3
Sterling	0	307	—	0.0	—	—	—	—	0	307	0.0	0.0	0.0	–100.0
Other*	167	245	0.0	0.0	—	—	—	—	167	245	0.0	0.0	0.0	0.0
TOTAL	**593,368**	**650,418**	**100.0**	**100.0**	**351,030**	**316,471**	**100.0**	**100.0**	**944,398**	**966,889**	**100.0**	**100.0**	**0.0**	– 2.3
TOTAL BIG 3	**379,889**	**418,964**	**64.0**	**64.4**	**297,001**	**258,970**	**84.6**	**81.8**	**676,890**	**677,934**	**71.7**	**70.1**	**1.6**	**– 0.2**
TOTAL JAPAN	**182,378**	**180,767**	**30.7**	**27.8**	**53,414**	**56,609**	**15.2**	**17.9**	**235,792**	**237,376**	**25.0**	**24.6**	**0.4**	**– 0.7**
TOTAL EUROPE	**24,090**	**37,654**	**4.1**	**5.8**	**615**	**892**	**0.2**	**0.3**	**24,705**	**38,546**	**2.6**	**4.0**	**–1.4**	**–35.9**
GM	206,729	222,797	34.8	34.3	116,897	108,803	33.3	34.4	323,626	331,600	34.3	34.3	0.0	– 2.4
Ford	125,481	131,925	21.1	20.3	114,808	91,244	32.7	28.8	240,289	223,169	25.4	23.1	2.4	7.7
Chrysler	47,679	64,242	8.0	9.9	65,296	58,923	18.6	18.6	112,975	123,165	12.0	12.7	–0.8	– 8.3
Toyota/Lexus	64,597	66,576	10.9	10.2	23,779	22,042	6.8	7.0	88,376	88,618	9.4	9.2	0.2	– 0.3
Honda/Acura	55,118	49,477	9.3	7.6	—	—	—	—	55,118	49,477	5.8	5.1	0.7	11.4
Nissan/Infiniti	29,857	29,962	5.0	4.6	12,224	11,422	3.5	3.6	42,081	41,384	4.5	4.3	0.2	1.7
VW/Audi	6,162	9,067	1.0	1.4	137	367	0.0	0.1	6,299	9,434	0.7	1.0	–0.3	–33.2
†Geo	*22,020*	*24,341*	*3.7*	*3.7*	*1,629*	*2,337*	*0.5*	*0.7*	*23,649*	*26,678*	*2.5*	*2.8*	*–0.3*	*–11.4*
*Made by Japan***	*208,267*	*210,190*	*35.1*	*32.3*	*54,705*	*58,643*	*15.6*	*18.5*	*262,972*	*268,833*	*27.8*	*27.8*	*0.0*	*– 2.2*

*Includes 1991 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

PRELIMINARY U.S. CAR AND LIGHT-TRUCK SALES, 12 MONTHS — 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	1,081,290	1,321,149	13.2	14.2	1,231,321	1,373,493	29.6	29.9	2,312,611	2,694,642	18.7	19.4	–0.7	–14.2
Chevrolet/Geo†	1,161,236	1,364,096	14.2	14.7	1,068,347	1,243,005	25.7	27.1	2,229,583	2,607,101	18.1	18.8	–0.7	–14.5
Toyota	670,815	715,674	8.2	7.7	268,459	278,797	6.5	6.1	939,274	994,471	7.6	7.2	0.5	– 5.6
Dodge	324,595	361,689	4.0	3.9	448,769	465,953	10.6	10.1	773,364	827,642	6.3	6.0	0.3	– 6.6
Honda	659,659	716,495	8.1	7.7	—	—	—	—	659,659	716,495	5.3	5.2	0.2	– 7.9
Nissan	377,962	421,981	4.6	4.5	170,962	175,662	4.1	3.8	548,924	597,643	4.4	4.3	0.1	– 8.2
Buick	544,325	536,667	6.7	5.8	—	—	—	—	544,325	536,667	4.4	3.9	0.5	1.4
Pontiac	489,812	636,390	6.0	6.8	23,682	29,875	0.6	0.7	513,494	666,265	4.2	4.8	–0.6	–22.9
Oldsmobile	426,306	511,781	5.2	5.5	31,818	26,075	0.8	0.6	458,124	537,856	3.7	3.9	–0.2	–14.8
Mercury	375,879	390,794	4.6	4.2	—	—	—	—	375,879	390,794	3.0	2.8	0.2	– 3.8
Plymouth	192,193	252,964	2.4	2.7	173,373	171,527	4.2	3.7	365,566	424,491	3.0	3.1	–0.1	–13.9
Mazda	221,643	225,712	2.7	2.4	121,969	123,965	2.9	2.7	343,612	349,677	2.8	2.5	0.3	– 1.7
GMC	—	—	—	—	286,423	326,370	6.9	7.1	286,423	326,370	2.3	2.4	0.0	–12.2
Cadillac	213,288	258,168	2.6	2.8	—	—	—	—	213,288	258,168	1.7	1.9	–0.1	–17.4
Mitsubishi	161,879	149,507	2.0	1.6	28,922	41,223	0.7	0.9	190,801	190,730	1.5	1.4	0.2	0.0
Lincoln	178,701	231,660	2.2	2.5	—	—	—	—	178,701	231,660	1.4	1.7	–0.2	–22.9
Jeep	—	—	—	—	177,775	196,863	4.3	4.3	177,775	196,863	1.4	1.4	0.0	– 9.7
Acura	143,708	138,384	1.8	1.5	—	—	—	—	143,708	138,384	1.2	1.0	0.2	3.8
Chrysler	126,383	185,535	1.5	2.0	5,236	2,891	0.1	0.1	131,619	188,426	1.1	1.4	–0.3	–30.1
Hyundai	117,630	137,448	1.4	1.5	—	—	—	—	117,630	137,448	1.0	1.0	0.0	–14.4
Isuzu	13,301	5,837	0.2	0.1	95,128	105,820	2.3	2.3	108,429	111,657	0.9	0.8	0.1	– 2.9
Subaru	105,052	108,547	1.3	1.2	—	—	—	—	105,052	108,547	0.9	0.8	0.1	– 3.2
VW	91,688	129,714	1.1	1.4	5,035	6,643	0.1	0.1	96,723	136,357	0.8	1.0	–0.2	–29.1
Saturn	74,493	1,881	0.9	0.0	—	—	—	—	74,493	1,881	0.6	0.0	0.6	—
Lexus	71,206	63,534	0.9	0.7	—	—	—	—	71,206	63,534	0.6	0.5	0.1	12.1
Volvo	67,697	89,894	0.8	1.0	—	—	—	—	67,697	89,894	0.5	0.6	–0.1	–24.7
Eagle	59,347	60,646	0.7	0.7	—	—	—	—	59,347	60,646	0.5	0.4	0.0	– 2.1
Mercedes	58,868	78,375	0.7	0.8	—	—	—	—	58,868	78,375	0.5	0.6	–0.1	–24.9
BMW	53,343	63,646	0.7	0.7	—	—	—	—	53,343	63,646	0.4	0.5	0.0	–16.2
Infiniti	34,890	23,960	0.4	0.3	—	—	—	—	34,890	23,960	0.3	0.2	0.1	45.6
Saab	26,103	26,397	0.3	0.3	—	—	—	—	26,103	26,397	0.2	0.2	0.0	– 1.1
Suzuki	5,530	6,525	0.1	0.1	16,127	13,979	0.4	0.3	21,657	20,504	0.2	0.1	0.0	5.6
Audi	12,283	21,106	0.2	0.2	—	—	—	—	12,283	21,106	0.1	0.2	–0.1	–41.8
Jaguar	9,376	18,728	0.1	0.2	—	—	—	—	9,376	18,728	0.1	0.1	–0.1	–49.9
Daihatsu	6,202	10,630	0.1	0.1	2,761	4,354	0.1	0.1	8,963	14,984	0.1	0.1	0.0	–40.2
Porsche	4,388	9,139	0.1	0.1	—	—	—	—	4,388	9,139	0.0	0.1	0.0	–52.0
Peugeot	3,575	4,292	0.0	0.0	—	—	—	—	3,575	4,292	0.0	0.0	0.0	–16.7
Alfa Romeo	3,478	3,482	0.0	0.0	—	—	—	—	3,478	3,482	0.0	0.0	0.0	– 0.1
Range Rover	—	—	—	—	3,309	4,582	0.1	0.1	3,309	4,582	0.0	0.0	0.0	–27.8
Yugo	3,092	6,359	0.0	0.1	—	—	—	—	3,092	6,359	0.0	0.0	0.0	–51.4
Sterling	2,744	4,015	—	0.0	—	—	—	—	2,744	4,015	0.0	0.0	0.0	–31.7
Other*	2,350	3,040	0.0	0.0	—	—	—	—	2,350	3,040	0.0	0.0	0.0	–22.7
TOTAL	**8,176,310**	**9,295,841**	**100.0**	**100.0**	**4,159,416**	**4,591,077**	**100.0**	**100.0**	**12,335,726**	**13,886,918**	**100.0**	**100.0**	**0.0**	–11.2
TOTAL BIG 3	**5,247,848**	**6,113,420**	**64.2**	**65.8**	**3,446,744**	**3,836,052**	**82.9**	**83.6**	**8,694,592**	**9,949,472**	**70.5**	**71.6**	–1.1	**–12.6**
TOTAL JAPAN	**2,471,847**	**2,586,786**	**30.2**	**27.8**	**704,328**	**743,800**	**16.9**	**16.2**	**3,176,175**	**3,330,586**	**25.7**	**24.0**	1.7	**– 4.6**
TOTAL EUROPE	**338,985**	**458,187**	**4.1**	**4.9**	**8,344**	**11,225**	**0.2**	**0.2**	**347,329**	**469,412**	**2.8**	**3.4**	**–0.6**	**–26.0**
GM	2,909,460	3,308,983	35.6	35.6	1,410,270	1,625,325	33.9	35.4	4,319,730	4,934,308	35.0	35.5	–0.5	–12.5
Ford	1,635,870	1,943,603	20.0	20.9	1,231,321	1,373,493	29.6	29.9	2,867,191	3,317,096	23.2	23.9	–0.7	–13.6
Chrysler	702,518	860,834	8.6	9.3	805,153	837,234	19.4	18.2	1,507,671	1,698,068	12.2	12.2	0.0	–11.2
Toyota/Lexus	742,021	779,208	9.1	8.4	268,459	278,797	6.5	6.1	1,010,480	1,058,005	8.2	7.6	0.6	– 4.5
Honda/Acura	803,367	854,879	9.8	9.2	0	0	—	—	803,367	854,879	6.5	6.2	0.3	– 6.0
Nissan/Infiniti	412,852	445,941	5.0	4.8	170,962	175,662	4.1	3.8	583,814	621,603	4.7	4.5	0.2	– 6.1
VW/Audi	103,971	150,820	1.3	1.6	5,035	6,643	0.1	0.1	109,006	157,463	0.9	1.1	–0.2	–30.8
†Geo	*265,999*	*290,785*	*3.3*	*3.1*	*30,702*	*34,358*	*0.7*	*0.7*	*296,701*	*325,143*	*2.4*	*2.3*	*0.1*	*– 8.7*
*Made by Japan***	*2,803,370*	*2,942,413*	*34.3*	*31.7*	*739,701*	*791,089*	*17.8*	*17.2*	*3,531,667*	*3,730,093*	*28.6*	*26.9*	*1.7*	*– 5.3*

*Includes 1991 estimated sales of 960-Ferrari, 610-Rolls/Bentley, 324-Lotus, 240-Maserati, 156-Lamborghini, and 60-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

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McCurry's view: Look in the mirror, stop blaming Japan

KRISTINE STIVEN BREESE
Staff Reporter

DETROIT — Toyota's U.S. sales boss says the Big 3 should stop blaming the Japanese for their problems.

"I sympathize with what this industry is going through. But it's not Toyota's fault," said Robert McCurry, executive vice president of Toyota Motor Sales U.S.A. Inc.

Like other Japanese import executives at last week's North American International Auto Show, McCurry spent much of his time discussing trade issues instead of automobiles. And in his typically blunt fashion, the U.S. head of Japan's No. 1 carmaker addressed the issue head-on.

American business and government leaders should look in the mirror instead of blaming the Japanese, he said.

In particular, he suggested the revival of an investment tax credit and a revision of antitrust laws to allow *keiretsu*-type cooperation among U.S. companies.

McCurry admitted that "Japan is not completely blameless" for the trade deficit and that it should open its market to more foreign products.

He said Japanese automakers have already achieved most of their growth here and that their market share probably won't rise above "30 to 31 percent — about where we are now."

Other Japanese import executive comments on trade topics:

- Yoshi Taura, president of Mazda Motor of America Inc., said proposed limits on the sale of Japanese automakers' U.S.-built models won't solve the trade problem. "We're selling our cars through 900 American dealers. If there's a reduction put on us, it will hurt them and their American employees."
- Like other executives, Thomas Elliott, American Honda Motor Co. Inc. executive vice president, said he will try not to let trade discussion distract his company from selling cars.

"We're going to try like heck to sell 850,000 cars" in 1992, Elliott said. That would be about a 6 percent gain over 1991. ■

Staff Reporter Max Gates contributed to this report.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)	
Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000
NISSAN (expires Feb. 3)	
Sentra (1991-92)	$300
Base model (1991) all lines	$1,700
TOYOTA (expires Feb. 3)	
Corolla (1992)	$600
Pickups (1991-92)	$700-1,200
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (expires Feb. 2)	
300ZX (1991)	$2,500-$3,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$600-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

4 imports adopt new rebates for dealers

ARLENA SAWYERS
Staff Reporter

incentive WATCH

New dealer incentive programs have been announced by Toyota Motor Sales U.S.A. Inc., Mitsubishi Motor Sales of America Inc., Nissan Motor Corp. in U.S.A. and American Isuzu Motors Inc., and previous programs have been modified or extended by Ford Motor Co., Subaru of America Inc., and Acura Division.

Through Feb. 3, **Toyota** is paying dealer incentives of $600 on the 1992 Corolla and $700 to $1,200 on 1992 and 1991 pickups.

Mitsubishi's incentive program includes 1990, 1991 and 1992 vehicles and expires Feb. 10. The dealer incentives range from zero to $2,000 per unit, based on region, vehicle and number of vehicles sold.

In its Southeast region only, Mitsubishi is offering dealers a one-time lump-sum payment based on total sales against total sales objectives. The payments range from $1,000 to $18,000.

In its Western region only, the company is offering consumer rebates of $750 on 1990, 1991 and 1992 Galant, Mirage and Precis cars. In the Southwest region only, Mitsubishi consumer rebates are $1,000 on certain 1991 and 1992 pickups and $500 on 1990, 1991 and 1992 Mirage and Precis models.

Through Feb. 3, **Nissan** is paying dealers $1,700 on all base-model vehicles and $300 on 1991 and 1992 Sentras.

Isuzu is offering factory-to-dealer incentives of zero to $1,900 on 1991 and 1992 trucks, depending on model and region; $1,300 to $2,500 on 1991 and 1992 Impulse models and $600 to $2,500 on 1991 and 1992 Stylus cars, depending on model and region.

Isuzu dealers in California have the option of sharing their rebate with buyers. Isuzu's program runs indefinitely.

Ford adjusted portions of its consumer rebate program. Rebates on all 1992 Lincolns were increased from $1,000 to $1,500 through March 3.

Regional rebates apply to 1992 Ford Escorts and 1992 Mercury Tracers until Feb. 4. The rebates for both car lines are $500 or $750; or 2.9 percent or 7.9 percent financing for up to 48 months depending on region.

Subaru's program, previously scheduled to expire Jan. 3, was extended through Jan. 13. It includes dealer incentives of $1,200 to $1,700 on the 1991 Legacy based on region. Consumer rebates are $500 on the 1992 Legacy L and L Plus and the 1991 and 1992 Loyale and $2,000 on the 1991 XT and XT-6.

Acura extended through May 1 its dealer rebates of $2,500 on the 1991 Legend sedan and $3,000 on the 1991 Legend coupe, dealers said. The program had been scheduled to expire Jan. 3. ■

Special Correspondent Chris Eschenburg contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
MITSUBISHI (expires Feb. 10)	
Precis/Mirage (1990-92)	
Southwest	$500
West	$750
Galant (1990-92)	
West	$750
Pickups (1991-92)	
Southwest	$1,000
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.	
1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
All Chrysler Corp. minivans	$500
FORD MOTOR CO.	
1992 models	
Expires Feb. 4 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.	
Ford Festiva, Tempo, Taurus	$500
Escort (regional programs)	$500-750
Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Tracer (regional programs)	$500-750
Capri, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental (expires March 3)	$1,500
Pre-1992 models	
1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.	
Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000
GENERAL MOTORS	
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.	
1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected.	
1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
48 states (expires Jan. 6)	
Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 6)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

Big 3 chiefs return with some gains

TOKYO — The Big 3 chairmen left Tokyo with far less than they had demanded, but still went home with a few concessions.

They include:

- Marketing tie-ups with Japan's five biggest carmakers aimed at approximately doubling Big 3 sales in Japan to about 32,000 U.S.-built cars a year by 1994.

Under the proposal, Toyota dealers in Japan would begin selling GM products; Nissan would market Fords; and Mitsubishi would sell Chrysler models.

Additionally, Mazda said it would work to increase sales of Ford products under an existing agreement, and Honda promised to increase sales of Jeeps.

Unit sales on that order would give the Big 3 about 0.4 percent of the 7.6-million unit market.

- The top five Japanese carmakers also vowed to increase parts purchase targets set just weeks ago by about $1.8 billion, and said they now aim to reach $17.8 billion in the fiscal year ending in March 1995. That would represent a near doubling of their U.S. spending of $9.07 billion in the 1990 fiscal year, which ended last March.

Including the planned purchases of three smaller Japanese carmakers, spending on U.S.-sourced parts would rise to $19 billion by 1994.

Under the plan to increase sales of U.S.-built cars in Japan:

- Toyota Motor Corp. said it is "prepared to negotiate" with GM to sell about 5,000 cars a year through its dealers. The agreement would be in cooperation with GM's existing distributor, Yanase & Co.
- Nissan Motor Co. said it is willing to sell Ford's new Nissan-engineered Mercury Villager minivan in Japan, and other models such as the Taurus and Taurus wagon. It projects annual sales of around 3,000 Ford units.
- Mazda said it will attempt to import 4,500 Ford vehicles in the 1992 fiscal year, more than double the amount for the 1990 fiscal year that ended March 31.

Mazda sells such Ford models as the Probe, Taurus, Thunderbird and the Lincoln Continental through Autorama, its joint marketing venture with Ford.

- Honda said it intends to triple sales of Chrysler's Jeep Cherokee and Wrangler models to 1,200 units a year by 1994.

Honda previously announced that it will increase the number of its dealers selling Jeeps to 300 from 100. In 1991, 437 Jeeps were sold through Honda dealers, about 30 percent of Chrysler's sales.

- Mitsubishi Motors Corp. said it would sell 6,000 Chrysler units a year by 1994, up from a previously announced commitment of 4,000 units. ■

SCHEDULED PLANT CLOSINGS

lant	Weeks down	Units lost/ week
CHRYSLER		
ramalea, Ontario	†	
Sterling Heights, Mich.	1/13	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Newark, Del.	1/13	
Dodge Spirit		4,200
Plymouth Acclaim		1,600
LeBaron J		1,200
FORD MOTOR CO.		
Dearborn, Mich.	1/13	**3,700**
Ford Mustang		
Edison, N.J.	1/13	**4,900**
Ford Ranger		
St. Paul, Minn.	1/13	**3,400**
Ford F series		
Ford Ranger		
Wayne, Mich.	1/13	**5,800**
Ford Escort		
GENERAL MOTORS		
Bowling Green, Ky.	1/13, 1/20	
Chevrolet Corvette		480
Fort Wayne, Ind.	1/13	
Chevrolet C/K pickup		3,400
GMC Sierra		1,175
Lake Orion, Mich.	1/13, 1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Pontiac, Mich. (East)	1/13, 1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Tarrytown, N.Y.	1/13, 1/20	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Total U.S. car		**25,680**
Total U.S. truck		**15,715**
Total units lost week of 1/13		**41,395**

†Plant closed for retooling until spring 1992
*Plant idled due to maintenance
Source: Automotive News Data Center

Ford silence on Aerostar worries CAW

ATHY JACKSON
taff Reporter

Union officials representing workers at Ford of Canada's Oakville assembly plant in Ontario are concerned that the production of the next generation Ford Aerostar may be delayed, canceled or switched to another plant.

Ford of Canada invested $435 million in a new paint facility in anticipation that the plant would get the new minivan, scheduled for the 1994 or 1995 model year.

Workers at Oakville have seen prototypes and photos of the proposed new Aerostar at Ford's pilot plant in Dearborn, Mich., and have received some training on the assembly procedures for the new van.

But the announcement for the new $1 billion program from Ford headquarters in Dearborn is months late, says one union official.

"We don't know if they're going to scrap the idea or give it to another location," a union official said. "We expected an announcement a long time ago."

There also is speculation that Aerostar could be awarded to the Edison, N.J., assembly plant that builds the Ford Ranger.

Ford Motor Co. spokesman Jim Trainer said the company had no comment on the future of the next Aerostar.

The Canadian union official said the proposed new Aerostar will have front-wheel drive and be lower than the current Aerostar, similar in size to the Mazda MPV.

He said once a formal announcement is made, it will take about 22 months to get to Job 1. AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 1/6-1/11/92	Actual 12/30/91-1/4/92	Dec. Total	Year 1/1-1/11/92	Year 1/1-1/12/91
LeBaron J	1,100	464	4,022	1,564	0
New Yorker	0	0	2,883	0	510
Fifth Avenue	0	0	2,544	0	1,429
Imperial	0	0	735	0	500
Town & Country (trk.)	50	0	1,086	50	95
Total Chrysler	**1,150**	**464**	**11,270**	**1,614**	**2,534**
Sundance	0	0	3,667	0	0
Acclaim	1,700	661	5,868	2,361	3,612
Voyager (trk.)	250	0	6,884	250	2,682
Voyager (Can. trk.)	2,862	1,585	6,576	4,447	3,609
Total Plymouth	**4,812**	**2,246**	**22,995**	**7,058**	**9,903**
Daytona	0	0	1,414	0	0
Shadow	0	0	4,441	0	0
Dynasty	0	0	3,763	0	5,335
Spirit	2,000	750	6,826	2,750	4,134
Viper	0	0	3	0	0
Monaco (Can.)	0	0	176	0	0
Caravan (trk.)	400	75	8,580	475	3,626
Caravan (Can. trk.)	3,582	1,501	11,397	5,083	4,340
Caravan C/V (trk.)	50	4	277	54	29
Caravan C/V (Can. trk.)	156	49	280	205	136
Dakota (trk.)	0	35	8,995	35	2,882
Ram pickups (trk.)	0	0	4,414	0	2,796
Ram Wagon (Can. trk.)	640	210	1,251	850	0
Ram Van (Can. trk.)	1,320	574	2,615	1,894	0
Total Dodge	**8,148**	**3,198**	**54,439**	**11,346**	**23,278**
Premier (Can.)	0	0	556	0	0
Cherokee (trk.)	0	0	12,905	0	0
Comanche (trk.)	0	0	377	0	0
Grand Wagoneer (trk.)	0	0	0	0	0
Wagoneer (trk.)	0	0	215	0	0
Wrangler (Can trk.)	1,600	656	5,483	2,256	2,460
Total Jeep-Eagle	**1,600**	**656**	**19,536**	**2,256**	**2,460**
Total U.S. car	**4,800**	**1,875**	**36,163**	**6,675**	**15,520**
Total Can. car	**0**	**0**	**732**	**0**	**0**
Total U.S. truck	**750**	**114**	**43,733**	**864**	**12,110**
Total Can. truck	**10,160**	**4,575**	**27,612**	**14,735**	**10,545**
CHRYSLER CORP.	**15,710**	**6,564**	**108,240**	**22,274**	**38,175**
Escort	0	0	11,188	0	2,847
Mustang	0	0	3,996	0	2,190
Tempo	0	0	8,528	0	1,987
Tempo (Can.)	0	0	6,411	0	1,758
Taurus	7,693	3,078	18,701	10,771	9,835
Thunderbird	0	0	4,535	0	1,344
Crown Victoria (Can.)	0	0	3,832	0	0
Aerostar (trk.)	0	0	8,035	0	2,337
Bronco (trk.)	0	0	2,052	0	572
Explorer/Bronco II (trk.)	6,350	2,072	20,054	8,422	8,169
Navajo (trk.)	87	43	981	130	627
Econoline (trk.)	2,232	1,776	3,624	4,008	1,907
Heavies (trk.)	0	0	3,085	0	695
Light trucks (trk.)	5,198	1,620	32,412	6,818	6,351
Light trucks (Can. trk.)	0	0	8,696	0	1,672
Ranger (trk.)	1,762	589	12,329	2,351	10,687
Total Ford Div.	**23,322**	**9,178**	**148,459**	**32,500**	**52,978**
Topaz	0	0	4,626	0	653
Topaz (Can.)	0	0	2,755	0	726
Cougar	0	0	3,025	0	2,031
Sable	2,820	1,129	7,386	3,949	2,248
Grand Marquis (Can.)	0	0	5,693	0	0
Total Mercury	**2,820**	**1,129**	**23,485**	**3,949**	**5,658**
Continental	0	0	2,987	0	1,901
Mark VII	0	0	584	0	337
Town Car	0	0	8,935	0	4,476
Total Lincoln	**0**	**0**	**12,506**	**0**	**6,714**
Total L-M Div.	**2,820**	**1,129**	**35,991**	**3,949**	**12,372**
Total U.S. car	**10,513**	**4,207**	**74,491**	**14,720**	**29,849**
Total Can. car	**0**	**0**	**18,691**	**0**	**2,484**
Total U.S. truck	**15,629**	**6,100**	**82,572**	**21,729**	**31,345**
Total Can. truck	**0**	**0**	**8,696**	**0**	**1,672**
FORD MOTOR CO.	**26,142**	**10,307**	**184,450**	**36,449**	**65,350**
Skylark	1,135	660	6,622	1,795	4,098
Century	0	0	4,406	0	0
Regal (Can.)	0	0	7,798	0	3,000
Riviera	212	142	1,155	354	0
Park Avenue/Electra	0	0	4,963	0	3,076
LeSabre	2,882	982	10,127	3,864	6,370
Roadmaster Sedan∗	1,288	456	3,870	1,744	0
Roadmaster Wagon†	350	0	0	350	0
Reatta	0	0	0	0	0
Total Buick	**5,867**	**2,240**	**38,941**	**8,107**	**16,544**
Eldorado	996	290	2,386	1,286	0
Seville	1,016	323	2,585	1,339	0
Brougham	552	196	1,561	748	1,092
DeVille	0	0	11,842	0	5,078
Allante	0	0	122	0	103
Total Cadillac	**2,564**	**809**	**18,496**	**3,373**	**6,273**
Cavalier	4,344	0	16,755	4,344	9,534
Camaro	1,399	571	4	1,970	0
Corsica-Beretta	4,880	1,817	16,170	6,697	4,000
Lumina (Can.)	0	0	18,821	0	5,000
Caprice	2,180	326	2,857	2,506	3,489
Corvette	0	0	1,432	0	768
Astro (trk.)	3,910	1,007	9,055	4,917	3,719
Blazer (trk.)	284	149	1,038	433	0
Lumina APV (trk.)	0	0	4,492	0	0
Mediums (trk.)	152	36	374	188	309
P-Model (trk.)	0	0	942	0	0
Pickups (trk.)	152	35	15,818	187	107
Pickups (Can. trk.)	4,163	1,665	11,392	5,828	4,578
S10 (trk.)	1,184	512	8,758	1,696	8,894
S10 Blazer (trk.)	2,023	800	10,902	2,823	1,649
Sportsvan (trk.)	986	301	3,824	1,287	0
Sportsvan (Can. trk.)	1,150	460	3,771	1,610	0
Suburban (trk.)	568	236	1,701	804	0
Total Chevrolet	**27,375**	**7,915**	**128,106**	**35,290**	**42,047**
Achieva/Calais	2,820	724	4,968	3,544	2,832
Cutlass Ciera	0	0	10,707	0	0
Cutlass Ciera (Can.)	0	0	0	0	2,492
Cutlass Supreme	0	0	4,770	0	3,413
Toronado	143	83	677	226	0
Eight Eight	1,635	377	7,463	2,012	2,875
Custom Cruiser Wag.††	140	0	0	140	0
Ninety Eight	0	0	3,693	0	3,062
Silhouette (trk.)	0	0	1,431	0	0
Bravada (trk.)	295	102	1,043	397	568
Total Oldsmobile	**5,033**	**1,286**	**34,752**	**6,319**	**15,242**
Sunbird	2,089	0	7,941	2,089	4,086
Grand Am	5,565	1,578	13,533	7,143	0
Firebird	601	241	0	842	0
Grand Prix	0	0	6,720	0	0
Pontiac 6000	0	0	0	0	0
Bonneville	0	0	7,872	0	1,505
Trans Sport (trk.)	0	0	2,681	0	0
Total Pontiac	**8,255**	**1,819**	**38,747**	**10,074**	**5,591**
Yukon/Jimmy (trk.)	116	31	297	147	0
Mediums (trk.)	583	197	1,527	780	644
P-Model (trk.)	0	0	91	0	0
Pickups (trk.)	78	18	6,289	96	56
Pickups (Can. trk.)	1,495	598	4,084	2,093	2,020
Syclone/Sonoma (trk.)	145	14	1,984	159	2,188
Typhoon/S15 Jimmy (trk.)	559	266	2,991	825	617
Safari (trk.)	1,308	390	3,107	1,698	1,878
Suburban (trk.)	452	92	882	544	0
Vandura (trk.)	657	356	1,299	1,013	0
Vandura (Can. trk.)	398	159	2,598	557	0
Total GMC	**5,791**	**2,121**	**25,149**	**7,912**	**7,403**
Total Saturn∗	**2,948**	**1,180**	**8,844**	**4,128**	**1,040**
Total U.S. car	**37,175**	**9,946**	**164,045**	**47,121**	**56,421**
Total Can. car	**0**	**0**	**26,619**	**0**	**10,492**
Total U.S. truck	**13,452**	**4,542**	**80,526**	**17,994**	**20,629**
Total Can. truck	**7,206**	**2,882**	**21,845**	**10,088**	**6,598**
GENERAL MOTORS	**57,833**	**17,370**	**293,035**	**75,203**	**94,140**
Can. car	2,385	954	7,378	3,339	4,235
Can. trk	1,475	590	4,487	2,065	1,731
CAMI*	**3,860**	**1,544**	**11,865**	**5,404**	**5,966**
DIAMOND-STAR*	**3,448**	**854**	**9,657**	**4,302**	**5,634**
Civic	2,040	678	7,263	2,718	2,394
Civic (Can.)	2,420	730	6,235	3,150	3,392
Accord	8,235	2,692	22,773	10,927	11,661
Total U.S. car	**10,275**	**3,370**	**30,036**	**13,645**	**14,055**
Total Can. car	**2,420**	**730**	**6,235**	**3,150**	**3,392**
HONDA	**12,695**	**4,100**	**36,271**	**16,795**	**17,447**
HYUNDAI Sonata (Can.)	**500**	**0**	**2,554**	**500**	**1,133**
MAZDA*	**2,238**	**706**	**11,947**	**2,944**	**6,456**
U.S. trk	1,695	645	4,994	2,340	1,645
Can. trk	165	54	502	219	165
NAVISTAR	**1,860**	**699**	**5,496**	**2,559**	**1,810**
Sentra	3,390	1,032	8,932	4,422	5,303
Pickup (trk.)	3,288	1,037	8,643	4,325	5,149
NISSAN	**6,678**	**2,069**	**17,575**	**8,747**	**10,452**
Geo Prizm	1,950	690	6,134	2,640	3,359
Toyota Corolla	2,500	845	7,905	3,345	3,333
Toyota Hilux (trk.)	450	146	832	596	0
NUMMI	**4,900**	**1,681**	**14,871**	**6,581**	**6,692**
Legacy	1,184	468	3,780	1,652	1,497
Pickup (trk.)	525	173	1,614	698	0
Rodeo (trk.)	920	385	3,307	1,305	0
Total U.S. car	**1,184**	**468**	**3,780**	**1,652**	**1,497**
Total U.S. trk.	**1,445**	**558**	**4,921**	**2,003**	**1,547**
SUBARU-ISUZU	**2,629**	**1,026**	**8,701**	**3,655**	**3,044**
Camry	4,598	1,859	14,381	6,457	7,248
Corolla (Can.)	1,500	0	4,579	1,500	2,156
TOYOTA	**6,098**	**1,859**	**18,960**	**7,957**	**9,404**
VOLVO 740, 940 (Can.)	**175**	**44**	**496**	**219**	**269**
AM GENERAL (trk.)	**375**	**150**	**1,125**	**525**	**900**
MISCELLANEOUS (trk.)**	**2,400**	**960**	**7,400**	**3,360**	**6,000**
Total U.S. car	**82,071**	**25,852**	**367,471**	**107,923**	**148,675**
Total Canada car	**6,980**	**1,728**	**67,284**	**8,708**	**24,161**
Total U.S.-Canada Car	**89,051**	**27,580**	**434,755**	**116,631**	**172,836**
Total U.S. truck	**39,484**	**14,252**	**234,746**	**53,736**	**79,325**
Total Canada truck	**19,006**	**8,101**	**63,142**	**27,107**	**20,711**
Total U.S.-Canada truck	**58,490**	**22,353**	**297,888**	**80,843**	**100,036**
TOTAL U.S.	**121,555**	**40,104**	**602,217**	**161,659**	**228,000**
TOTAL CANADA	**25,986**	**9,829**	**130,426**	**35,815**	**44,872**
TOTAL U.S.-CANADA CAR & TRUCK	**147,541**	**49,933**	**732,643**	**197,474**	**272,872**

∗Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

May contain error of one or two units due to rounding

Output up 18% in December

ANNE E. WRIGHT
Chief Statistician

Car and truck production in December in the United States and Canada rose 18.1 percent over 1990. Cars climbed 18.3 percent, and trucks went up 17.4 percent.

In the fourth quarter, U.S. and Canadian car production slipped 3.6 percent below the same period in 1990. Truck production rose 16.4 percent, pushing the car-truck total for the quarter 3.8 percent above 1990.

Final 1991 car and truck production in the United States and Canada was 10,778,208, down 8.6 percent from 1990. Cars dropped 9.4 percent, and trucks slipped 7.4 percent.

In 1991, the Big 3 produced 4.1 million cars, down 14.3 percent from their 1990 build. Transplant production in 1991 was 1.3 million, up 2.3 percent from the prior year. The Big 3's share of car production in the United States slipped to 75.1 percent in 1991 from 78.3 percent in 1990, while the transplants grew to 24.9 percent from 21.7 percent.

Big 3 truck production dropped 10.5 percent, to 3.0 million in 1991 from 3.4 million in 1990. Transplant companies produced 192,606 trucks in 1991 compared to 173,893 in 1990, an increase of 10.8 percent. The Big 3 share of U.S. truck production dropped to 94.0 percent from 95.1 percent in 1990, and the transplants' share increased to 6.0 percent from 4.9 percent in 1990.

The first weeks of 1992 car and truck production in the United States and Canada trail 1991. This year, the seven-day build was 197,474 at a daily rate of 28,210. In the first eight days of last year, 272,872 vehicles were produced, a daily build rate of 34,109.

Last week's estimated output of U.S. cars was 82,071, down 3.53 from the same week in 1991. Year-to-date U.S. car production is off 27.4 percent.

Truck production in the United States last week was estimated at 39,484, up 5.46 percent from 1991.

In Canada, car production was off 59.0 percent from the year-ago week because the Big 3 were on an extended holiday vacation.

The estimated truck build in Canada last week was up 54.7 percent above the same week in 1991.

Tomorrow, Chrysler Corp. will begin producing the Jeep Grand Cherokee at the new Jefferson North Assembly Plant in Detroit.

Chrysler also announced the addition of a third seven-hour shift at the St. Louis (No. 2) minivan assembly plant. About 1,000 workers were recalled to work Jan. 6.

General Motors scheduled Saturday overtime last week at the Baltimore; Janesville, Wis.; Scarborough, Ontario; and Oshawa, Ontario, truck plants.

Ford scheduled daily overtime last week at the Kansas City, Mo., and Louisville, Ky., truck plants.

Nissan Motor Manufacturing Corp. U.S.A.'s Smyrna, Tenn., plant scheduled Saturday overtime last week and daily overtime this week on both shifts. AN

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Hyundai strike prompts closure

SEOUL — Hyundai Motor Co., Korea's biggest producer, closed its main assembly complex in Ulsan late last week after 28,000 unionized workers struck in a dispute over year-end bonuses.

Hyundai said the shutdown would cost it 3,700 vehicles and $32 million a day in lost production. The company, which typically exports 25,000 vehicles a month, said it has not shipped a single vehicle in January.

The dispute began Dec. 17 when the company's union demanded special year-end bonuses. Since then, union members have rejected overtime and slowed their work, effectively crippling production.

The government has labelled the strike illegal.

— Oles Godacz

GM approves China venture

BEIJING, China — General Motors announced here last week that it has agreed to set up a joint venture to produce its compact pickup trucks in China.

The venture, with Jinbei Automotive Co., was reported in *Automotive News* in November.

Under the plan, GM will have a 30 percent equity stake in a partnership to produce as many as 50,000 light trucks a year by 1998.

The plant is expected to have cumulative project costs of about $100 million through the 1990s, although GM will invest about $10 million in immediate start-up capital.

The venture, which is expected to start production around July, could produce as many as 1,000 trucks this

see LATE NEWS, 2

Chrysler speeds deliveries

Program designed to cut dealers' floorplan expense

MARY CONNELLY
Staff Reporter

Chrysler Corp. expects to reduce dealership floorplanning costs substantially by cutting its vehicle delivery time in half within two months. Dealers will save money because they will have to stock fewer vehicles.

It now takes domestic manufacturers an average of 70 days to deliver a vehicle after a dealer places an order, Chrysler said.

But Chrysler expects to achieve a 35-day delivery target within two months and a 20-day target within a year, said Theodor Cunningham, Chrysler executive vice president of sales and marketing, who addressed the Automotive News World Congress last week.

In addition to cutting floorplanning costs, the reduction in delivery time means dealers will need less space for inventory, he said. And customer orders will be filled quicker.

"Reducing the dealer ordering cycle will enable our dealers to respond to the dynamics of their local market with greater agility," Cunningham said. "It also makes the prospect of custom ordering much more attractive to customers.

"By shortening order time, we will reduce the company's costs and the dealers' costs tremendously," Cunningham said.

The reduced delivery cycle will give Chrysler

see DELIVERY, 35

JOE WILSSENS/AUTOMOTIVE NEWS

Keynote speakers Robert Stempel, left, and Stanley Gault flank Automotive News Publisher Keith Crain as World Congress opens. Phone books helped one participant watch a crowded session.

World Congress in focus

Japan trade situation makes it lively, timely

From the keynote address Sunday through the final speech Tuesday evening, faculty members of last week's Automotive News World Congress repeatedly referred to the automotive trade imbalance with Japan.

General Motors Chairman Robert Stempel, just back from his trip with President Bush to the Far East, said, "The conversation started with how much more we would be willing to give away here in the U.S."

Tuesday evening, Gerald Hirshberg, Nissan's U.S. design chief, said exchange between cultures makes designers — and others — thrive. But turning foreign competition into "the enemy" snuffs out that possibility.

Many of the 23 other industry experts who addressed the World Congress also referred to the Tokyo summit and Japan's competitiveness in the United States.

Other topics included the environment, new technology and the global industry. ■

Stories on the speeches appear on Pages 19-24 and 36

Price of new Jeep to match Explorer

MARY CONNELLY
Staff Reporter

Jeep dealers have wrung from Chrysler Corp. the promise that the price of the 1993 Grand Cherokee will be nearly identical to that of its chief rival, the Ford Explorer.

Chrysler apparently has bowed to dealer pricing demands even though the Grand Cherokee is equipped with a driver-side air bag and four-wheel anti-lock brakes as standard. The Explorer has no air bag; it has standard rear-wheel ABS.

The Jeep-Eagle National Dealer Council has argued that pricing parity is critical to the Grand Cherokee's success and that customers would balk at stickers higher than the Explorer.

Chrysler preferred that the Grand Cherokee's price reflect the

see JEEP, 35

GM cutting link with Daewoo

PHIL FRAME
and OLES GADACZ
Automotive News

After months of dodging questions and trying to quash rumors of an imminent divorce, General Motors confirmed Friday that it and Korea's Daewoo Group are negotiating the sale of GM's 50 percent stake in Daewoo Motor Co.

"We're discussing the possibility of them buying us out," said John Pekarek, spokesman for GM's international operations. "We are currently talking. We're negotiating an acceptable price and terms."

The venture was formed in 1984, when GM and Daewoo each agreed to put up $100 million for a plant to pro-

see DAEWOO, 38

Japanese in no hurry to meet with Big 3 again

RICHARD JOHNSON
Staff Reporter

TOKYO — American auto executives are anxious to meet again with their Japanese counterparts.

But the Japanese executives say they see no reason to go to Detroit soon.

Honda Motor Co. President Nobuhiko Kawamoto last week said he hasn't been invited to go to Detroit. He also said February was too soon.

"There are no solutions yet," he said, but added that he supports the idea of more frequent face-to-face meetings.

A Japanese car company official said his and other Japanese automakers have little to offer for now beyond what they put on the table when the chairmen of the U.S. Big 3 visited Tokyo earlier this month with President Bush.

The Americans want to meet.

General Motors Chairman Robert Stempel said on Jan. 10: "We're planning on (a follow-up meeting). We don't have a date yet. It will be sooner rather than later — February or March. But I prefer February rather than March."

Ford Motor Co. spokesman Al Chambers said no formal invitation has been extended to Japanese automakers.

Ford Chairman Harold Poling and Stempel "discussed it and said the sooner the better because they're looking for meaningful, measurable results in 1992," Chambers said. But he said the proposed meeting may not take place even as soon as March.

One Japanese car company official last week hinted broadly that discussions could resume next month in the United States.

The executive said a meeting could be held as early as Feb. 8 or 9, but most other executives suggested that no meeting could be held that soon.

Meanwhile, there was plenty of rumbling among Japanese auto

see SUMMIT, 36

Saying that Japanese buyers find the Previa too big, Toyota launched two smaller versions of the minivan, named Emina and Lucida. Story on Page 6.

Automotive News

SPICY PONTIAC CONCEPT
The Salsa is being studied for production. PAGE 6

GM PRICES RISE IN PA.
Association ad fees must be buried in the invoice. PAGE 8

NAVISTAR TAKES FIRST
Navistar remains No. 1 in Class 8 sales. PAGE 16

MORE BRAZIL EXPORTS
Brazil, automakers try to revive import plan. PAGE 27

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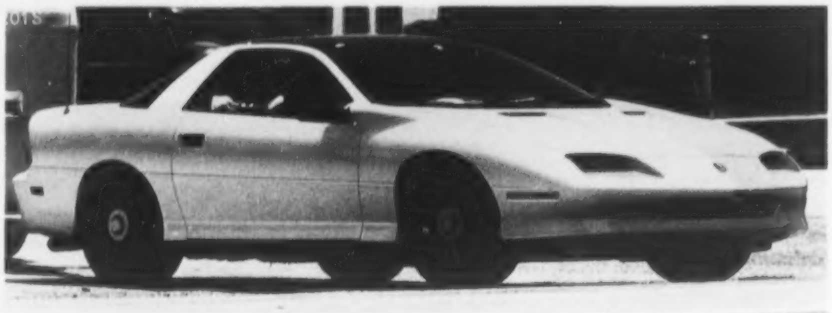
corrections

- A Jan. 13 article implied that the Mercury Marine Division of Brunswick was no longer a licensee of Orbital Engine Corp. Ltd. In fact, Mercury Marine still is an Orbital licensee with separate teams working on Chrysler Corp. and Orbital technology two-stroke engines.
- A Jan. 13 item should have said that the Saab 9000 Turbo Griffin Edition was introduced by Saab Cars USA Inc., not Saab-Scania of America Inc.
- A Dec. 30 article on General Motors' Ultralite concept car incorrectly said airplane designer Burt Rutan flew the Voyager airplane around the world without a refueling stop. It was his brother Dick Rutan and Jeanna Yeager who circumnavigated the globe in the high-efficiency aircraft.



HANS G. LEHMANN/HIDDEN IMAGE

New Camaro breaks cover

Undisguised prototypes of the F-car replacement for the Chevrolet Camaro have been spotted undergoing testing. Scheduled for introduction midway through the 1993 model year, the new car is expected to pack the 5.7-liter LT-1 V-8 introduced in the 1992 Corvette.

latenews

CONTINUED

from PAGE 1

year. The venture will assemble from imported kits at first, but will aim toward a local-content of 30 percent to 40 percent within five years, GM said.

GM's partner produced about 20,000 light trucks last year.

Porsche income off 70 percent

STUTTGART, Germany — Porsche AG has reported a 70 percent decline in fiscal 1990-91 earnings. Worldwide group net income, for the year ended July 31, fell to $10.7 million (17.1 million deutsche marks) from $35.6 million a year earlier. Sales fell 1.2 percent to $1.9 billion.

Arno Bohn, chairman of the luxury sports-car maker, forecast sales would drop to 25,000 units from 26,485 in the last fiscal year, primarily because of poor sales in the United States. He expects markets in Germany and Japan to remain stable.

Earnings may not improve substantially until fiscal 1993-94, Bohn said, but he insisted that Porsche could withstand the declines and would not sell stakes in the company.

Bohn refused to confirm speculation that Porsche is developing a lower-priced sports car with Mercedes-Benz, but he said, "We are always cooperating and working with many suppliers and competitors. That is the wave of the future," he said.

— Diana T. Kurylko

Pontiac, Nissan target Camry

Pontiac is joining the growing trend toward comparative automotive advertising with a new campaign pitting its redesigned Grand Am against Toyota Camry and Honda Accord.

Auto marketers say the ongoing industry sales slump is a prime cause of the increase in comparative advertising.

The Pontiac campaign, breaking today, claims the Grand Am has a more powerful engine and better fuel economy than a Camry or an Accord, plus standard anti-lock brakes, and that the price is several thousand dollars less.

Nissan Motor Corp. in U.S.A. also is slamming the Camry in a humorous print ad for the Nissan Stanza.

Accompanying the photo of a man with electrified hair is the headline, "We can see by your face that you've priced the new Camry."

Oldsmobile is running a West Coast campaign comparing its new Achieva directly to the Accord and Camry.

— Crain News Service

A 'flat' year for Peugeot

PARIS — Earnings at France's Peugeot SA Group, which produces the Peugeot and Citroen marques, declined in 1991 and sales were flat, Chairman Jacques Calvet said last week.

But Calvet, speaking at a press conference here, declined to give numbers.

Group production fell to 1.23 million vehicles from 1.41 million in 1990, he said. Sixty-two percent of total output was exported.

The company also announced a plan to cut vehicle development time from the current five years to four years by January 1994 and to three years by 1999.

XT6 recalled for steering bug

CHERRY HILL, N.J. — Subaru of America is recalling about 13,000 XT6 coupes equipped with an electronically controlled motorized power-steering system.

The models affected were produced from June 1987 through September 1990. In these vehicles, the electronically controlled motorized power-steering system may malfunction, resulting in an intermittent loss of power-steering assist. When the system fails, power assist is lost but steering control is maintained with increased effort.

Rolls, Bentley raise prices

Prices of Rolls-Royce and Bentley sedans have been increased 4 percent for the 1992 model year, and convertibles have gone up 7.5 percent.

In the rarefied realm of Rolls, it means that the sedans have risen $5,800 to $7,300 and the ragtops have jumped $17,000. Rolls sedans start at $157,800 for the Silver Spirit II; Bentley's price leader is the Mulsanne S at $149,900. The base Bentley sedan, $123,500 last year, is not offered for 1992.

The Bentley Continental convertible is $242,900, and the Rolls Corniche IV soft top is $243,700.

New to the Rolls lineup is the Silver Spur II Touring Limousine. Its $310,000 sticker is the highest of any motor car sold in the United States. It is labeled a 1993 model. Bentley has two newcomers, the Turbo R long-wheelbase sedan at $204,200 and the Continental R coupe at $261,800. The coupe is a 1993 model.

ADP acquires computer firm

CHICAGO — Automated Data Processing Inc. has acquired Autonom Computer Beteiligungs GmbH, headquartered near Dusseldorf, Germany, for an undisclosed amount.

Autonom is one of the leading independent auto dealership computing services companies in Germany, serving over 1,000 dealerships. ADP Dealer Services is a leading supplier of computing services to automobile, truck and heavy equipment dealerships in the United States and Canada.

"ADP's entrance in the European dealership computing marketplace is very timely due to the economic unification of Europe and the development of a shared market structure and currency," said Gary Butler, president of ADP's Dealer Services Division.

Amati moves into new home

IRVINE, Calif. — Amati, the luxury division of Mazda Motor of America Inc., has moved to its new headquarters.

The building, near Mazda's headquarters in Irvine, also houses the offices of Amati's Western region. The Eastern region is based in Bridgewater, N.J. Amati's Irvine headquarters also will include a model of an Amati dealership.

The division is scheduled to begin selling two luxury sedans in 1994.

briefly

Iacocca wine outsells cars

Contrary to reports that **Chrysler** Chairman Lee Iacocca says it is impossible to sell to the Japanese, he *has* had success. Iacocca sold 6,000 units in Japan last year . . . of wine. Only 1,491 Chrysler vehicles were sold there. Customers include local department stores, hotels, restaurants, and lately, the Ministry of International Trade and Industry. MITI held a staff party after the Big 3 chairmen left town, to thank employees for their hard work during President Bush's visit, and celebrated with about 10 bottles of Iacocca wine.

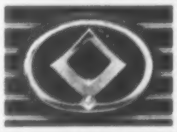
SALES SPOOK — **Chevrolet** officials expressed amusement at **Ford's** ability to come up with 34,000 full-sized pickup sales in the last 10 days of December to claim the "best-selling" title for that vehicle line. "We decided internally that they introduced a new truck model, called the Phantom," to get that last-minute surge, said Jeff Hurlbert, general marketing manager. Chevrolet feels that when actual registrations come out in two months, they'll get the title of full-sized pickup leader.

OUTSPOKEN PRIORITIES — Here's a lesson in political correctness for Detroit. Texas Sen. Lloyd Bentsen, who is heading Democratic efforts to boost the economy, has slated a Thursday hearing to review President Bush's trade mission to Japan. First on the list of invited witnesses is Lee Iacocca, the loudest critic of Japan's trade practices. If Iacocca can't make it, Bentsen's Finance Committee plans to invite **Ford** chief Harold Poling, who has endorsed the Democrats' plan to require Japan to reduce its trade surplus. And if Poling can't come, **General Motors** Chairman Robert Stempel, who has been the most moderate in his views, will get the nod.

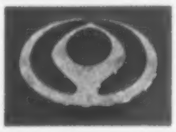
MODIFIED MONIKER — The pending arrival next fall of the Defender sport-utility has prompted **Range Rover of North America** to study changing its own name. So far, the Range Rover banner has suited the five-year-old firm fine because it has sold only one product, the Range Rover. The likely new name: Land Rover of North America.

$ CLASS — The car that's as expensive a house? Traditionally, a **Rolls-Royce** or **Bentley.** But now the **Mercedes-Benz** S class has the 600SEL sedan ($127,800), and the new 600SEC coupe, which will probably cost more. Competition for the big Brits? Howard Mosher, president of Rolls-Royce Motor Cars, sees it the other way: The German company has "perhaps given Mercedes buyers a reason to look at a Bentley." (Lowest price: $149,900.)

FANNING THE FIRE — **Mazda** got by without a hood ornament for years, but when it introduced the new 929 and MX-3 last year, it also launched an emblem: stylized wings around a stylized flame, symbolizing the ancient god named Mazda. After just six months, it has been revised. The new RX-7, 626 and MX-6 have the same wings, but the flame within is much rounder. Turns out some folks thought the diamond part looked like **Renault's** symbol. "This is more creative," said a Mazda spokesman.



Old: Renault-ish



New: More creative

Ford, GM gain share in Europe

DIANA T. KURYLKO
Staff Reporter

Porsche earnings fall 55 percent ➤ 36

FRANKFURT — The European subsidiaries of Ford Motor Co. and General Motors managed slight sales increases last year in a 17-nation market that rose only 0.24 percent from 1990, to 13.46 million units.

According to industry estimates, Ford of Europe outperformed General Motors Europe by ending 1991 with a record 1.61 million sales, up 3.3 percent or 52,000 units from 1990. GM also finished with record sales of 1.58 million units, up 19,600 units or 1.2 percent from 1990.

But Ford's bigger volume gain amid a weak market increase was enough for it to displace GM as the fourth-biggest seller in Europe. Ford's share of market rose three-tenths of a percentage point, to 12 percent, while GM rose one-tenth of a point, to 11.7 percent.

Ford's results include sales of its wholly owned Jaguar unit, and U.S.-built imports. GM's results include sales of its Opel and Vauxhall units, and imports. If GM's 50-percent-owned Saab unit and 60-percent-owned IBC Vehicles Ltd. unit are included, its 1991 market share would have been 12.2 percent.

GENERAL MOTORS

The small rise in Opel/Vauxhall brand sales may be the only silver lining in an otherwise dismal year for the U.S. parent.

Financial results have not yet been released, but analysts expect GM's European earnings to approach 1990 levels of $1.91 billion and sales to topple last year's $23.9 billion. GM Europe had a profit margin of 8 percent last year.

Robert Eaton, president of GM Europe, said Opel/Vauxhall sales reached an "all-time high" despite the model changeover of its bread-and-butter car, the Kadett, to the Astra. The all-new Astra went on sale in October.

"The new Astra is off to a strong start throughout Europe," Eaton said.

"Demand is still exceeding production capacity,' he said, "but this should be alleviated when our new plants in Hungary and Germany — which come on stream this year — are able to operate at full capacity in 1993."

GM said it sold 583,000 Kadetts and Astras last year, which was not enough for the model to hang on to the second-best seller ranking for Europe.

Those bragging rights went to the Ford Escort/Orion on sales of about 620,000 cars.

The Ford Fiesta also beat Kadett/Astra, ending the year with sales of 615,000 units. The Volkswagen Golf again was the runaway European leader, with sales of nearly 800,000 units.

GM said its German-based Adam Opel AG division showed a sales increase of 15 percent, to $17 billion, despite a production drop of 5 percent due to the Kadett launch.

Louis Hughes, Opel's chairman, said unit sales of the brand grew 26.2 percent in 1991, to 719,000 cars, while share in Germany, its largest market, grew to 17.2 percent.

Hughes said the German market grew 28 percent because of demand from the reunified eastern states, where Opel was the No. 1 seller with 17.9 percent market share. Opel sold 130,000 cars in eastern Germany last year.

Hughes predicted that German sales would decline 17 percent this year, to 3.5 million units. Several analysts have forecast slightly steeper drops.

Hughes warned that the current success Opel is experiencing in Europe "should not lead us into a false sense of security."

With the impending threat of less restrained Japanese competition, "a revolution is required in the European auto industry," he said.

FORD OF EUROPE

Despite Jaguar's blight-stricken numbers and a continuing recession in its home market in Britain, Ford ended the year virtually tied for third-place market share with France's PSA Group, maker of Peugeots and Citroens.

Ford said European sales of its Jaguar unit slid 35 percent from a year earlier, to 12,200 units, amid a steep downturn in the luxury segment. But sales of U.S.-made Fords, led by the Probe, surged to 7,200 units from 1,200 the year before, the company said.

Ford said its sales in Britain slid 24 percent, to 391,750 units, yielding a market share of 24.5 percent, off 1 point from 1990.

L. Lindsey Halstead, chairman of Ford of Europe, said he was optimistic that the introduction of new products and a 16-valve engine this year will increase Ford sales in 1992.

But Halstead said he expects the European car market to fall to 12.8 million units.

Ford said its sales in Germany surged 31 percent from a year earlier, to about 430,500 units, as market share increased to 10.3 percent. It marked the first time in recent memory that Ford's German sales outpaced sales in Britain.

"The German market has increased its significance not only in Europe but within Ford of Europe," said John Hardiman, chairman of Ford-Werke AG, the German unit.

Ford said it achieved a record market share in France last year of 8.7 percent, while share in Italy, where the company waged an aggressive price war with Fiat, jumped to 11.3 percent.

Hardiman said Ford is launching a "product offensive" this year, and its major improvement will be a new generation engine for the Fiesta and Escort/Orion. ■

Pace slows on Mexico trade deal

Auto content rules a sticking point

LINDSAY CHAPPELL
Staff Reporter

Election-year politics and disagreements among automakers are slowing the drive for a North American free-trade treaty.

Automotive firms operating in Mexico, Canada and the United States are at odds over how to word a treaty that would stretch the existing U.S.-Canada free-trade zone to Mexico.

Consequently, the effort to dismantle trade and investment barriers between Mexico and its northern neighbors is lagging behind expectations. An agreement probably will not be reached as fast as previously expected, said U.S. government sources.

Last month, the Bush administration and Mexican President Carlos Salinas de Gortari reaffirmed their commitment to a free-trade treaty and asked negotiators to complete a preliminary negotiating text by the end of January.

Both presidents have called for a free-trade treaty by the end of this year, and Congress has given President Bush "fast-track" authority to push through an agreement without amendments.

Automotive trade has become one of the thorniest issues. "The

see TRADE, 33

Sales slide 6.7 percent to start '92

JIM HENRY
Staff Reporter

NEW YORK — Auto dealers and executives forgot to knock on wood last year when they looked at January's first sales numbers and said, "It can't get any worse than this."

It did.

New car and light-truck sales declined 6.7 percent from New Year's Day to Jan. 10. And that's compared to a year-ago period when sales fell 30 percent, just before the Persian Gulf war.

Cars accounted for this year's falloff, with a drop of 11.1 percent. Truck sales rose slightly.

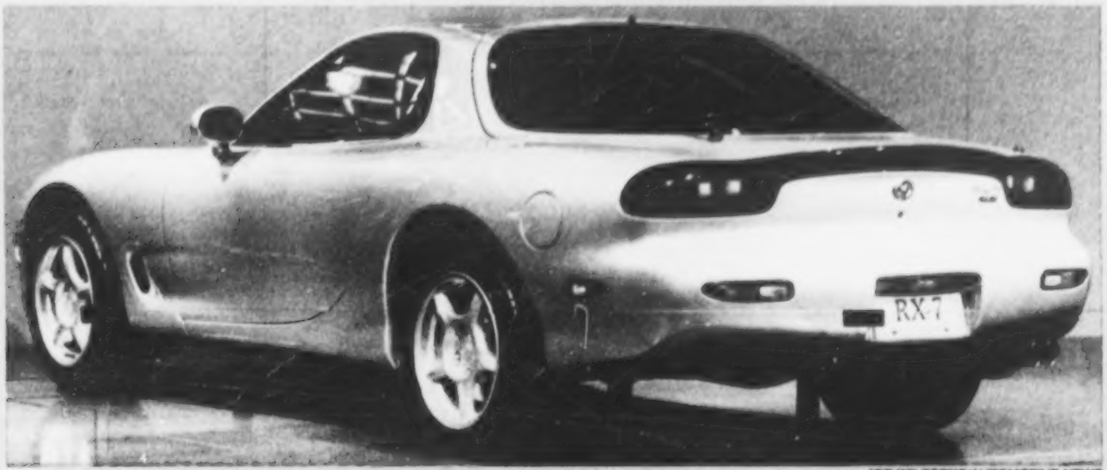
Because of this year's soft sales, the industry's stock of cars and light trucks remained plentiful despite longer holidays at many plants. There was a 76-day supply as of Jan. 1.

Pickups were an exception, after Ford and Chevrolet stripped the shelves in a year-end battle for 1991 sales leadership. Ford's pickup stocks fell to 37 days on Jan. 1, from 78 a month earlier. The supply of Chevy pickups dipped from 100 days to 66.

For the first 10 days of January, light-truck sales managed a small improvement of 1.1 percent to 81,938 units.

But truck sales were so bad as the war began last year that some analysts worried that fear of a gas shortage was depressing them. The gas shortage never happened, gas prices went back to normal and 1991 light-truck sales wound

see SALES, 34



The rear view of the new Mazda RX-7 is highlighted by a full-width taillight assembly.

JOE WILSSENS/AUTOMOTIVE NEWS

Mazda MX-3 coupe

Mazda MX-6 coupe

Mazda 929 luxury sedan

MAZDA'S HINDSIGHT

Lingerie models were among designers' inspiration for new cars

WILLIAM R. DIEM
Assistant Managing Editor

The five new Mazda models introduced in the past year share a single design philosophy.

The cars are the 929 and 626 sedans and the MX-3, MX-6 and RX-7 coupes. The philosophy is a good rear end.

Mazda's top U.S. designer, Tom Matano, and his boss in Japan, Shigenori Fukuda, general manager of the design division, decided several years ago to put their emphasis on achieving a terrific rear three-quarter view of the upcoming generation of its cars.

Matano explains why:

"When you ask American men what is sexy, they talk about the curve of hip and thigh and leg. They might like breasts, sure, but sexiness is in the hips. They like the rear three-quarter view.

"I like to take the new designers to a restaurant where they have a lingerie show, models walking around all the time during lunch, and I ask them to remember how the light falls on the curves of the body.

"If I sent them a pile of documents, they wouldn't even read them. This way they remember.

"Then I take them out on the freeway, and we watch the cars go by, and I ask them, what is the view you see most of other cars? The three-quarter rear.

"Japanese designers like the face; they spend all of their energy on the front view. But Fukuda and I decided several years ago that we would go for the rear three-quarter view." Matano said he has not researched to the same degree what American women find sexy in men. "Shoulders maybe? Chest?" ■

Luxury imports slump as stickers rise

JIM HENRY
Staff Reporter

NEW YORK — High-priced luxury cars were a hard sell in 1991, pummeled by a new luxury tax, the Gulf War, down-in-the-dumps consumer confidence and a sense that conspicuous consumption is out.

The general rule on imports was: the higher the price, the more sales fell.

At the higher end, for instance, Rolls-Royce and Bentley together sold about 450 cars in the United States, down about 60 percent for the year.

Rolls-Royce even paid the luxury tax — which can exceed $16,000 on a Corniche convertible — for a while, but sales still plunged.

The varied impact of the tax, which added 10 percent on the amount of a car's price over $30,000, can be seen at BMW of North America Inc. Last year's sales of the entry-level 3 series were down only 181 units, helped by an all-new 325i introduced last June at $27,990.

But the mid-level 5 series, which topped out at $42,600 for the 1991 535i, fell 26.1 percent. The 7 series, capped at $74,000 for the 1991 750iL, sank 47.3 percent.

The pattern was echoed at rival Mercedes-Benz of North America Inc. Mercedes sales were off 24.9 percent for the year, but the entry-level 190 class, starting at $28,350 for 1991, slipped only 2.8 percent.

Sales of the mid-range 300 class ($41,400-$58,500 for 199) dropped 31.6 percent, and the flagship S class ($57,800-$82,900 for 1991) was off 30.1 percent, even though an all-new S class was introduced last fall.

At Lexus, the top-of-the-line LS400 lost sales, even as the brand was improving. Lexus sales were up 12.1 percent, as Lexus introduced the ES300 sedan and the SC300 and SC400 coupes. But the $42,200 LS400 declined 13.7 percent.

Infiniti sales shot up 45.6 percent, but nearly 40 percent of that total was accounted for by the new-for-1991 G20, an $18,300 entry-level model. The top Infiniti model, the $42,000 Q45, rose 17.7 percent, going against its short inaugural year.

December totals looked particularly gloomy for high-end models, but the comparison was compounded by a beat-the-tax rush in December 1990. In that year-ago month, BMW and Mercedes-Benz both posted near-record sales. Rolls-Royce had its best month ever with sales of 254 cars. ■

IMPORTED CAR SALES, DECEMBER & YTD

	Dec. 1991	Dec. 1990	12 Mos., 1991	12 Mos., 1990
Integra	4,342	4,506	64,755	83,599
Legend	4,579	5,167	65,689	53,666
NSX	104	288	1,940	1,119
Vigor	1,061	0	11,324	0
ACURA	**10,086**	**9,963**	**143,708**	**138,384**
Milano	1	0	6	45
Spider	61	96	1,317	1,888
164	120	211	2,155	1,549
ALFA ROMEO	**182**	**307**	**3,478**	**3,482**
ASTON MARTIN*	**5**	**5**	**60**	**60**
4000	0	0	0	1
5000	0	0	0	12
80	193	230	1,965	4,402
90	110	210	1,136	3,374
V8 Quattro	32	224	527	1,939
Coupe Quattro	51	48	364	848
100/200	500	439	7,166	8,670
100/200 Quattro	193	198	1,125	1,860
AUDI	**1,169**	**1,349**	**12,283**	**21,106**
3 series	3,153	2,244	28,618	28,799
5 series	1,508	2,899	16,655	22,523
635 CSi	3	8	12	252
7 series	563	1,229	5,508	10,460
850i	267	301	1,711	305
M3	27	56	384	764
M5	18	124	455	516
M6	0	1	0	7
BMW	**5,539**	**6,862**	**53,343**	**63,646**
Geo Storm	4,909	4,237	77,186	86,257
Geo Metro (Import)	1,958	1,098	13,882	42,488
Geo Metro (Domestic)	*7,581*	*8,863*	*76,491*	*52,409*
CHEVROLET/GEO	**6,867**	**5,335**	**91,068**	**128,745**
Colt	1,236	2,507	27,280	39,602
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,245	1,144	18,352	3,302
Summit (Import)	817	748	9,931	12,735
Summit (Domestic)	*440*	*479*	*8,280*	*1,037*
Vista	571	526	8,884	5,430
TC	0	157	1,077	3,298
CHRYSLER MOTORS	**3,869**	**5,082**	**65,524**	**65,738**
DAIHATSU	**429**	**564**	**6,202**	**10,630**
FERRARI*	**80**	**80**	**960**	**950**
FORD Festiva	**3,937**	**2,388**	**42,080**	**52,520**
Civic/CRX (Import)	5,889	4,973	73,681	80,880
Civic (Domestic)	*11,207*	*8,103*	*159,009*	*187,240*
Accord (Import)	5,228	10,504	76,209	133,683
Accord (Domestic)	*19,419*	*13,865*	*323,068*	*276,878*
Prelude	3,289	2,069	27,672	37,814
HONDA	**14,406**	**17,546**	**177,562**	**252,377**
Excel	3,908	7,425	66,376	100,590
Sonata	906	3,092	20,966	29,840
Scoupe	990	2,516	26,421	7,018
Elantra	1,207	0	3,867	0
HYUNDAI+	**7,011**	**13,033**	**117,630**	**137,448**
M30	290	285	6,339	8,086
Q45	982	1,818	14,622	12,428
G20	872	975	13,929	3,446
INFINITI	**2,144**	**3,078**	**34,890**	**23,960**
I-Mark	1	25	99	1,272
Impulse	111	429	3,059	3,327
Stylus	935	208	10,143	1,238
ISUZU	**1,047**	**662**	**13,301**	**5,837**
XJ6	467	1,697	6,638	14,013
XJS	226	507	2,738	4,715
JAGUAR	**693**	**2,204**	**9,376**	**18,728**
LAMBORGHINI*	**13**	**13**	**156**	**156**
ES250/300	3,374	1,787	22,476	20,726
LS400	2,934	4,956	36,955	42,808
SC400/300	2,386	0	11,775	0
LEXUS	**8,694**	**6,743**	**71,206**	**63,534**
LOTUS*	**27**	**27**	**324**	**324**
MASERATI*	**20**	**20**	**240**	**240**
323	1,365	1,632	18,369	22,977
Protege	3,567	3,579	53,474	47,404
626 (Import)	190	767	11,702	20,228
626 (Domestic)	*3,032*	*2,992*	*56,667*	*44,006*
MX-6 (Import)	48	12	1,701	224
MX-6 (Domestic)	*557*	*1,738*	*20,689*	*28,651*
MX-5 Miata	1,210	2,210	31,240	35,944
MX-3	1,847	0	4,667	0
929	1,901	854	16,148	16,535
RX-7	304	410	6,986	9,743
MAZDA	**10,432**	**9,464**	**144,287**	**153,055**
190 class	1,007	1,153	13,750	14,145
300 class	1,664	3,038	18,916	27,636
S class	1,571	3,768	17,972	25,723
SL Coupe/Roadster	478	1,146	7,446	9,430
Tourist	36	53	784	1,441
MERCEDES-BENZ	**4,756**	**9,158**	**58,868**	**78,375**
Tracer	3,253	3,565	45,422	44,170
Capri	1,694	1,018	21,200	31,947
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**4,947**	**4,583**	**66,622**	**45,188**
Starion	0	0	0	18
Diamante	1,914	0	15,595	0
Mirage (Import)	187	2,756	17,739	49,679
Mirage (Domestic)	*1,684*	*198*	*20,218*	*335*
Galant	2,644	2,690	38,742	40,991
Sigma	1	17	150	1,566
Precis	418	101	3,329	4,665
3000GT	901	672	11,777	1,542
Expo LRV	361	0	1,773	0
Expo	597	0	3,074	0
Wagon	1	26	204	1,169
MITSUBISHI	**7,024**	**6,261**	**92,383**	**99,630**
Sentra (Import)	4,296	1,971	33,818	49,479
Sentra (Domestic)	*8,379*	*8,672*	*112,800*	*109,575*
Pulsar	0	7	33	3,839
NX	650	0	8,211	0
Stanza	4,505	3,536	73,475	76,615
Maxima	6,758	7,834	99,026	100,067
240SX/200SX	1,557	3,016	31,004	56,463
300ZX	798	1,663	14,903	22,095
Hawaii	770	186	4,692	3,848
NISSAN	**19,334**	**18,212**	**265,162**	**312,406**
PEUGEOT	**113**	**346**	**3,575**	**4,292**
PONTIAC LeMans	**2,516**	**1,790**	**34,700**	**39,881**
924S/944	0	0	0	180
944	0	0	0	56
944S/Cabriolet	48	141	862	2,347
944 Turbo	0	0	0	471
911 Carrera 2	156	437	2,101	3,650
911 Turbo	23	2	415	10
911 Carrera 4	32	154	748	1,805
928S4/GT	12	67	262	620
PORSCHE	**271**	**801**	**4,388**	**9,139**
ROLLS/BENTLEY*	**22**	**100**	**450**	**1,200**
900	402	335	4,646	4,640
900S	605	362	6,874	6,048
900 Turbo	286	499	4,733	6,667
9000S	346	262	4,392	2,304
9000CD	209	506	3,042	3,651
9000 Turbo	203	182	2,294	2,935
Tourist	33	1	122	152
SAAB	**2,084**	**2,147**	**26,103**	**26,397**
STERLING	**6**	**307**	**2,744**	**4,015**
Legacy (Import)	253	1,327	15,592	44,906
Legacy (Domestic)	*1,888*	*3,592*	*49,345*	*15,818*
Loyale	2,775	3,032	30,552	31,109
XT/XT6	110	112	1,573	1,276
Justy	363	925	6,741	14,363
SVX	248	0	1,513	0
SUBARU	**3,749**	**5,396**	**55,707**	**92,729**
Swift (Import)	307	279	4,846	6,525
Swift (Domestic)	*24*	*0*	*684*	*0*
SUZUKI	**307**	**279**	**4,846**	**6,525**
Corolla (Import)	6,218	9,019	57,471	92,258
Corolla (Domestic)	*11,247*	*10,835*	*141,612*	*135,953*
Paseo	2,653	0	22,838	0
Tercel	8,818	8,823	102,043	90,808
Celica	3,256	5,055	60,187	78,521
Supra	208	355	3,623	6,419
Camry (Import)	7,000	6,588	72,807	72,008
Camry (Domestic)	*15,549*	*17,133*	*191,011*	*212,587*
Cressida	424	1,096	9,547	12,863
MR2	530	930	9,676	14,257
TOYOTA	**29,107**	**31,865**	**338,192**	**367,134**
Cabriolet	190	371	5,401	7,615
Corrado	290	461	4,331	5,692
Jetta	2,026	2,673	38,017	58,314
Golf/GTI	765	820	14,340	17,122
Passat	891	2,413	16,134	18,322
Quantum	0	0	2	38
Scirocco	0	0	0	19
Fox	822	980	13,463	22,640
VOLKSWAGEN	**4,983**	**7,718**	**91,688**	**129,714**
240 series	1,560	2,516	23,999	32,410
700 series	1,230	2,730	29,196	54,616
940 series	939	530	14,032	912
Tourist	37	21	466	954
VOLVO+	**3,775**	**5,960**	**67,697**	**89,894**
YUGO	**348**	**250**	**3,092**	**6,359**
IMPORT TOTAL	**159,996**	**179,898**	**2,103,886**	**2,453,066**

*Estimate   + Includes units produced in Canada   NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

Mercedes will push product, not image

RAYMOND SERAFIN
Crain News Service

Mercedes-Benz of North America will put more emphasis on product and less on image, no matter which of four agencies wins the account now in review, according to Erich Krampe, president and chief executive officer of the German luxury car importer.

Krampe, interviewed at the North American International Auto Show in Detroit, also said Mercedes will likely shift funds out of network advertising into regional efforts, and said the company has no interest in running comparative advertising.

Mercedes is planning a decision in late February on the account, estimated at $100 million including national and regional advertising, dealer marketing support, direct marketing and other promotional work.

Incumbent McCaffrey & McCall, New York, which has held the account for 12 years, has an "equal chance" in the review, Krampe said. The other finalists are Ally & Gargano of New York; Scali, McCabe, Sloves of New York; and the Dallas-based Richards Group.

"The reason (for the review) was not that we were dissatisfied with McCaffrey & McCall," Krampe said. "The reason was that, step by step, we are reviewing everything with the company.

"And advertising is an enormous part, the biggest part next to personnel. So after 12 years, I think it's the normal thing to do."

The agency review means Krampe will help establish Mercedes' future U.S. marketing direction before joining German parent company Daimler-Benz AG as deputy member of the management board, in charge of worldwide passenger car sales and marketing. Michael N. Bassermann, president of Mercedes-Benz Japan, will succeed Krampe next July.

Mercedes' U.S. sales peaked at 99,300 cars in 1986, coinciding with a strong economy and a widespread social acceptance of conspicuous consumption. Beset in 1991 by the faltering economy, a new luxury tax and increased Japanese luxury-car competition, the company's U.S. sales dipped to 58,868 cars, a 24.9 percent falloff from 1990.

Krampe said it was clear that marketing strategies that succeeded in the 1980s were not necessarily the best way to reach today's more prudent buyers.

Krampe: "These days you have to . . . sit down with the customer."

"In the past you could say, 'OK, the image will automatically get you sales.' These days you have to basically sit down with the customer and explain what you have to offer. And that is a different ballgame," Krampe said.

"Perhaps we were too much image-oriented in the past, and we neglected certain things.

"Take the issue of safety. I think we can claim that we are one of the pioneers in safety but for a long time we didn't bother to mention it in our advertising," Krampe said. "We will come back to the basics and talk about what our products can offer."

Mercedes won't join the growing trend of auto marketers who bash their competition. "We are not going that route. We respect our competition — they have their merits; we have our merits," Krampe said.

The agency review follows a major decentralization begun in 1990 with four new regional offices. Regional marketing executives, who are taking part in the agency review, control about 30 percent of the total ad budget.

Krampe indicated the trend to regionalizing Mercedes' advertising will continue.

"We have to economize, which doesn't mean cutting, but more shifting (of funds) to where you have the best chance to reach the customer. This could lead to more regional television and less national," he said.

Mercedes spent just over $30 million on network TV advertising in 1990, the last full year for which figures are available from the Television Bureau of Advertising. ■

trucks

in brief

TRUCKS

GMC ups target for gas trucks

DETROIT — GMC Truck has more than 2,000 orders for the natural gas powered pickups it will begin building in April. GMC may build up to 10,000 in its first year, according to Lewis Campbell, general manager.

Heavy interest from fleets, commercial operators and utility firms led GMC to expand its sales beyond its original 2,000-unit minimum and Texas, California and Colorado markets.

GMC will build natural gas-powered full-sized vans, medium-duty trucks and an expanded range of full-sized pickups. They are dedicated natural gas vehicles, rather than dual-fuel models.

Truck parley on foreign outlook

ENGLEWOOD CLIFFS, N.J. — Four more prominent industry officials joined an international group of speakers addressing Heavy Duty Dialogue '92, the biennial conference of the Heavy Duty Manufacturers Association.

Dialogue '92 will examine the challenges the heavy-truck industry faces in moving toward globalization. It is scheduled to be held in Washington March 23-25.

New speakers include Douglas Christensen, president of TNT Contract Logistics Inc. in Buffalo Grove, Ill.; Dwight Denny, executive vice president and general manager of Ryder Truck Rental Inc. in Miami; Cees van der Burg, president of Burg, Fabriek van Wegtransportmiddelen B.V. in Pijnacker, The Netherlands; and Dr. Takashi Suzuki, executive vice president of Hino Motors Ltd.

Also addressing the meeting are Helmut Werner, deputy chairman of Mercedes-Benz AG and 13 other officials of truck fleet firms, manufacturers and analysts.

Smith addresses dealer convention

McLEAN, Va. — Broadcaster Howark K. Smith will address the American Truck Dealers annual convention slated for April 11-14 in San Francisco.

Other speakers include George Rafferty, chairman of the American Truck Dealers; David J. Hovind, executive vice president of PACCAR Inc.; Henry Schacht, chairman and chief executive officer of Cummins Engine Co.; and Richard Strauss, the National Automobile Dealers Association's 1992 president.

DECEMBER 1991 TRUCK SALES BY GVW

	Dec. 1991	Dec. 1990	12 mos., 1991	12 mos., 1990
Class 1-3	113,330	89,710	1,211,654	1,347,436
Class 4	1,478	1,534	19,667	26,057
Class 6	386	615	5,078	6,444
Class 7	1,241	1,837	18,451	26,465
Class 8	876	1,140	8,479	13,103
FORD	**117,311**	**94,836**	**1,263,329**	**1,419,505**
Class 6	10	0	41	0
Class 7	46	0	210	0
Class 8	1,998	1,600	22,617	23,032
FREIGHTLINER	**2,054**	**1,600**	**22,868**	**23,032**
Class 1-3	86,249	80,016	1,066,541	1,242,902
Class 4	227	63	1,806	103
Class 5	8	14	126	247
Class 6	213	824	2,730	8,944
Class 7	413	459	5,912	7,278
CHEVROLET	**87,110**	**81,376**	**1,077,115**	**1,259,474**
Class 1-3	25,435	24,684	285,424	326,345
Class 4	88	22	999	25
Class 5	55	30	427	1,992
Class 6	648	741	3,740	5,817
Class 7	900	1,120	12,944	14,526
GMC	**27,126**	**26,597**	**303,534**	**348,705**
Class 7	19	15	307	389
Class 8	1,288	1,286	11,752	14,620
KENWORTH	**1,307**	**1,301**	**12,059**	**15,009**
Class 6	52	36	504	1,051
Class 7	70	47	676	1,404
Class 8	993	901	10,480	14,350
MACK	**1,115**	**984**	**11,660**	**16,805**
Class 6	34	44	428	535
Class 7	70	89	901	1,105
MERCEDES-BENZ	**104**	**133**	**1,329**	**1,640**
Class 4	0	6	27	58
Class 5	1	10	26	115
Class 6	517	472	7,623	11,943
Class 7	2,394	2,063	30,050	30,422
Class 8	2,684	2,719	22,824	27,800
NAVISTAR	**5,596**	**5,270**	**60,550**	**70,338**
Class 7	11	19	213	359
Class 8	893	921	9,396	11,970
PETERBILT	**904**	**940**	**9,609**	**12,329**
Class 7	177	112	1,305	829
Class 8	1,490	1,736	12,113	14,767
VOLVO/GM HEAVY	**1,667**	**1,848**	**13,418**	**15,596**
Class 1-3	6	22	192	309
Class 4	20	0	87	0
Class 5	34	36	410	516
Class 6	57	58	546	660
Class 7	87	97	680	943
HINO	**204**	**213**	**1,915**	**2,428**
Class 1-3	79	43	701	661
Class 5	98	46	772	921
Class 6	37	43	550	534
Class 7	35	29	374	493
NISSAN DIESEL	**249**	**161**	**2,397**	**2,609**
Class 1-3	364	647	5,800	6,624
Class 4	123	85	1,243	685
Class 5	85	20	901	375
Class 6	67	65	812	1,824
Class 7	19	24	242	572
ISUZU TRUCK	**658**	**841**	**8,998**	**10,080**
Class 1-3	122	169	1,762	1,852
Class 5	46	52	639	649
Class 6	31	21	393	263
Class 7	26	61	333	559
MITSUBISHI FUSO	**225**	**303**	**3,127**	**3,323**
SCANIA Class 8	**2**	**5**	**50**	**103**
Class 1-3	0	115	908	1,613
Class 4	0	40	297	525
Class 5	0	14	149	240
Class 6	0	17	96	160
IVECO TRUCKS*	**0**	**186**	**1,450**	**2,538**
WESTERN STAR Class 8	**50**	**64**	**606**	**935**
Class 1-3	124,223	120,442	1,573,325	1,648,979
Class 6, 7, 8	18	33	413	679
OTHER TRUCKS	**124,241**	**120,475**	**1,573,738**	**1,649,658**
CLASS 1-3	**349,808**	**315,848**	**4,146,307**	**4,576,721**
CLASS 4	**1,936**	**1,750**	**24,126**	**27,453**
CLASS 5	**327**	**222**	**3,450**	**5,055**
CLASS 6	**2,052**	**2,936**	**22,541**	**38,175**
CLASS 7	**5,508**	**5,972**	**72,598**	**85,344**
CLASS 8	**10,292**	**10,405**	**98,730**	**121,359**
TOTAL TRUCKS	**369,923**	**337,133**	**4,367,752**	**4,854,107**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

Volvo GM plans satellite link up with truck dealers

GREENSBORO, N.C. — A satellite communications system linking all WhiteGMC truck dealers to one network will be put into operation by Volvo GM Heavy Truck Corp. within the next two years.

The WhiteGMC Dealer Communications Network combines satellite and computer technology. It will be the company's primary data communication system with dealers.

General Motors' Electronic Data Systems Corp. will implement and manage the network. It will use its Information Processing Center in Auburn Hills, Mich., WhiteGMC dealers and Volvo GM Heavy Truck.

EDS also provides technical management of GM's Pulsat Network that covers GM's 9,500 dealers.

Each WhiteGMC dealership will be equipped with a small aperture terminal antenna, a multipurpose digital interface unit, and a network controller and other equipment to complete the installation.

Basic network equipment will be installed at dealerships at no cost, according to Ron Hickman, Volvo GM manager of dealer development.

He predicted WhiteGMC dealers will get more reli-

Navistar squeaks by Freightliner in Class 8

JOSEPH BOHN
Truck Editor

Navistar International Corp. squeaked out a last-minute win over Freightliner Corp. to retain its No. 1 standing in Class 8 heavy-truck sales during calendar 1991.

The photo finish between the two was 22,824 for Navistar vs. 22,617 for Freightliner. The latter had pulled ahead of Navistar for 11 months, but fell off its pace a bit in December as a result of a brief strike.

Third place went to VolvoGM Heavy Truck, with 12,113 sales, followed by Kenworth with 11,752, Mack with 10,480, Peterbilt 9,396; and Ford 8,479.

It was a generally bad year for heavy trucks; calendar 1991 sales of 98,730 were off 18.7 percent from a year earlier.

Medium-duty truck sales fared badly as well. The best performance was a 12.1 percent decline for Class 4 sales.

Class 5 sales were off 31.8 percent for the 12-month period, Class 6 was off 40.9 percent, and Class 7 dipped 18 percent.

In the medium-duty segment, though, GMC Truck came in as strongly as Freightliner did in the heavy segment.

GMC's share of the medium-duty conventional market increased to over 33 percent in calendar 1991 from 30 percent a year earlier, according to Ray Rota, GMC general sales manager.

The division is shooting for a 37 percent share in 1992.

"If we get that, we'll be in a strong first place," Rota said. Ford and Navistar are GMC's principal competitors in the medium-duty segment. The three account for about 90 percent of the sales in this market, with imports making up the balance.

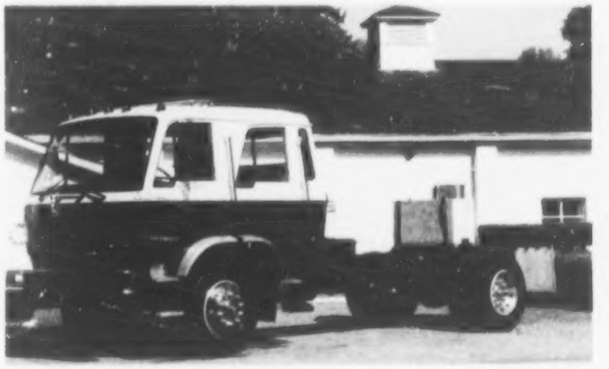
In order to achieve its goal, Rota said that GMC plans more sales and service support for the 650 dealers who sell Chevrolet and GMC medium duties. GMC handles marketing of medium trucks for both divisions.

Currently, the same field representatives call on both light- and medium-duty dealers. GMC plans to have representatives dedicated exclusively to medium-duty dealers.

Rota said that one representative for every 25 dealers will be required.

GMC plans to get the 26 dealer representatives it needs by shifting people and reassigning them from administration, for example, into the field.

GM's current cost-cutting efforts rules out the hiring of additional people. AN



New UD Crew Cab

Nissan Diesel has added a fully enclosed, four-door crew cab option to its UD truck line for utility, construction and rescue markets.

GMC's low-cab-forward delayed by budget cuts

JOSEPH BOHN
Truck Editor

GMC Truck came within a whisker of producing its own medium-duty low-cab-forward to compete with imports in that segment.

Ray Rota, general sales manager for the division, said that General Motors has a low-cab-forward in development that was to be ready for budget in January but has been delayed due to the corporation's forthcoming cutbacks.

"We definitely intend to do it," Rota said. "It's just a matter of when the capital becomes available."

With GM cutting overhead at every level, each division had to make some contributions "and that was our contribution," Rota said.

program, though, which has gone through all necessary corporate channels except for budgeting.

GMC plans to go back for funding approval for the low-cab-forward "as soon as we get an opening," Rota said.

As planned, the new vehicle(s) would be Class 6-7 products, supplementing the Isuzu-built Forward and Tiltmaster trucks that GMC markets through Chevrolet and GMC dealers.

GM needs the low profile models to keep the Janesville, Wis., plant at full capacity. The plant currently produces only medium conventionals.

GMC had its biggest year ever with its W-4, W-5, W-6 and W-7 Tiltmaster and Forward trucks, selling 4,078 units in calendar 1991

GM, Ford to show 'clean' themes at NADA

DALE JEWETT
Service Editor

General Motors will use the National Automobile Dealers Association convention to launch a marketing and merchandise campaign touting the environmental benefits of service for both dealers and customers.

Ford Motor Co.'s Parts and Service Division will also stress an environmental theme in its display at the dealers' gathering in Dallas Feb. 8-11.

The Ford Rotunda Equipment display will have an array of dealer service equipment designed for environmentally oriented service such as emissions testing, waste oil recycling and reclamation of air conditioning refrigerant.

Ford company representatives will also have information on environmental regulations and legislation.

GM's effort, under the banner of Environmentally Smart Service, is an extension of its "smart cars, smart tools and smart people" philosophy, said Dick Lannen, general director of the Service Technology Group.

In addition to the Service Technology Group, the program involves GM's dealer equipment program, service parts operation and the vehicle marketing divisions, including Saturn.

An important key to the effort is the use of compact discs from the service technology group that contain service specifications, bulletins and diagnostics.

GM is requiring that by this fall all of its dealers in the United States and Canada have equipment capable of reading the discs and using them to service vehicles, including the reprogramming of engine management system computer chips.

A videotape explaining the requirement is being sent to all GM dealers, Lannen said.

The convention will be the setting for the introduction of two new, low-priced computer service systems available to GM dealers through the dealer equipment program:

■ The T-5 is a benchtop personal computer that can be connected to GM's hand-held Tech 1 scan tool to service vehicles.

■ The T-50 is a roll-around computer system with a printer. The system can connect directly with a vehicle or be used in conjunction with the Tech 1 scan tool.

Both the T-5 and T-50 are manufactured for GM by IBM.

Many GM dealers are already using the compact discs with the Computerized Automotive Maintenance System and the T-15 diagnostic units. More than 5,400 of those units are in dealerships.

The service technology group is also working to supply disc readers for dealerships that use service systems from outside vendors such as Reynolds and Reynolds Co. and ADP Dealer Services Inc.

Currently, only the computer chips in Corvettes and Geo cars can be reprogrammed using the Tech 1 and a plug-in cartridge. For the 1993 model year, about 40 percent of GM cars will have reprogrammable chips, with a goal of 100 percent by the 1996 model year, Lannen said.

Switching to compact discs storing the engine information electronically will save dealers the cost of stocking different computer chips and buying new Tech 1 cartridges at each update, which currently run about $100 each.

Dealers receive an updated disc about 10 times a year, Lannen said.

The NADA convention display will also cover GM's efforts in emissions testing, vehicle maintenance and several recycling programs, including motor oil, air conditioning refrigerant, engine coolant and lead-acid batteries.

And for the first time, the service groups will take the message to the public with a display at the Chicago auto show Feb. 8-16.

Lannen said the separate service display was put together at the request of the Chicago-area GM dealers. Technicians from the dealerships will man the show booth, discussing service and giving free car care advice. ■

Move onto the GM road to Smart Service.
Map out your future
Get onto the smart road
Accelerate into the fast lane
IBM
GM Dealer Equipment

GM will use its Environmentally Smart Service theme in print ads, including this one for two new pieces of service equipment.

in brief
SERVICE

Engine warranty extended by GM

General Motors said it is extending the warranty on 1.6 million 1986 and 1987 model cars with 3.0-liter and 3.8-liter engines to correct a problem with intermittent stalling.

GM said the campaign is not a recall and that not all of the cars equipped with the engines, both of which have been discontinued, will have the problem. Cars involved include Oldsmobile Cutlass Ciera, Cutlass Calais, Toronado, Ninety Eight and Eighty Eight; Buick Century, Skylark, Riviera, Park Avenue and LeSabre; and Pontiac Grand Am and Bonneville.

The problem involves calibration of the mass air flow sensor, crank sensor and engine PROM.

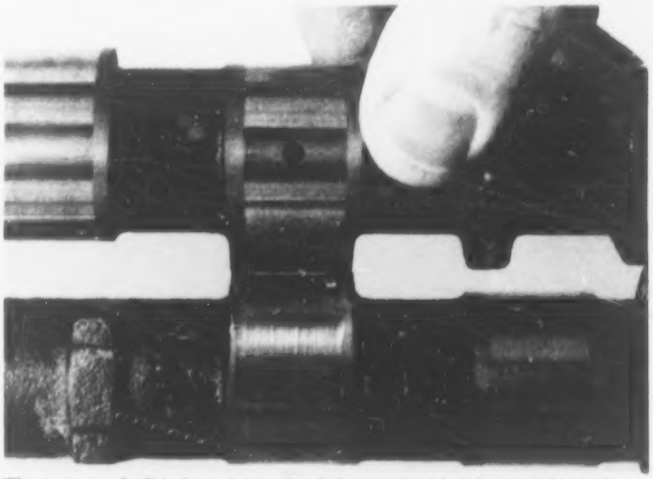
— Phil Frame

Import service market to grow

WYCKOFF, N.J. — The import vehicle service aftermarket will surge 55 percent to $21.9 billion by 1996, according to a report from Lang Marketing Resources Inc.

The service market for import vehicles totaled $10.9 billion in 1991, the report says. New-car dealers took the biggest portion of the business with 30.4 percent, followed by service stations with 14.1 percent and import vehicle repair specialists with 13.8 percent.

Do-it-yourself product purchases for import vehicles



The top camshaft is from an engine lubricated with Advanced Formula Mobil 1. The lower camshaft, from an engine with conventional motor oil, has a groove worn into the lobe surface. Both engines ran for 24 days.

Mobil: New synthetic oil helps cars meet EPA rules

DETROIT — Mobil Corp. is introducing an advanced synthetic motor oil that it says helps new cars keep engine exhaust emission levels within EPA guidelines, even after the equivalent of 15 years of hard driving.

Advanced Formula Mobil 1 replaces the original formula Mobil 1 that was introduced in 1976.

Mobil said that engine parts lubricated with new formula showed virtually no wear after 200,000 miles of operation. Oil and filters were changed at recommended intervals.

"The new formulation gives us improvements not only in wear, but also in cleanliness and high-temperature performance that represent synthetic motor oil in the mid-1970s," said William Maxwell, lead engineer of the reformulation team.

The company said the new formula provides increased lubricant stability at the intense temperatures found in compact auto engines, improving engine performance at high speeds.

In standardized industry tests, Mobil said, new Mobil 1 is up to four times more stable in hot-running engines than conventional motor oils.

The new formula also is more fluid in cold temperatures, pouring easily at 55 degrees below zero, the company said.

Advanced Formula Mobil 1 is

Service work trails 1990

Along with new-car sales, parts and service business continued to suffer at the hands of the recession in November.

Repair business in November 1991, as measured by the Automotive News Service Index, was 98 percent the level recorded in November 1990.

For the 11-month period from January to November 1991, repair business was 98.7 percent of the total recorded for the same period in 1996.

The decline in November marked the seventh month in 1991 that parts and service business lagged behind year-ago totals.

For the month, the largest drops were noted in gross profit on all labor and parts and accessory sales, down 3.3 percent, and sales of all parts and accessories, down 3.1 percent. Repair orders written declined 2.6 percent.

Conversely, total labor sales increased 2.4 percent in November 1991 from November 1990.

Year-to-date figures show an increase only in shop parts sales, up 1.3 percent. The largest declines were noted in sales of all parts and accessories, down 1.8 percent, and gross profit on all labor and parts and accessory sales, off 1.3 percent.

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross-section of new-car dealerships. ■

SERVICE INDEX
98.0*

	Nov. '91 vs Nov. '90	Jan.-Nov. '91 vs Jan.-Nov. '90
Gross Profit on All Labor and P&A Sales	– 3.3%	– 1.3%
Repair Orders Written	– 2.6%	– 0.08%
Total Labor Sales (Customer & Warranty)	+ 2.4%	– 0.4%
Shop Parts Sales (Customer & Warranty)	+ 0.7%	+ 1.3%
Sales of All P&A...........	– 3.1%	– 1.8%

* Survey by Automotive News shows that dealers' service and parts business in November 1991 was 98.0 percent of business in November 1990. Service business in the first 11 months of 1991 was 98.7 percent of business in the corresponding period in 1990.

Vehicle finder has 95% success rate

LOS ANGELES — LoJack Corp. said that almost 1,100 stolen vehicles equipped with its electronic location system were recovered in calendar year 1991, a 95 percent recovery rate.

Since the program was started in 1990, more than 2,650 LoJack-equipped vehicles have been recovered, said John Raber, LoJack of California's marketing director.

Currently there are more than 120,000 LoJack-equipped vehicles ham, Mass., has operating systems in alliance with law enforcement agencies in California, Massachusetts, New Jersey, Michigan, Illinois and Florida.

The company also has forged agreements in Georgia and Virginia and has begun building systems for those states' agencies.

The LoJack system retails for $595, including installation. The electronic recovery system is sold through a network of authorized

SALES

Industry stockpiles stand at 76 days

continued from PAGE 3

up 9.4 percent behind 1990, compared to a decline of 12 percent for cars.

Car sales in early January dropped 11.1 percent to 130,879. There were eight selling days in the 10-day period each year.

Ford Motor Co. posted higher sales for both cars and trucks, compared to the dismal year-ago period. Ford truck sales were up 3.6 percent; they fell 29.8 percent in the first 10 days of 1991.

General Motors sales fell dropped 11.5 percent, even though GM's light-truck sales were off only about 0.7 percent, again compared to poor year-earlier sales.

Sales rose 2.1 percent for American Honda Motor Co. Inc., thanks to a 6.4 percent increase for the Honda nameplate.

Toyota Motor Sales U.S.A. Inc. slid 8.4 percent despite a big improvement for Lexus.

And Nissan Motor Corp. in U.S.A. skidded 7.1 percent, due to declines for both Nissan and Infiniti.

Automotive News estimates 10-day sales for Chrysler Corp. and most imports. Early January marks the first anniversary of Chrysler's refusal to report sales more often than monthly. Chrysler sales were up an estimated 242 units, or 0.8 percent, over the year-ago period.

Industry sales in December were down only 2.3 percent from a year earlier, considerably less than the full-year decline. That helped shave the supply of cars and trucks to 76 days as of Jan. 1, from 80 days a month earlier.

Aided by the thinning supply of trucks, Ford Motor had the leanest inventory of the Big 3 at 59 days, down from 78 days.

Toyota Motor Sales maintained its razor-thin inventory, slipping from 33 to 31 days. ■

10-DAY CAR AND TRUCK SALES, BY MAKE

	Jan. 1-10, 1992	Jan. 1-10, 1991
ALFA ROMEO (imp. car)*	36	61
Acura (imp. car)	2,172	2,514
Domestic car	6,428	5,674
Imported car	3,165	3,339
Honda	9,593	9,013
AMERICAN HONDA	11,765	11,527
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	1,100	1,372
Domestic car*	2,105	2,514
Imported car*	0	31
Domestic truck*	85	70
Chrysler Division*	2,190	2,616
Domestic car*	5,929	7,081
Imported car*	403	558
Domestic truck*	9,582	7,938
Imported truck*	86	151
Dodge*	16,000	15,728
Domestic car*	617	737
Imported car*	163	150
Eagle*	781	887
Domestic truck*	3,701	3,066
Jeep*	3,701	3,066
Domestic car*	3,449	4,118
Imported car*	208	278
Domestic truck*	3,532	2,926
Plymouth*	7,188	7,322
Domestic car*	12,100	14,451
Imported car*	774	1,016
Domestic truck*	16,900	14,000
Imported truck*	86	151
CHRYSLER CORP.*	29,860	29,618
Imported car*	86	113
Imported truck*	37	39
DAIHATSU*	123	151
FERRARI (imp. car)*	16	16
Domestic car	20,139	20,029
Imported car	895	757
Domestic truck	23,886	23,059
Ford Division	44,920	43,845
Domestic car	4,341	3,668
Lincoln	4,341	3,668
Domestic car	4,866	5,061
Imported car	1,118	1,195
Mercury	5,984	6,256
Domestic car	29,346	28,758
Imported car	2,013	1,952
Domestic truck	23,886	23,059
FORD MOTOR CO.	55,245	53,769
Domestic car	8,100	8,346
Buick	8,100	8,346
Domestic car	4,626	7,741
Cadillac	4,626	7,741
Domestic car	18,080	21,490
Imported car	1,058	1,867
Domestic truck	22,964	23,737
Imported truck	51	39
Chevrolet	42,153	47,133
GMC	5,864	5,542
Domestic car	6,404	9,136
Domestic truck	610	462
Oldsmobile	7,014	9,598
Domestic car	6,885	8,184
Imported car	342	581
Domestic truck	455	365
Pontiac	7,682	9,130
Domestic car	2,260	285
Saturn	2,260	285
Domestic car	46,355	55,182
Imported car	1,400	2,448
Domestic truck	29,893	30,106
Imported truck	51	39
GENERAL MOTORS	77,699	87,775
HYUNDAI*†	1,402	2,607
Imported car*	209	132
Domestic truck	505	319
Imported truck*	1,418	1,884
ISUZU*	2,132	2,336
JAGUAR (imp. car)*	139	441
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	739	827
Imported car*	2,086	1,893
Domestic truck	86	229
Imported truck*	1,450	1,728
MAZDA*	4,362	4,676
MERCEDES-BENZ (imp. car)*	951	1,832
Domestic car	727	939
Imported car*	1,405	1,252
Imported truck*	378	795
MITSUBISHI*	2,509	2,986
Infiniti	429	616
Domestic car	1,293	1,770
Imported car*	3,867	3,642
Domestic truck	1,473	1,924
Imported truck*	2,445	2,284
Nissan*	9,078	9,621
NISSAN MOTOR CORP.	9,506	10,236
PEUGEOT (imp. car)*	23	69
PORSCHE (imp. car)*	54	160
RANGE ROVER (imp. truck)*	96	106
ROLLS/BENTLEY (imp. car)*	4	20
SAAB (imp. car)*	417	429
STERLING (imp. car)*	0	61
Domestic car	433	574
Imported car*	750	1,079
SUBARU*	1,183	1,653
Imported car	61	56
Imported truck	199	184
SUZUKI†	261	239
Lexus (imp. car)	1,398	520
Domestic car	3,034	2,663
Imported car	4,389	5,583
Domestic truck	74	0
Imported truck	2,934	4,144
Toyota	10,431	12,390
TOYOTA MOTOR SALES	11,829	12,910
Audi (imp. car)*	234	270
Imported car*	999	1,544
Imported truck*	27	73
Volkswagen*	1,026	1,617
VWoA*	1,260	1,887
VOLVO*†	755	1,192
YUGO (imp. car)*	70	50
Domestic car	100,455	110,838
Imported car	30,424	36,293
TOTAL CAR	130,879	147,131
Domestic truck	72,817	69,637
Imported truck	9,121	11,426
TOTAL TRUCK	81,938	81,063
TOTAL CAR & TRK.	212,817	228,193

*Estimated †Breakdown of North American built and imported car sales not available

There were 8 selling days in the period this year and 8 last year

obituaries

Charles Atwood

WATERTOWN, Conn. — Charles Leman Atwood, 50-year co-owner and manager of Atwood Pontiac, died Dec. 25. He was 89.

Ezra Galpin

PRESCOTT, Ariz. — Ezra Galpin, 76, longtime owner of the Galpin Ford dealerships in Buckeye and Prescott, Ariz., died Jan. 7.

V.W. Leyda

CHANDLER, Ariz. — V.W. "Jack" Leyda, retired owner of Chandler Motors, died Jan. 3. He was 90.

Lexus dealers top Dec. sales

KAREN DETKOWSKI
Statistician

Lexus dealers sold an average of 69 units per outlet in December to top the *Automotive News* sales-per-dealer calculation.

Lexus reported sales of 8,694 cars, up 28.9 percent from December 1990.

The top three positions changed order in December. Saturn dealers fell to the third spot after holding the No. 1 position since September, when then champion Toyota was pushed to third place.

Toyota dealers ranked second in December.

Sales-per-outlet slipped in December for Toyota and Saturn. Toyota slipped three unit sales per each of its car-truck dealerships, and Saturn car-only franchises lost six sales per dealer from November.

In December, nine of 40 makes showed increases, seven were even with November and 24 posted decreases. ■

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Dec. Total	Nov. Total
Lexus	69	—	69	64
Toyota	47	20	67	70
Saturn	67	0	67	73
Honda	46	—	46	61
Ford	19	26	45	43
Chevrolet	18	19	36	36
Nissan	25	11	36	41
Acura	33	—	33	44
Mitsubishi	23	4	26	33
Mazda	16	8	24	30
Infiniti	20	—	20	23
Dodge	6	12	19	25
BMW	15	—	15	13
Hyundai	15	—	15	18
Isuzu	2	12	14	12
Buick	13	—	13	15
Pontiac	12	1	13	14
Mercedes	12	—	12	14
Cadillac	11	—	11	12
GMC	—	11	11	10
Mercury	10	—	10	14
Jeep	—	10	10	10
Volvo	9	—	9	12
Lincoln	9	—	9	8
Plymouth	4	5	9	12
Oldsmobile	8	1	9	13
Subaru	8	—	8	14
VW	7	0	7	10
Saab	6	—	6	5
Range Rover	—	6	6	3
Jaguar	5	—	5	7
Chrysler	5	0	5	4
Suzuki	1	3	4	6
Audi	4	—	4	3
Daihatsu	2	1	3	3
Eagle	2	—	2	4
Yugo	2	—	2	2
Porsche	1	—	1	1
Alfa Romeo	1	—	1	1
Peugeot	1	—	1	1

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Jan. 1, 1992	Days' Supply Dec. 1, 1991
ALFA ROMEO (imp.)	1,500	206	226
Acura (imp.)	36,500	91	73
Domestic car	74,300	61	57
Imported car	47,900	83	69
Honda	122,200	68	61
AMERICAN HONDA	158,700	72	55
BMW (imp.)	21,500	97	89
Summit	4,400	248	153
Talon	11,600	167	150
Premier	2,200	86	77
Wrangler (trk.)	17,700	152	122
Cherokee (trk.)	38,200	79	92
Comanche (trk.)	2,300	132	114
Total Jeep-Eagle	18,200	161	134
Total Jeep-Eagle (imp.)	6,900	211	200
Total Jeep-Eagle (trk.)	58,200	100	100
Laser	12,200	213	236
Sundance	13,700	83	46
Acclaim	15,000	71	52
Voyager (trk.)	40,500	74	80
Total Plymouth	40,900	94	70
Total Plymouth (trk.)	40,500	74	80
LeBaron A	6,900	45	48
LeBaron J	5,200	33	44
Fifth Avenue	7,800	61	50
Imperial	2,100	62	61
New Yorker C	4,000	61	41
Town & Country (trk.)	1,600	39	65
Total Chrysler	26,000	48	48
Total Chrysler (imp.)	16,100	222	236
Total Chrysler (trk.)	1,600	39	65
Shadow	15,000	73	62
Monaco	900	78	71
Daytona	6,100	120	106
Spirit	14,800	79	52
Dynasty	11,800	56	42
Vans (trk.)	12,600	137	119
Ram Wagon (trk.)	2,100	65	43
Caravan (trk.)	38,600	56	66
Caravan C/V (trk.)	1,300	57	69
Ram 50 (imp. trk.)	4,200	247	193
Ramcharger (trk.)	1,500	106	108
Dakota (trk.)	34,700	115	105
Pickups (trk.)	27,900	120	114
Total Dodge	48,600	73	55
Total Dodge (imp.)	8,800	177	168
Total Dodge (trk.)	118,700	88	88
Total domestic car	133,700	76	62
Total imported car	31,800	223	310
Total domestic truck	219,000	86	89
CHRYSLER CORP.	384,500	86	80
Imported car	900	52	42
Imported truck	300	35	18
DAIHATSU	1,200	47	36
Escort	66,500	79	116
Mustang	21,000	93	87
Tempo	27,600	48	49
Taurus	51,000	53	62
Thunderbird	15,600	73	78
Probe	24,500	220	176
Crown Victoria	21,100	91	136
Vans (trk.)	31,500	126	116
Aerostar (trk.)	31,500	71	28
Club Wagon (trk.)	3,500	51	56
Ranger (trk.)	15,700	25	116
Bronco (trk.)	6,400	78	80
Explorer (trk.)	56,600	72	63
Pickups (trk.)	87,700	37	78
Total Ford Div.	227,300	72	84
Total Ford Div. (imp.)	9,800	62	59
Total Ford Div. (trk.)	232,900	51	78
Topaz	11,300	50	54
Sable	19,100	54	63
Cougar	10,300	88	94
Grand Marquis	21,100	87	104
Total Mercury	61,800	68	75
Total Mercury (imp.)	19,200	97	105
Continental	6,100	45	55
Town Car	17,900	42	57
Mark VII	2,200	98	99
Total Lincoln	26,200	45	58
Total L-M Div.	88,000	59	69
Total domestic car	315,300	68	79
Total imported car	29,000	62	107
Total domestic truck	232,900	51	78
FORD MOTOR CO.	577,200	59	78
Somerset/Skylark	19,500	152	152
Century	19,000	62	63
Regal	31,200	130	121
LeSabre	20,300	42	33
Roadmaster	14,600	143	90
Reatta	200	67	156
Electra/Park Ave.	20,200	110	95
Riviera	3,400	103	95
Total Buick	128,400	84	72
Allante	1,500	500	365
Seville	5,800	67	62
DeVille	24,600	50	54
Brougham	16,400	220	107
Eldorado	6,200	120	78
Total Cadillac	54,500	78	64
Geo Prizm	15,300	51	60
Cavalier	47,900	63	82
Camaro	13,900	82	102
Corsica/Beretta	23,400	34	40
Lumina	53,800	105	86
Caprice	27,900	119	127
Corvette	5,400	94	104
Vans (trk.)	33,300	155	162
Sportsvan (trk.)	1,100	30	81
Geo Tracker (trk.)	9,600	147	123
Astro (trk.)	21,800	72	63
Lumina APV (trk.)	12,500	86	116
S10 (trk.)	73,600	149	143
S10 Blazer (trk.)	24,600	57	65
Blazer (trk.)	1,000	61	114
Suburban (trk.)	4,100	49	75
Pickups (trk.)	110,000	66	100
Total Chevrolet	187,600	62	68
Total Chevrolet (imp.)	59,900	218	368
Total Chevrolet (trk.)	291,600	84	104
Calais	4,900	134	122
Cutlass Ciera	23,300	75	51
Cutlass Supreme	27,800	130	124
Eighty Eight	28,600	109	70
Ninety Eight	17,300	129	100
Toronado	2,000	139	93
Silhouette (trk.)	4,400	89	59
Bravada (trk.)	2,600	40	48
Total Oldsmobile	103,900	107	78
Total Oldsmobile (trk.)	7,000	61	54
Sunbird	19,500	77	78
Firebird	6,900	132	137
Grand Am	35,800	91	67
Pontiac 6000	700	123	96
Grand Prix	23,000	81	79
Bonneville	26,100	75	81
Trans Sport	8,600	105	101
Total Pontiac	112,000	84	78
Total Pontiac (imp.)	4,000	40	97
Total Pontiac (trk.)	8,600	105	101
Vans (trk.)	11,600	96	12
Safari (trk.)	8,200	94	67
S15/Sonoma (trk.)	20,000	165	141
S15 Jimmy (trk.)	8,700	73	98
Jimmy (trk.)	2,600	411	359
Suburban (trk.)	4,400	107	152
Pickups (trk.)	35,800	70	104
Total GMC (trk.)	91,300	89	100
Total Saturn	19,700	62	60
Total domestic car	606,100	77	71
Total imported car	63,900	170	287
Total domestic truck	398,500	85	101
GENERAL MOTORS	1,068,500	83	85
HYUNDAI (imp.)	30,600	109	80
Imported car	7,200	173	203
Truck (dom./imp.)	0	0	0
ISUZU	7,200	44	26
JAGUAR (imp.)	2,500	91	112
Domestic car	24,200	109	136
Imported car	32,000	77	68
Truck (dom./imp.)	0	0	0
MAZDA	56,200	96	82
MERCEDES-BENZ (imp.)	12,400	65	68
Domestic car	23,400	135	96
Imported car	41,300	147	109
Imported truck	10,000	132	101
MITSUBISHI	74,700	141	103
Infiniti (imp.)	5,400	68	72
Domestic car	31,900	99	99
Imported car	83,500	108	112
Truck (dom./imp.)	40,200	62	90
Nissan	155,600	97	103
NISSAN MOTOR CORP.	161,000	96	101
PEUGEOT (imp.)	100	30	35
PORSCHE (imp.)	1,200	107	97
RANGE ROVER (imp. trk.)	1,400	71	82
SAAB (imp.)	5,600	68	72
Domestic car	27,100	347	347
Imported car	23,400	156	188
SUBARU	50,500	224	243
Car (dom./imp.)	2,600	215	149
Truck (dom./imp.)	11,700	293	115
SUZUKI	14,300	164	121
Lexus (imp.)	6,600	19	20
Domestic car	21,400	21	21
Imported car	44,200	38	41
Imported truck	36,100	38	44
Toyota	101,700	32	35
TOYOTA MOTOR SALES	108,300	31	33
Audi (imp.)	7,600	102	179
Volkswagen (imp.)	19,200	96	132
VWoA	26,800	106	135
VOLVO (imp.)	23,400	156	121
YUGO (imp.)	700	50	70
Domestic car	1,257,600	73	71
Imported car	582,500	91	92
TOTAL CAR	1,840,100	78	76
Domestic truck	854,800	72	90
Imported truck	164,500	76	78
TOTAL TRUCK	1,019,300	75	88
TOTAL STOCK	2,859,400	76	80

JEEP

New model's price to match Explorer

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vehicle's additional content.

Jeep dealers, in Detroit last week for the introduction of the Grand Cherokee, were told that all three Jeep Grand Cherokee models will be priced within a few dollars of the Explorer. A Jeep-Eagle spokesman confirmed that Grand Cherokee prices will be "right on" the Explorer and that any price differences will be negligible.

The 1993 Grand Cherokee will be offered in base, Laredo and Limited models. Prices of the 1992 four-door four-wheel-drive Explorers are: XL, $18,505; XLT, $20,401, and Eddie Bauer, $23,553. Prices for the 1993 model year could increase.

The current Jeep Cherokee line will be repositioned in August at the start of the 1993 model year, dealers also were told.

The current Jeep Cherokee Laredo will be renamed the Jeep Cherokee Country and will become the top-of-the-line Cherokee. Currently, the Cherokee Limited is the top-of-the-line model. A base model and a Cherokee Sport model will round out the revamped 1993 Cherokee line. The base, Cherokee Sport and Cherokee Country will have less standard equipment than current models, and prices will be reduced accordingly.

Advertising for the Grand Cherokee models, which Chrysler began building last week, will kick off with 15-second teaser spots during the Winter Olympics in February, dealers said. But the vehicle will not be shown in ads until the Grand Cherokee's official announcement day of April 19.

The ad campaign will use several far-flung points of exploration, including the polar ice cap, the Mojave desert and Mount Kilimanjaro, to underscore Jeep's rugged tradition. The ads point out how long it took nature to produce those wonders and suggest that Chrysler, too, has expended considerable time and effort in bringing forth the new Jeep.

There is no mention of competitive vehicles such as the Explorer in the ads. In marketing the Grand Cherokee, Chrysler will suggest that the Jeep is distinguished from its competitors because it has Euro/Japanese handling characteristics.

> Grand Cherokee advertising will kick off during the Winter Olympics.

Honda chops sales, earnings forecast

RICHARD JOHNSON
Staff Reporter

TOKYO — Reacting to slumping sales in both the United States and Japan, Honda Motor Co. has slashed its sales and earnings forecast for the year and cut both U.S. and Japanese production schedules.

During the three-month period from January to March, Honda said it will cut passenger-car output by 55,000 units, including 10,000 in the United States.

Of the 45,000 units in Japanese production to be dropped, 30,000 were planned as exports to the United States.

Meanwhile, Honda is paying dealer incentives of $500 on 1991 Civics and Preludes sold through Feb. 2 in the United States.

Honda is now forecasting a 17 percent decline in group net profit, to 63.1 billion yen (about $505 million), for the fiscal year ending March 31.

Just last November, Honda said it expected a consolidated net profit of 80.1 billion yen for the fiscal year. That would have left the company with a marginal increase over the previous year's earnings of 76.2 billion yen.

For the six-month period ending Sept. 30, group net income decreased 5.2 percent, to 43.1 billion yen.

The company blamed the downward revision on "an unexpectedly rapid decline in sales in the Japanese automobile market and prolonged recession in the U.S. automobile market."

Honda said its revenue for the fiscal year will rise 3 percent from a year earlier, to 4.43 trillion yen, but would fall short of its earlier forecast of 4.53 trillion yen.

Honda had expected sales of 350,000 units in Japan and exports of 360,000 units during the second half of the fiscal year. However, domestic sales are now pegged at about 270,000 units during the period, while exports are expected to be 345,000.

Honda said its home-market volume fell 1.1 percent in 1991, to 678,684 units, the first decline in seven years. The total includes 450,546 passenger cars and 228,138 minicars below 660 cc. In the United States, Honda sold 803,367 cars, a 6.0 percent decline from 1990.

For the 1992 calendar year, Honda said it expects to sell 468,000 passenger cars and 212,000 minicars in Japan, for a combined total of 680,000 units.

Honda said it sold 7,667 U.S.-built Accord coupes and 6,550 U.S.-built Accord wagons in Japan last year.

December up 4.6% in Canada

JEREMY SINEK
and ANNE E. WRIGHT
Automotive News

December sales gave the Canadian industry a push at year end, but it was not enough to beat 1990.

Sales of cars and light trucks in Canada rose 4.6 percent last month, bringing the year's total to 1.2 million, or 1.8 percent below 1990.

In the end, plunging interest rates in Canada (the prime rate fell about 5 percentage points throughout 1991 to below 9 percent) weren't enough to overcome shaken consumer confidence. And while inflation has eased, the nation's unemployment rate remains steady at 10.3 percent.

Yet compared with the U.S. market, where sales were off 11.2 percent, Canada had a good year. Total-car sales in Canada dropped 1.2 percent, and trucks slipped 3.1 percent. In the United States, cars fell more than trucks.

Ford of Canada President James G. O'Connor noted that the industry sold 367,000 more vehicles in 1991 than it did during 1982. "You can see the auto industry has come through the current downturn in much better shape," O'Connor said. "The sky has not fallen."

Chrysler Canada was the only Big 3 firm to increase sales last year. Chrysler's car sales were off 1.5 percent, but trucks, led by record minivan sales, gained 12.2 percent and pushed Chrysler's year-end totals ahead by 4.5 percent. An 18.1 percent sales jump in December marked the seventh-straight month that Chrysler topped year-ago results.

In December, total light-vehicle sales in Canada rose for the second month in a row, to 72,237. Cars were up 1.6 percent and trucks climbed 10.4 percent over December 1990.

Ford had a strong December, rising 26.1 percent above 1990, while GM fell 7.5 percent. For the year, Ford's sales were down 8.2 percent and GM dropped 5.4 percent.

Among import brands reporting gains for the year were: BMW (7.6 percent), Honda (3.2 percent), Mazda (13.5 percent), Nissan (12.3 percent), Subaru (9.7 percent), and Toyota (3.3 percent).

For 1992, GM of Canada President George Peapples is predicting 1.33 million car and truck sales for Canada. Other predictions are more optimistic. Ford is projecting 1.40 million sales; Nissan, 1.38 million; and Toyota, 1.35 million.

CANADIAN CAR AND TRUCK SALES

DECEMBER 1991

	December 1991	December 1990	12 mos. 1991	12 mos. 1990
BMW (imported car)	**231**	**260**	**4,304**	**4,002**
N.A. Car	4,738	4,316	92,304	96,903
Imported Car	1,092	1,005	18,191	15,262
N.A. Truck	6,942	5,502	95,459	84,997
Imported Truck	77	60	1,617	1,528
CHRYSLER	**12,849**	**10,883**	**207,571**	**198,690**
N.A. Car	8,002	6,118	140,386	144,640
Imported Car	618	438	6,969	6,991
N.A. Truck	7,715	6,400	101,329	119,388
FORD	**16,335**	**12,956**	**248,684**	**271,019**
N.A. Car	12,899	14,695	277,316	293,750
Imported Car*	969	238	8,091	6,011
N.A. Truck	6,506	7,141	133,207	142,720
Imported Truck	417	406	3,966	4,385
GM	**20,791**	**22,480**	**422,580**	**446,866**
N.A. Car	1,569	1,675	27,684	33,344
Imported Car	3,414	4,576	76,770	67,850
HONDA	**4,983**	**6,251**	**104,454**	**101,194**
N.A. Car	207	408	5,159	6,326
Imported Car	1,011	1,185	16,852	16,207
HYUNDAI	**1,218**	**1,593**	**22,011**	**22,533**
JAGUAR (imported car)	**53**	**37**	**740**	**1,005**
Imported Car	51	48	694	631
Imported Truck	18	55	192	291
LADA	**69**	**103**	**886**	**922**
LAND ROVER (imported truck)	**16**	**10**	**161**	**65**
N.A. Car	140	339	5,584	4,567
Imported Car	1,357	1,356	28,902	25,268
Truck**	985	1,560	21,391	19,400
MAZDA	**2,482**	**3,255**	**55,877**	**49,235**
MERCEDES-BENZ (imported car)	**237**	**232**	**3,455**	**4,065**
N.A. Car	326	440	8,643	1,748
Imported Car	1,119	791	21,970	22,726
Truck**	723	641	12,862	14,009
NISSAN	**2,168**	**1,872**	**43,475**	**38,483**
PEUGEOT (imported car)	**6**	**5**	**152**	**114**
SUBARU (imported car)	**525**	**472**	**8,360**	**7,622**
N.A. Car	6	24	1,199	425
Imported Car	198	186	5,463	6,878
N.A. Truck	129	87	3,544	1,923
Imported Truck	133	170	3,883	5,139
SUZUKI	**486**	**467**	**14,089**	**14,365**
N.A. Car	1,017	1,216	19,730	13,343
Imported Car	4,589	3,411	56,613	63,385
Imported Truck	2,069	1,364	21,051	17,536
TOYOTA	**7,675**	**5,991**	**97,394**	**94,264**
Imported Car	1,766	1,890	33,457	34,978
Imported Truck	159	58	1,011	900
VOLKSWAGEN	**1,925**	**1,948**	**34,468**	**35,878**
N.A. Car	74	174	1,551	3,233
Imported Car	134	97	2,664	2,350
VOLVO	**208**	**271**	**4,215**	**5,583**
N.A. Car	**28,978**	**29,405**	**579,556**	**598,279**
Imported Car	**17,370**	**16,227**	**293,647**	**285,345**
TOTAL CAR	**46,348**	**45,632**	**873,203**	**883,624**
N.A. Truck	**21,292**	**19,130**	**333,539**	**349,028**
Imported Truck	**4,597**	**4,324**	**66,134**	**63,253**
TOTAL TRUCK	**25,889**	**23,454**	**399,673**	**412,281**
TOTAL CANADA SALES	**72,237**	**69,086**	**1,272,876**	**1,295,905**

*Includes Passport and Saab sales

**Break down of N.A.-built and imported sales not available

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

DELIVERY

Chrysler acts to cut floorplan expense

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a competitive edge over Japanese vehicle manufacturers, which rely on imported parts and vehicles.

"We'll be able to beat the Japanese on this one," Cunningham said.

Though ordering systems vary by importer, most Japanese companies stock their dealer inventories with much less specific dealer input than domestic dealers have.

This month, Nissan begins national rollout of a program tested in Dallas that allows Nissan dealers to order specific models — including color, transmission and options.

Under the Nissan system, however, it will stretch delivery time from 30 days to 90 days.

Cunningham said the greatest hurdle to the automaker is ensuring that all tiers of suppliers as well as Chrysler's manufacturing system are able to respond quickly to dealer orders.

In addition, vehicle transportation time from the manufacturing plant must be reduced.

"We are in the process of working with our supplier base now," Cunningham said.

Chrysler already has begun chopping the order cycle through process redesign, he said.

Process redesign, at its simplest, breaks down any task into steps and identifies motions that can be eliminated.

Cunningham also said customer satisfaction in the dealership showroom is paramount to Chrysler as the company prepares for a barrage of critical new products in 1992.

Chrysler began building its 1993 Jeep Grand Cherokee sport-utility last week, and production of its LH sedans begins in June. The 1993 mid-sized LH sedans, which are crucial to Chrysler's future in the car market, will be sold as the Dodge Intrepid, Chrysler Concorde and Eagle Vision.

Cunningham said Chrysler wants to make "a cultural change" at its dealerships before the LH launch.

Training for all personnel at all 5,000 Chrysler dealerships will begin in May, he said.

Cunningham: suppliers are critical

He declined to specify the cost of the project.

Each dealership employs an average of 25 to 30 people.

Training will draw on the successful practices of brands such as Infiniti, Lexus and Saturn, Cunningham said.

He also made it clear that Chrysler remains committed to linking vehicle incentive payments to dealership performance.

Many of the company's dealers opposed the plan when it was unveiled in November and have asked Chrysler executives to reconsider the proposal.

Chrysler has proposed that monthly sales objectives and customer satisfaction ratings be used to determine dealer cash incentive payments on various models.

Chrysler would give the largest cash amounts to dealers scoring highest on a performance matrix devised by the company.

Dealers have opposed the plan, saying it would create competitive inequities and accelerate the failure of weak dealerships.

But Cunningham said he expects "to move the needle" on customer satisfaction by tying the cash payments to CSI performance.

Value of vehicle imports from Japan rises 11%

LINDSAY CHAPPELL
Staff Reporter

The value of Japanese vehicles imported into the United States rose sharply as the 1991 model year closed, and U.S. exports to Japan dropped.

Data from the U.S. Department of Commerce indicate that the value of Japanese vehicles imported increased 11.6 percent in the July-September period.

The results reversed recent trade patterns because rising production by Japanese car factories in the United States has meant a decline in the value of Japanese imports. Commerce Department analysts believe the rise in value reflects the shipment of higher-priced cars from Japan.

While the value of imports increased $578 million for the period, the number of vehicles imported from Japan increased only about 3,000 — from 515,000 in the third quarter of 1990 to 518,000 in 1991. The figures show that the value of the average Japanese import was about $1,000 more in the 1991 period than in the 1990 period.

The third-quarter change pushed the value of Japanese auto exports to the United States to $22.6 billion for the 12 months ended Sept. 30, 1991.

That was nearly the same as a year earlier.

The Commerce news comes amid U.S. appeals to Japan for assistance in reducing this country's $30 billion automotive trade deficit. About two-thirds of that is in vehicles, and the balance is in parts.

In the same quarter, U.S. exports to Japan fell nearly 17 percent, to $93.6 million. Boosting U.S. vehicle exports to Japan was a central issue in President Bush's visit there two weeks ago.

As a result of the drop in the value of exports and the rise in the value of imports, the U.S. deficit with Japan in vehicle trade increased 12.2 percent for the quarter. That helped boost the overall vehicle trade imbalance to $10.2 billion for the quarter.

The U.S. trade picture improved a bit as U.S. factories shipped thousands of new cars and trucks to Saudi Arabia and Kuwait.

Domestic automakers exported 20,000 trucks to the two countries in the first nine months of 1991, compared with only 2,000 in 1990. They shipped 32,000 cars there during the nine-month period, up from about 15,000 a year earlier.

Meanwhile, most European exporters continued their year-long decline in U.S. shipments in the third quarter.

The value of vehicle shipments from Germany, Sweden, Italy, the United Kingdom and France also dropped.

Mexican vehicle exports — led by increasing shipments of Mexican-made Ford Escorts and Mercury Tracers — rose more than one-third.

The value was $764 million in the third quarter of 1991 and $566 million a year earlier. AN

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	3rd Qtr. '91	3rd Qtr. '90	Annualized trade Oct. '90-Sept. '91	Annualized trade Oct. '89-Sept. '90
Japan	from U.S.	$ 93,631	$ 112,418	$ 560,699	$ 534,696
	to U.S.	5,579,177	5,001,165	22,562,087	22,574,236
Canada	from U.S.	1,677,074	1,394,330	7,156,228	7,786,013
	to U.S.	4,715,127	4,024,221	19,012,841	18,396,870
Germany	to U.S.	1,018,159	1,306,700	4,712,514	5,603,976
S. Korea	to U.S.	222,834	216,624	1,148,962	1,875,756
Sweden	to U.S.	185,346	227,876	1,176,210	1,748,958
Mexico	to U.S.	764,115	566,522	2,731,609	1,597,078
Yugoslavia	to U.S.	2,316	0	7,086	14,798
United Kingdom	to U.S.	119,864	152,350	705,527	960,735
Italy	to U.S.	19,394	63,768	189,352	246,142
France	to U.S.	306	9,671	22,402	87,971
Brazil	to U.S.	4,835	35,782	60,512	268,229
Others	from U.S.	766,810	386,600	3,608,200	2,826,232
	to U.S.	117,674	193,115	629,018	447,664
Car and truck total	from U.S.	2,537,518	1,893,348	11,325,097	11,146,941
	to U.S.	12,749,148	11,797,794	52,958,119	53,822,413
VEHICLE TRADE BALANCE		(10,211,630)	(9,904,446)	(41,633,022)	(42,675,472)
Car total	from U.S.	2,045,939	1,608,755	9,169,526	9,540,922
	to U.S.	11,028,809	10,079,512	46,132,513	45,900,281
CAR TRADE BALANCE		(8,982,870)	(8,470,757)	(36,962,987)	(36,359,359)
Truck total	from U.S.	491,579	284,593	2,155,571	1,606,019
	to U.S.	1,720,339	1,718,282	6,825,606	7,922,132
TRUCK TRADE BALANCE		(1,228,760)	(1,433,689)	(4,670,035)	(6,316,113)
TOTAL U.S.	from U.S.	105,035,200	96,905,700	414,473,800	385,013,400
Merchandise trade	to U.S.	124,304,500	124,582,700	489,537,200	487,520,400
U.S. TRADE BALANCE		(19,269,300)	(27,677,000)	(75,063,400)	(102,507,000)

The sticker price of the 1992 Stealth R/T Turbo with all-wheel drive is up $1,325 over 1991.

Chrysler caps price hikes for '92 intro

HIGHLAND PARK, Mich. — Chrysler Corp. has placed firm prices on the 1992 models it imports from Mitsubishi Motors Corp. in Japan and the models it purchases from Mitsubishi's Diamond-Star Motors Corp. in Normal, Ill.

All prices are higher than the final 1991 stickers.

The imported models are the Dodge/Plymouth Colt hatchback; the Eagle Summit hatchback and four-door wagon; the Plymouth Vista wagon; the Dodge Stealth sports car and the Dodge D-50 pickup truck.

The Diamond-Star models are the Plymouth Laser and Eagle Talon sport coupes and the Eagle Summit sedan.

Price increases over the final 1991 figures range from $238 on the Colt GL and Summit ES three-door hatchback to $1,325 on the Stealth R/T Turbo with all-wheel drive.

The firm prices of the Vista and Summit wagons and the Laser and Talon are the same as the tentative prices that were issued when the 1992 models were introduced in October.

The firm prices of the Colt, the Summit sedan and hatchback, the D-50 pickup and the Stealth are $72 to $300 higher than the tenta-

1992 CHRYSLER PRICES: IMPORTS, TRANSPLANTS

	1992 Price	Increase over final 1991 price
DODGE Colt		
3-dr	$ 7,374	$ 307
GL 3-dr	8,202	238
Stealth		
3-dr	17,321	702
ES 3-dr	19,213	775
RT 3-dr	25,747	1,115
RT Turbo 3-dr (awd)	31,185	1,325
D-50 Pickup		
105-inch w b	8,337	358
116-inch w b	8,892	380
SE 105-inch w b	9,477	789
105-inch w b (awd)	11,347	488
EAGLE Summit		
3-dr	7,374	307
ES 3-dr	8,202	238
4-dr	9,067	449
ES 4-dr	10,095	472
DL wagon*	11,397	—
LX wagon*	12,102	—
Wagon (awd)*	13,469	—
Talon		
2-dr	13,862	872
TSi Turbo 2-dr	15,383	774
TSi Turbo 2-dr (awd)	17,390	877
PLYMOUTH Colt		
3-dr	7,374	307
GL 3-dr	8,202	238
Vista		
Wagon*	11,397	—
SE wagon*	12,102	—
Wagon (awd)*	13,469	—
Laser		
2-dr	11,184	320
RS 2-dr	13,332	562
RT 2-dr	14,811	857
RT Turbo 2-dr (awd)*	16,853	—

calendar

GENERAL — '92

Jan. 21-25 — Mobile Air Conditioning Society Convention and Trade Show, Fairmont Hotel, New Orleans, (215) 541-4500

Feb. 2-5 — California Trucking Association management conference, Hotel del Coronado, Coronado, Calif., (916) 373-3546

Feb. 3-5 — Professional Fleet Management Seminar, National Association of Fleet Administrators Inc., Grand Hyatt San Francisco, San Francisc[illegible] 494-8100

Feb. 18-20 — J.D. Power and Associates Automotive Advertising Strategy Conference, The Ritz Carlton, Marina Del Rey, Calif., (818) 889-6330

Feb. 24-28 — SAE International Congress and Exposition, Cobo Center, Detroit

March 3-5 — Computer Vision for Senior Mangement, National Engineering Laboratory Executive Agency, East Kilbride, Scotland, 03552 20222

DEALER CONVENTIONS — '92

Jan. 26-31 — Federation of Automobile Dealer Associations of Canada, Hong Kong, (416) 224-5161

Feb. 8-11 — National Automobile Dealers Association, Dallas Convention Center, Dallas, (703) 821-7143

AUTO SHOWS — '92

Jan. 17-26 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 18-26 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 22-26 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 25-Feb. 2 — Pennsylvania Auto Show, State Farm Show Complex, Harrisburg, Pa., (800) 345-1487 or (717) 652-4053

Jan. 25-Feb. 2 — Houston Auto Show, Astro Hall, Houston, (713) 444-5202 or (713) 980-3434

Jan. 28-Feb. 2 — Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (617) 536-8152 or (503) 233-5044

International Auto Show, Cervantes Convention Center, St. Louis, (617) 536-8152 or (314) 822-0333

Jan. 30-Feb. 2 — Spokane International Auto Show, Spokane Convention Center, Spokane, Wash., (509) 326-6885

Jan. 31-Feb. 4 — Ottawa-Hull International Auto Show, Ottawa Congress Centre, Ottawa

Feb. 1-9 — Auto Show, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 5-9 — Syracuse auto show, Onondaga County War Memorial, Syracuse, N.Y., (315) 474-1041

Feb. 6-15 — RAI Commercial Motor Show, RAI International Exhibition and Congress Centre, Amsterdam

Feb. 7-9 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 8-16 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487 or (414) 259-6000

Feb. 8-16 — Chicago Auto Show, Chicago Automobile Trade Association, McCormick Place, Chicago, (708) 698-6630

Feb. 12-16 — Buffalo Auto Show, Buffalo Convention Center, Buffalo, N.Y., (716) 631-8510

Feb. 13-16 — Richmond International Auto Show, Richmond Centre, Richmond, Va., (804) 358-2277

Feb. 13-23 — Toronto International Auto Show, Metro Toronto Convention Center and Skydome, Toronto, (416) 940-2800

Feb. 15-23 — Orange County International Auto Show, Anaheim Stadium, Anaheim, Calif., (714) 547-7449

Feb. 19-23 — Greater Kansas City Auto Show, H. Roe Bartle Convention Center, Kansas City, Mo., (800) 248-1868

Feb. 19-23 — Pittsburgh Auto Show, David L. Lawrence Convention Center, Pittsburgh, (412) 373-8380

Feb. 19-23 — International Automobile and Motorcycle Show for Central and Eastern Europe, Organization Internationale des Constructeurs d'Automobiles of Paris, Vienna, Austria, (202) 659-4557

Feb. 20-23 - Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Exhibition Grounds, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 5-8 — Empire State Plaza Auto Show, Empire State Plaza, Albany, N.Y., (518) 438-0584

March 5-15 — Geneva International Motor Show, Palexpo, Geneva, (022) 798-1111

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 683-1991

March 11-15 — Atlanta Journal-Constitution International Auto Show, Georgia World Congress Center, Atlanta, (617) 536-8152

March 11-15 — Calgary International Auto & Truck Show, Round Up Centre, Stampede Park, Calgary, Alberta, (403) 287-3893

March 12-15 — International Auto Show, Oklahoma State Fairgrounds, Oklahoma City, (405) 949-9988

March 14-22 — New Jersey International Auto Show, Raritan Center Exposition Hall, Edison, N.J., (800) 345-1487 or (609) 883-5056

March 19-22 — Tulsa Auto Show, Tulsa State Fairgrounds, Tulsa, Okla., (918) 742-2626

March 20-25 — Auto Expo, Cincinnati Convention Center, Cincinnati, (513) 825-1600 or (513) 721-1818

March 25-27 — Inland Counties Auto Show, National Orange Showgrounds, San Bernardino, Calif., (213) 301-9019

March 25-29 — Fort Lauderdale International Auto Show, Greater Ford Lauderdale/Broward County Convention Center, Fort Lauderdale, Fla., (617) 630-2264 or (800) 732-2914

March 26-29 — Louisville New Car Show, Kentucky Fair and Exposition

DAEWOO

GM backing away from joint venture

continued from PAGE 1

duce the subcompact Pontiac LeMans coupe.

Pekarek and a GM official in Seoul were quick to stress that the sale of GM's stake would not mean a retreat from Korea.

"We'll continue to maintain a presence in Korea. We'll continue to supply components to Daewoo. Pontiac will continue to sell and service the LeMans," Pekarek said.

Beyond its stake in Daweoo Motor, GM has two parts ventures with the Korean conglomerate, Daewoo Automotive Components Ltd. and Koram Plastics Co. GM's other non-Daewoo joint ventures in Korea include Delkor Battery Co. and Shinsung Packard Co.

Pontiac General Manager John Middlebrook said GM would rather regard Daewoo as a supplier than a partner. He would not discuss GM's reasons for pulling out of the venture, but indicated that the company thought Daewoo was ready to go it alone.

"They have continued to strengthen themselves and their ability to produce cars on their own," Middlebrook said.

"At some point, they're ready to go off on their own and we can divest ourselves of some of our ownership. That's the essence of it, as I understand it."

Pontiac will bring out a facelifted LeMans from Daewoo for the 1993 model year, but beyond that it is looking at other options for sourcing the car, Middlebrook said.

"We want to keep product below our Sunbird. We've got other partners with Isuzu and Suzuki and we continue to look at opportunities and potential there," he said. "Anything we would talk about is beyond our current horizon."

Signs that GM was preparing to throw in the towel began to surface last year when GM entered into exploratory talks with Britain's Inchcape Group to take over from Daewoo the marketing, distribution and service of GM imports in Korea.

Those talks have not yet been finalized. Daewoo's handling of Cadillac and Buick sales in Korea has been tepid when compared to Kia Motors' record-setting sales in recent years of the Ford Sable.

The Daewoo Motors joint venture began to unravel when GM refused Daewoo's requests to invest additional capital into the upgrading of Daewoo Motor's assembly lines at the Pupyong plant.

Daewoo also sought GM's technical participation and funding for new passenger car and truck-assembly facilities which Daewoo is planning to create at a greenfields site in Kunsan.

To sidestep GM's objections to a plan to build a mini-vehicle, Daewoo assigned the new line to another subsidiary, Daewoo Shipbuilding. The car, the Tico, was introduced in June and is meeting sales targets.

Export rights were another source of continual tension.

GM has jealously defended its prime overseas markets against incursions by Daewoo. Daewoo is especially interested in advancing into Eastern Europe on an independent footing, but GM has blocked every attempt by its Korean partner to expand there. AN

GM blames Daewoo for quality problems with the Pontiac LeMans.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
HONDA (1991 models, expires Feb. 2)	
Civic, Prelude	$500
MAZDA (expires Feb. 3)	
Protege (1991)	$350
323 (1991)	$500
MPV (1991)	$500
MPV (1992)	$700
SUBARU (1991, expires March 3)	
Legacy	$1,200-1,700
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks	
BMW (no expiration date)	
750iL (1991)	$10,000
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)	
Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000
NISSAN 300ZX (1991, expires Feb. 2)	$2,500-3,500, quota
Sentra (1991-92, expires Feb. 3)	$300
Base model all lines (1991, expires Feb. 3)	$1,700
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
TOYOTA (expires Feb. 3)	
Corolla (1992)	$600
Pickups (1991-92)	$700-1,200
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500

Cadillac, Japanese makers initiate rebate programs

ARLENA SAWYERS
Staff Reporter

Cadillac and three Japanese makes fueled the incentive fires last week with new factory-to-dealer incentives and/or consumer rebates.

The Japanese entries are American Honda Motor Co. Inc., Mazda Motor of America Inc. and Subaru of America Inc.

Until March 31, **Cadillac** is paying consumer rebates of $1,500 on 1992 Brougham and De-Ville Fleetwood models.

Honda is paying dealer incentives of $500 on 1991 Civics and Preludes through Feb. 2.

Mazda's programs include a $1,000 customer rebate on the 1991 Navajo and Protege and $500 on the 1992 Protege. Mazda dealer incentives range from $350 to $700 on the 1991 Protege and 323 and the 1991 and 1992 MPV. Mazda's programs expire Feb. 3.

Subaru announced a new incentive program that is a modified version of the one that ended Jan. 13. The XT models are excluded this time. The new plan offers a $500 consumer rebate on some 1992 Legacy and 1991 and 1992 Loyale models and factory-to-dealer cash of $1,200 to $1,700 on 1991 Legacys depending on region.

The rebates expire March 3. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
CADILLAC (1992 models, expires March 31)	
DeVille Fleetwood, Brougham	$1,500
MAZDA (expires Feb. 3)	
Protege (1991)	$1,000
Protege (1992)	$500
Navajo (1991)	$1,000
SUBARU (expires March 3)	
Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.	
1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
FORD MOTOR CO.	
1992 models	
Expires Feb. 4 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.	
Ford Festiva, Tempo, Taurus	$500
Escort (regional programs)	$500-750
Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Tracer (regional programs)	$500-750
Capri, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental (expires March 3)	$1,500
Pre-1992 models	
1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.	
Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000
GENERAL MOTORS	
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.	
1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected	
1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
HYUNDAI	
49 states (expires Jan. 6)	
Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 6)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000
MITSUBISHI (expires Feb. 10)	
Precis/Mirage (1990-92)	
Southwest	$500
West	$750
Galant (1990-92)	
West	$750

Crash data is revised by NHTSA

MAX GATES
Staff Reporter

WASHINGTON — The National Highway Traffic Safety Administration has revised its new-car crash program to indicate when the heads of test dummies do not strike interior surfaces.

The change affects so-called "head-injury criteria" scores, which record the forces exerted on the heads of driver and passenger dummies during NHTSA's 35-mph crashes. Now, NHTSA will indicate if the dummies' heads did not strike any interior surfaces.

In the past, carmakers have criticized NHTSA's methods when the scores indicated that serious injury probably would occur in a real crash but film showed that the dummies' heads hit no surfaces.

Last year, General Motors officials took NHTSA to task when a crash of the Saturn SL2 produced a head-injury score of 1,018 for the passenger-side dummy. Under NHTSA's ratings, a score above 1,000 indicates that serious head injury is possible.

GM officials argued that crash test film showed that the dummy's head barely grazed the instrument panel and a human would not have suffered serious injury.

The reporting change was revealed as NHTSA released results of the first three of the 35 vehicles scheduled to be crashed under its New Car Assessment Program for 1992 models.

The three — the Oldsmobile Eighty Eight, Mitsubishi Diamante and BMW 325i — had head and chest injury scores under the cutoff

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Windsor, Ontario (Pillette Road)	1/20	
Dodge Ram Van		1,200
Dodge Ram Wagon		600
FORD MOTOR CO.		
St. Thomas, Ontario	1/20	**4,800**
Ford Crown Victoria		
Mercury Grand Marquis		
GENERAL MOTORS		
Bowling Green, Ky.	1/20	
Chevrolet Corvette		480
Lake Orion, Mich.	1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Pontiac, Mich. (East)	1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Tarrytown, N.Y.	1/20	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Total U.S. car		**5,580**
Total U.S. truck		**2,840**
Total Canadian car		**4,800**
Total Canadian truck		**1,800**
Total units lost week of 1/20		**15,020**

†Plant closed for retooling until spring 1992.
*Plant idled due to maintenance.

Source: Automotive News Data Center

Road to Canada rough for Yugo

JEREMY SINEK
Staff Correspondent

TORONTO — Canadian entrepreneur Peter Dennis — who in the past has introduced BMW, Saab and Lada to the nation — now has the rights to Yugo.

Last week Dennis said he had signed 32 dealers and hoped to begin sales of the Yugoslavian import this spring.

But there are obstacles. A major shareholder in the venture recently went into receivership. In addition, about 1,500 1992 cars that have already crossed the Atlantic were mistakenly built with 1991 vehicle identification numbers. Dennis is seeking permission to change the numbers.

Supply questions also exist overseas. Yugos are waiting to be shipped from the port in Bar, Yugoslavia, said Dennis. But the country "has no merchant marine," he said. "They have to charter ships from other people, and nobody is particularly interested in sending ships into that war zone."

Still, Dennis says he's undaunted: "If I'm going to do it, I *will* do it."

NHTSA steps up Excel belt inquiry

WASHINGTON — The National Highway Traffic Safety Administration has upgraded its investigation of possible shoulder-belt failures in 1987-89 Hyundai Excels.

The complaints involve two-point, non-motorized passive restraints used on 152,000 vehicles. NHTSA says there have been 67 complaints, including 48 accidents involving 43 injuries and seven deaths. The study now moves from the paperwork stage to an "engineering analysis."

The agency also opened an initial evaluation of reports that anti-lock brakes on 1990-91 Toyota 4Runners lose their effectiveness. Complaints involving two accidents and five injuries were logged.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 1/13-1/18/92	Actual 1/6/-1/11/92	1/1-1/18/92	Year 1/1-1/18/92	Year 1/1-1/19/91
LeBaron J	0	1,137	1,601	1,601	0
New Yorker	750	0	750	750	874
Fifth Avenue	750	0	750	750	2,386
Imperial	250	0	250	250	695
Town & Country (trk.)	75	53	128	128	71
Total Chrysler	**1,825**	**1,190**	**3,479**	**3,479**	**4,026**
Sundance	0	0	0	0	0
Acclaim	0	1,441	2,102	2,102	6,333
Voyager (trk.)	700	427	1,127	1,127	4,706
Voyager (Can. trk.)	2,868	2,381	6,834	6,834	5,485
Total Plymouth	**3,568**	**4,249**	**10,063**	**10,063**	**16,524**
Daytona	0	0	0	0	0
Shadow	0	0	0	0	0
Dynasty	2,125	0	2,125	2,125	8,799
Spirit	0	2,162	2,912	2,912	6,295
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	0
Caravan (trk.)	1,000	522	1,567	1,597	5,450
Caravan (Can. trk.)	3,570	4,158	9,229	9,229	7,425
Caravan C/V (trk.)	10	7	21	21	7
Caravan C/V (Can. trk.)	162	104	315	315	218
Dakota (trk.)	3,000	0	3,035	3,035	3,109
Ram pickups (trk.)	1,375	0	1,375	1,375	3,127
Ram Wagon (Can. trk.)	575	615	1,400	1,400	0
Ram Van (Can. trk.)	1,238	1,363	3,175	3,175	0
Total Dodge	**13,055**	**8,931**	**25,154**	**25,184**	**34,430**
Premier (Can.)	0	0	0	0	0
Cherokee (trk.)	4,250	0	4,250	4,250	0
Comanche (trk.)	125	0	125	125	0
Grand Cherokee (trk.)	5	0	5	5	0
Wagoneer (trk.)	0	0	0	0	0
Wrangler (Can trk.)	1,600	1,559	3,815	3,815	2,507
Total Jeep-Eagle	**5,980**	**1,559**	**8,195**	**8,195**	**2,507**
Total U.S. car	**3,875**	**4,740**	**10,490**	**10,490**	**25,382**
Total Can. car	**0**	**0**	**0**	**0**	**0**
Total U.S. truck	**10,540**	**1,009**	**11,633**	**11,663**	**16,470**
Total Can. truck	**10,013**	**10,180**	**24,768**	**24,768**	**15,635**
CHRYSLER CORP.	**24,428**	**15,929**	**46,891**	**46,921**	**57,487**
Escort	0	0	0	0	8,747
Mustang	0	0	0	0	2,190
Tempo	3,208	0	3,208	3,208	5,209
Tempo (Can.)	3,370	0	3,370	3,370	5,445
Taurus	7,462	7,726	18,266	18,266	13,078
Thunderbird	953	0	953	953	1,344
Crown Victoria (Can.)	2,030	0	2,030	2,030	971
Aerostar (trk.)	4,010	0	4,010	4,010	6,337
Bronco (trk.)	547	0	547	547	572
Explorer/Bronco II (trk.)	6,348	6,320	14,740	14,740	13,320
Navajo (trk.)	84	71	198	198	1,065
Econoline (trk.)	2,100	2,146	6,022	6,022	1,907
Heavies (trk.)	1,036	0	1,036	1,036	1,761
Light trucks (trk.)	9,400	5,185	16,205	16,205	9,274
Light trucks (Can. trk.)	2,669	0	2,669	2,669	1,672
Ranger (trk.)	1,764	1,721	4,074	4,074	12,668
Total Ford Div.	**44,981**	**23,169**	**77,328**	**77,328**	**85,560**
Topaz	1,128	0	1,128	1,128	1,831
Topaz (Can.)	913	0	913	913	1,657
Cougar	630	0	630	630	2,031
Sable	2,770	2,841	6,740	6,740	3,713
Grand Marquis (Can.)	2,071	0	2,071	2,071	0
Total Mercury	**7,512**	**2,841**	**11,482**	**11,482**	**9,232**
Continental	785	0	785	785	3,135
Mark VII	164	0	164	164	550
Town Car	2,379	0	2,379	2,379	7,383
Total Lincoln	**3,328**	**0**	**3,328**	**3,328**	**11,068**
Total L-M Div.	**10,840**	**2,841**	**14,810**	**14,810**	**20,300**
Total U.S. car	**19,479**	**10,567**	**34,253**	**34,253**	**49,211**
Total Can. car	**8,384**	**0**	**8,384**	**8,384**	**8,073**
Total U.S. truck	**25,289**	**15,443**	**46,832**	**46,832**	**46,904**
Total Can. truck	**2,669**	**0**	**2,669**	**2,669**	**1,672**
FORD MOTOR CO.	**55,821**	**26,010**	**92,138**	**92,138**	**105,860**
Skylark	1,135	1,096	2,891	2,891	6,486
Century	1,594	0	1,594	1,594	1,600
Regal (Can.)	3,000	0	3,000	3,000	6,173
Riviera	212	277	631	631	307
Park Avenue/Electra	1,929	0	1,929	1,929	4,550
LeSabre	3,500	3,331	7,813	7,813	10,364
Roadmaster Sedan+	1,288	1,306	3,050	3,050	0
Roadmaster Wagon†	320	256	576	576	0
Reatta	0	0	0	0	0
Total Buick	**12,978**	**6,266**	**21,484**	**21,484**	**29,480**
Eldorado	996	829	2,115	2,115	376
Seville	1,016	878	2,217	2,217	755
Brougham	552	566	1,314	1,314	1,606
DeVille	0	0	0	0	8,023
Allante	0	0	0	0	167
Total Cadillac	**2,564**	**2,273**	**5,646**	**5,646**	**10,927**
Cavalier	4,426	4,019	8,445	8,445	15,010
Camaro	1,383	1,349	3,303	3,303	2,315
Corsica-Beretta	4,880	4,752	11,449	11,449	10,138
Lumina (Can.)	6,000	0	6,000	6,000	9,799
Caprice	2,072	1,837	4,235	4,235	6,741
Corvette	0	0	0	0	1,242
Astro (trk.)	3,289	3,930	8,226	8,226	5,835
Blazer (trk.)	312	327	788	788	192
Lumina APV (trk.)	0	0	0	0	1,183
Mediums (trk.)	124	232	392	392	548
P-Model (trk.)	341	0	341	341	325
Pickups (trk.)	220	130	385	385	6,064
Pickups (Can. trk.)	3,900	4,001	9,566	9,566	7,888
S10 (trk.)	5,227	1,195	6,934	6,934	15,391
S10 Blazer (trk.)	3,196	2,066	6,062	6,062	2,409
Sportsvan (trk.)	925	931	2,157	2,157	1,050
Sportsvan (Can. trk.)	1,200	1,288	2,948	2,948	0
Suburban (trk.)	624	799	1,659	1,659	641
Total Chevrolet	**38,119**	**26,856**	**72,890**	**72,890**	**86,771**
Achieva/Calais	2,820	2,334	5,878	5,878	4,597
Cutlass Ciera	3,384	0	3,384	3,384	1,750
Cutlass Ciera (Can.)	0	0	0	0	4,272
Cutlass Supreme	2,400	0	2,400	2,400	5,483
Toronado	143	164	390	390	158
Eight Eight	1,767	1,561	3,705	3,705	4,538
Custom Cruiser Wag.††	128	114	242	242	0
Ninety Eight	0	0	0	0	4,800
Silhouette (trk.)	0	0	0	0	258
Bravada (trk.)	425	311	838	838	1,098
Total Oldsmobile	**11,067**	**4,484**	**16,837**	**16,837**	**26,954**
Sunbird	2,134	1,942	4,076	4,076	6,458
Grand Am	5,565	4,730	11,873	11,873	4,800
Firebird	617	594	1,452	1,452	525
Grand Prix	3,360	0	3,360	3,360	3,173
Pontiac 6000	0	0	0	0	1,120
Bonneville	2,926	0	2,926	2,926	2,095
Trans Sport (trk.)	0	0	0	0	658
Total Pontiac	**14,502**	**7,266**	**23,687**	**23,687**	**18,829**
Yukon/Jimmy (trk.)	128	103	262	262	61
Mediums (trk.)	476	462	1,135	1,135	990
P-Model (trk.)	50	0	50	50	175
Pickups (trk.)	96	87	201	201	2,468
Pickups (Can. trk.)	1,350	1,440	3,388	3,388	2,993
Syclone/Sonoma (trk.)	743	160	917	917	3,721
Typhoon/S15 Jimmy (trk.)	855	551	1,672	1,672	1,275
Safari (trk.)	1,100	1,184	2,674	2,674	2,635
Suburban (trk.)	496	292	880	880	374
Vandura (trk.)	625	661	1,642	1,642	241
Vandura (Can. trk.)	800	884	1,843	1,843	0
Total GMC	**6,719**	**5,824**	**14,664**	**14,664**	**14,933**
Total Saturn+	**2,948**	**2,948**	**7,076**	**7,076**	**1,680**
Total U.S. car	**53,495**	**34,883**	**98,324**	**98,324**	**110,857**
Total Can. car	**9,000**	**0**	**9,000**	**9,000**	**20,244**
Total U.S. truck	**19,252**	**13,421**	**37,215**	**37,215**	**47,592**
Total Can. truck	**7,250**	**7,613**	**17,745**	**17,745**	**10,881**
GENERAL MOTORS	**88,907**	**55,917**	**162,284**	**162,284**	**189,574**
Can. car	2,300	2,385	5,639	5,639	6,854
Can. trk.	1,400	1,475	3,465	3,465	3,095
CAMI*	**3,700**	**3,860**	**9,104**	**9,104**	**9,949**
DIAMOND-STAR*	**3,448**	**3,169**	**7,471**	**7,471**	**9,034**
Civic	1,980	1,859	4,517	4,517	4,156
Civic (Can.)	2,200	2,280	5,210	5,210	5,476
Accord	8,270	8,253	19,215	19,215	18,505
Total U.S. car	**10,250**	**10,112**	**23,732**	**23,732**	**22,661**
Total Can. car	**2,200**	**2,280**	**5,210**	**5,210**	**5,476**
HONDA	**12,450**	**12,392**	**28,942**	**28,942**	**28,137**
HYUNDAI Sonata (Can.)	**428**	**369**	**797**	**797**	**2,290**
MAZDA*	**2,239**	**2,317**	**5,262**	**5,262**	**8,439**
U.S. trk.	1,527	1,634	3,806	3,806	3,280
Can. trk.	129	167	350	350	331
NAVISTAR	**1,656**	**1,801**	**4,156**	**4,156**	**3,611**
Sentra	2,860	3,387	7,279	7,279	8,182
Pickup (trk.)	2,762	3,265	7,064	7,064	7,930
NISSAN	**5,622**	**6,652**	**14,343**	**14,343**	**16,112**
Geo Prizm	2,000	2,048	4,738	4,738	5,163
Toyota Corolla	2,300	2,473	5,618	5,618	5,125
Toyota Hilux (trk.)	450	479	1,075	1,075	0
NUMMI	**4,750**	**5,000**	**11,431**	**11,431**	**10,288**
Legacy	1,200	1,278	2,946	2,946	2,599
Pickup (trk.)	524	534	1,231	1,231	0
Rodeo (trk.)	876	972	2,233	2,233	0
Total U.S. car	**1,200**	**1,278**	**2,946**	**2,946**	**2,599**
Total U.S. trk.	**1,400**	**1,506**	**3,464**	**3,464**	**2,497**
SUBARU-ISUZU	**2,600**	**2,784**	**6,410**	**6,410**	**5,096**
Camry	5,420	4,645	11,924	11,924	11,847
Corolla (Can.)	1,500	1,574	3,074	3,074	3,471
TOYOTA	**6,920**	**6,219**	**14,998**	**14,998**	**15,318**
VOLVO 740, 940 (Can.)	**150**	**150**	**344**	**344**	**449**
AM GENERAL (trk.)	**375**	**375**	**900**	**900**	**1,250**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**5,760**	**5,760**	**8,300**
Total U.S. car	**106,566**	**79,619**	**212,037**	**212,037**	**258,500**
Total Canada car	**23,962**	**6,758**	**32,448**	**32,448**	**46,857**
Total U.S.-Canada Car	**130,528**	**86,377**	**244,485**	**244,485**	**305,357**
Total U.S. truck	**63,995**	**39,532**	**117,779**	**117,779**	**134,223**
Total Canada truck	**21,461**	**19,435**	**48,997**	**48,997**	**31,614**
Total U.S.-Canada truck	**85,456**	**58,967**	**166,776**	**166,776**	**165,837**
TOTAL U.S.	**170,561**	**119,151**	**329,816**	**329,816**	**392,723**
TOTAL CANADA	**45,423**	**26,193**	**81,445**	**81,445**	**78,471**
TOTAL U.S.-CANADA CAR & TRUCK	**215,984**	**145,344**	**411,261**	**411,261**	**471,194**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output up as plants reopen

ANNE E. WRIGHT
Chief Statistician

All U.S. car and truck assembly plants will be closed today in observance of Martin Luther King Jr. Day.

Last week's estimated U.S. car production rose 33.8 percent from the prior week when nine plants were idle, but it fell 4.0 percent below the year-ago week.

Estimated truck production in the United States was up 61.9 percent over the prior week when 14 plants were idle and also topped the year-ago week by 15.6 percent.

Year-to-date, car production in the United States is 212,037, trailing 1991's 258,500 by 18.0 percent.

So far this year, truck assembly in the United States is 117,779, down 12.3 percent from 134,223 in 1991.

U.S. and Canadian makers' daily build rate was 43,197 last week, an increase of 42.4 percent over 29,069 per day the prior week. In the year-ago week, the makers produced 40,138 vehicles per day.

U.S. carmakers split last week's production as follows: General Motors, 50.3 percent; Ford Motor Co., 18.3; Honda of America Manufacturing Inc., 9.6 percent; Toyota Motor Manufacturing U.S.A. Inc., 5.1 percent; New United Motor Manufacturing Inc., 4.0 percent; Chrysler Corp., 3.6 percent; Diamond-Star Motors Corp., 3.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.7 percent; Mazda Motor Manufacturing (USA) Corp., 2.1 percent and Subaru-Isuzu Automotive Inc., 1.1 percent.

In Canada, estimated car production last week was 23,962, more than triple that of the prior week as production resumed at GM and Ford assembly plants. Canada's car production also was up 5.2 percent over the year-ago week.

Truck production in Canada was estimated at 21,461 last week, an increase of 10.4 percent over the prior week and up 86.6 percent over the year-ago week.

Year-to-date car production in Canada is 32,448, down 30.8 percent from 46,857 in 1991.

Truck production in Canada so far this year is 48,997, up 55.0 percent over last year's 31,614.

GM scheduled overtime last Saturday at the Scarborough and Oshawa, Ontario, truck facilities.

This week, GM has idled the Bowling Green, Ky., and Lake Orion, Mich., car facilities and the Tarrytown, N.Y., truck plant due to slow sales and high inventories.

The company's Pontiac, Mich. (East), truck plant remains idle because of plant maintenance.

Chrysler scheduled overtime last Saturday at the Windsor, Ontario, minivan plant.

Chrysler has idled the Windsor, Ontario (Pillette Road), truck plant this week due to slow sales.

The sales slump also has idled Ford's St. Thomas, Ontario, car facility this week. The plant produces the Ford Crown Victoria and Mercury Grand Marquis. It will resume operations Jan. 27. The plant will begin to build police vehicles and taxis Feb. 4.

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Automotive

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late news

Ex-Hyundai exec to lead Kia

LOS ANGELES — Former Hyundai executive Greg Warner has been appointed to lead Kia Motors Corp.'s sales entry into North America.

Warner, 48, who left Hyundai to form his own consulting company in 1989, was named Friday as executive vice president and chief operating officer of Kia's North American operations.

The company, based in Irvine, Calif., will be responsible for the sale of Kia-badged vehicles in the United States and Canada. It plans to begin sales in mid-1993 with a compact sedan and follow with a compact sport-utility six months later.

Kia is the second Korean automaker, after Hyundai Motor Corp., to create an independent U.S. sales channel. Ford Motor Co. currently sells a Kia vehicle as the Ford Festiva.

— Kristine Stiven Breese

Lexus, Saturn dealers happiest

Newcomer Saturn Corp. received the second-highest score in the J.D. Power and Associates Dealer Satisfaction Index for 1991, making Saturn far and away the highest-scoring domestic franchise.

Lexus, a division of Toyota Motor Sales U.S.A. Inc., was a repeat winner.

see LATE NEWS, 2

Economy KO'd 1,588 dealerships, NADA says

CHARLES M. THOMAS
Staff Reporter

A lengthy and stubborn recession has taken its toll on the nation's new-car dealers, shuttering 1,588 dealerships since 1989, according to the National Automobile Dealers Association.

And even though dealers are operating their businesses more efficiently than ever before, they aren't out of the woods yet, warns Frank McCarthy, NADA executive vice president.

He said the last recession, from 1979 to 1981, was harder on dealers because about 1,800 dealerships closed.

But he cautioned that this recession isn't over yet, and "we're still counting."

According to NADA membership data, the dealership total at the end of 1991 was 23,553, down from 24,198 a year earlier. Dealer members of NADA slipped to 19,065 in 1991 from 19,877 in 1989.

McCarthy also said that the net loss of dealerships could be worse than NADA figures show. That's because dealership closings estimated by NADA may be skewed by the addition of dealerships for new franchises like Lexus, Saturn and Infiniti.

see DEALERS, 35

'Buy U.S.' fever spreads

Businesses offer incentives, but few gains are expected

ARLENA SAWYERS
Staff Reporter

A year ago, patriotic fever swept Americans during the Gulf War.

This year, the war is economic. And the fever is "Buy American."

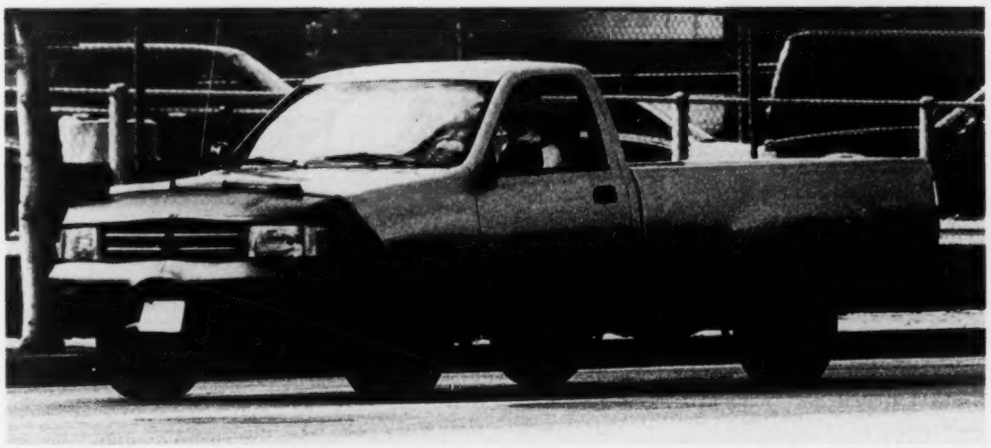
At least, that's what a number of companies are suggesting to their employees.

The persistent recession and the escalating war of words between the United States and Japan have prompted some American businesses to come to the aid of the American automobile industry.

Several businesses are offering cash incentives to their employees or customers who buy or lease "American" vehicles.

At The Brown Paper Co. in Greenwich, Conn., employees are offered $1,000 to buy a U.S.-built vehicle from the Big 3.

Company President Douglas Brown himself replaced his Audi with a 1992 Cadillac Seville STS.



HANS G. LEHMANN/HIDDEN IMAGE

Toyota has reportedly delayed introducing this mid-sized pickup truck to the U.S. market for fear of provoking more anti-Japanese sentiment. Work continues on the truck, which is similar in dimensions to the Dodge Dakota.

Companies — both automotive and non-automotive — are offering up to $1,000 toward the purchase or lease of American cars.

One complication: What's an American vehicle?

Companies are defining domestic vehicles as assembled in the United States or North America, or bearing a Big 3 nameplate. Some programs include and others exclude Hondas or Toyotas assembled in America.

The "Buy American" movement is biggest in Detroit and the Midwest, heart of the Big 3.

Will the "Buy American" movement move the needle?

Some consumer surveys taken at the time of the Persian Gulf war suggested that Americans, taken with the patriotism of the war and angered at Japan's lukewarm support for it, might move back to domestic products. But Japanese makers picked up 1.7 points of U.S. market share in 1991.

"Buy American" programs are largely emotional and do little to change consumers' minds, says John Casesa, an automotive analyst with the New York brokerage firm of Wertheim Schroder & Co.

"It may have a temporary positive effect on Big 3 market share, but it will be fleeting," he says. "There is still a quality gap. The market is a reflection of reality."

see BUY U.S., 6

Pensions don't boost costs of Ford and GM vehicles

Retiree checks financed by shrewd investments

Big payouts await Big 3 chiefs ➤ 16

MICHAEL J. CLOWES, MARGARET PRICE and CURTIS VOSTI
Crain News Service

U.S. auto companies have at least one model the Japanese carmakers might well emulate — their pension investment operations.

So successful have General Motors and Ford Motor Co. been in their pension fund investments, aided by the strong financial markets of the past decade, that pension payments don't add a single dollar to the cost of a U.S.-built GM or Ford car. Pension costs can add as much as $87 to the cost of a car built in Japan.

Chrysler Corp., hampered by its financial difficulties, its acquisition of American Motors and its one-to-one ratio of pensioners to active employees, still contributes to its fund.

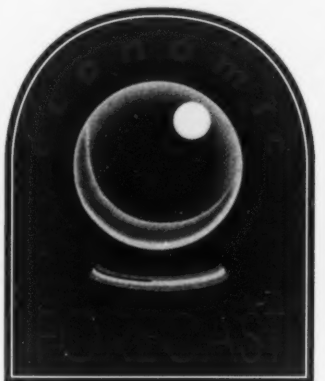
Chrysler is at a competitive disadvantage because pension costs add $585 to the cost of a Chrysler vehicle. But Chrysler's fund also has excellent long-term investment returns.

While the Big 3 have been subjected to ridicule in the nation's media in recent weeks, they have in the last decade quietly become cutting-edge national leaders in an often-overlooked but big-dollar enterprise: managing billions of dollars in pension funds.

GM, Ford and Chrysler, which have 768,000 employees, have accumulated assets with a market value of $57.6 billion to meet their current and future pension obligations. In addition, they have another $11.7 billion for various employee-funded thrift plans; a 401(k) deferred-compensation, tax-sheltered savings plan, and other employee benefit programs.

In the profitable years of the 1980s, Ford and GM contributed generously to the pension funds so they wouldn't have to fund in bad years. That plan worked well. But Chrysler wasn't able to fund its plan as aggressively. They have invested these assets

see PENSIONS, 16



Wary analysts expect '92 sales to rise

Stories on Page 20.

Mood has switched: Congress now seeks to aid auto industry

MAX GATES
Staff Reporter

WASHINGTON — Washington goes back to work this week with a new attitude toward the nation's auto industry.

When Congress adjourned before Thanksgiving, it had just passed a highway bill that included new auto safety standards and narrowly turned aside debate on new corporate average fuel economy rules.

Now, CAFE is considered dead for this year by nearly all except its chief sponsor, Nevada Democrat Sen. Richard Bryan.

President Bush is reportedly ready to launch a broad attack on federal regulations that add to the costs of business and manufacturing. And there is widespread recognition that the domestic auto industry is critical to the U.S. economy — and both are in trouble.

The shift stemmed from two dramatic events: The

Bryan: Looking for ways to push CAFE bill.

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Industry wrestles with Clean Air Act ➤ 34

Automotive News

LEARNING EXPERIENCE
Big 3-UAW partnerships combat illiteracy. PAGE 4

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Bush loyalist asked to head Transportation. PAGE 6

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Mazda starts production at future Amati plant. PAGE 14

DETROIT DEBUT

▲ Showgoers get first look at BMW 3-series coupe. PAGE 15

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correction

A photo caption in the Jan. 13 edition misstated Mercedes-Benz's production goal for its new SEC coupes. The company said it will produce 8,000 of the new cars for world markets in 1993 — 3,500 units of the 500SEC and 4,500 600SECs. The American market will receive a combined 1,500 units of both models.

HANS G. LEHMANN/HIDDEN IMAGE

Hyundai tests topless Scoupe

Korean automaker Hyundai hopes to broaden the appeal of its Scoupe with a turbocharged version for the 1993 model year and a convertible, as shown in this retouched photo of a prototype, for the 1994 model year. Other changes include a minor facelift with new grille, narrower headlights and rounded fenders.

latenews

CONTINUED *from* PAGE 1

No. 3 was Infiniti Division of Nissan Motor Corp. in U.S.A. Like Saturn, this is the first year it has been ranked. The survey asks dealers about the value of the franchise, company policies and procedures and how well dealers get along with franchise representatives.

The next positions were held by Range Rover, Honda and Mercedes-Benz (tied), Toyota, Audi, Acura and Saab (tied), Mitsubishi and Mazda.

After Saturn, the highest-ranking domestic franchise was Buick in 17th place. J.D. Power and Associates doesn't publish below-average scores.

— Jim Henry

Lotus lays off another 70

LONDON — Lotus Cars Ltd., the British sports car maker, said Friday it will lay off another 70 workers because of sharply declining sales. The company, which added staff in 1989 and 1990 for production of the then-new Elan, laid off 300 workers last September as sales fell 60 percent.

The company said Elan sales have fallen sharply below target, especially in the United States, its principal market.

The latest cuts will leave the company with about 500 workers, Lotus said. A spokesman said the company will build about 2,000 cars in 1992.

— Ed Wendt

GM recalls cars, trucks

DETROIT — General Motors last week announced three safety recalls involving 214,500 cars and light trucks.

An incorrect machining operation may cause the automatic transmissions in 9,500 1992 cars to engage while the shift lever is in neutral. Affected are Oldsmobile Cutlass Supremes and Cieras, Buick Regals and Centurys, Pontiac Grand Prixs and Chevrolet Luminas.

A second recall involves about 186,000 1985 and 1986 Chevrolet and GMC Truck one-ton C/K pickups and G-30 vans, which could develop cracks in their left-side lower control arms. The crack could spread to the ball joints, causing a loss of steering control.

Another recall involves 19,000 1989 Chevrolet Corsica sedans with optional styled steel wheels. Cracks may develop at the outer edges of the wheel spokes, which could lead to the spokes separating from the wheel rim. That could adversely affect steering and braking control.

Honda to fix bad oil switch

TORRANCE, Calif. — American Honda Motor Co. Inc. will repair about 31,000 imported cars in the United States and Canada for an oil-line problem.

The problem, caused by a defective oil-pressure switch, affects Japanese-made Honda Accords, Civics and Preludes and Acura Legends and Integras. All were produced last November and December.

The problem does not involve cars made at the company's U.S. or Canadian factories. Those cars use a U.S. supplier for the switch, while the imported cars use a Japanese supplier.

A spokesman for Honda North America Inc. said that about 27,000 of the defective cars reached the United States, but about 21,000 of those are still at dealerships or in inventory at American Honda Motor Co.

In all, approximately 70,000 impaired cars were produced, with about 7,800 of them reaching Europe, the spokesman said.

Rover ends 'exclusive' reign

LONDON — Rover Group said last week it will free its 850 dealers in the United Kingdom to sell competing brands on the same site, a move likely to be quickly followed by other major manufacturers.

Rover is Britain's third-largest vehicle maker after Ford and General Motors/Vauxhall.

The action comes as the government prepares to release a report based on Monopolies and Mergers Commission findings that British car prices are as much as 50 percent higher than comparably equipped cars sold on the Continent. The report cited the exclusive-franchise system as being a major cause of the disparity.

— Ed Wendt

UAW lets locals set vacations

DETROIT — The UAW will allow its locals at General Motors to decide individually if they want members to take vacations during a two-week companywide shutdown this summer, said Stephen Yokich, UAW vice president and head of the union's GM department. GM Chairman Robert Stempel in December asked workers to take vacations in the shutdown period that begins July 20 to help cut costs.

At a media briefing last week, Yokich said again that the UAW will not reopen its GM contract to further help the automaker reduce costs. He said GM could have saved billions of dollars if it had used certain provisions of the current contract. He said GM could have saved $1.3 billion alone in benefits to laid off workers if it had eliminated outsourcing and brought jobs back in-house.

— Liz Pinto

Amati names ad agency

IRVINE, Calif. — Amati, the luxury division of Mazda Motor of America Inc., has selected Lord, Dentsu & Partners, N.Y./L.A. to handle its estimated $60 million advertising account.

The agency will spend the next six months "getting to know who we are and what we are about," said Dick Colliver, Amati group vice president and general manager. "Then we're going to take them to Japan. I want them to see all the shrines. After all that, we'll show them the product."

Amati started the formal review last October and chose Lord, Dentsu from among five finalists.

Amati plans to begin selling cars in 1994 for the 1995 model year.

— Kristine Stiven Breese

briefly

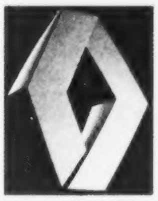
Rolls breaks out the tissues

Before **Rolls-Royce** begins delivery of its new **Bentley** Continental R coupe to the United States next month, it must meet safety standards by having one of the $262,000 ultra plush vehicles pass standard crash tests. When the crash, which demolishes an automobile, occurs, "the caption will read: 'Have you ever seen a grown man cry,' " said Reg Abbiss, senior executive for corporate communications. Rolls-Royce will deliver 90 of the 1993 models to the United States, Abbiss said, and all have been sold.

FROM ROCKS TO STARS— Movie star Michael Douglas does voice-over duty in a new series of ads for **Infiniti**. Rumor has it that agency Hill, Holliday, Connors, Cosmopulos Inc. Advertising negotiated a $3 million, three-year contract with the actor. Research reportedly showed that Infiniti needed a voice that would cut through the clutter and speak directly to Infiniti's non-conformist, aging-boomer target buyers. The agency was reportedly turned down by its first choice, clutter cutter Jack Nicholson.

FAIRY TALE — Ford public relations exec Jerry Sloan has entered his second childhood. Sloan, executive director of civic and corporate affairs, will retire March 1 to start a new career as a full professor of public relations at Ohio University. He said in a press release that he and his wife, Jeanne, "are as happy as two little kids jumping in puddles on a rainy day." Sloan met his wife at Ohio U and never forgot his dream of being a professor there. "But Jeanne and I started having kids, and before we figured out it was because we were using the same toothbrush, we had four children, and I had a career at Ford," Sloan said. Now the happy couple have their wish and they hope everyone else will live as happily ever after.

NEW LOOK — In a move that might be likened to hanging a clove of garlic to ward off vampires, France's **Renault** Group last week unveiled a new logo to reflect what Chairman Raymond Levy calls a "firm determination not to let ourselves be overtaken by competitors." Because of Renault's "radical transformation" in recent years, the company's handout says, its image must now emphasize its "demanding quality standards . . .; Express the modern nature of the company . . . (and) Symbolize the vision of there being more to life with Renault." A heck of a burden to place on a lozenge.



Renault logo: new standards

PHYSICIAN, HEAL THYSELF — Even as Americans push Japanese automakers to buy more U.S. parts to close the trade deficit, **General Motors** is doing the opposite. Some 1990 and 1991 Geo Storms, built in Japan by **Isuzu,** were equipped with oxygen sensors made by GM's AC Rochester Division. Dealer service departments were told this month they are to use a replacement part from Nippondenso, a Japanese supplier, if it is necessary to replace the oxygen sensor. The bulletin said the Nippondenso part is more durable than AC Rochester's part.

Pensions of U.S. auto chiefs dwarf workers', Japanese

JOEL CHERNOFF
Crain News Service

Harold Poling, chairman and chief executive officer of Ford Motor Co., would receive nearly 54 times the pension of the average U.S. autoworker if he retired today.

In fact, Poling would receive nearly $1.1 million a year in retirement benefits — or almost 90 percent of his current cash compensation of $1.22 million. The average assembly line worker at Ford would get $20,400 a year in pension and Social Security benefits, or 53 percent of a $38,355 annual salary. Poling's 1990 compensation — excluding lucrative stock options — is 32 times the average pay for Ford hourly workers.

By comparison, a chief executive of a large Japanese company who chose a life annuity instead of the more common lump sum would get about $171,000 a year after taxes, or 36 percent of pay, while a Japanese worker would get 40 percent to 50 percent of his or her pay, based on gross income. (Although no specific information was available on pay and pensions at Japanese auto companies, the figures are similar for all large Japanese companies.)

Robert Stempel, General Motors' chairman and chief executive officer, also would fare well. If he retired today, his pension at age 65 would be 33 times that of the typical hourly worker. He would get $680,213 a year — or 78 percent of pay. (That calculation is based on Stempel's highest five-year average total compensation — virtually all earned before he became chairman. Presumably, his base earnings will increase substantially.)

But Lee Iacocca, chairman and chief executive officer of Chrysler Corp., likely will suffer a sizable drop in income when he retires. Iacocca, who plans to retire at the end of this year, is guaranteed $253,000 per year — or 28 percent of pay — for 10 years. Converted to a single-life annuity basis — it would be worth between $258,000 and $278,000 a year. That's 12.6 to 13.6 times the retirement pay for an auto assembly line worker.

Iacocca's pension, however, excludes an indeterminable amount of supplemental retirement benefits based on incentive compensation payments, as well as 50 percent of his Social Security benefit and his pension from Ford, where he worked before joining Chrysler in 1978.

GM chairman Robert Stempel would get $680,213 a year at age 65 if he retired today.

Ford chairman Harold Poling would receive almost $1.1 million a year in retirement benefits.

Chrysler chairman Lee Iacocca is guaranteed $253,000 a year for 10 years after he retires.

Gerald Williams, vice president and manager at the Tokyo office of TPF&C, an employee benefits consulting firm, calculated the Japanese executive's pension based on the assumption he retires at age 70 at a salary of 60 million yen ($476,000), after serving nine years as president plus six other years on the board. He would receive a lump-sum benefit of 277.5 million yen ($2.2 million). The figures exclude benefits prior to joining the company's board, which could be the first 30 years of service.

According to Charles D. Spencer & Associates Inc., a Chicago-based employee benefits consulting firm, the average Japanese worker retiring from a large firm would receive 4.2 million yen a year ($33,000) in pension and social security benefits, or 40 percent to 50 percent of pre-retirement salary before taxes plus bonus. ■

PENSIONS

U.S. workers benefit from well-run funds

continued from PAGE 1

in a broad spectrum of investment instruments — including domestic and foreign stocks and bonds, real estate, venture capital and private placements — restricted only by the "prudent man rule" of the Employee Retirement Income Security Act.

They generally have had a heavy commitment to equities. Each has more than 50 percent of the defined benefit assets invested in stocks, with Chrysler having a 60 percent equity commitment and Ford a 58 percent commitment.

LAWS HEM IN JAPANESE

The pension funds of the Japanese companies have operated under tighter investment restrictions, including a requirement that at least 50 percent of assets be invested in Japanese fixed-income securities, and no more than 30 percent be invested in equities.

The pension funds of three of Japan's biggest automakers — Toyota Motor Corp., Nissan Motor Co. Ltd. and Honda Motor Co. — have accumulated only $9.8 billion in assets backing the company pension benefits for 163,000 employees in Japan, according to the Japan Bond Research Institute. But these assets are at book value. The true value depends on what has happened to interest rates and stock prices since the investments were made.

Toyota contributed $161 million to its pension fund in 1990, or $38 per Japanese-produced vehicle. Nissan contributed $95.2 million, or $39 per vehicle. Honda contributed $123 million, or $87 per vehicle.

While the U.S. companies use a broad spectrum of investment management organizations applying a wide range of approaches to invest pension assets — including Japanese managers — the three biggest Japanese automakers use only domestic trust banks and insurance companies.

Until two years ago, all Japanese pension funds were allowed to use only trust banks and insurance companies, although since 1986 Ministry of Finance-approved non-Japanese trust banks could be used. The nine non-Japanese trust banks that have been allowed in the market have garnered less than 1 percent of corporate assets.

The U.S. auto companies have taken full advantage of the funding and investment rules of ERISA to secure the pension benefits of their employees.

They funded aggressively in the years when the companies had strong earnings, and they used the latitude of the "prudent man rule" and the guidance of capital markets theory to seek above-average investment returns in undervalued markets and market segments. The federal "prudent man rule" says that a U.S. pension fund can invest in any any investment that a prudent man, acting with some knowledge of investments, would make.

At the same time, as required by ERISA, they diversified their investments to reduce risk.

GM, for example, diversified from just stocks, bonds and cash equivalents into real estate and non-U.S. equities beginning in 1982. GM was ahead of most pension funds in both areas, and was early enough to have good long-term results in the two asset classes. (See related story on Page 17.)

The fund later added investments in foreign securities, and has used futures not only to hedge portfolios but also to facilitate moves into or out of market segments in a timely fashion.

Domestically, GM built a fund management staff of 60, including 40 professionals, more than 20 of whom are investment professionals. GM also hired a stable of 69 investment management firms that includes leading U.S. firms. The GM staff also manages assets internally.

The objective at General Motors Investment Management Co., the GM subsidiary that oversees GM pension fund investments, is to maximize the investment return on a risk-adjusted basis over time, according to W. Gordon Binns Jr., president of the subsidiary. "That serves the interest of the beneficiaries (by securing their pensions) and the company," he said.

PENSION FUND CONTRIBUTIONS

Amounts U.S. Big 3 and Japan's top three automakers contributed to their pension funds in 1990

	Total contribution (in millions)	Cost per vehicle
General Motors*	$ 0	$ 0
Ford Motor Co.*	0	0
Chrysler Corp.	784	585
Toyota Motor Corp.	161	38
Nissan Motor Co. Ltd.	95	39
Honda Motor Co. Ltd.	123	87

*Income from investments covered GM's and Ford's pension liabilities for the year.

Ford likewise has adopted a diversified investment management approach. As of Sept. 30, it had 58 percent of its assets in stocks, 29 percent in fixed-income investments, 8 percent in cash and 5 percent in real estate. It also invests in oil and gas, venture capital, and private placements, and it uses derivatives. Ford has built a diversified stable of 30 investment management organizations.

Chrysler Corp. contributed $784 million to its pension fund in 1990. Although not as well funded as GM and Ford, Chrysler has diversified across asset classes, using international securities and real estate besides U.S. stocks and bonds. It employs 42 managers with a wide variety of styles and specializations.

MANAGERS ARE ADMIRED

The investment management teams of the three U.S. auto companies are highly regarded in investment management circles.

Thomas Larkin, president and chief operating officer of Trust Co. of the West, in Los Angeles, which manages more than $15 billion for U.S.. pension funds including each of the Big 3, said: "They've got great professional staffs at all three of those companies. (They're) extraordinarily professional. By and large, they are on the cutting edge — leaders as opposed to followers."

As an example, Larkin said, they have developed normal portfolios (portfolios representative of the kinds of securities that fit within each manager's style) with which to measure the performance of the managers, rather than simply using the Standard & Poor's 500 Stock Index.

John W. Rogers Jr., chief investment officer of Ariel Capital Management Inc. in Chicago, a manager for Ford and Chrysler, said the two companies "showed great courage" in hiring his relatively young firm.

"I was impressed with the professionalism of the people," he said. "You get a sense they are very tough and demanding, both in their written and oral reporting."

John R. Thomas, managing director at J.P. Morgan Investment Management Corp. in New York, said: "If you look at the leaders in the U.S. pension industry, I don't think you'd find anyone who would disagree that the U.S. auto companies are leaders in being sophisticated plan sponsors." Morgan manages assets for all three U.S. automakers.

While the automakers declined to disclose the investment performance of their pension funds, GM's Binns said the GM fund's total return had been in excess of 15 percent compounded annually for the 10 years ended Dec. 31. The median large corporate pension fund in the country returned about 15.3 percent in that period, according to SEI Corp., a Wayne, Pa.-based consulting firm.

The Japanese auto companies, meanwhile, have been hampered by the relative youth of the Japanese pension industry, legal restrictions and even cultural differences.

Only since early 1990 have the Japanese pension funds been able to hire non-bank or insurance company managers. In addition, they are limited in their investments. At least 50 percent of the assets must be in assets with guaranteed principal, such as government bonds. No more than 30 percent of the assets may be invested in stocks, and no more than 20 percent in real estate. And no more than 30 percent of the assets may be invested in foreign currency denominated assets.

How series was written

This series on automakers' pension funds was prepared by the staff of *Pensions & Investments*, a sister publication of *Automotive News*. The biweekly newspaper is a leading trade journal of corporate and institutional investing.

VISIONS OF THE PAST

Ironically, the investment management structures at Toyota, Nissan and Honda look remarkably like the structure General Motors abandoned in 1982.

Until that time, GM's pension assets had been managed solely by bank trust departments and insurance companies that had total control over the asset allocation decision. Alternative investments were not used.

Noriyuki Morimoto, an employee benefits consultant with The Wyatt Co. in Tokyo, noted the differences between U.S. and Japanese pension management practices: "In Japan, pension investments are not very important issues for the management of companies, whereas in the U.S., pension investing is one of the most important management issues for companies overall.

"It's not so important in Japan because the amount of pension assets is smaller than in the U.S. It's one-tenth the size, although assets are growing rapidly and becoming a more important management issue. . . . There has been little importance placed, until recently, on performance. But that's changing rapidly because of deregulation and the ability to now hire investment advisers other than trust banks and insurance companies for managing new cash (contributions) into pension funds."

For fiscal 1990, the book value performance — not counting any appreciation of market value of

see PENSIONS, 17

GM blazes fund management trail

MICHAEL J. CLOWES
and JOEL CHERNOFF
Crain News Service

The $40 billion General Motors Corp. pension fund pays benefits of $250 million each month to more than 300,000 retirees and still has investment returns sufficient to make company contributions unnecessary.

On the other hand, the $5.8 billion Chrysler Corp. pension fund has had to use many of the same investment techniques and some different ones to try to help the company through its financial difficulties and to reduce its unfunded liability.

In GM's case, above-average investment performance by the GM pension management group — now known as General Motors Investment Management Co. — along with extraordinary returns from the capital markets in the past 10 years, eliminated the need for contributions.

> ❛ Our intent is to stay on the leading edge of investment thinking and technology. ❜
>
> **W. GORDON BINNS JR.**
> GM INVESTMENT MANAGEMENT CO.

While W. Gordon Binns Jr., president of the GM investment subsidiary, declined to release specific figures, he said the fund's performance was better than the median return of 15 percent, compounded annually for the 10 years ended Dec. 31, achieved by a group of large corporate pension funds to which the GM fund belongs.

The GM pension fund is in the top 20 percent of U.S. pension funds in the sophistication of its investment activities and the quality of the investment management team, said George Russell, chairman of the Frank Russell Co. in Tacoma, Wash.

The GM fund, under Binns, has become a sophisticated user of most of the investments available to large pension funds today, employing 69 investment management firms and running some assets internally. There are more than 20 professionals on the investment staff.

It also was among the first funds to make a substantial commitment to international investing, and invests not only in foreign stocks but also in foreign bonds. It was among the first to become active in the emerging markets such as Mexico, Brazil and India.

The fund also was an early investor in venture capital and real estate and a pioneer in investing in privately offered securities, an area some consultants believe will become more important to large funds.

In addition, the fund was an early user of derivative instruments, such as futures, not only to control risk but also to change exposures quickly when it sees the need. "This was particularly useful when we were getting contributions," Binns said. "In 1984 and 1985 the company made extra contributions, and the derivatives were useful then in putting those contributions to work."

GM's investment company has continued to study and use the latest derivatives and has a unit dedicated to keeping up with the latest capital market research, investment ideas and investment products.

"We think we have developed

see STRATEGY, 18

JOE WILSSENS/AUTOMOTIVE NEWS

Chrysler worker Jeff Olsen uses a 'toy tab' at the Sterling Heights, Mich., assembly plant. Because of the company's one-to-one ratio of employees to retirees, pension costs added $585 to every Chrysler vehicle built in 1990.

PENSIONS

Japanese spending expected to grow

continued from PAGE 16

assets — for the Toyota pension fund was reported as 6.89 percent, down from 8.68 percent in 1988, according to the Japan Bond Research Institute's pensions and investments research department.

For Honda, the 1990 book value performance was reported as 8.69 percent, down from 8.17 percent in 1988.

The 1990 figure for Nissan was not available, but in 1989 it reported a book value return of 7.76 percent, down from 8.44 percent in 1988.

The book value performance is the investment yield (interest plus dividends) as a percentage of the book value of the assets. It does not include market gains or losses on the value of the securities.

Ernest Bianco, president of Frank Russell Japan Co. Ltd. in Tokyo, said all pension plans in Japan are defined benefit plans — plans, entirely paid by the company, which promise a specific retirement benefit.

Unlike in the United States, a lot of pension obligations are carried on the books of the company as a liability with no segregated assets to back them. But a growing amount of pension obligations are being funded, he said.

A U.S. money manager said he expects Japanese corporations to post annual funding increases of 15 percent to 20 percent for the next two decades as they cover unfunded liabilities that have grown up in the years since Japanese companies began their pension plans in the 1960s.

Also in Japan, if a pension fund accumulates assets in excess of liabilities, the surplus assets cannot revert back to the sponsor, Bianco said. The assets can be used only to provide ancillary benefits to retirees, such as retirement housing or recreational facilities.

"Funding of pensions is occurring at an (insufficient) level, given the constraints on how the assets can be managed. Investment returns are less than one should expect in a more efficient investment program," Bianco said.

Although the companies are not accounting for assets at current market value, "they're paying liabilities in current yen. . . . So there is a huge mismatch in the assets vs. the liabilities," he said.

"So it's not clear if assets and liabilities are valued similarly. Some pundits think that the Achilles' heel of Japan is the improper funding of Japan's pension liabilities."

CHANGES TAKING PLACE

Now, however, "Japan is starting to own up to some responsibilities," Bianco said. A yearlong study group, commissioned by the Ministry of Finance and the Ministry of Health and Welfare, and consisting of key pension industry players, will report at the end of March.

The group is addressing such things as performance measurement and the question of pension valuation, he said.

He also noted that despite the easing of restrictions, it's still difficult for Japanese pension funds to hire organizations other than trust banks and insurance companies. And "only the new cash of employee pension funds can be managed by discretionary investment advisers; existing monies must still be managed by trust banks and insurers," he said.

Wallace Wormley, deputy president and chief investment officer of Prudential Investment Advisory Co. Ltd. in Newark, N.J., said changes will be made to ease the requirements enabling investment advisers to manage Japanese pension assets. The minimum size that the investment manager must have under management to be qualified to manage pension assets will be dropped to 500 million yen from 1 billion yen, and the managers will have to keep only 30 percent of assets in Japanese government bonds.

> ❛ Some pundits think that the Achilles' heel of Japan is the improper funding of Japan's pension liabilities. ❜
>
> **ERNEST BIANCO**
> FRANK RUSSELL JAPAN CO. LTD.

And Japanese pension funds have made some moves to hire foreign managers.

Duncan Fordyce, director of the Tokyo office of InterSec Research Corp., noted that the Japan Public School Employee's fund has hired about seven non-Japanese money managers. In addition, Western Japan Plastic hired at least one, and the Pension Fund Association hired several.

Fordyce noted that the book value accounting method preferred in Japan leads to a different method of asset management than in the United States.

If a manager can't sell a security at a loss because he would be penalized by the accounting system, he'll hang onto this security until he has a gain in another security that would offset the loss, Fordyce said.

Therefore, he'll "hang onto the dogs and skim the winners to realize gains to offset losses."

In addition, Fordyce said, in the last couple of years, the restrictions on diversification have cost Japanese funds enormously because of the Japanese securities market's poor performance.

On the other hand, the Japanese companies are funding their pension liabilities aggressively.

Said Fordyce: "We don't have to have an ERISA law passed in Japan to have adequate funding today in anticipation of the needs in 25 to 30 years; it's taking place. ■

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Wary analysts expect sales to increase in '92

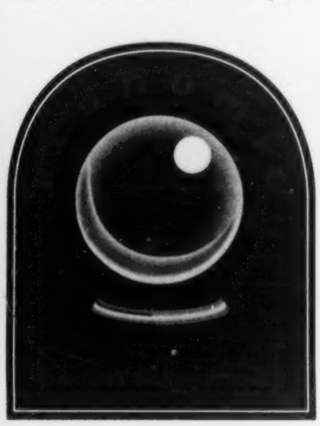
13-14 million seen, a gain of 4-12%

CHARLES M. THOMAS
Staff Reporter

Auto analysts are more cautious in their sales forecasts this year than last, with predictions wedged comfortably between 13 million and 14 million cars and trucks.

That is 4-12 percent more than 1991's dismal sales of 12.5 million vehicles, including medium- and heavy-duty trucks.

The range of new-car sales predicted by analysts for 1992 is 8.7 million to 9.2 million with imports making up 1.9 million to 2.4 million.



Forecasts for import trucks are 300,000 to 600,000 units.

A majority of the 10 analysts polled by *Automotive News* say General Motors will have the greatest gain in new-car market share among the Big 3 and that Ford Motor Co. will lose share.

Jean Claude Gruet, analyst with New York-based UBS Securities, says Chrysler will show the highest volume increase from a percentage standpoint, but GM will have the biggest gain in market share.

But there are other opinions.

"Chrysler will have the largest domestic truck sales increase," said Ron Glantz, analyst with Dean Witter Reynolds in San Francisco.

"GM will have the largest increase in car sales," he said. "Overall, Ford will show the largest decline and Chrysler the largest gain."

Maryann Keller's forecast also ran contrary to those of other analysts.

Keller, managing director of Furman Selz Inc. in New York, predicted Ford will have the greatest gain in market share. GM, however, will end the year a loser.

But, Keller said, market share gains and losses in 1992 will be almost negligible.

The consensus among analysts is that Toyota (including Lexus) will have the biggest market share gain among the imports while shares for Volvo, Volkswagen, Nissan and Hyundai will suffer.

Jack Kirnan, of New York-based Kidder Peabody was the most noteworthy dissident saying Toyota could be hurt by "buy-American" trends.

"I see national politics on the side of the domestic automakers," he said. "Buy-American is creeping into the American consciousness."

Glantz predicts that Mazda will have the largest market share gain among the imports, followed by Mitsubishi, and Hyundai will have the largest decline.

Average unemployment will remain stubbornly high for an election year, according to analysts. Forecasts ranged from 6.5 percent to 7.2 percent.

The range for economic growth as measured by gross domestic product (GDP) was 1.0 percent to 2.7 percent for the 10 analysts polled.

And the consensus is that long- and short-term interest rates will rise after the second quarter of the year if there is an economic recovery.

Segments of the economy expected to grow include health care, housing, autos and exports.

Analysts expect a slight decline, ranging from 1.5 percent to 3 percent, in auto sales in Europe in 1992. AN

ANALYSTS' FORECASTS FOR THE 1992 CALENDAR YEAR

(figures in millions of units)

	Total vehicles	Cars	Trucks*	Imported cars	Imported trucks
Edward Sullivan *The WEFA Group*	13.0	8.7	4.3	2.1	550,000
Jean Claude Gruet *UBS Securities*	13.5	8.8	4.7	2.2	550,000
John Hammond *J.D. Power*	13.5	8.8	4.7	2.2	500,000
Maryann Keller *Furman Selz Inc.*	13.3	8.8	4.5	1.9	600,000
Jack Kirnan *Kidder Peabody*	13.5	9.0	4.5	2.2	300,000
Steve Girsky *Paine Webber*	13.4	8.8	4.6	2.1	500,000
Michael Luckey *Luckey Consulting Group*	14.0	9.2	4.8	2.2	500,000
William Pochiluk** *Autofacts Inc.*	13.2	8.8	4.4	2.4	575,000
Ron Glantz *Dean Witter Reynolds*	13.4	8.7	4.7	2.0	500,000
Scott Merlis *Morgan Stanley*	13.5	9.1	4.4	2.2	550,000

*Includes medium- and heavy-duty trucks
**Does not include medium- and heavy-duty trucks

Hilty: Mood must change for economy to improve

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Chrysler Corp. predicts that 1992 will bring the slowest economic recovery in postwar history.

Reaching even recession-level sales of 13.5 million units in the United States in 1992 will require an economic stimulus from Washington, says Chrysler chief economist Donald Hilty. Hilty predicts that the economy will not rebound until autumn.

While the statistics argue for an upturn in U.S. vehicle sales, the national mood does not.

Hilty says there is already greater pent-up demand for vehicles than in the recessions of 1960-61, 1969-70 and 1973-75. And auto installment debt has dropped $20 billion since January 1990.

But people are simply not in the mood to buy, and that is the biggest obstacle to an economic upswing, Hilty says.

"Consumer attitudes are about at the same level as in the worst of the 1982 recession," he says.

Hilty: People have to start buying at Sears, K mart.

Chrysler's answer, which it is beginning to peddle in Washington, is an immediate cut in the basic Social Security tax rate paid by both employees and employers.

"We have to see some stimulus out of Washington to get consumer attitudes turned around," Hilty says.

"The stimulus package doesn't have to give people the wherewithal to buy a car. We just would like people to start buying at K mart or Sears. Once their suppliers start coming back to work, people who have jobs will see their neighbors come back to work, and they will start buying vehicles."

Chrysler proposes temporarily cutting the basic Social Security tax rate from 6.2 percent to 4.2 percent paid on $55,000 in wages. The money diverted from the Social Security fund would be repaid with a surcharge when the employment rate improves, Chrysler suggests.

Such a move could pump up to $100 billion into the economy, Hilty says. A household earning $50,000 annually would have an immediate increase of about $80 a month in take-home pay — enough to spark some spending, he says.

"Once you start spending $80 more a month at K mart, it multiplies throughout the economy very fast because K mart buys more supplies and people get back to work fast. It takes effect immediately, and it especially helps the middle class," Hilty says.

"Reducing the rate for the employer is also key because small businesses especially generate a lot of jobs, and if their costs are reduced they would be more inclined to hire faster."

Chrysler expects Washington to stimulate the economy in some fashion in 1992 because President Bush faces re-election in November. Hilty thinks the recent drop in interest rates came too late

see HILTY, 22

Eads fears tax-cut talk, favors interest cut

PHIL FRAME
Staff Reporter

General Motors' economics guru would gladly trade a fiscal stimulus from the federal government for another half-point reduction in interest rates.

George Eads, GM's chief economist, may get both, though, and he's a little worried about that.

"The talk about tax cuts could actually hurt the industry . . . by causing people to hold off a little bit to see what Congress does," Eads says. "If I could trade another half a point of interest rate easing for a pledge to do nothing bad on taxes — not raise taxes on the rich and not fiddle around with a bunch of other stuff — I'd trade that right now."

Eads thinks President Bush will seek some financial stimulus this week when he announces his economic strategies during his State of the Union speech.

"I was one of the eight economists that visited him prior to Thanksgiving," Eads said. "At that point, the principal message we had was interest rates should come down dramatically — and have — and that a little bit of fiscal stimulus wouldn't hurt, provided it could be contained."

That's why Eads thinks Bush will probably seek a cut in the capital gains tax and perhaps some form of investment tax credit.

"But I am concerned about what economists call 'announcement effects' — people being worried about tax changes and holding off purchases until they see what happens," Eads says.

People are worried enough, he says. Continuing consumer concern over the state of the U.S. economy and lack of confidence about their personal financial situation have led Eads to reduce his forecast for sales of cars and light trucks in the United States this year.

He now figures the market is good for 13 million to 13.5 million vehicle sales during 1992. That's down from GM's forecast of 13.5 million to 14 million last October.

"The big thing that's happened (since October) was plunging consumer confidence," Eads says.

> "I am concerned about 'announcement effects' — people being worried about tax changes and holding off purchases until they see what happens."
>
> **GEORGE EADS**
> GM CHIEF ECONOMIST

With the country coming out of a recession during which income growth was poor and personal savings remained low, consumers were not able to pay off debts and didn't have much money to buy big-ticket items, Eads says.

"Consumer confidence makes a big difference" in a situation like that, he says. "So we've been watching that probably as much as anything else" as an indicator of the economy's health.

Eads says there was some stability in consumer sentiment in a report that came out in early December, but those figures were issued before GM's big Dec. 18 announcement that it would close 21 plants and trim nearly 80,000 jobs from its U.S. and Canadian payrolls during the next three years. The consumer sentiment numbers also were issued before the Federal Reserve cut one percentage point off the rate it charges banks to borrow money.

"We're going to be waiting very anxiously to see which of those two things affected consumer sentiment most," Eads says. "So if we were to see in January a resumed decline in consumer sentiment, our forecast for vehicle sales would end up being at the bottom end of that (13 million to 13.5 million) range, maybe even lower. If we see the sentiment stabilized, or maybe even begin to improve, you might see us going to the middle or upper end of that 13 million to 13.5 million.

"I think what caused (consumer confidence) to plunge was a realization that jobs were not being created," Eads says. "I think people turned their focus from the overseas situation to the domestic economy and took a look at their own incomes. They saw, for example, that in the last year, federal, state and local governments together have increased taxes by about $50 billion, or 1 percent of gross domestic product."

Eads: President probably will seek capital gains tax cut.

Eads says it's the first time there have been significant tax increases during a recession since the Great Depression. People saw that their wages and hours worked were not growing. They saw some decline in the interest rates they were paying, but they saw an even more rapid decline in the interest income they were receiving.

"So, they said, 'My situation's getting worse.' And consumer confidence plunged," Eads says.

Job creation is a powerful factor in consumer sentiment and is another important indicator Eads is watching. Job creation appears to be what makes this recovery different from those in the past, he says.

"By this time, you should have seen about a million jobs created from the end of the recession," Eads said. "Look back at all the recent recessions, by this point, six months out, employment would be up three-quarters of a million to a million. Thus far, in this one, we're down a little bit from the trough."

The longer the economy remains in that condition, the more consumers will use the money

see EADS, 22

The Honda Civic VX hatchback's 11.9-gallon fuel tank and 55-mpg highway mileage carry it 654.5 miles per tank of gas — making it the top choice for long-distance cruising.

Long-Distance Runners

Big fuel tanks, high mpg let drivers take the long way home these days

By: Al Fleming

Chuck and Denise Peters are big-car crazy and football nuts.

One early Sunday morning in December, the Northern Ohio couple hopped into their Chevrolet Caprice sedan and drove 250 miles nonstop to Buffalo, N.Y., to watch the Detroit Lions play the Buffalo Bills.

After the game, they soared straight home, completing the 500-mile round trip without once stopping for gasoline.

The Peters' trip underscores three facts. They'll drive anywhere to see a pro football game. They don't like stopping to fuel their Caprice. And most 1992 model cars haul their owners more miles per tankful than comparable automobiles of recent years.

Those long-distance models even include 1992 muscle cars like the Chevrolet Corvette, worthy of the horsepower-happy 1960s, but with superior fuel efficiencies which can deliver 400 to 500 miles and more between freeway fueling stops.

An *Automotive News Insight* compilation of 200 domestic and import models shows the average 1992 car journeys 464 miles on a tankful of gasoline.

Precisely on that mark are the Ford Taurus/Mercury Sable and Mercedes-Benz 300E.

For the study, cruising ranges were derived by multiplying the car's fuel tank capacity by its EPA-estimated highway miles per gallon. For the purpose of comparison, only the most fuel efficient model of each car line was calculated; in most cases that was the base model with standard powertrain.

The study shows 49 1992 models can obtain at least 500 mpg.

The long-distance champ is the Honda Civic VX hatchback, whose 11.9-gallon fuel tank and 55-mpg highway mileage carry it 654.5 miles, good for a non-stop trip from New York to Detroit with a few drops of gas to spare.

Two others top the 600-mile mark:

- Cadillac Brougham, 625 miles per tankful
- Geo Metro XFL, 614.8 mpt.

As a category, large station wagons (Buick Roadmaster, Chevrolet Caprice, Oldsmobile Custom Cruiser), by virtue of their ample fuel tanks (22 gallons) and 25-mpg highway mileage, lead all car sizes in distance capability at 550 miles.

Next at 490 miles are large cars, led by the Cadillac Brougham, whose 25 gallon tank and 25 mpg rating carry it those astounding 625 miles.

Compact cars on average can drive nonstop 481 miles, with Volkswagen Jetta (14.5 gallon tank and 40 mpg) tops at 580 miles.

Then come mid-sized models at 476 miles, topped by the Volvo 960 (21.8 gallon tank and 26 mpg) at 566.8 miles.

Small station wagons came in at 462 miles, led by the Toyota Camry (18.5 gallon tank and 27 mpg).

Subcompacts averaged 450 miles, headed by the industry champ Honda Civic VX hatchback (11.9 gallon tank and 55 mpg), the top-distance performer of all at 654.5 miles.

Mid-sized station wagons averaged 439 miles, paced by the Volkswagen Passat (18.5 gallon tank and 30 mpg) at 555 miles.

The shortest-distance classes, mini-compacts at 438 miles and two-seaters at 430 miles, are paced by Porsche 911 Carrera 2/4's 507.5 miles.

The shortest-trippers of all are:

- Ferrari Mondial t cabriolet, 314.5 miles
- Lotus Elan, 316.2 miles
- Subaru Justy, 340.4 miles.

In the case of the Elan and Justy, their abbreviated range results from small fuel tanks, not low mpg.

The Justy's 9.2 gallon tank is the tiniest of all cars surveyed. The Elan's is 10.2 gallons.

Besides ample fuel tanks, many large and mid-sized cars with long cruising distances have torque-converter lockup mechanisms on their automatic transmissions, which improve fuel economy by eliminating fluid energy losses associated with transmitted power from the engine to the transmission through the torque converter.

Here are some other highs and lows:

- Biggest fuel tanks: Aston Martin Virage, 30.2 gallons; Rolls-Royce and Bentley, 28.5; Ferrari F40 and Lamborghini DB132/Diablo, 26.4.
- Smallest fuel tanks: Subaru Justy, 9.2 gallons; Ford Festiva, 10.0; Lotus Elan, 10.2; Geo Metro LSi convertible, Metro XFL, Suzuki Swift and Daihatsu Charade, 10.6.
- Best highway mileage: Geo Metro XFL, 58 mpg; Honda Civic VX hatchback, 55 mpg; Suzuki Swift, 50 mpg.
- Worst highway mileage: Bentley, Rolls-Royce and Lamborghini, 14 mpg.

As for the football frantic Peters, they buy big cars with big fuel tanks because they love long-haul driving without gas station interruptions. What does the future hold for car owners like them in the near future as tougher pollution laws, new power sources and alternative fuels become part of the motoring scene?

First, let's take a look back. In the fuel crisis, pump-price hiking days of the 1970s, there were traumatic experiences for owners of cars with little fuel tanks and hungry fuel appetites. Many a Corvette and Mustang owner was stranded on a Sunday when gas stations were closed and the sporty cars couldn't get them home.

Auxiliary gas tanks became required equipment.

There are additional factors these days. Clamor by some in Congress for a 40-mpg CAFE by 2001, along with tougher air pollution regulations, is turning the spotlight on alternatives to gasoline such as methanol, natural gas and electricity.

These alternatives don't offer anywhere near the range of gasoline-powered vehicles. There is little, if any, talk about coming close to the 400 to 600 miles miles per tankful of fuel that many 1992 cars attain.

By the way, the Peters drove to the Super Bowl game over the weekend. But the 700-mile trip from Ohio to Minneapolis was beyond the nonstop capability of their Caprice — and probably their kidneys. They made a pit stop each way.

But wait until next year. A new crop of 1993 model cars. A few more miles per gallon. A bit bigger gas tank. Who knows? Maybe 700 miles won't be all that far out of reach for the long-cruising couple. ☐

Al Fleming is industry editor for Automotive News; statistics were compiled by Colleen Belli, a free-lancer based in Mt. Clemens, Mich.

MILES PER TANKFUL

Lowest ranges fall below 400 miles

1.	Ferrari Mondial t Cabriolet	314.5
2.	Lotus Elan	316.2
3.	Subaru Justy	340.4
4.	Mercury Capri	344.1
5.	Volvo 940 wagon	347.6
6.	Mazda MX-5 Miata	357.0
7.	Alfa Romeo Spider	366.0
8.	Jaguar XJ-S convertible	367.2
9.	Lamborghini Diablo	369.6
10.	BMW 318i convertible	377.0
11.	Chrysler LeBaron	378.0
12.	Mercedes-Benz 500SL	379.8
13.	Isuzu Impulse	384.4
14.	Chrysler LeBaron convertible	392.0
15.	BMW 325i convertible	393.6

Highest ranges [illegible]rpass 500 miles

1.	Honda Civic VX hatchback	654.5
2.	Cadillac Brougham	625.0
3.	Geo Metro XFi	614.8
4.	Chevrolet Caprice	598.0
5.	Volkswagen Jetta	580.0
6.	Buick Roadmaster	575.0
7.	Mercedes-Benz 300D Turbo	573.5
8.	Volvo 960	566.8
9.	Volkswagen Passat	555.0
10.	Volkswagen Passat wagon	555.0
11.	Buick Roadmaster wagon	550.0
12.	Chevrolet Caprice wagon	550.0
13.	Oldsmobile Custom Cruiser wagon	550.0
14.	Audi 100	548.6
15.	Chevrolet Cavalier	547.2

DRIVING DISTANCE WITH A TANK OF FUEL

FOR CARS SOLD IN THE UNITED STATES

Models	Fuel tank (gallons)	EPA highway est. mpg	Base engine/ trans.	Miles per tankful
Two seaters				
Porsche 911 Carrera 4/2	20.3	25	3.6/M5	507.5
Chevrolet Corvette	20.0	25	5.7/M6	500.0
Lotus Espirit Turbo	18.5	27	2.2/M5	499.5
Geo Metro LSi convertible	10.6	46	1.0/M5	487.6
Mercedes-Benz 300SL	21.1	23	3.0/M5	485.3
Cadillac Allante	22.0	22	4.5/L4	484.0
Mazda RX-7	18.5	25	1.3/M5	462.5
Nissan 300ZX	19.0	24	3.0/M5	456.0
Ferrari F40	26.4	17	2.9/M5	448.8
Acura NSX	18.5	24	3.0/M5	444.0
Ferrari Testarossa	26.5	16	4.9/M5	424.0
Ferrari 348 TB/TS	23.2	18	3.4/M5	417.6
Toyota MR2	14.3	29	2.2/L4	414.7
Mercedes-Benz 500SL	21.1	18	5.0/A4	379.8
Lamborghini DB132/Diablo	26.4	14	5.7/M5	369.6
Jaguar XJS convertible	21.6	17	5.3/A3	367.2
Alfa Romeo Spider	12.2	30	2.0/M5	366.0
Mazda MX-5 Miata	11.9	30	1.6/M5	357.0
Lotus Elan	10.2	31	1.6/M5	316.2
Minicompact cars				
Nissan NX	13.2	38	1.6/M5	501.6
Toyota Celica convertible	15.9	28	2.2/M5	445.2
Volkswagen Cabriolet	13.8	32	1.8/M5	441.6
Nissan 240SX	15.9	27	2.4/M5	429.3
Toyota Paseo	11.9	34	1.5/M5	404.6
Mercury Capri	11.1	31	1.6/M5	344.1
Subcompact cars				
Honda Civic VX hatchback	11.9	55	1.5/M5	654.5
Geo Metro XF1	10.6	58	1.0/M5	614.8
Chevrolet Cavalier	15.2	36	2.2/M5	547.2
Pontiac Sunbird	15.2	35	2.0/M5	532.0
Suzuki Swift	10.6	50	1.0/M5	530.0
Nissan Sentra	13.2	39	1.6/M5	514.8
Aston Martin Virage	30.2	17	5.3/M5	513.4
Mitsubishi Eclipse	15.9	32	1.8/M5	508.8
Plymouth Laser	15.9	32	1.8/M5	508.8
Toyota Celica	15.9	32	1.6/M5	508.8
Mitsubishi 3000GT	20.0	24	3.0/M5	480.0
Dodge Colt	13.2	36	1.5/M4	475.2
Dodge Stealth	19.8	24	3.0/M5	475.2
Eagle Summit	13.2	36	1.5/M4	475.2
Mitsubishi Mirage	13.2	36	1.5/M4	475.2
Plymouth Colt	13.2	36	1.5/M4	475.2
Saab 900 convertible	18.0	26	2.0/M5	468.0
Subaru SVX	18.5	25	3.3/L4	462.5
Ford Mustang	15.4	30	2.3/M5	462.0
Mazda MX-3	13.2	35	1.6/M5	462.0
Eagle Talon	15.8	29	2.0/M5	458.2
Nissan 300ZX 2 + 2	19.0	24	3.0/M5	456.0
Lexus SC300	20.6	22	3.0/L4	453.2
BMW 850i	23.8	19	5.0/M6	452.2
BMW 325i	17.2	26	2.5/M5	447.2
Geo Storm	12.4	36	1.6/M5	446.4
Daihatsu Charade	10.6	42	1.0/M5	445.2
Toyota Tercel	11.9	37	1.5/M4	440.3
Geo Prizm	13.2	33	1.6/M5	435.6
Toyota Corolla	13.2	33	1.6/M5	435.6
Dodge Daytona	14.0	31	2.5/M5	434.0
Dodge Shadow convertible	14.0	31	2.5/M5	434.0
Jaguar XJS coupe	24.0	18	5.3/A3	432.0
Infiniti M30	17.2	25	3.0/L4	430.0
Hyundai Excel	11.9	36	1.5/M4	428.4
Toyota Supra	18.5	23	3.0/M5	425.5
Saturn SC	12.8	33	1.9/M5	422.0
Chevrolet Camaro	15.5	27	3.1/L4	418.5
Pontiac Firebird Trans Am	15.5	27	3.1/L4	418.5
Audi 80	15.9	26	2.3/M5	413.4
Ford Festiva	10.0	41	1.3/M5	410.0
Volkswagen Fox	12.4	33	1.8/M5	409.2
Mercedes-Benz 190E	14.5	28	2.3/M5	406.0
Volkswagen Corrado	14.5	28	1.8/M5	406.0
Hyundai Scoupe	11.9	34	1.5/M5	404.6
Bentley Continental	28.5	14	6.8/L4	399.0
Rolls-Royce Corniche IV	28.5	14	6.8/L4	399.0
BMW 325i convertible	16.4	24	2.5/M5	393.6
Chrysler LeBaron convertible	14.0	28	2.5/L3	392.0
Isuzu Impulse	12.4	31	1.8/M5	384.4
BMW 318i convertible	14.5	26	1.8/M5	377.0
Subaru Justy	9.2	37	1.2/M5	340.4
Ferrari Mondial t cabriolet	18.5	17	3.4/M5	314.5
Compact cars				
Volkswagen Jetta	14.5	40	1.6/M5	580.0
Mercedes-Benz 300D Turbo	18.5	31	2.5/A4	573.5
Pontiac LeMans	13.2	41	1.6/M5	541.2
Toyota Camry	18.5	29	2.2/M5	536.5
Chevrolet Beretta	15.6	34	2.2/M5	530.4
Chevrolet Corsica	15.6	34	2.2/M5	530.4
BMW 525i	21.1	25	2.5/M5	527.5
Ford Tempo	15.9	33	2.3/M5	524.7
Mercury Topaz	15.9	33	2.3/M5	524.7
Mazda Protege	14.5	36	1.8/M5	522.0
Jaguar XJ6	23.2	22	4.0/L4	510.4
Honda Accord	17.0	30	2.2/M5	510.0
Infiniti G20	15.9	32	2.0/M5	508.8
Subaru Loyale	15.9	32	1.8/M5	508.8
Saab 90	18.0	28	2.0/M5	504.0
Mazda 323	13.2	37	1.6/M5	488.4
Saturn SL	12.8	38	1.9/M5	486.4
BMW M5	21.1	23	3.5/M5	485.3
BMW 535i	21.1	23	3.4/M5	485.3
Lexus ES300	18.5	26	3.0/M5	481.0
Mitsubishi Galant	15.9	30	2.0/M5	477.0
Subaru Legacy	15.9	30	2.2/M5	477.0
Ford Escort	11.9	40	1.9//M5	476.0
Nissan Stanza	16.4	29	2.4/M5	475.6
Mitsubishi Diamante	19.0	25	3.0/L4	475.0
Ford Probe	15.1	31	2.2/M5	468.1
Acura Legend	18.0	26	3.2/M5	468.0
Alfa Romeo 164	17.2	27	3.0/M5	464.4
Volkswagen Golf GTi	14.5	32	1.8/M5	464.0
Mercedes-Benz 300E	18.5	25	2.6/A4	462.5
Isuzu Stylus	12.4	37	1.6/M5	458.8
Dodge Shadow	14.0	32	2.2/M5	448.0
Plymouth Sundance	14.0	32	2.2/M5	448.0
Acura Vigor	17.2	26	2.5/M5	447.2
Toyota Cressida	18.5	24	3.0/L4	444.0
Volvo 240	15.8	28	2.3/M5	442.4
Buick Skylark	15.2	29	3.3/L3	440.8
Oldsmobile Achieva	15.2	29	2.3/L3	440.8
Pontiac Grand Am	15.2	29	2.3/L3	440.8
Mercury Tracer	11.9	37	1.9/M5	440.3
Mitsubishi Precis	11.9	36	1.5/M5	428.4
Hyundai Elantra	13.7	29	1.6/M5	397.3
Chrysler LeBaron	14.0	27	2.5/L3	378.0
Mid-sized cars				
Volvo 960	21.8	26	2.9/L4	566.8
Volkswagen Passat	18.5	30	2.0/M5	555.0
Audi 100	21.1	26	2.8/M5	548.6
Lexus LS400	22.5	23	4.0/L4	517.5
Buick Riviera	18.8	27	3.8/L4	507.6
Oldsmobile Toronado	18.8	27	3.8/L4	507.6
BMW 735iL	24.0	21	3.4/L4	504.0
Lincoln Mark VII	21.0	24	5.0/L4	504.0
Dodge Spirit	16.0	31	2.5/M5	496.0
Plymouth Acclaim	16.0	31	2.5/M5	496.0
Chevrolet Lumina	17.1	29	3.1/L4	495.9
Infiniti Q45	22.5	22	4.5/L4	495.0
Mazda 626/MX-6	15.9	31	2.2/M5	492.9
Buick Century	15.7	31	2.5/L3	486.7
Oldsmobile Cutlass Ciera	15.7	31	2.5/L3	486.7
Ford Thunderbird	18.0	27	3.8/L4	486.0
Mercury Cougar	18.0	27	3.8/L4	486.0
Nissan Maxima	18.5	26	3.0/M5	481.0
Buick Regal	16.5	29	3.1/L4	478.5
Oldsmobile Cutlass Supreme	16.5	29	3.1/L4	478.5
Pontiac Grand Prix	16.5	29	3.1/L4	478.5
Cadillac Seville	18.8	25	4.9/L4	470.0
Cadillac Eldorado	18.8	25	4.9/L4	470.0
Ford Taurus	16.0	29	3.0/L4	464.0
Mercury Sable	16.0	29	3.0/L4	464.0
Bentley Turbo R	28.5	16	6.8/L4	456.0
BMW 735i	21.5	21	3.4/L4	451.5
Dodge Dynasty	16.0	28	2.5/L3	448.0
Mazda 929	18.5	24	3.0/L4	444.0
Volvo 740	15.8	28	2.3/L4	442.4
Volvo 940	15.8	28	2.3/L4	442.4
BMW 750iL	24.0	18	5.0/L4	432.0
Hyundai Sonata	15.9	27	2.0/M5	429.3
Chrysler New Yorker	16.0	25	3.3/L4	400.0
Bentley Eight/Mulsanne	28.5	14	6.8/L4	399.0
Rolls-Royce Silver Spirit/Spur	28.5	14	6.8/L4	399.0
Large cars				
Cadillac Brougham	25.0	25	5.0/L4	625.0
Chevrolet Caprice	23.0	26	4.3/L4	598.0
Buick Roadmaster	23.0	25	5.7/L4	575.0
Buick LeSabre	18.0	28	3.8/L4	504.0
Oldsmobile Eighty Eight	18.0	28	3.8/L4	504.0
Pontiac Bonneville	18.0	28	3.8/L4	504.0
Ford Crown Victoria	20.0	25	4.6/L4	500.0
Mercury Grand Marquis	20.0	25	4.6/L4	500.0
Buick Park Avenue	18.0	27	3.8/L4	486.0
Oldsmobile Ninety Eight	18.0	27	3.8/L4	486.0
Lincoln Continental	18.4	25	3.8/L4	460.0
Lincoln Town Car	20.0	23	4.6/L4	460.0
Saab 9000	17.4	26	2.3/M5	452.4
Cadillac Fleetwood/DeVille	18.0	25	4.9/L4	450.0
Dodge Monaco	16.0	26	3.0/L4	416.0
Eagle Premier	16.0	26	3.0/L4	416.0
Chrysler Imperial	16.0	25	3.3/L4	400.0
Small station wagons				
Toyota Camry	18.5	27	2.2/L4	499.5
Subaru Legacy	15.9	30	2.2/M5	477.0
Subaru Loyale	15.9	30	1.8/M5	477.0
Chevrolet Cavalier	15.2	31	2.2/L3	471.2
Honda Accord	17.0	27	2.2/M5	459.0
Ford Escort	11.9	37	1.9/M5	440.3
Mercury Tracer	11.9	37	1.9/M5	440.3
Toyota Corolla	13.2	33	1.6/M5	435.6
Mid-sized station wagons				
Volkswagen Passat	18.5	30	2.0/M5	555.0
Buick Century	15.7	30	3.3/L4	471.0
Oldsmobile Cutlass Cruiser	15.7	30	3.3/L4	471.0
Ford Taurus	16.0	29	3.0/L4	464.0
Mercury Sable	16.0	29	3.0/L4	464.0
Volvo 240	15.8	28	2.3/M5	442.4
Volvo 740	15.8	28	2.3/L4	442.4
Mitsubishi Expo	15.8	27	2.4/M5	426.6
Mitsubishi Expo LRV	14.5	29	1.8/M5	420.5
Plymouth Colt Vista	14.5	29	1.8/M5	420.5
Eagle Summit	14.5	29	1.8/M5	420.5
Volvo 960	15.8	26	2.9/L4	410.8
Mercedes-Benz 300TE	19.0	21	3.0/A4	399.0
Volvo 940	15.8	22	2.3/A4	347.6
Large station wagons				
Buick Roadmaster	22.0	25	5.0/L4	550.0
Chevrolet Caprice	22.0	25	5.0/L4	550.0
Oldsmobile Custom Cruiser	22.0	25	5.0/L4	550.0

NOTES: Model categories based on EPA definitions. Fuel tank capacity supplied by manufacturers. Transmission types: M = manual, A = automatic, L = automatic with lockup device.

AMATI

New luxury cars get sporty image

continued from PAGE 3

at a time when the industry is retrenching somewhat from large powerplants, would be lighter than other V-12s on the market, and would be "environmentally friendly."

The engine is expected to be an all-aluminum, 48-valve 4.0-liter unit, created from a pair of 2.0-liter V-6s. The V-6 is used in the new Eunos 500 sedan introduced last week in Japan. It would be fitted in the Amati flagship sedan, code-named LX12, that is expected to debut in a year.

The Amati franchise was announced by Mazda last summer and is due to begin sales in just over two years in the United States — about 4½ years after Lexus and Infiniti debuted.

"Amati will be more sporty, more emotional in design than Lexus," said Asano.

The Amati lineup will consist of a full-sized and mid-range sedan. He said there are no plans at the moment for a coupe to compete with the Lexus SC400.

Asano said the new 179-inch long Eunos 500 will not come to the United States as an Amati model because, he said, the U.S. market is already overcrowded.

The Eunos 500, which was unveiled at last fall's Tokyo Motor Show as a concept car, goes on sale in Japan Feb. 1 through Mazda's Eunos channel.

Sales are targeted at 2,000 units per month in Japan. AN

The Amati lineup will consist of a full-sized and mid-range sedan.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Jan. 11-20, 1992	Jan. 11-20, 1991
ALFA ROMEO (imp. car)*	**55**	**92**
Acura (imp. car)	**2,803**	**2,273**
Domestic car	8,946	6,490
Imported car	4,221	3,707
Honda	**13,167**	**10,197**
AMERICAN HONDA	**15,970**	**12,470**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,662**	**2,059**
Domestic car*	2,471	2,723
Imported car*	0	47
Domestic truck*	82	80
Chrysler Division*	**2,553**	**2,850**
Domestic car*	6,958	7,669
Imported car*	604	836
Domestic truck*	9,298	9,015
Imported truck*	129	227
Dodge*	**16,989**	**17,747**
Domestic car*	724	798
Imported car*	245	224
Eagle*	**969**	**1,023**
Domestic truck*	3,592	3,482
Jeep*	**3,592**	**3,482**
Domestic car*	4,047	4,460
Imported car*	312	417
Domestic truck*	3,428	3,323
Plymouth*	**7,786**	**8,200**
Domestic car*	14,200	15,651
Imported car*	1,161	1,525
Domestic truck*	16,399	15,900
Imported truck*	129	227
CHRYSLER CORP.*	**31,889**	**33,301**
Imported car*	129	169
Imported truck*	56	58
DAIHATSU*	**185**	**227**
FERRARI (imp. car)*	**24**	**24**
Domestic car	20,542	23,803
Imported car	1,114	807
Domestic truck	25,283	22,255
Ford Division	**46,939**	**46,865**
Domestic car	2,704	3,019
Lincoln	**2,704**	**3,019**
Domestic car	6,739	5,887
Imported car	1,150	1,340
Mercury	**7,889**	**7,227**
Domestic car	29,985	32,709
Imported car	2,264	2,147
Domestic truck	25,283	22,255
FORD MOTOR CO.	**57,532**	**57,111**
Domestic car	12,353	11,607
Buick	**12,353**	**11,607**
Domestic car	3,496	7,115
Cadillac	**3,496**	**7,115**
Domestic car	18,566	24,375
Imported car	1,339	1,681
Domestic truck	19,488	21,739
Imported truck	53	68
Chevrolet	**39,446**	**47,863**
GMC	**5,704**	**4,654**
Domestic car	7,529	8,017
Domestic truck	524	434
Oldsmobile	**8,053**	**8,451**
Domestic car	9,389	8,450
Imported car	666	596
Domestic truck	495	376
Pontiac	**10,550**	**9,422**
Domestic car	2,624	349
Saturn	**2,624**	**349**
Domestic car	53,959	59,913
Imported car	2,005	2,277
Domestic truck	26,211	27,203
Imported truck	53	68
GENERAL MOTORS	**82,228**	**89,461**
HYUNDAI*†	**2,103**	**3,910**
Imported car*	314	199
Domestic truck	852	504
Imported truck*	2,126	2,826
ISUZU*	**3,293**	**3,529**
JAGUAR (imp. car)*	**208**	**661**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**8**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	1,140	1,311
Imported car*	3,130	2,839
Domestic truck	1,140	253
Imported truck*	2,176	2,591
MAZDA*	**7,585**	**6,995**
MERCEDES-BENZ (imp. car)*	**1,427**	**2,747**
Domestic car	1,228	1,218
Imported car*	2,107	1,878
Imported truck*	566	1,193
MITSUBISHI*	**3,902**	**4,289**
Infiniti	**643**	**923**
Domestic car	2,276	2,178
Imported car*	5,800	5,464
Domestic truck	2,307	2,508
Imported truck*	3,667	3,427
Nissan*	**14,050**	**13,576**
NISSAN MOTOR CORP.	**14,694**	**14,500**
PEUGEOT (imp. car)*	**34**	**104**
PORSCHE (imp. car)*	**81**	**240**
RANGE ROVER (imp. truck)*	**143**	**158**
ROLLS/BENTLEY (imp. car)*	**7**	**30**
SAAB (imp. car)*	**625**	**644**
STERLING (imp. car)*	**0**	**92**
Domestic car	670	684
Imported car*	1,125	1,619
SUBARU*	**1,795**	**2,303**
Imported car	92	84
Imported truck	299	275
SUZUKI†	**391**	**359**
Lexus (imp. car)	**2,163**	**789**
Domestic car	5,630	4,087
Imported car	7,523	6,642
Domestic truck	225	0
Imported truck	5,081	4,561
Toyota	**18,459**	**15,290**
TOYOTA MOTOR SALES	**20,622**	**16,079**
Audi (imp. car)*	**351**	**405**
Imported car*	1,498	2,315
Imported truck*	41	110
Volkswagen*	**1,539**	**2,426**
VWoA*	**1,890**	**2,830**
VOLVO*†	**1,133**	**1,788**
YUGO (imp. car)*	**104**	**75**
Domestic car	**118,834**	**124,241**
Imported car	**44,810**	**47,741**
TOTAL CAR	**162,844**	**171,981**
Domestic truck	**72,417**	**68,623**
Imported truck	**14,338**	**15,493**
TOTAL TRUCK	**86,755**	**84,116**
TOTAL CAR & TRK.	**249,599**	**256,097**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

ISUZU

Ads for new Trooper focus on lifestyles

continued from PAGE 3

shared with General Motors, possibly by 1995.

In the meantime, Isuzu's national focus will be aimed at the new Trooper.

"The Trooper is our opportunity to reposition Isuzu in consumers' minds," says Dick Gillmore, director of marketing. "Right now, we don't have a good image or a bad image. (Former advertising pitchman) Joe Isuzu gave us a lot of awareness, but not a lot of intenders.

"Now we've got a clean sheet of paper."

Gillmore says the new image will be more upscale, more intelligent. With Joe Isuzu gone, ads for the Trooper will focus on how the vehicle fits into a customer's life, "like the family pet," he says.

Print ads for the Trooper will be based on the "unwritten laws of driving." In one example, the headline reads, "If there's a hole in the road, you will find it," as it shows a Trooper commuting through city streets. The point, Gillmore says, is to show that the Trooper's four-wheel-drive capability and suspension come in handy whether or not you go off-roading.

Gillmore says research showed that prospective Trooper buyers will use their Troopers more for zipping across town to pick up dry-cleaning, Little Leaguers and co-workers than for wild off-road adventures.

San Francisco-based agency Goodby, Berlin & Silverstein was hired last summer, replacing Della, Femina, McNamee, creater of Joe Isuzu.

The first work from the agency, a retail campaign for the Rodeo, broke last week.

Jerry O'Connor, vice president of marketing, says the new Trooper will also speak to a new group of buyers. While final prices haven't been announced, the new models will begin at about $18,000 and sell for $28,000 fully loaded, the company says. The 1991 Trooper started at about $14,000.

O'Connor says buyers typically will be married and in their late 30s to early 40s, with a $60,000 annual income.

"For some people there will be a pretty big jump if they bought the Trooper back in 1985 or 1986," says O'Connor. "It's our job to convince them to make the leap." AN

New Trooper is bigger, brawnier

KRISTINE STIVEN BREESE
Staff Reporter

OJAI, Calif. — To hear Isuzu designers tell it, the 1992 Trooper is the Swiss army knife of sport-utilities.

INTRO-'92 UNITED STATES

In developing the vehicle, product planners seized on images of classic and enduring designs such as the Swiss army knife, a diver's watch, a London Fog trench coat and a Zippo lighter to inspire solid and simple design ideas.

What emerged from their labors is the second-generation Trooper. It is bigger, more powerful and more solid than the Trooper that first hit the market in 1984.

Isuzu says the biggest criticism of the old Trooper was lack of power. So the biggest change was made under the hood.

The 1992 Trooper has a new 3.2-liter V-6 engine, replacing the 2.6-liter four-cylinder and 2.8-liter V-6 powerplants in the old line. Both 1992 trim levels have the V-6. The base model uses a single-overhead camshaft unit, and the high-trim version has a double-overhead-cam configuration.

The entry-level Trooper S model develops 175 horsepower at 5,200 rpm and produces 188 pounds-feet of torque at 4,000 rpm. The engine in the LS generates 190 hp at 5,600 rpm and and 195 pounds-feet of torque at 3,800 rpm.

Designers purposely gave the new Trooper a strong family resemblance to the old model.

Both models have standard two-speed, part-time four-wheel-drive. The system is similar to that of the old Trooper but now includes automatic locking hub, which enables the driver to shift in and out of 4wd without leaving the vehicle.

But unlike such "shift-on-the-fly" competitors as the Ford Explorer and Mitsubishi Montero, the Trooper must be brought to a stop before being shifted into 4wd.

While its more rounded appearance helps distinguish the new Trooper from the old one, Isuzu designed in a lot of "family resemblance" to the old Trooper and other Isuzu truck products, according to Mark Darling, director of strategic planning at American Isuzu Motors Inc.

"We didn't want it to look like something from Nissan or Toyota," he said.

To take away the tinny feel of the old product, Isuzu improved the suspension, upgraded the seats and thickened the door panels to reduce road noise. The rear suspension now has a four-link coil spring system intended to improve shock absorption. The old system operated with two, non-coil springs.

In addition, the frame was redesigned to give it a 300 percent increase in overall structural rigidity, Isuzu said.

The wheelbase has grown from 104.3 to 108.7 inches, and length has increased from 176 inches to 178.9. The new Trooper is also 3.7 inches wider and 1.1 inches taller than its predecessor.

Isuzu won't have power seats, leather interior or a sunroof on the first models, but all are under development.

The 1992 Trooper will go on sale in early March. Prices will begin at about $18,000 and top out at $28,000 fully loaded. Isuzu hopes to sell 16,000 this year and 30,000 a year eventually. AN

ISUZU TROOPER FOR 1992

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Trooper	108.7	178.9	68.7	72.8	4,155	3.2L, V-6	rwd, 4wd	sport-utility

CHRYSLER

Bond services, Wall St. at odds

continued from PAGE 3

corporation's liquidity."

Chrysler had $2.5 billion in cash at the end of the third quarter. The company had hoped to avert any further lowering of its ratings when it raised $395 million in a common stock offering in September 1991.

Chrysler last week said it was "extremely disappointed" by the downgrades. The company acknowledged the dismal U.S. market and the competition its products face, but termed the downgrades unjustified.

The Fitch downgrade affects securities issued by Chrysler Corp.; Chrysler Financial Corp., its financial services subsidiary, and the Auburn Hills Trust Guaranteed Exchangeable Certificates used to finance the company's new technology center in Auburn Hills, Mich.

The Moody's downgrade affects the debt of Chrysler and Chrysler Financial.

Because Chrysler Financial's rating is linked to that of its corporate parent, the downgradings during the past year have restricted Chrysler Financial's access to commercial paper and have raised its borrowing costs.

"Deterioration in Chrysler's credit quality has adversely affected Chrysler Financial's financial flexibility," said Standard & Poor's. Chrysler Financial "has been unable to access the public debt and commercial paper markets since mid-1990, relying instead for its funding requirements on increased levels of receivable sales and borrowings under bank credit facilities, while curtailing the growth of certain of its non-automotive businesses."

In a prospectus filed with the Securities & Exchange Commission in connection with its common stock offering, Chrysler said that Chrysler Financial's difficulties could become evident by this year.

"Beginning in mid-1992, this reduction of credit would adversely affect Chrysler's fleet sales and its dealers' ability to engage in retail vehicle leasing and would substantially reduce Chrysler Financial's results of operations," Chrysler said in the prospectus.

Chrysler has been unsuccessful in its bid to shore up Chrysler Financial by selling a minority interest in the subsidiary. AN

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,00

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

HONDA (1991 models, expires Feb. 2)

Civic, Prelude	$500

ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)

Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (expires Feb. 3)

Protege (1991)	$350
323 (1991)	$500
MPV (1991)	$500
MPV (1992)	$700

MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)

Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000

NISSAN 300ZX (1991, expires Feb. 2)	$2,500-3,500, quota
Sentra (1991-92, expires Feb. 3)	$300
Base model all lines (1991, expires Feb. 3)	$1,700

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1991, expires March 3)

Legacy	$1,200-1,700

SUZUKI (expires Feb. 3)

Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000

TOYOTA (expires Feb. 3)

Corolla (1992)	$600
Pickups (1991-92)	$700-1,200

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (expires March 31)

1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

auctions

CHRYSLER CORP.

Jan. 29 — Manheim Auto Auction, Manheim, Pa.; Minneapolis Auto Auction Inc., Maple Grove, Minn.; and Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.

Jan. 30 — Fredericksburg Auto Auction Inc., Fredericksburg, Va.; Florida Auto Auction of Orlando, Ocoee, Fla.; Butler Auto Auction, Gibsonia, Pa.; Golden Gate Auto Auction Inc., Fremont, Calif.; and Ark-La-Tex Auto Auction Inc., Shreveport, La.

Jan. 31 — Northway Auto Exchange Inc., Clifton Park, N.Y.; and St. Louis Auto Auction Inc., Bridgeton, Mo.

Feb. 4 — Nashville Auto Auction Inc., Nashville, Tenn.; Southwest Auto Auction Inc., Chandler, Ariz.; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio

FORD MOTOR CO.

Jan. 29 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; and Southern California Auto Auction, Fontana, Calif.

Jan. 30 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Salt Lake Auto Auction, Salt Lake City; and St. Louis Auto Auction, Bridgeton, Mo.

Feb. 3 — Lauderdale-Miami Auto Auction, Davie, Fla.; and Texas Hobby Auto Auction, Houston

GENERAL MOTORS

Jan. 29 — American Auto Auction, Boston; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Auto Dealers Exchange of Memphis, Memphis, Tenn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Jan. 30 — Mid Ark Auto Auction, North Little Rock, Ark.; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Los Angeles Dealers Auto Auction, Rosemead, Calif.; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Evans City, Pa.; Portland Auto Auction, Portland, Ore.; and State Line Auto Auction, Waverly, N.Y.

Feb. 4 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Dothan Auto Auction, Dothan, Ala.; Fresno Auto Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Auto Auction of Billings, Billings, Mont.; and Florida Auto Auction of Orlando, Ocoee, Fla.

MAZDA MOTOR OF AMERICA INC.

Jan. 28 — Nashville Auto Auction, Nashville, Tenn.

Jan 30 — Manheim Auto Auction, Manheim, Pa.

Feb. 5 — Golden Gate Auto Auction, Fremont, Calif.

Feb. 6 — Greater Chicago Auto Auction, Chicago

MERCEDES-BENZ CREDIT CORP.

Jan. 29 — Atlanta Auto Auction, Red Oak, Ga.

Jan. 30 — Riverside Auto Auction, Riverside, Calif.

MITSUBISHI MOTOR SALES OF AMERICA

Jan. 30 — Newburgh Auto Auction, Newburgh, N.Y.; Atlanta Auto Auction, Red Oak, Ga.; and Texas Hobby Auto Auction, Houston

Feb. 4 — Atlanta Auto Auction, Red Oak, Ga.

Feb. 5 — Southern California Auto Auction, Fontana, Calif.

Feb. 6 — Greensboro Auto Auction, Greensboro, N.C.

Feb. 10 — Dallas Auto Auction, Dallas

NISSAN MOTOR MANUFACTURING CORP. U.S.A.

Jan. 29 — Dealers Auto Auction, Grand Prairie, Texas

Feb. 12 — Atlanta Auto Auction, Red Oak, Ga.

SUBARU OF AMERICA

Jan. 29 — Butler Auto Auction, Evans City, Pa.

Jan. 30 — Southern California Auto Auction, Fontana, Calif.

Jan. 31 — Fort Lauderdale/Miami Auto Auction, Davie, Fla.

TOYOTA MOTOR SALES U.S.A.

Jan. 30 — Greater Tampa Bay Auto Auction, Tampa, Fla.; and St. Louis Auto Auction, Bridgeton, Mo.

VW CREDIT INC.

Jan. 29 — Atlanta Auto Auction, Red Oak, Ga.

Jan. 31 — Florida Auto Auction of Orlando, Ocoee, Fla. (closed sale — for VW and Audi dealers only)

Porsche pays $14,000 dealer rebate

Porsche Cars North America Inc. is paying dealer incentives of up to $14,000 on 1991 cars, and Hyundai Motor America has announced new consumer rebates on 1991 and 1992 models.

Under the **Porsche** program, dealers who bought at least two Porsche cars out-of-port from Jan. 7-17, will earn up to $14,000 on subsequent sales of 911s and $9,500 on 928s.

The Porsche rebate program runs indefinitely.

Through April 2, **Hyundai** is offering the following retail rebates: 1992 Sonata, $750; 1992 Elantra, $500; 1991 Sonata, $1,500; 1991 Excel, $1,000, and 1991 Scoupe, $750.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.

1990-92 models	
NATIONAL REBATES	
Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500
REGIONAL REBATES: Northeast	
Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp. minivans	$1,000
REGIONAL REBATES: Central, West	
Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000
All Chrysler Corp. minivans	$500

FORD MOTOR CO.

1992 models

Expires Feb. 4 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort (regional programs)	$500-750
Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Tracer (regional programs)	$500-750
Capri, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental (expires March 3)	$1,500

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

GENERAL MOTORS

Expires Feb. 4 unless otherwise noted. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

MAZDA (expires Feb. 3)

Protege (1991)	$1,000
Protege (1992)	$500
Navajo (1991)	$1,000

MITSUBISHI (expires Feb. 10)

Precis/Mirage (1990-92)	
Southwest	$500
West	$750
Galant (1990-92)	
West	$750
Pickups (1991-92)	
Southwest	$1,000

SUBARU (expires March 3)

Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

Ford boosts exports of Explorers

KATHY JACKSON
Staff Reporter

Ford Motor Co. plans to export at least 6,000 Ford Explorers to Europe next year, up from the 900 last year.

The company also will establish its first on-site plant homologation center where all necessary modifications will be made before the sport-utilities are shipped. The $500,000 center will be near the Louisville, Ky., assembly plant, which builds the Explorer.

Robert Sparvero, general manager for export sales at Ford, says the company currently exports Explorers to five countries in Europe — Belgium, the Netherlands, Sweden, Finland and Switzerland. Ford also shipped 4,000 Explorers to countries other than Europe last year.

Sparvero said most of the Explorer growth will come from four of the bigger European markets, four large markets that do not use right-hand drive vehicles.

Sparvero says the on-site homologation center will make the modification process quicker and more cost efficient for Ford. He says about 75 percent of the modifications are made on the line at the assembly plant. Workers at the center will add things such as license plate brackets and front and rear tow hooks.

Including Explorer, Ford exported 51,500 vehicles last year, and its export division had revenues of $1 billion. "A billion dollar business is a significant business," Sparvero said.

GM enlists aid of science labs

WARREN, Mich. — General Motors last week hosted 180 representatives of 11 national laboratories for three days of meetings to explore ways the domestic auto industry can use the vast scientific resources of the labs to win what they dubbed the "economic cold war."

More than 1,000 GM employees participated in what is believed to be the first coordinated, cooperative effort between business and the labs.

Initial efforts with the national labs are focusing on energy, the environment, safety, agile manufacturing, manufacturing validation and ultra-reliability, said Donald Runkle, GM vice president of advanced engineering.

Canada dealers study competition

The Federation of Automobile Dealers Associations in Canada has launched a study to look at the competitiveness of Canadian dealers vis-a-vis U.S. dealers.

Ken Graydon, executive vice president of the association, says the purpose of the study is:

- To determine if Canadian dealers can effectively compete with U.S. dealers as the U.S.-Canada Free Trade Agreement makes it easier for consumers to shop on both sides of the border.
- And to examine what impact U.S. program cars will have on the Canadian new-car market when the age restriction on used cars imported into Canada is dropped next year.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Toledo, Ohio	1/27	
Jeep Cherokee		4,250
Jeep Comanche		125
Jeep Grand Cherokee		5
FORD MOTOR CO.		
Atlanta	1/27	**5,200**
Ford Taurus		
Mercury Sable		
Chicago	1/27	**5,200**
Ford Taurus		
Mercury Sable		
Michigan Truck	1/27, 2/3	**2,900**
Ford Bronco		
Ford F-series pickup		
Wixom, Mich.	1/27	**4,200**
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
GENERAL MOTORS		
Hamtramck, Mich. (V line)	1/27, 2/3	
Cadillac Allante		60
Wentzville, Mo.	1/27	
Buick Park Ave.		1,900
Oldsmobile Eighty Eight		1,700
Pontiac Bonneville		2,900
Van Nuys, Calif.	1/27, 2/3	
Chevrolet Camaro		1,300
Pontiac Firebird		600
Oshawa, Ontario (No. 1)	1/27, 2/3	
Chevrolet Lumina		3,000
Oshawa, Ontario (No. 2)	1/27, 2/3	
Chevrolet Lumina		3,000
Buick Regal		3,000
Total U.S. car		**23,060**
Total U.S. truck		**7,280**
Total Canadian car		**9,000**
Total units lost week of 1/27		**39,340**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

Design law supporters begin new campaign

MAX GATES

Staff Reporter

WASHINGTON — Backers of a design copyright law, including the auto industry, will try again to pass legislation that would prevent "knock-offs" of American product designs.

A House subcommittee on intellectual property has scheduled a hearing on the bill for Wednesday.

The bill would provide 10 years of copyright protection for original product designs.

This time, the bill's backers are hoping to broaden support by offering an amendment that restricts the bill's auto industry impact to fenders, hoods and doors.

Cheap imitation parts, many coming from Taiwan and other Pacific Rim nations, often don't have the quality or the fit of original parts, said Anne Carlson, a lobbyist with the Motor Vehicle Manufacturers Association.

Auto insurance companies often force car owners to use these parts in crash repairs to lower costs, Carlson said. But pirated parts "are not only stealing American designs, they are also stealing American jobs," she said.

The Coalition for Competitive Repair Parts and the Coalition for Auto Repair Equity oppose the bill, calling it anti-consumer and anti-competitive.

The opponents say chief beneficiaries of the bill will be large corporations and lawyers. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 1/20-1/25/92	Actual 1/13/-1/18/92	1/1-1/25/92	Year 1/1-1/25/92	Year 1/1-1/26/91
LeBaron J	1,040	0	2,641	2,641	900
New Yorker	800	767	1,567	1,567	1,066
Fifth Avenue	700	632	1,332	1,332	2,855
Imperial	240	238	478	478	866
Town & Country (trk.)	120	102	275	275	102
Total Chrysler	**2,900**	**1,739**	**6,293**	**6,293**	**5,789**
Sundance	900	0	900	900	0
Acclaim	1,600	0	3,702	3,702	8,264
Voyager (trk.)	800	728	1,955	1,955	6,014
Voyager (Can. trk.)	2,868	1,905	8,739	8,739	8,246
Total Plymouth	**6,168**	**2,633**	**15,296**	**15,296**	**22,524**
Daytona	500	0	500	500	300
Shadow	1,800	0	1,800	1,800	0
Dynasty	2,000	2,150	4,150	4,150	11,715
Spirit	1,200	0	4,112	4,112	8,274
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	0
Caravan (trk.)	1,375	1,063	3,035	3,035	7,017
Caravan (Can. trk.)	3,570	3,412	12,641	12,641	10,684
Caravan C/V (trk.)	14	12	37	37	184
Caravan C/V (Can. trk.)	162	177	492	492	326
Dakota (trk.)	2,200	1,628	3,863	3,863	3,109
Ram pickups (trk.)	1,100	807	1,907	1,907	3,127
Ram Wagon (Can. trk.)	0	585	1,410	1,410	0
Ram Van (Can. trk.)	0	1,211	3,148	3,148	0
Total Dodge	**13,921**	**11,845**	**37,095**	**37,095**	**44,736**
Premier (Can.)	0	0	0	0	0
Cherokee (trk.)	3,900	2,696	6,596	6,596	0
Comanche (trk.)	120	79	199	199	0
Grand Cherokee (trk.)	28	31	59	59	0
Wagoneer (trk.)	16	16	32	32	0
Wrangler (Can trk.)	1,600	1,545	5,360	5,360	2,507
Total Jeep-Eagle	**5,664**	**4,367**	**12,246**	**12,246**	**2,507**
Total U.S. car	**10,780**	**3,787**	**21,182**	**21,182**	**34,240**
Total Can. car	**0**	**0**	**0**	**0**	**0**
Total U.S. truck	**9,673**	**7,162**	**17,958**	**17,958**	**19,553**
Total Can. truck	**8,200**	**8,835**	**31,790**	**31,790**	**21,763**
CHRYSLER CORP.	**28,653**	**19,784**	**70,930**	**70,930**	**75,556**
Escort	4,599	0	4,599	4,599	13,005
Mustang	2,203	0	2,203	2,203	2,190
Tempo	2,639	3,007	5,646	5,646	7,656
Tempo (Can.)	3,823	3,333	7,156	7,156	5,373
Taurus	6,140	7,469	24,413	24,413	16,330
Thunderbird	1,199	951	2,150	2,150	1,344
Crown Victoria (Can.)	0	2,031	2,031	2,031	2,560
Aerostar (trk.)	3,130	4,025	7,155	7,155	9,592
Bronco (trk.)	564	512	1,076	1,076	572
Explorer/Bronco II (trk.)	5,287	6,214	19,893	19,893	17,308
Navajo (trk.)	58	62	234	234	1,359
Econoline (trk.)	3,569	2,023	9,514	9,514	5,110
Heavies (trk.)	832	1,033	1,865	1,865	2,694
Light trucks (trk.)	9,322	9,034	25,161	25,161	14,081
Light trucks (Can. trk.)	9,322	9,034	18,356	18,356	4,597
Ranger (trk.)	5,799	1,714	9,823	9,823	15,823
Total Ford Div.	**58,486**	**50,442**	**141,275**	**141,275**	**119,594**
Topaz	881	1,111	1,992	1,992	2,904
Topaz (Can.)	938	925	1,863	1,863	1,638
Cougar	809	632	1,441	1,441	2,031
Sable	2,251	2,752	8,973	8,973	4,653
Grand Marquis (Can.)	0	2,082	2,082	2,082	0
Total Mercury	**4,879**	**7,502**	**16,351**	**16,351**	**11,226**
Continental	787	793	1,580	1,580	4,101
Mark VII	164	99	263	263	713
Town Car	2,377	2,390	4,767	4,767	9,666
Total Lincoln	**3,328**	**3,282**	**6,610**	**6,610**	**14,480**
Total L-M Div.	**8,207**	**10,784**	**22,961**	**22,961**	**25,706**
Total U.S. car	**24,049**	**19,204**	**58,027**	**58,027**	**64,583**
Total Can. car	**4,761**	**8,371**	**13,132**	**13,132**	**9,571**
Total U.S. truck	**28,561**	**24,617**	**74,721**	**74,721**	**66,539**
Total Can. truck	**9,322**	**9,034**	**18,356**	**18,356**	**4,597**
FORD MOTOR CO.	**66,693**	**61,226**	**164,236**	**164,236**	**145,300**
Skylark	908	981	3,645	3,645	8,494
Century	1,269	1,558	2,827	2,827	3,094
Regal (Can.)	2,200	2,236	4,436	4,436	9,759
Riviera	169	123	711	711	442
Park Avenue/Electra	1,533	1,769	3,302	3,302	6,906
LeSabre	2,791	2,733	9,837	9,837	13,549
Roadmaster Sedan∗	1,027	1,259	4,048	4,048	0
Roadmaster Wagon†	297	297	850	850	0
Reatta	0	0	0	0	0
Total Buick	**10,194**	**10,956**	**29,656**	**29,656**	**42,244**
Eldorado	794	645	2,558	2,558	528
Seville	810	653	2,664	2,664	1,054
Brougham	440	539	1,741	1,741	1,811
DeVille	0	0	0	0	10,654
Allante	0	0	0	0	218
Total Cadillac	**2,044**	**1,837**	**6,963**	**6,963**	**14,265**
Cavalier	3,540	4,296	11,855	11,855	19,371
Camaro	1,098	1,223	4,241	4,241	4,132
Corsica-Beretta	3,904	4,653	15,126	15,126	14,987
Lumina (Can.)	6,250	6,340	12,590	12,590	14,355
Caprice	1,802	1,855	5,820	5,820	8,215
Corvette	0	0	0	0	1,624
Astro (trk.)	2,622	3,110	10,669	10,669	5,878
Blazer (trk.)	252	157	885	885	361
Lumina APV (trk.)	1,280	0	1,280	1,280	2,395
Mediums (trk.)	99	118	485	485	685
P-Model (trk.)	379	353	732	732	677
Pickups (trk.)	2,790	146	3,101	3,101	11,582
Pickups (Can. trk.)	3,600	3,629	12,895	12,895	10,831
S10 (trk.)	4,276	4,086	10,069	10,069	20,982
S10 Blazer (trk.)	2,551	2,912	8,329	8,329	2,967
Sportsvan (trk.)	574	889	2,695	2,695	1,793
Sportsvan (Can. trk.)	900	869	3,517	3,517	547
Suburban (trk.)	498	833	2,366	2,366	1,282
Total Chevrolet	**36,415**	**35,469**	**106,655**	**106,655**	**122,664**
Achieva/Calais	2,256	2,293	7,607	7,607	6,045
Cutlass Ciera	2,686	3,307	5,993	5,993	3,254
Cutlass Ciera (Can.)	0	0	0	0	6,082
Cutlass Supreme	1,890	2,259	4,149	4,149	7,272
Toronado	114	84	445	445	246
Eight Eight	1,578	1,598	5,114	5,114	6,182
Custom Cruiser Wag.††	119	108	341	341	0
Ninety Eight	0	0	0	0	6,313
Silhouette (trk.)	492	0	492	492	625
Bravada (trk.)	349	376	1,138	1,138	1,557
Total Oldsmobile	**9,484**	**10,025**	**25,279**	**25,279**	**37,576**
Sunbird	1,708	2,098	5,748	5,748	8,330
Grand Am	3,912	4,695	14,915	14,915	8,632
Firebird	496	537	1,868	1,868	918
Grand Prix	2,680	3,196	5,876	5,876	5,702
Pontiac 6000	0	0	0	0	2,217
Bonneville	2,332	2,920	5,252	5,252	3,054
Trans Sport (trk.)	584	0	584	584	1,320
Total Pontiac	**11,712**	**13,446**	**34,243**	**34,243**	**30,173**
Yukon/Jimmy (trk.)	100	108	342	342	125
Mediums (trk.)	372	454	1,485	1,485	1,260
P-Model (trk.)	35	36	71	71	181
Pickups (trk.)	790	71	966	966	4,072
Pickups (Can. trk.)	1,500	1,538	5,076	5,076	4,172
Syclone/Sonoma (trk.)	570	1,766	2,510	2,510	4,996
Typhoon/S15 Jimmy (trk.)	674	883	2,374	2,374	1,973
Safari (trk.)	877	1,052	3,503	3,503	2,503
Suburban (trk.)	399	119	902	902	699
Vandura (trk.)	736	737	2,490	2,490	385
Vandura (Can. trk.)	1,000	1,003	3,126	3,126	353
Total GMC	**7,053**	**7,847**	**22,845**	**22,845**	**20,719**
Total Saturn∗	**2,388**	**2,948**	**9,464**	**9,464**	**2,300**
Total U.S. car	**42,541**	**46,627**	**135,997**	**135,997**	**155,544**
Total Can. car	**8,450**	**8,576**	**17,026**	**17,026**	**30,196**
Total U.S. truck	**21,299**	**18,206**	**57,468**	**57,468**	**66,298**
Total Can. truck	**7,000**	**7,119**	**24,614**	**24,614**	**15,903**
GENERAL MOTORS	**79,290**	**82,528**	**235,105**	**235,106**	**269,941**
Can. car	2,300	2,300	7,939	7,939	9,339
Can. trk.	1,400	1,400	4,865	4,865	4,032
CAMI*	**3,700**	**3,700**	**12,804**	**12,804**	**13,371**
DIAMOND-STAR*	**2,796**	**3,113**	**9,932**	**9,932**	**11,118**
Civic	1,800	1,486	5,823	5,823	5,881
Civic (Can.)	2,420	1,968	7,398	7,398	7,628
Accord	8,465	6,616	26,026	26,026	25,556
Total U.S. car	**10,265**	**8,102**	**31,849**	**31,849**	**31,437**
Total Can. car	**2,420**	**1,968**	**7,398**	**7,398**	**7,628**
HONDA	**12,685**	**10,070**	**39,247**	**39,247**	**39,065**
HYUNDAI Sonata (Can.)	**320**	**407**	**1,096**	**1,096**	**3,370**
MAZDA*	**1,705**	**1,764**	**6,572**	**6,572**	**9,862**
U.S. trk.	1,695	1,454	5,428	5,428	4,598
Can. trk.	165	130	516	516	497
NAVISTAR	**1,860**	**1,584**	**5,944**	**5,944**	**5,095**
Sentra	2,930	2,849	10,198	10,198	11,138
Pickup (trk.)	2,816	2,787	9,905	9,905	10,689
NISSAN	**5,746**	**5,636**	**20,103**	**20,103**	**21,827**
Geo Prizm	1,600	2,063	6,401	6,401	7,333
Toyota Corolla	1,840	2,531	7,680	7,680	7,258
Toyota Hilux (trk.)	360	480	1,465	1,465	0
NUMMI	**3,800**	**5,074**	**15,566**	**15,566**	**14,591**
Legacy	1,184	997	3,927	3,927	3,836
Pickup (trk.)	518	471	1,696	1,696	0
Rodeo (trk.)	852	774	2,983	2,983	0
Total U.S. car	**1,184**	**997**	**3,927**	**3,927**	**3,836**
Total U.S. trk.	**1,370**	**1,245**	**4,679**	**4,679**	**3,701**
SUBARU-ISUZU	**2,554**	**2,242**	**8,606**	**8,606**	**7,537**
Camry	4,600	5,462	16,566	16,566	16,287
Corolla (Can.)	1,300	1,337	4,211	4,211	4,876
TOYOTA	**5,900**	**6,799**	**20,777**	**20,777**	**21,163**
VOLVO 740, 940 (Can.)	**150**	**150**	**494**	**494**	**629**
AM GENERAL (trk.)	**300**	**375**	**1,200**	**1,200**	**1,650**
MISCELLANEOUS (trk.)**	**1,920**	**2,400**	**7,680**	**7,680**	**10,950**
Total U.S. car	**104,370**	**98,499**	**308,340**	**308,340**	**352,646**
Total Canada car	**19,701**	**23,109**	**51,296**	**51,296**	**65,609**
Total U.S.-Canada Car	**124,071**	**121,608**	**359,636**	**359,636**	**418,255**
Total U.S. truck	**67,994**	**58,726**	**180,504**	**180,504**	**185,978**
Total Canada truck	**26,087**	**26,518**	**80,141**	**80,141**	**46,792**
Total U.S.-Canada truck	**94,081**	**85,244**	**260,645**	**260,645**	**232,770**
TOTAL U.S.	**172,364**	**157,225**	**488,844**	**488,844**	**538,624**
TOTAL CANADA	**45,788**	**49,627**	**131,437**	**131,437**	**112,401**
TOTAL U.S.-CANADA CAR & TRUCK	**218,152**	**206,852**	**620,281**	**620,281**	**651,025**

∗Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output up despite holiday

ANNE E. WRIGHT

Chief Statistician

Despite the holiday-shortened work week, estimated U.S. car and truck production rose 9.6 percent over the prior week and 16.6 percent over the year-ago week.

All U.S. assembly plants were closed last Monday in observance of Martin Luther King Day. Estimated car production was up 6.0 percent over the prior week and 11.1 percent over the 1991 week.

Last week's estimated truck production was up 15.8 percent over the prior week and was 26.1 percent over the year-ago week.

Car and truck production in Canada fell 7.7 percent from the prior week but rose 43.0 percent over the same week in 1991.

Canadian carmakers' estimated production last week was 14.7 percent below the prior week but was 6.2 percent above the 1991 week.

Last week's estimated truck production in Canada slipped 1.6 percent from the prior week but topped last year by 93.7 percent.

U.S. and Canadian automakers' daily build rate was 54,538 last week, an increase of 31.8 percent over the prior five-day week. The year-ago work week was also four days with a daily rate of 44,965.

Last week's estimated car production in the United States was split as follows: General Motors, 40.9 percent; Ford Motor Co., 23.0; Chrysler Corp., 10.3 percent; Honda of America Manufacturing Inc., 9.8 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.4 percent; New United Motor Manufacturing Inc., 3.3 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.8 percent; Diamond-Star Motors Corp., 2.7 percent; Mazda Motor Manufacturing (USA) Corp., 1.7 percent and Subaru-Isuzu Automotive Inc., 1.1 percent.

GM scheduled overtime last Saturday at the Scarborough, Ontario; Oshawa, Ontario, and Baltimore truck facilities. The postal line at the Moraine, Ohio, truck facility was scheduled to work one shift of Saturday overtime.

At GM's Janesville, Wis., truck facility, two shifts of Friday overtime and one shift on Saturday were scheduled last week for all lines except the medium-duty truck line, which was scheduled for just one shift on Saturday.

The company extended the downtime for one week on the Allante line at the Detroit-Hamtramck, Mich., plant. Production is scheduled to resume Feb. 10.

Ford scheduled daily and Saturday overtime last week at the Louisville, Ky., and Kansas City, Mo. truck plants.

Chrysler's St. Louis plant in Fenton, Mo., was scheduled to work three shifts of overtime last Saturday. The Dodge City (Warren, Mich.) truck facility worked daily overtime in addition to two shifts on Saturday.

Chrysler's Toledo, Ohio, Jeep facility was scheduled to work five hours of overtime last Saturday to make up production that was lost due to a heavy snowfall the previous week. ■

Automotive

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NEWSPAPER

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Ford sells computer unit

DEARBORN, Mich. — Ford Motor Co. last Friday finalized the sale of its dealer computer services department to Houston-based Universal Computer Systems Inc. The price was not disclosed.

The 230 Ford employees will become employees of a new Universal Computer Systems subsidiary named Ford Dealer Computer Services.

The computer company provides systems to the majority of Ford and Lincoln-Mercury dealers.

— Kathy Jackson

Fight disrupts GM union vote

Union members are squabbling at two General Motors plants in Oshawa, Ontario, that have been marked for possible closing under the automaker's downsizing plan.

A vote for plant chairperson at Canadian Auto Workers Local 222 had pitted hard-liner incumbent Tom Hoar against challenger John Caines. Caines, who favors a more flexible approach to management, was ahead by 27 votes (4,660-4,633) with 200 ballots yet to be tallied Jan. 25 when the counting erupted into a fracas. Police were called and the ballot boxes were sealed. Caines now wants an independent auditor to conduct the final count.

The quality of a plant's

see LATE NEWS, 2

Parts markup is hot issue

GM may up warranty pay before NADA convention

KATHY JACKSON
Staff Reporter

An anxiously awaited announcement from General Motors could set the industry standard for the way Big 3 dealers are paid for parts used in their warranty work.

Frank Anderson Jr., president of the National Automobile Dealers Association, confirms that GM is studying ways to increase the markup the company pays to dealers for warranty parts work and that GM may make the decision before the NADA convention, which begins Saturday in Dallas.

GM spokeswoman Kathy Bommarito said she could not comment on any plans GM may have to change its warranty reimbursement programs.

But a GM executive, who did not want to be identified, said GM plans to increase the markup from 30 percent to 40 percent this year and add 5 percentage points in 1993 and 1994 to bring the rate up to 50 percent.

"We've got to do it," the GM executive said. "The Japanese manufacturers are putting the pressure on us to do it" because they pay at retail.

GM, Ford Motor Co. and Chrysler Corp. currently pay their dealers cost plus 30 percent for warranty parts. Dealers want the retail rate, which averages about 54 percent.

Anderson said dealers are losing an average of $63,000 per year in parts sales because of the lower markup.

"We don't believe dealers should subsidize the manufacturer's warranty," Anderson said, "but we are doing that."

Ford says it has no plans to change.

see PARTS, 35

NADA CONVENTION NEWS

Chevy sees no need for make meeting ➤ 4
Kia, Amati looking for dealers ➤ 35

Windy City unveilings

Mazda's redesigned 626 will make its U.S. debut this week at the Chicago Automobile Trade Association's 84th annual auto show. World debuts are planned for the 1993 Ford Escort, 1993 Mercury Tracer, 1992 Toyota Camry wagon and 1992 Subaru Legacy Touring Sports LE wagon. See story on Page 6.

BMW scouts S. Carolina for possible plant sites

JIM HENRY and DIANA KURYLKO
Staff Reporters

BMW AG sent Anderson County, S.C., into orbit last week by conducting a feasibility study for a possible North American assembly plant there.

BMW downplayed the excitement in South Carolina, asserting that the company routinely visits communities all over the world in case BMW ever decides to produce outside Germany.

But BMW Chairman Eberhard von Kuenheim has complained about the high cost of manufacturing in Germany.

"This is routine work that we do year after year after year," said Karl Gerlinger, president and chief executive officer of BMW of North America.

"We go to a community and we look at the universities, and the

see BMW, 37

Japan dealers rap Chrysler on Jeep price

and costs penalize Chrysler for late start

ARY ANN MASKERY
aff Reporter

Costs in Japan

TOKYO — When hrysler Corp. Chairman ee Iacocca complains bout the price of a Jeep herokee in Japan, he is ot alone. The Japanese ealers who have to sell em say the same thing, nd they tend to blame hrysler.

Iacocca says the Chero- ee sells for $12,000 more Japan than in the United States, and he ttributes the difference to a "maze of red pe" and difficulty in getting certification approval.

The markup for Cherokee is higher than for most other imported vehicles.

Japanese sources say the fault lies as much, or more, with Chrysler's late and therefore costly attempt to set up a dealer network in Japan.

A fully loaded Cherokee Limited version carries a list price of $25,484 (plus $485 destination charge) in the U.S. market. In Japan, it is priced at 5.2 million yen, approximately $40,000.

Chrysler officials offer no explanation of the difference, and Chrysler Japan Sales Ltd., a local distribution channel that handled most of the 1,491 Chrysler sales last year, said information on homologation, certification and transportation costs was "a confidential matter."

Masatsugu Hara, assistant manager for

see JEEP PRICE, 36

A fully loaded Jeep Cherokee Limited costs at least $12,000 more in Japan.

Porsche slams plans into reverse, will build 'affordable' car

DIANA KURYLKO and JIM HENRY
Staff Reporters

Porsche AG's decision to build a more affordable sports car will draw the legendary German marque back toward the heart of the U.S. sports car market.

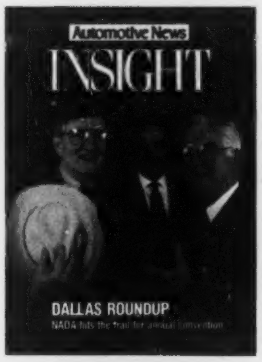
The specialty maker announced Jan. 24 that it will build a roadster to be priced well-below its current models. At the same time, Porsche put plans for a top-of-the-line 989 four-seater on ice indefinitely.

The move reverses a strategy that had seen Porsche attempt to compete above the fray with expensive, ultra-exclusive vehicles. But Chairman Arno Bohn acknowledged in a telephone interview Jan. 31 that market had become too limited. Now Porsche will attempt to build volume and revenue by targeting the competition more directly.

"We are close to competing with everyone with this vehicle," he said. Porsche will cap annual production at 30,000 units worldwide in order to preserve exclusivity, Bohn said.

The decision comes amid plunging worldwide sales

see PORSCHE, 35



Jump start on convention

A preview of the 75th National Automobile Dealers Association Convention and Exhibition in Dallas and the nominees for the 1992 Time Magazine Quality Dealer of the Year award are featured in *Automotive News Insight*, which follows Page 20.

inside Automotive News

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Patriotic crossfire hits some import dealers. PAGE 4

REALISTIC REQUIREMENTS
Kia vetoes need for stand-alone stores for launch. PAGE 4

GM DEALERS SIGN UP
Salesperson retention program attracts about 20%. PAGE 6

PROTECTION PLAN PRAISED
Dealers like VW's plan for laid-off workers. PAGE 6

DAUGHTER OF DAYTONA
Ferrari's 512GT America coupe borrows styling cues. PAGE 8

OHIO MAY GET NEW CIVIC
A two-door notchback may get the nod for '93. PAGE 8

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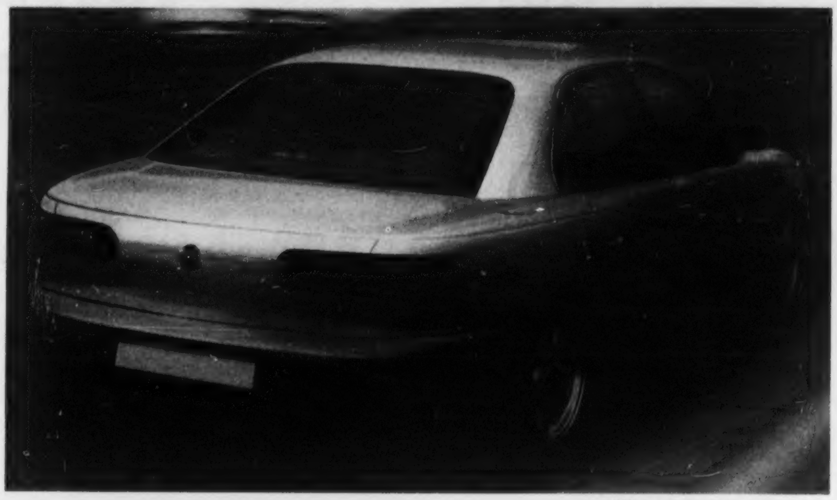


HANS G. LEHMANN/HIDDEN IMAGE

Opel remakes the Omega

Adam Opel AG will give European buyers a new Omega line this fall, replacing the current generation that bowed in 1986. This retouched spy photograph shows the expected rear design of the four-door sedan, which initially will be joined by a five-door station wagon. Coupe and van versions are expected to follow. The new Omegas retain rear-wheel drive. On the engine option list will be a new 3.0-liter V-6 sourced in Britain.

latenews

CONTINUED *from* PAGE 1

union-management relations will likely be considered by GM as it decides which factories to keep open. The Oshawa plants build Chevrolet Luminas and Buick Regals.

— Jeremy Sinek

J.D. Power, rival favor fast trial

LOS ANGELES — J.D. Power and Associates has asked for an expedited jury trial in its case against rival research firm AutoPacific Group.

J.D. Power alleged in a $1.25 million lawsuit last November that two former employees stole proprietary information before joining AutoPacific. The suit charges that analyst Chris Cedergren and his assistant, Steve Morrison, took documents and software from Power to help them develop a sales forecasting system at AutoPacific.

AutoPacific calls the claims a "naked assertion" and insists that the sales forecast is its own unique product. AutoPacific attorney Wayne Barsky says his client will happily agree to an expedited trial and is anxious "to expose that these claims are a fraud."

The case is before the California Superior Court in Los Angeles County.

— Kristine Stiven Breese

Cadillac renews Senior PGA ties

KEY BISCAYNE, Fla. — Cadillac has reached agreement with the Senior PGA Tour on a four-year extension of its sponsorship when its current contract expires this year.

The new deal is worth as much as $22 million, division officials said. Cadillac is in the final year of a three-year, $12 million to $15 million deal with the Senior PGA Tour.

Cadillac will sponsor 74 tour events during the 1993 through 1996 seasons, conducting direct marketing programs involving dealerships in each area where a Cadillac event is held. Cadillac said it sold 4,000 cars as a result of direct marketing activities during the first two years of its involvement with the senior tour.

— Phil Frame

Brits to open DeLorean files

LONDON — British Prime Minister John Major has agreed to release official cabinet papers from 1978 to 1982 relating to the defunct DeLorean Motor Cars Ltd. plant in Northern Ireland.

The decision clears the way for former Prime Minister Margaret Thatcher and 30 other British officials to give testimony for a lawsuit brought by the British government. Thatcher will be deposed either in London or New York, where the suit originated.

The evidence is being sought by Arthur Andersen & Co., which is being sued by the British government. The British government sued the accounting firm, which audited many DeLorean controlled companies, seeking $300 million on a variety of allegations, including violation of the Racketeering Influenced and Corrupt Organizations Act.

Thatcher is being asked about her role in matters involving the DeLorean venture, which collapsed in 1982. Britain invested £84 million in the sports car factory near Belfast, Northern Ireland.

— Ed Wendt

VW to dump UK distributor

LONDON — Volkswagen AG will take over distribution of its VW and Audi vehicles in Great Britain at the end of 1993.

The German manufacturer will not renew its contract with VAG United Kingdom, a subsidiary of Lonrho, an international trading group.

Neither company would comment on the matter. Like other carmakers, Volkswagen AG has been hit by the deep recession in Britain. New-car registrations dropped 23.4 percent in 1991.

— Ed Wendt

UAW supports Mexico strike

WASHINGTON — The UAW sent $15,000 to assist striking Mexican workers in Matamoros, Mexico, many of whom produce parts for the U.S. Big 3.

About 27,000 workers at the foreign-owned *maquiladora* plants could be affected by strikes, called to increase wages 30 percent. Many currently earn less than $1 per hour in wages and benefits.

UAW President Owen Bieber, in a letter to Agapito Gonzalez Cavazos, leader of the *maquiladora* workers, said the UAW supports the workers' struggle for higher wages and better working conditions.

Bieber has loudly opposed the proposed free trade agreement between the United States and Mexico.

3-way program urged for Brazil

SAO PAULO, Brazil — The president of Fiat's subsidiary in Brazil has proposed a three-way agreement that would cut taxes and keep wage and price increases from exceeding the inflation rate.

Pacifico Paoli made the proposal last week at a conference on the future of Brazil's auto industry. The idea is similar to a program in neighboring Argentina where the government has cut taxes, the manufacturers adjust prices only to keep pace with inflation, and the unions cannot strike for wage increases above inflation.

Dorothea Werneck, Brazil's economy secretary, said the proposal is "an alternative."

— Rik Turner

briefly

Cadillac plans 'land yacht'

Cadillac plans to play off its sponsorship of Dennis Connor's *Stars & Stripes* sailboat in the America's Cup race with a special edition Eldorado. Cadillac will build only 1,200 "Stars and Stripes" Eldorados, which will be available March 1 for $34,370 with monochromatic black metallic paint and emblems in the bodyside moldings. Cadillac hopes Connor's boat remains in the America's Cup chase long enough to sell the cars. Connor's boat is losing after the first round-robin in San Diego.

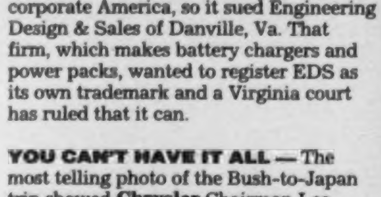
RED INK WRITEOFF — In December, **General Motors** said it contemplated a charge on its balance sheet to account for the closing of 21 plants over the next three years. GM wouldn't say when the charge would occur and said only that it would be less than the $3.3 billion pre-tax write-off it made in the third quarter of 1990 for other plant closings. But in a recent SEC filing for a $750 million offering of a new class of preference stock, GM says it is "more likely than not that the charge will be taken in the fourth quarter of 1991." GM also was a little more definite about the size of the charge, saying it is "expected to be less than $3 billion (pre-tax)."

RECORD WRITER — Retired Tennessee school teacher Buford Bible has bought his 35th consecutive **Chevrolet** from the same dealer. The act has earned him more than the gratitude of **General Motors.** Sen. Jim Sasser, D-Tenn., entered Bible's feat into the Congressional Record, saying, "I challenge all Americans to follow your lead." No response yet from **Ford** — nor Sasser's home-state automaker, **Nissan.**

ROOM FOR TWO — Electronic Data Systems Corp. wanted only one **EDS** in corporate America, so it sued Engineering Design & Sales of Danville, Va. That firm, which makes battery chargers and power packs, wanted to register EDS as its own trademark and a Virginia court has ruled that it can.

YOU CAN'T HAVE IT ALL — The most telling photo of the Bush-to-Japan trip showed **Chrysler** Chairman Lee Iacocca leaning back from the table, arms crossed and lips tight. Back in Detroit, he blasted the Japanese for their automotive trade surplus. But isn't Chrysler the biggest stockholder in **Mitsubishi Motor Co.?** And didn't Chrysler sell 64,447 cars imported from Japan last year? We asked a Mitsubishi public relations exec how the companies are getting along: "Aside from Lee Iacocca, we have a very good relationship."

LAST LAUGH — It's not always easy to practice what you preach. Just ask dealer Richard "Buck" Wheat, who relays this anecdote from his Gloucester **Toyota** in Virginia: A mother checks out the MR2 that her daughter wants to buy. But the mother's real goal is to talk her daughter out of buying a foreign car. "I buy American and so should she," announces the woman before getting into her Korean-made **Pontiac** LeMáns.



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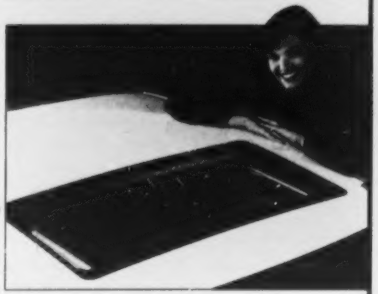

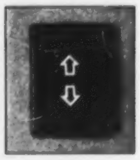

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RVs

Ford notes rise in demand for Econoline conversions

JOSEPH BOHN
Truck Editor

Demand for Ford Division's Econoline has been picking up in the van conversion and commercial fleet markets, according to Jerome Mittman, Ford Division RV sales manager.

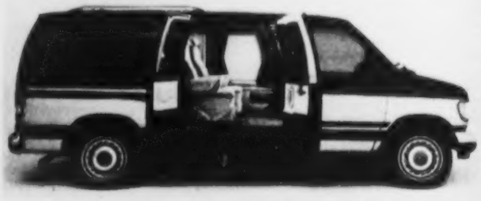
"There hasn't been a great surge of new orders, but the trend indicates that we hit bottom at the end of the year, and things are starting to improve," Mittman said. Ford, in fact, is buoyed enough by the outlook to cancel some downtime on Econoline production it had planned for March, Mittman said.

The company has been stimulating Econoline van conversion sales with a $1,000 consumer rebate and a free floorplanning offer for dealers. Dealers have until March 3 to stock, order or have reassigned to them from a consignment pool company Econoline conversions, which qualify for 150 days' free floorplanning. That includes the standard 60 days, plus an additional 90 days provided by the program.

The floorplan assistance program covers both the E-150 chassis used by converters and the E-350 cutaways used to produce commercial vehicles. The $1,000 rebate, covering 1990, 1991 and 1992 Econoline conversions, ends Feb. 4.

Ford is continuing to tighten requirements for non-pool converters. Currently, its RV prep packages on the E-150 and Aerostar van chassis are available only to pool accounts or non-pool converters with approved drop-ship arrangements. As the year goes on, non-pool converters will have to meet the same quality or customer satisfaction requirements as pool accounts.

Small firms may be exempt from some of the financial requirements that pool companies have to meet.



Glaval's Universal, based on the 1992 Ford Econoline

Even so, the list of non-pool converters is expected to shrink dramatically. Ford has about 70 non-pool converters that have received drop shipments of 1992 vans. More than half of those companies had converted fewer than five units as of early January. Mittman envisions only 20 to 25 non-pool converters by the 1993 model year, excluding those that do conversions for the handicapped. Ford will continue with a less restrictive policy for that type of converter.

But Mittman expects that most of the other non-pool converters will either join the list or, if they're too small, will be cut off. Converters that do less than 25 units a year, for example, may no longer get drop-ship units.

Most of the other non-pool companies are on Ford's pool applicant list and have a good chance of being added anyway, he said.

About 20 to 30 converters work on vans for the handicapped. Mittman said Ford has developed a way of supplying vehicles to them without imposing the same restrictions as on other non-pool van converters. AN

in brief

RECREATIONAL VEHICLES

Ford's Roberts to address RVIA

RESTON, Va. — Ross Roberts, Ford Division general manager, will be the keynote speaker at the Recreation Vehicle Industry Association's annual meeting in Orlando, Fla., scheduled Feb. 26-March 1.

Frank Bracken, deputy secretary of interior, will address RVIA at a Feb. 28 luncheon.

Conversion group sets April parley

GREENFIELD, Ind. — The National Vehicle Conversion Association will hold its annual Supplier Showcase April 8-9 in South Bend, Ind.

The event is designed to bring van converters and their suppliers together to explore business opportunities.

The program also will include seminars on safety topics.

Choo Choo Group is back in business

CHATTANOOGA, Tenn. — Choo Choo Customs Group Inc. emerged from Chapter 7 and resumed business in early January.

The Chevrolet and GMC Truck converter is producing on several lines.

John Rogers, company president, expects to be at 100 percent production by spring.

The Faires Group, an investment firm in Knoxville, Tenn., has supplied capital to fund growth plans.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Nov. 1991	Nov. 1990	% change	11 mos. 1991	11 mos. 1990	% change
Travel trailers	2,400	2,000	+ 20.0	46,800	50,100	− 6.6
Park Trailers	600	500	+ 20.0	6,300	6,600	− 4.5
Travel trailers—fifth wheel	1,900	1,600	+ 18.8	26,600	26,700	− 0.4
Folding camping trailers	2,700	1,700	+ 18.8	30,400	28,400	+ 7.0
Truck campers	400	400	0.0	9,100	9,300	− 2.2
Towable RV total	**8,000**	**6,200**	**+ 29.0**	**119,200**	**121,100**	**− 1.6**
Conventional (type A)	1,700	1,500	+ 13.3	22,100	27,700	− 20.2
Van Campers (type B)	200	400	− 50.0	3,300	5,500	− 40.0
Chopped vans (all)	1,000	800	+ 25.0	14,500	16,700	− 13.2
Motor home total	**2,900**	**2,700**	**+ 7.4**	**39,900**	**49,900**	**− 20.0**
Van conversions	11,300	9,300	+ 21.5	119,600	167,300	− 28.5
TOTAL ALL RVs	**22,200**	**18,200**	**+ 22.0**	**278,700**	**338,300**	**− 17.6**

Source: Recreation Vehicle Industry Association

Compliance Group signs Canadian firm

JOSEPH BOHN
Truck Editor

The Compliance Group has signed Vantage Vans Inc. of Edmonton, Alberta, and several other Canadian converters as customers for the certified seating and hardware systems it sells.

Canadian firms typically do both Class B van campers and regular van conversions.

There are about 14 converters in Canada, most of them fairly small by U.S. standards.

Vantage Vans Inc. of Edmonton, Alberta, one of the larger ones, converts about 500 to 600 vans a year, according to Allen Swenson, president of the Compliance Group in Milwaukee.

In last year's down market, Canada only produced about 5,000 to 7,000 van conversions, compared with an estimated 130,000 units converted in the United States.

Swenson said he was very impressed by the Canadian government's expertise in testing van conversions for compliance to that country's safety standards.

Canada has requirements similar to U.S. Federal Motor Vehicle Safety Standard 208, which governs occupant protection during crashes.

In the United States, the Compliance Group's business has increased sharply over the past few weeks, as market conditions pick up.

Swenson said his company has expanded its product line to service the various wheelbase lengths that are offered on full-sized and compact General Motors vans, Ford Econolines and Dodge Cararvan C/Vs.

The company also expanded its staff of sales and service representatives, its warehousing facilities in Milwaukee and Elkhart, Wis., and is adding a third facility in Dallas. AN

Japanese makers foresee sales gains in 1992

MARY ANN MASKERY
Staff Reporter

TOKYO — Despite a downturn in 1991, the first in 10 years, Japanese manufacturers are forecasting sales gains for their own companies this year.

Projections for 1992 include the Honda Motor Co. projection of relatively modest growth by — 0.2 percent — a figure in line with anticipated results for the market as a whole.

At the other extreme is Mazda, which expects an 11.5 percent increase in its sales.

Manufacturers expect easier credit and new products to spur sales this year.

Excluding minicars, vehicle sales fell 3.8 percent last year, to 5.74 million, weighed down by a 12.4 percent drop in the mainstream volume segment.

That segment, which is made up of cars between 660 cc and 2.0 liters in engine displacement, was weak all year.

Sales of mini-vehicles, under 660 cc, declined 1.2 percent to 1.78 million as tough new parking regulations eliminated their previous competitive edge.

The top five sellers were:

- Toyota Corolla, 275,019
- Toyota Mark II, 193,282
- Honda Civic, 171,272
- Toyota Crown, 160,536
- Toyota Camry, 152,942.

But luxury car sales surged 42 percent for the year, to 663,610, as buyers continued to favor the many new entries in that class.

Even in December, sales of the large cars were up 38.5 percent, to 69,581, even though overall sales dropped 8.5 percent, to 423,825.

Only Mitsubishi Motors Corp. and Suzuki Motor Co. reported sales gains for 1991.

Mitsubishi sales jumped 12.6 percent for the year, to 479,799. The gain in a down market pushed its market share up 1.2 points to 8.3 percent, giving the company a lock on the No. 3 sales spot behind Toyota and Nissan.

Suzuki, primarily a minicar maker, also showed an increase in its non-mini sales, reporting an 18.6 percent gain to 45,580 units.

All other makers reported losses.

Toyota Motor Corp. sales fell 5.9 percent, to 2.35 million; Nissan Motor Co. Ltd. fell 4.2 percent to 1.34 million; Honda was down 1.7 percent, to 436,326, and Mazda, which has the most optimistic forecast for 1992, was down 5.8 percent last year to 474,069.

Toyota's market share was off 1.0 points for the year, to 40.9 percent. Nissan's share remained the same at 23.4 percent, Mitsubishi rose to 8.3 percent, Mazda fell 0.2 points to 8.2 percent, Honda climbed 0.1 points to 7.5 percent.

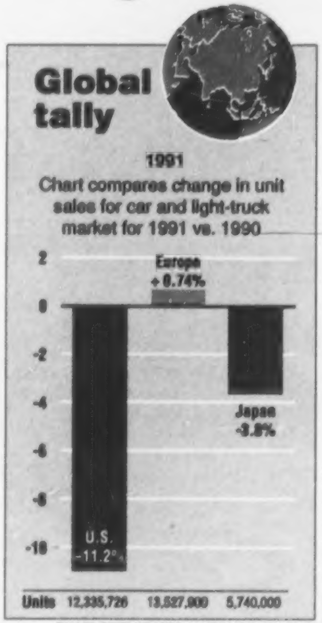
Isuzu Motors Limited was up 0.1 points to 3.3 percent, Fuji Heavy Industries, maker of Subaru, held steady at 1.4 percent, Suzuki up 0.1 points to 0.7 percent, Daihatsu Motor Co., down 0.2 points to 0.6 percent.

Imports fell 10.7 percent for the year, to 199,922 units. German marques plunged 14.4 percent, to 119,048.

General Motors sales rose 8.8 percent for the year to 9,261. Chrysler Corp. was up 4.1 percent, to 1,491, but Ford Motor Co. plunged 50.9 percent, to 2,959.

The Big 3's combined sales fell 16.5 percent to 13,711 units.

Honda was the biggest American importer. Sales of its Ohio-built Accords rose 89.8 percent in 1991, to 14,302. ■



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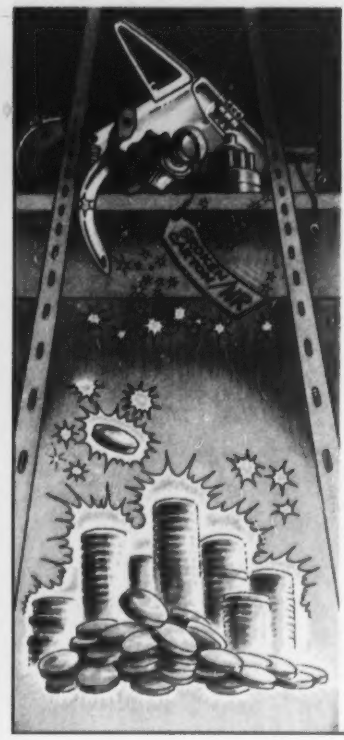

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German makes waning

TOKYO — German marques, resting on a mystique of engineering superiority, have dominated Japan's import segment for decades. Inevitably, their marketing performance is frequently held up to U.S. carmakers as an example of how to do business in Japan.

To some observers, however, the German nameplates have had their day in Japan.

German sales fell 14.4 percent last year, outpacing the 10.7 percent drop in the overall import segment. And they're not likely to regain their prominence, according to analyst Steven Usher of Kleinwort Benson, International.

"The prestige factor has gone the way of the 'bubble' economy," Usher says. "The nameplates have lost their luster."

At this point, he says, the Japanese domestic makers have "filled in the gaps" with their own upscale answers to the German imports.

"There is no longer any segment left uncovered," he says.

Mercedes-Benz remained the top import seller for 1991, but its sales were off 12 percent to 34,187 units. BMW sales declined 7.5 percent to 33,798, and Volkswagen, long the import leader in Japan, was off 17.9 percent to 30,195 units.

Sales for VW's Audi unit fell 13.9 percent, to 14,367 units.

— Mary Ann Maskery

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China, Taiwan post double-digit gains

STEPHEN VINES
Staff Correspondent

China's National Automotive Corp. estimates that the nation's vehicle production rose 36 percent to 690,000 units last year. Sales rose 15 percent in Taiwan.

In China's state controlled society, production and sales are usually on a par. The boost followed the end of the government's austerity program and last year's upturn in the economy.

Although there is no breakdown to show how each sector of the motor vehicle industry performed, generally two-thirds of output comes from the truck sector, and tractors account for a major share.

The most reliable production figures come from the three major foreign joint venture companies that make cars. Beijing Jeep, a partnership with Chrysler Corp., registered a 15 percent rise in production to 48,200 units, 12,000 of which were Cherokee Jeeps, compared with just 7,000 made in 1990. The rest of the output consists of the aging 202N, an all-Chinese multi-purpose truck.

The Shanghai Volkswagen joint venture company, now China's largest car maker, registered a 43 percent rise in production to 35,000 units, most of them Santana sedans.

The Guangzhou Peugeot plant increased production from 5,800 in 1990 to 14,000 units last year. The plant assembles Peugeot 505 cars and pickups.

In Taiwan, passenger-car sales reached 353,846 units as the economy continued to recover from a stock market collapse a year earlier. Locally built cars gained 10 points of market share, to 76 percent, as consumer expectations of a drop in import tariffs kept them waiting. The cut, approved in December, is expected to buoy import sales this year.

Leading manufacturers, and their share, were:

- Ford Lio Ho, 30 percent
- Yue Loong (Nissan), 20 percent
- San Yang (Honda), 14 percent
- Toyota Taiwan, 10.5 percent
- Yue Tien (Peugeot, Daihatsu), 9.4 percent.

Toyota ousted General Motors as the leading importer on a volume of 19,760 units brought in from U.S. factories. Imports from Japan are barred by Taiwanese law.

GM's import volume dipped 47 percent from a year earlier, to 14,500 units, including 2,432 German-built Opels. ■

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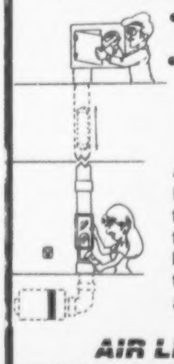

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German sales mask declines in other markets

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — New-car sales in the 17-nation European automotive market rose a meager 0.74 percent last year, to a record 13.53 million, buoyed by record demand from Germany.

But that prop began to slip away after the first quarter, and analysts and industry executives say it will not be a factor again anytime soon.

"Hidden beneath a headline figure of a record 13.5 million sales last year lies the sober realization that many of Europe's car markets have gradually slipped into recession during an otherwise historic year," said Automotive Industry Data Ltd. in Great Britain.

Europe's top five selling models were:

- VW Golf/Jetta, 806,000
- Renault Clio, 628,193
- Ford Escort/Orion, 620,000
- Ford Fiesta, 615,000
- Opel/Vauxhall Kadett/Astra, 583,000.

German sales surged 28 percent in 1991 to 4.19 million units, on the strength of unexpectedly strong demand from the former East Germany.

DRI's Sanjay Dabysing expects German sales to tumble 19 percent this year, to 3.34 million, and increase gradually in 1993 as buyers return to the market to replace the vehicles purchased during the boom years.

The drag will pull European sales down 2.5 percent in 1992, Dabysing said.

Stephen Reitman, who follows the industry for UBS Philips & Drew in London, expects European sales to fall to 12.7 million this year as the German boom ends.

Europe's other major markets were either flat or hit hard.

Recession-stricken Great Britain was down 21 percent; France slipped 12 percent, and Spain was off 10.2 percent. But Italy, the Continent's second biggest market after Germany, recovered in the last quarter to end the year only 0.34 percent lower than 1990.

"The United Kingdom has remained very weak," said Arthur Maher of DRI/Europe in London. "But the market has bottomed out, and the industry is in a situation of debating about the upturn in 1992."

Volkswagen Group, with sales of 2.16 million cars and a 16 percent market share, was Europe's dominant seller again last year, widening the gap over Italy's Fiat Auto, which finished with a 12.8 percent share.

But VW's dominance rested largely on its position in the hot German market. More than half of VW's sales were in Germany, where it had a 28 percent increase over 1990 and a 27 percent share.

Demand from Germany accounted for many other makers' strong performances.

Fiat was again the second largest seller, despite an eroding market share in Italy. Fiat sold 1.73 million cars, down 6.1 percent from a year earlier.

France's Peugeot SA,, which includes Peugeot and Citroen, weathered the French recession and hung on to third place in Europe with sales of 1.61 million cars and a share of 11.9 percent.

General Motors Europe and Ford of Europe swapped fourth and fifth places last year. Ford's sales of 1.61 million (2,800 less than Peugeot SA) secured an 11.9 percent share and the No. 4 spot, while GM's sales of 1.59 million and share of 11.8 percent bumped it to fifth.

But GM is expected to be more profitable than Ford and could report the highest earnings of the six biggest European makers.

John Lawson, an analyst with Nomura Research Institute in London, said he expects that Ford will be Europe's only big-volume manufacturer to lose money in 1992. He said Ford could lose $500 to $1 billion.

Analysts said GM could well beat Ford in volume this year as capacity builds for the new Astra, which was introduced last October. Ford has no significant new product this year.

Nissan Motor Co., the only Japanese manufacturer building cars in Europe, crept past BMW and moved closer to Mercedes-Benz last year in a possible hint of what is to come in Europe as more transplants open and quotas are phased out.

Nissan's 11 percent sales increase, fed by 124,000 cars made in England, helped boost Japanese sales to a record 1.67 million — up 5.3 percent — and a 12.3 percent share of the European market in 1991. In 1990, Japanese sales totaled 1.58 million, an 11.8 percent share.

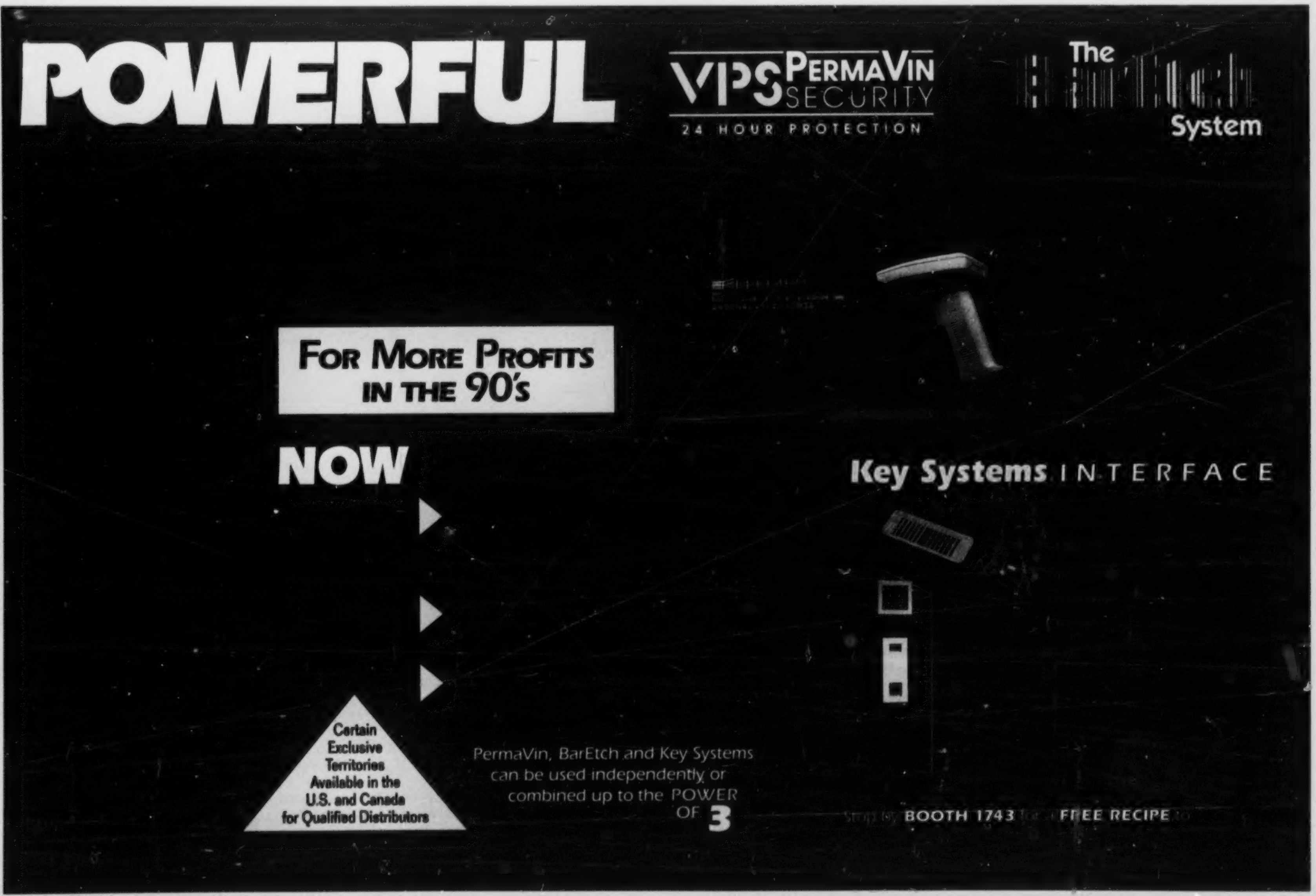
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	12 months, 1991	Pct. change vs. 1990
Germany	4,167,200	+26.00
Italy	2,340,300	− 0.34
France	2,034,500	−12.00
United Kingdom	1,591,800	−21.00
Spain	882,100	−10.20
Belgium-Luxembourg	506,300	− 1.16
Netherlands	503,500	+ 0.10
Switzerland	312,200	− 4.18
Austria	302,600	+ 4.84
Portugal	226,300	+ 7.39
Sweden	187,800	−18.34
Greece	154,000	+33.56
Finland	92,900	−33.58
Denmark	83,900	+ 3.97
Ireland	67,100	−17.96
Norway	53,400	−13.72
Total	13,527,900	+ 0.73

EUROPEAN SALES BY MANUFACTURER

Manufacturer	12 months, 1991	1991 share[1]	12 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	2,165,900	16.00	2,091,300	+ 3.57
Fiat Auto[2]	1,734,700	12.80	1,846,700	− 6.06
Peugeot S.A.[3]	1,613,600	11.90	1,718,000	− 6.07
Ford[4]	1,610,800	11.90	1,539,700	+ 4.62
(Jaguar	12,100	0.09	18,300	−33.88)
General Motors[5]	1,592,200	11.80	1,571,200	+ 1.34
Renault	1,347,500	10.00	1,317,800	+ 2.25
Mercedes-Benz	458,100	3.40	432,000	+ 6.04
Nissan	439,300	3.20	396,000	+10.93
BMW	413,000	3.10	363,800	+13.52
Toyota	361,000	2.70	363,200	− 0.61
Rover	348,300	2.60	388,800	−10.42
Mazda	287,500	2.10	280,400	+ 2.53
Volvo	197,000	1.50	233,900	−15.78
Mitsubishi	191,200	1.40	180,700	+ 5.81
Honda	170,700	1.30	163,400	+ 4.47
Lada	108,100	0.80	108,100	− 0.00
Suzuki	102,900	0.80	99,600	+ 3.31
Daihatsu	53,200	0.40	42,300	+25.77
Subaru	54,100	0.40	52,600	+ 2.85
Skoda	48,000	0.40	29,200	+64.38
Saab	42,900	0.40	56,900	−24.60
Others	187,900	1.30	153,300	+22.57
Total	13,527,900	100.00	13,428,900	+ 0.74

1-Does not add to 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Includes Peugeot, Citroen
4-Includes Jaguar
5-Includes Opel, Vauxhall, GM-U.S., Isuzu; excludes Saab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JEEP PRICE

Japanese dealers blame Chrysler

continued from PAGE 1

business planning at Chrysler Japan Sales, said it would be "impossible" to indicate any pricing breakdown.

The price increase for the Cherokee is two to four times as much as the increases that other importers acknowledge.

FORDS 20 PERCENT HIGHER

Prices on Ford models fall "in a range about 20 percent higher" in Japan, according to a company spokesman, including costs for freight, insurance, customs clearance, certification and distribution and marketing.

A fully equipped 3.0-liter Taurus wagon, including air bags and ABS, has a list price of 3.5 million yen ($27,000). With ABS, dual air bags and destination charge, the Taurus LX wagon base price is $20,442 in the United States.

Ford says its retail prices in Japan "are becoming more and more competitive." Ford, which sold 2,959 units last year, markets its vehicles through Autorama, a channel jointly owned by Ford and Mazda Motor Corp.

The price of a Pontiac Grand Am in Japan is 2.75 million yen (about $22,350 at current rates) compared with $17,500 for a fully loaded model in the United States, according to James Steinhagen, vice president of General Motors Japan Ltd. The difference "is not significant," Steinhagen says. "We price to market."

General Motors vehicles are handled by Yanase & Co., the largest importer in Japan, which sold 9,261 GM units last year, an increase of 8.8 percent in a segment that declined 10.7 percent in 1991. GM is hoping this year to reach 12,000.

BMW, which has invested heavily in an independent distribution system in the Japanese market, and Mercedes-Benz, which is trying to do the same, acknowledge a 10 to 15 percent difference in prices over those in Germany.

HONDA CITES COSTS

The difference for Chrysler, according to industry sources, is that it was late in developing a network, finally tying up with a small Japanese importer three years ago to form Chrysler Japan Sales at a time when land prices had risen astronomically. Industry analysts say the high price on the Cherokee may be a result of Chrysler trying to recoup heavy distribution costs on a very small volume, 1,491 units, through pricing.

Honda Motor Co. also sells Jeeps through its 100 Primo channel outlets, but it "has no control on the import prices," according to a Honda spokesman. Pricing, he said, is done through Chrysler. But that is a problem for the Honda dealers, who complain that the price is "at least 1 million yen ($7,800) too high" to compete with Japanese products. Honda plans to expand Jeep sales to 200 more dealers in the Clio and Verno sales channels.

Compared with the Cherokee's 5.2 million yen tag, a top-line Nissan Pathfinder (Terano in Japan) sells for 2.526 million yen ($19,800) and a comparable fully equipped version sells for $22,925 (plus $300 destination charges) in the United States. A Toyota Land Cruiser sells for 3.7 million yen ($29,100). It is $25,628 (plus about $295 destination charges) in the United States.

Honda dealers sold 437 Jeeps last year during the first year of a tie-up with Chrysler. During President Bush's visit to Japan, Honda pledged to triple that total to 1,200 by 1994. But Honda Managing Director Takashi Matsuda said the target may be difficult to meet without a reduction in price. Honda indicated it will discuss the pricing structure with Chrysler in the future.

JEEP RECALLS A CONCERN

In addition to the pricing difference, Honda dealers are concerned about quality, namely two recalls last year for brake problems.

Yoshioki Shimizu, manager for Honda Primo Jonan, has sold three Jeep Cherokees. He could sell more, he says, "if the vehicle is improved in terms of price and quality."

Customers complain about problems with the electrical system, the paint job and poor fuel efficiency, Shimizu says, and now his salesman "are rather reluctant to actively sell Jeeps."

COSTS OF HOMOLOGATION

Figures are estimated averages of costs to prepare a U.S. car for sale in Japan before distribution costs. U.S. negotiators are challenging some costs.

Accepted:
Some mechanical changes $400-1,200
Red tape and taxes $900
Challenged:
Emissions testing $300
14 mechanical changes $800
Total: $2,400-3,200
Source: Automotive News

Honda President Nobuhiko Kawamoto, when told of Iacocca's statement that the company's quality was good enough to sell worldwide, said "that is probably true. But the message has not gotten through to the consumers."

Kawamoto said Honda would try to help in that respect, but company officials say it will require cooperation from Chrysler. Honda says it has now assigned an engineer to Chrysler Japan on a full-time basis to deal with quality concerns from customers. Honda says it "has no control on quality, but can contribute in regard to service and distribution."

There are definite costs built into the process of modifying and certifying a vehicle for sale in Japan, and U.S. negotiators tried to cut through some of that during the president's visit. But the total extras do not account for a huge markup.

Homologation procedures, in general terms, cost 300,000 yen to 400,000 yen ($2,350 to $3,130), according to representatives of several importers. The estimate includes 50,000 yen to 150,000 yen in costs to make cars ready for Japan's roads — that no one disputes. For instance, headlights must be refocused because cars drive on the left, as in England.

14 SPECIFIC REQUIREMENTS

U.S. negotiators are trying to change Japan's requirements for 14 specific homologation items that cost importers about 100,000 yen. These include such items as side mirrors that snap off easily when coming in contact with a pedestrian. The items have been under discussion between U.S. and Japanese negotiators for 10 years. Officials say "some progress" was made to minimize the changes required during the president's visit.

The Automotive Type Approval Handbook for Certification also lists red tape, tax and paperwork fees that add up to 110,000 yen. That includes 30,000 yen for documents, 10,000 yen for inspection, 12,000 yen for tax, 10,000 yen for gas charges and transportation in moving vehicles through the inspection process, and 48,000 yen for labor. No one suggests that these fees will ever disappear.

Also, there is a 37,000 yen cost for passing emission tests. That point, in particular, irks American negotiators, who argue that California emission standards "are the strictest in the world" and should be accepted in Japan, yet the Japanese government insists vehicles should be retested on a different test mode.

The U.S. test mode adjusts engines for greatest efficiency at high speeds. The Japanese test mode emphasizes lower speeds, which the government says are more common in Japan.

The cost for testing is 277,070 yen for inspection on the first car, 10,300 yen for the second through 10th vehicle, which averages 37,000 yen over 10 units.

A CASE OF DOUBLESPEAK

The issue was debated again during President Bush's visit, with press reports saying the American side was asking the Japanese to change their standards and accept American standards.

Any mention of changing Japan's "standards" is doublespeak to the Japanese people, many of whom believe that their standards on any product are the highest. Even representatives of a Japanese automaker and a Japanese importer, reflecting the popular impression, responded automatically recently when asked about emission standards, stating flatly that Japanese standards were higher than American.

However, California's emission regulations, and in most cases federal regulations as well, are stricter than Japan's in every category.

An American official, familiar with the on-going debate, calls the issue "controversial." The American position is that a vehicle that meets California requirements, using a high-speed test mode, will generally meet Japanese standards, a point confirmed privately by some Japanese engineers.

So far, both sides are moving toward a compromise that will have the EPA learning how to administer the low-speed test mode, so the testing could at least be done in the United States for less cost.

When that move is accomplished, Iacocca will see some reduction in his $12,000 differential — but not much.

Industry needs to fix its image, Steed says

DETROIT — A presidential commission on the auto industry could change the industry's image, according to Diane Steed, president of the Coalition for Vehicle Choice.

In a speech to The Economic Club of Detroit, Steed outlined a six-point program for re-establishing the Big 3's credibility, including the formation of a presidential commission to review "the web of uncoordinated federal regulations from multiple agencies." This, together with the "cost of capital and health care for workers make it difficult for U.S. automakers to compete against foreign companies."

Steed acknowledged the perceived image of the Big 3 of whining and opposing everything — air bags, fuel efficiency and clean air — saying there "is a serious gap between perception and reality concerning the U.S. auto industry."

The Coalition for Vehicle Choice is funded mainly by General Motors, Ford Motor Co. and Chrysler Corp. — *Liz Pinto*

KUME

Nissan chairman speaks his mind

continued from PAGE 3

from each industry, and Shoichiro Toyoda, president of giant Toyota Motor Corp., is already on the board. Toyoda is known for extreme reticence.

Stating frank opinion is a position Kume has advocated not only for himself, but for his employees as well.

When he took over the president's job in 1985, Kume revolutionized Nissan's corporate structure and tore down divisions between management and staff. Once or twice a week, Kume keeps in touch with younger employees by dropping into a local club they frequent.

A former board member describes the "total silence" during meetings of the board of directors prior to Kume, because even directors were reluctant to speak. And a young staffer notes, "I feel free now to express my own opinion."

In some ways, encouraging ideas from below has dampened talk at the top. Kume notes that when he is presented with a final design for a new car, "I refrain from insisting on my own opinion." In fact, he is known for being almost silent unless he feels he has personal experience to contribute.

TRAILBLAZER REPUTATION

Kume has been a trailblazer within his industry as well as his company. He overturned traditional decorum by publicly declaring a market share goal of 30 percent (he now has 23.4 percent), and he specifically targets Nissan models against Toyota competition.

"He is very aggressive," says Nobuyoshi Yoshida, president of the Automotive Business Practice Institute. "His slogan is to fight against Toyota."

The reticent Shoichiro Toyoda "was brought up to be a leader of Toyota," Yoshida says, and that training — presumably more elitist — meant "not saying ill of others."

Kume, on the other hand, began on the production line at Nissan, even though he had graduated from the engineering division of Tokyo University, the top-ranked university in Japan.

Because of his upbringing, Yoshida says, "Kume reveals what he thinks. He never hides. He climbed the ladder to the top without any background."

Colleagues of Kume say he gained their support as he made his way to the top. Yoshida says of Kume, "He is a man of dignified presence."

ROCKY ROAD LIES AHEAD

Kume will be called upon to use his leadership skills at JAMA this year to guide the industry through politically troubled waters as the United States, Japan and Europe engage in intense trade disputes.

The industry is under government pressure to reduce work hours and extend product cycles, not only to ease pressures on labor and natural resources, but also as a means to ease trade friction. As Japan's automotive leader, with 40.9 percent of market, Toyota gets most of the pressure.

If Toyota were to lead, others would follow. But such leadership would restrict its own business, and Toyota has expressed no inclination to do so. That leaves Kume with a difficult challenge.

Both the Japan Auto Workers Union and government agencies have been pressuring the industry to reduce hours more than they have in the past year.

Kume says he is "all for a reduction in hours," but he adds, "It should not be done only on a domestic basis, but on a global perspective." And he stresses that one company cannot make such a move alone without losing out to its rivals.

Extending the product cycle beyond four years is another way to cut overtime, costs and pressure on competitors. During President Bush's visit, Teruhito Tokumoto, president of the Auto Workers Union, issued a statement calling on the Japanese auto industry "to abandon the share-comes-first philosophy."

Again, eyes turn first to Toyota, where Shoichiro Toyoda says a product cycle "cannot be decided by one company alone. We will do what customers want."

Kume, despite his vocal pro-Japanese stance, says his industry should limit its overseas presence.

"We have been turning out products to cater to demand," Kume says, "and that is an appropriate matter for the domestic market, but overseas, it is not right to keep exporting to meet demand. An over-presence overseas is not good."

Kume will be busy trying to resolve inter-company differences. He is expected to be re-elected to lead JAMA this spring, and it's unlikely he could lead JAMA, be Keidanren's vice president, and remain as president of Nissan.

Kume acknowledges thinking about stepping down, turning to reporters who raise the question and with a smile asking, "Do you know how old I am?"

But Kume shows no sign of his 70 years. An ardent amateur photographer, he is known as an unusual Japanese husband, who takes his wife, Aya, on all foreign business trips to share his experiences.

The aggressive leader of Japan's automotive industry is given to introspection in his private time. An inveterate reader of philosophy and Chinese literature, he does not let a day end without reading some passages. His office is piled high with thick files of reference material, which he uses often.

And on his office wall are the writings of a Japanese monk, reminding him: "The rise and fall of a country or company are due to one's own state of mind."

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
GENERAL MOTORS	
Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires Feb. 3)	
Protege (1991)	$350
323 (1991)	$500
MPV (1991)	$500
MPV (1992)	$700
MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)	
Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000
NISSAN (expires Feb. 3)	
Sentra (1991-92)	$300
Base model all lines (1991)	$1,700
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,00
SUBARU (1991, expires March 3)	
Legacy	$1,200-1,700
SUZUKI (expires Feb. 3)	
Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000
TOYOTA (expires Feb. 3)	
Corolla (1992)	$600
Pickups (1991-92)	$700-1,200
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

BMW

Executives check S. Carolina sites

continued from PAGE 1

payments and the labor.

"But I can definitely tell you we didn't buy anything (in South Carolina). I can't tell you we didn't look at anything," he said.

In Munich, BMW AG said it has been looking into possible production of engines, components and even partial car assembly in the United States because of high production costs in Germany.

South Carolina is "just one alternative, and the U.S. isn't the only place we've looked," said a BMW spokeswoman in a telephone interview.

The local newspapers in South Carolina prominently reported that BMW officials last week visited sites in western South Carolina, near Greenville, Anderson and Clemson, home of Clemson University. Local landowners reported that Anderson County officials had approached them about land prices, but the newspapers reported no sales.

Robert Bosch Corp., a German-based BMW supplier, opened an electronic component plant in Anderson in 1985. Bosch also has two joint-venture facilities in Anderson.

In a fax to its dealers about the South Carolina reports, BMW of North America Inc. acknowledged that BMW is looking at possible U.S. sites, but said the company hasn't made any commitments to build a U.S. plant.

Assembling cars outside Germany would not be new for BMW. The spokeswoman said a BMW factory in South Africa assembles cars with 60 percent South African content.

Last week, von Kuenheim said "social costs" to employers in Europe can be as high as the costs of base salary, while in Japan those social costs are 30 percent.

"New transplants in Europe can generally produce under more favorable start-up conditions," he said in Brussels, where he was speaking as head of the Association of European Automobile Manufacturers. "They typically do not have to carry the accumulated social obligations as the established manufacturers.

"This will most likely place the European manufacturers at a further competitive disadvantage," he said.

He warned that "more energetic steps to prevent further increases in the European manufacturers' cost base" must be taken.

But von Kuenheim stressed that this must not come at the cost of dramatically changing the "standards of income and social security in Europe." AN

Chrysler, Pontiac revise buyer rebates

incentive WATCH

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. and Pontiac revised their consumer rebate programs last week.

Chrysler's program covers 1991 and 1992 cars and trucks and replaces most of the regional rebates announced in December. The exception is in the Northeast, where Chrysler is offering $1,500 on the Chrysler LeBaron sedan, Plymouth Acclaim and Dodge Spirit; everywhere else the rebate is $1,000 on those models.

The payments range from $500 to $1,500 on Chrysler, Dodge, Plymouth and Eagle cars and $500 to $2,000 on Dodge trucks and Jeeps.

In lieu of rebates, consumers may choose cut-rate financing that ranges from 0 percent to 9.9 percent, depending on model and contract length.

The program ends March 31.

Starting Wednesday, **Pontiac** will pay customer rebates of $500 to $750 on 1991 and 1992 vehicles, excluding LeMans. Alternative financing ranging from 2.9 to 8.9 percent is available. The incentives on 1991 models expire May 4; the program on 1992 models expires June 4.

Several incentive programs expired last weekend or will expire early this week.

Programs for **American Honda Motor Co.** and **Nissan Motor Corp. in U.S.A.** expired yesterday and today; expiring today are programs at **Toyota Motor Sales U.S.A. Inc., Mazda Motor of America Inc.** and **American Suzuki Motor Corp.**

General Motors and **Ford Motor Co.** incentives expire tomorrow, except for Cadillac and Lincoln. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.	
(Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.)	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only:	
LeBaron sedan, Acclaim, Spirit	$1,500
PONTIAC (Feb. 5 to June 4 on 1992 models; Feb. 5 to May 4 on 1991 models. Finance rates in lieu of rebates range from 2.9 to 8.9 percent.)	
Sunbird, Grand Am, Firebird, Bonneville	$500
Grand Prix, Trans Sport	$750
CONTINUING PROGRAMS	
FORD MOTOR CO.	
1992 models	
Expires Feb. 4 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.	
Ford Festiva, Tempo, Taurus	$500
Escort (regional programs)	$500-750
Mustang, Thunderbird	$750
Probe, Taurus SHO, Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Tracer (regional programs)	$500-750
Capri, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental (expires March 3)	$1,500
Pre-1992 models	
1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.	
Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000
GENERAL MOTORS	
Expires Feb. 4 unless otherwise noted. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.	
1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500
*Based on option package selected.	
1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750
MAZDA (expires Feb. 3)	
Protege (1991)	$1,000
Protege (1992)	$500
Navajo (1991)	$1,000
MITSUBISHI (expires Feb. 10)	
Precis/Mirage (1990-92)	
Southwest	$500
West	$750
Galant (1990-92)	
West	$750
Pickups (1991-92)	
Southwest	$1,000
SUBARU (expires March 3)	
Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

CHICAGO

Ford, Toyota top the debut news

continued from PAGE 6

room traffic and more positive consumer attitudes reflected in closing rates."

If the enthusiasm dealers are seeing in their showrooms can be turned into sales, the Midwest's biggest show could provide the pivot point for the turn-around some analysts are predicting for the second and third quarters.

Although most of the concept vehicles destined for Chicago have been shown in Tokyo, Los Angeles or Detroit, this will be the first time they are positioned under one roof.

Detroit's crowd, for example, didn't see the 1993 Chrysler Concorde. That model was reserved for the Los Angeles show. Los Angeles didn't see the Chrysler New Yorker — that was saved for Detroit. Likewise, Mazda's redesigned 626 was unveiled at the Tokyo show, but the first U.S. audience will be in Chicago.

Ford Motor Co. is using the Chicago stage to relaunch its struggling Escort and Tracer lines. The redesigned models were introduced in spring 1990 as 1991 models, but sales, especially Escort sales, have failed to match the success of the previous model.

The 1993 Escort will rely on minor cosmetic changes — a restyled front-end treatment, the addition of color-keyed bumpers, and new exterior colors and interior trim.

Similar attention is given to the 1993 Mercury Tracer. Besides new colors, trim treatment and wheel cover designs, all Tracer models will carry the simulated light bar that had been reserved for the front end of the Tracer LTS.

Toyota's executives are expected to use a "built-in-America" theme for the introduction of the Camry wagon. The model will be built in the company's Georgetown, Ky., plant, where the newly redesigned Camry sedan is assembled. A Toyota insider said the wagon is likely to be exported to Asia.

The Chicago audience also will view Subaru's Legacy Touring Sports LE wagon, a new model that has a performance emphasis with handling, anti-lock brakes, all-wheel drive and turbo-engine hardware from the company's existing Legacy Sport Sedan.

Pontiac will unveil what it calls an "enhanced" production model, a concept based on the current Grand Am GT.

Several Pontiac insiders suggest that the division is offering a peek at the platform with exterior tweaks that will eventually become the new GTO, although the vehicle on display will be fitted with a Quad 4 rather than the 3400 multivalve V-6 currently offered in the Grand Prix and likely to be fitted in the GTO.

Enhancements include a citron gold paint job, graphite leather interior upgrade, widened alloy wheels, larger hand-made Goodyear tires, a European-style roof-mounted antennae and a suspension lowered by about four inches.

Bill Scott, chief designer for Pontiac's interior studio, said the decision to transform a production model into a show car just for Chicago was "sort of half marketing and half show business."

"I mean, this is no big investment and we're talking about extremely fast response time. What we have here is something that is very close to what we have on the road." AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Newark, Del.	2/3	
Chrysler LeBaron J		1,100
Dodge Spirit		1,250
Plymouth Acclaim		1,550
FORD MOTOR CO.		
Dearborn, Mich.	2/3, 2/10	**2,800**
Ford Mustang		
Edison, N.J.	2/3, 2/10	**2,800**
Ford Ranger		
Michigan Truck	2/3	**2,900**
Ford Bronco		
Ford F-series pickup		
Oakville, Ontario	2/3, 2/10	**4,800**
Ford Tempo		
Mercury Topaz		
Wayne, Mich.	2/3, 2/10	**5,800**
Ford Escort		
GENERAL MOTORS		
Doraville, Ga.	2/3, 2/10, 2/17	**2,400**
Oldsmobile Cutlass Supreme		
Fairfax, Kan.	2/3	
Pontiac Grand Prix		3,300
Hamtramck, Mich. (V line)	2/3	
Cadillac Allante		60
Oshawa, Ontario (No. 1)	2/3	
Chevrolet Lumina		3,000
Oshawa, Ontario (No. 2)	2/3	
Chevrolet Lumina		3,000
Buick Regal		3,000
Pontiac, Mich. (West)	2/3, 2/10, 2/17	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Shreveport, La.	2/3, 2/10, 2/17	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Tarrytown, N.Y.	2/3, 2/10	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Van Nuys, Calif.	2/3	
Chevrolet Camaro		1,300
Pontiac Firebird		600
Total U.S. car		**20,160**
Total U.S. truck		**12,970**
Total Canada car		**13,800**
Total units lost week of 2/3		**46,930**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

GM replaces Hamtramck plant boss

DETROIT — Loren "Larry" Tibbitts, who had been manager of Cadillac's Detroit-Hamtramck assembly plant since 1988, took an early retirement buyout from General Motors rather than accept reassignment.

The plant assembles the Cadillac Eldorado, Seville, Oldsmobile Toronado and Buick Riviera.

Tibbitts, 54, credited with developing the Hamtramck plant's process that was instrumental in Cadillac winning the 1990 Malcolm Baldrige National Quality Award, was replaced by Herbert Stone, who managed the Wentzville, Mo., assembly plant for the Buick-Oldsmobile-Cadillac Group.

Cadillac said Tibbitts' retirement is effective June 1 and that he's on special assignment until then. But Tibbitts no longer is working at GM and said he is close to landing another job.

Stone reportedly is a disciple of Edward DuCharme, Cadillac's new manufacturing manager, who switched jobs with Roy Roberts, now manufacturing manager at B-O-C's Flint Automotive Division.

— Phil Frame

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 1/27-2/1/92	Actual 1/20/-1/25/92	Jan. Est.	Year 1/1-2/1/92	Year 1/1-2/2/91
LeBaron J	1,250	1,206	4,057	4,057	2,522
New Yorker	600	904	2,271	2,271	1,295
Fifth Avenue	1,050	891	2,573	2,573	3,618
Imperial	75	275	588	588	1,025
Town & Country (trk.)	200	225	580	580	150
Total Chrysler	**3,175**	**3,501**	**10,069**	**10,069**	**8,610**
Sundance	1,000	1,447	2,447	2,447	1,800
Acclaim	2,875	2,191	7,168	7,168	11,025
Voyager (trk.)	1,300	1,373	3,828	3,828	7,660
Voyager (Can. trk.)	2,868	2,686	11,425	11,425	9,681
Total Plymouth	**8,043**	**7,697**	**24,868**	**24,868**	**30,166**
Daytona	625	654	1,279	1,279	1,094
Shadow	2,625	2,604	5,229	5,229	2,600
Dynasty	3,150	2,893	8,193	8,193	15,596
Spirit	1,050	1,545	5,507	5,507	10,441
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	0
Caravan (trk.)	1,875	2,302	5,837	5,837	9,574
Caravan (Can. trk.)	3,570	3,773	16,414	16,414	13,272
Caravan C/V (trk.)	60	48	131	131	278
Caravan C/V (Can. trk.)	162	197	689	689	391
Dakota (trk.)	3,300	3,740	8,703	8,703	3,109
Ram pickups (trk.)	1,600	1,835	4,242	4,242	3,127
Ram Wagon (Can. trk.)	550	0	1,960	1,960	550
Ram Van (Can. trk.)	1,410	0	4,558	4,558	1,150
Total Dodge	**19,977**	**19,591**	**62,742**	**62,742**	**61,182**
Premier (Can.)	0	0	0	0	0
Cherokee (trk.)	0	4,223	6,919	6,919	6,644
Comanche (trk.)	0	119	198	198	541
Grand Cherokee (trk.)	100	100	231	231	0
Wagoneer (trk.)	0	35	51	51	181
Wrangler (Can trk.)	1,304	1,827	7,391	7,391	4,007
Total Jeep-Eagle	**1,904**	**6,304**	**14,790**	**14,790**	**11,373**
Total U.S. car	**14,300**	**14,610**	**39,312**	**39,312**	**51,016**
Total Can. car	**0**	**0**	**0**	**0**	**0**
Total U.S. truck	**8,435**	**14,000**	**30,720**	**30,720**	**31,264**
Total Can. truck	**10,364**	**8,483**	**42,437**	**42,437**	**29,051**
CHRYSLER CORP.	**33,099**	**37,093**	**112,469**	**112,469**	**111,331**
Escort	5,767	4,554	10,321	10,321	12,898
Mustang	2,817	2,203	5,020	5,020	5,538
Tempo	2,861	2,653	8,521	8,521	7,166
Tempo (Can.)	3,840	3,820	10,993	10,993	5,373
Taurus	0	6,183	24,456	24,456	24,546
Thunderbird	1,828	1,210	3,989	3,989	4,846
Crown Victoria (Can.)	2,399	0	4,430	4,430	5,111
Aerostar (trk.)	4,010	3,210	11,245	11,245	9,617
Bronco (trk.)	0	554	1,066	1,066	1,364
Explorer/Bronco II (trk.)	6,614	5,249	26,469	26,469	22,577
Navajo (trk.)	74	60	310	310	1,687
Econoline (trk.)	4,455	3,523	13,923	13,923	8,856
Heavies (trk.)	1,037	830	2,900	2,900	3,832
Light trucks (trk.)	9,357	9,340	34,536	34,536	19,869
Light trucks (Can. trk.)	3,049	3,040	15,123	15,123	7,533
Ranger (trk.)	7,269	5,788	17,081	17,081	20,957
Total Ford Div.	**55,377**	**52,217**	**190,383**	**190,383**	**161,770**
Topaz	1,539	882	3,532	3,532	2,962
Topaz (Can.)	960	941	2,826	2,826	1,638
Cougar	1,184	828	2,644	2,644	4,154
Sable	0	2,255	8,977	8,977	6,655
Grand Marquis (Can.)	2,394	0	4,476	4,476	0
Total Mercury	**6,077**	**4,906**	**22,455**	**22,455**	**15,409**
Continental	0	793	1,586	1,586	5,307
Mark VII	0	159	258	258	929
Town Car	0	2,376	4,766	4,766	12,509
Total Lincoln	**0**	**3,328**	**6,610**	**6,610**	**18,745**
Total L-M Div	**6,077**	**8,234**	**29,065**	**29,065**	**34,154**
Total U.S. car	**15,996**	**24,096**	**74,070**	**74,070**	**87,510**
Total Can. car	**9,593**	**4,761**	**22,725**	**22,725**	**12,122**
Total U.S. truck	**32,816**	**28,554**	**107,530**	**107,530**	**88,759**
Total Can. truck	**3,049**	**3,040**	**15,123**	**15,123**	**7,533**
FORD MOTOR CO.	**61,454**	**60,451**	**219,448**	**219,448**	**195,924**
Skylark	1,135	899	4,771	4,771	11,093
Century	1,449	1,303	4,310	4,310	3,216
Regal (Can.)	2,200	2,290	6,726	6,726	13,107
Riviera	242	145	929	929	778
Park Avenue/Electra	0	1,627	3,396	3,396	9,866
LeSabre	3,500	2,545	13,091	13,091	17,697
Roadmaster Sedan+	1,232	1,032	5,285	5,285	0
Roadmaster Wagon†	373	222	1,148	1,148	0
Reatta	0	0	0	0	41
Total Buick	**10,131**	**10,063**	**39,656**	**39,656**	**55,798**
Eldorado	1,121	636	3,521	3,521	963
Seville	1,146	671	3,671	3,671	1,945
Brougham	402	419	2,122	2,122	2,081
DeVille	3,379	0	3,379	3,379	13,659
Allante	0	0	0	0	282
Total Cadillac	**6,048**	**1,726**	**12,693**	**12,693**	**18,930**
Cavalier	4,425	3,439	16,179	16,179	24,234
Camaro	0	1,089	4,232	4,232	4,029
Corsica-Beretta	4,880	3,713	19,815	19,815	20,894
Lumina (Can.)	6,900	6,959	20,199	20,199	19,089
Caprice	2,308	1,533	7,859	7,859	12,899
Corvette	480	0	480	480	2,112
Astro (trk.)	3,331	2,934	14,312	14,312	5,878
Blazer (trk.)	344	338	1,315	1,315	544
Lumina APV (trk.)	1,823	1,223	3,046	3,046	3,913
Mediums (trk.)	128	125	639	639	1,000
P-Model (trk.)	493	324	1,170	1,170	631
Pickups (trk.)	6,198	2,517	9,026	9,026	18,336
Pickups (Can. trk.)	4,300	4,381	17,976	17,976	13,887
S10 (trk.)	5,973	4,063	15,849	15,849	22,877
S10 Blazer (trk.)	2,220	2,528	10,526	10,526	3,253
Sportsvan (trk.)	1,175	872	4,168	4,168	1,429
Sportsvan (Can. trk.)	1,000	1,035	4,652	4,652	1,274
Suburban (trk.)	876	824	3,568	3,568	1,936
Total Chevrolet	**46,854**	**37,917**	**155,011**	**155,011**	**158,215**
Achieva/Calais	2,820	1,797	9,968	9,968	7,855
Cutlass Ciera	3,600	2,779	9,686	9,686	3,333
Cutlass Ciera (Can.)	0	0	0	0	7,862
Cutlass Supreme	2,400	1,821	6,480	6,480	9,254
Toronado	158	103	592	592	442
Eight Eight	1,635	1,469	6,640	6,640	8,219
Custom Cruiser Wag.††	149	78	449	449	0
Ninety Eight	1,346	0	1,346	1,346	8,181
Silhouette (trk.)	550	462	1,012	1,012	1,073
Bravada (trk.)	415	353	1,557	1,557	2,121
Total Oldsmobile	**13,073**	**8,862**	**37,730**	**37,730**	**48,340**
Sunbird	2,135	1,655	7,830	7,830	10,478
Grand Am	5,025	3,834	19,862	19,862	13,396
Firebird	0	505	1,877	1,877	1,003
Grand Prix	3,362	2,707	9,265	9,265	8,882
Pontiac 6000	0	0	0	0	2,247
Bonneville	0	2,323	5,243	5,243	4,230
Trans Sport (trk.)	629	535	1,164	1,164	2,060
Total Pontiac	**11,151**	**11,559**	**45,241**	**45,241**	**42,296**
Yukon/Jimmy (trk.)	136	78	456	456	215
Mediums (trk.)	472	447	2,032	2,032	1,706
P-Model (trk.)	27	88	151	151	209
Pickups (trk.)	2,642	1,092	3,910	3,910	6,051
Pickups (Can. trk.)	1,500	1,596	6,672	6,672	5,419
Syclone/Sonoma (trk.)	1,267	797	4,004	4,004	5,384
Typhoon/S15 Jimmy (trk.)	650	714	3,064	3,064	2,137
Safari (trk.)	1,116	1,014	4,756	4,756	2,503
Suburban (trk.)	375	205	1,083	1,083	1,137
Vandura (trk.)	420	463	2,637	2,637	531
Vandura (Can. trk.)	1,100	1,144	4,370	4,370	655
Total GMC	**9,705**	**7,638**	**33,135**	**33,135**	**25,947**
Total Saturn+	**2,948**	**2,358**	**12,382**	**12,382**	**2,960**
Total U.S. car	**51,650**	**40,702**	**185,808**	**185,808**	**206,269**
Total Can. car	**9,100**	**9,249**	**26,925**	**26,925**	**40,058**
Total U.S. truck	**31,280**	**22,016**	**89,445**	**89,445**	**84,924**
Total Can. truck	**7,900**	**8,156**	**33,670**	**33,670**	**21,235**
GENERAL MOTORS	**99,910**	**80,123**	**335,848**	**335,848**	**352,486**
Can. car	2,200	2,256	10,095	10,095	11,847
Can. trk.	1,400	1,478	6,343	6,343	5,006
CAMI*	**3,600**	**3,734**	**16,438**	**16,438**	**16,853**
DIAMOND-STAR*	**3,448**	**2,644**	**13,228**	**13,228**	**14,158**
Civic	1,980	1,708	7,711	7,711	7,606
Civic (Can.)	2,410	2,444	9,832	9,832	9,799
Accord	8,320	8,186	34,067	34,067	31,572
Total U.S. car	**10,300**	**9,894**	**41,778**	**41,778**	**39,178**
Total Can. car	**2,410**	**2,444**	**9,832**	**9,832**	**9,799**
HONDA	**12,710**	**12,338**	**51,610**	**51,610**	**48,977**
HYUNDAI Sonata (Can.)	**550**	**229**	**1,555**	**1,555**	**4,010**
MAZDA*	**2,239**	**1,792**	**8,818**	**8,818**	**12,415**
U.S. trk.	1,693	1,341	6,767	6,767	6,247
Can. trk.	165	166	682	682	664
NAVISTAR	**1,858**	**1,507**	**7,449**	**7,449**	**6,911**
Sentra	3,388	2,717	13,373	13,373	14,037
Pickup (trk.)	3,290	2,665	13,044	13,044	13,445
NISSAN	**6,678**	**5,382**	**26,417**	**26,417**	**27,482**
Geo Prizm	2,000	1,633	8,434	8,434	9,462
Toyota Corolla	2,300	2,004	10,153	10,153	9,339
Toyota Hilux (trk.)	450	440	1,995	1,995	0
NUMMI	**4,750**	**4,077**	**20,582**	**20,582**	**18,801**
Legacy	1,200	1,146	5,089	5,089	5,246
Pickup (trk.)	525	482	2,185	2,185	0
Rodeo (trk.)	875	802	3,808	3,808	0
Total U.S. car	**1,200**	**1,146**	**5,089**	**5,089**	**5,246**
Total U.S. trk.	**1,400**	**1,284**	**5,993**	**5,993**	**5,087**
SUBARU-ISUZU	**2,600**	**2,430**	**11,082**	**11,082**	**10,333**
Camry	4,600	4,599	21,165	21,165	20,697
Corolla (Can.)	1,500	1,580	5,991	5,991	6,218
TOYOTA	**6,100**	**6,179**	**27,156**	**27,156**	**26,915**
VOLVO 740, 940 (Can.)	**150**	**142**	**636**	**636**	**809**
AM GENERAL (trk.)	**375**	**300**	**1,575**	**1,575**	**2,050**
MISCELLANEOUS (trk.)**	**2,400**	**1,920**	**10,080**	**10,080**	**13,600**
Total U.S. car	**111,421**	**105,837**	**421,228**	**421,228**	**469,319**
Total Canada car	**25,503**	**20,661**	**77,759**	**77,759**	**84,863**
Total U.S.-Canada Car	**136,924**	**126,498**	**498,987**	**498,987**	**554,182**
Total U.S. truck	**82,119**	**72,520**	**267,149**	**267,149**	**245,376**
Total Canada truck	**22,878**	**21,323**	**98,255**	**98,255**	**63,489**
Total U.S.-Canada truck	**104,997**	**93,843**	**365,404**	**365,404**	**308,865**
TOTAL U.S.	**193,540**	**178,357**	**688,377**	**688,377**	**714,695**
TOTAL CANADA	**48,381**	**41,984**	**176,014**	**176,014**	**148,352**
TOTAL U.S.-CANADA CAR & TRUCK	**241,921**	**220,341**	**864,391**	**864,391**	**863,047**

+Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Saturn adds day to week

ANNE E. WRIGHT
Chief Statistician

The Saturn Corp. plant in Spring Hill, Tenn., will add a day to its four-day work week beginning Friday. The extended work week is slated to continue throughout the year.

Saturn officials anticipate that customer demand will increase this year as new dealerships open.

Unionized workers at the facility were presented several strategies to increase output, and 89 percent of them chose to add a 10-hour day, according to Saturn spokesman Bill Betts.

Since April 29, the plant's work week has comprised four 10-hour days. Production at that rate would not be adequate to meet the expected demand, according to Saturn officials.

With the additional 10 hours per week, the plant could reach annual output of 240,000. The plant currently produces 850 units per day. Production is scheduled to accelerate and is expected to reach a rate 240,000 by the end of 1992.

Year-to-date, car and truck production in the United States and Canada topped the year-ago total for the first time in nearly 12 months.

So far this year, Canadian car and truck production is ahead of 1991 by 18.6 percent.

U.S. manufacturers have assembled 688,377 vehicles this year, 3.7 percent behind 1991.

Last week's estimated car and truck production in the United States was up 8.5 percent over the prior week — the fourth consecutive weekly increase. Cars were up 5.3 percent, and trucks were up 13.2 percent.

In Canada, estimated car production last week topped the prior week by 23.4 percent and the year-ago week by 32.1 percent. Truck producers' estimated production last week rose 7.3 percent over the prior week and 27.9 percent over the year-ago week.

The daily-build rate was 48,384 units last week, up 13.7 percent over the year-ago week but down 12.2 percent from the prior week.

U.S. and Canadian makers will idle 11 car and four truck plants this week due to slow sales. One year ago, 19 car and truck assembly facilities were idle in response to the Persian Gulf war.

Seven truck plants in the United States and Canada worked overtime last week.

General Motors' Oshawa, Ontario, and Scarborough, Ontario, truck plants worked two shifts of overtime last Saturday. The postal line at the Moraine, Ohio, facility worked one shift last Saturday. And GM's Janesville, Wis., truck plant worked two shifts of overtime last Friday and one shift on Saturday.

Ford Motor Co. ran daily overtime at the Louisville, Ky., and Kansas City, Mo., truck plants last week. The Kansas City facility also worked one shift on Saturday.

Chrysler Corp.'s minivan plant in St. Louis was scheduled to work overtime last Saturday.

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NEWSPAPER

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Diamond anniversary:
NADA celebrates 75 years
Story on Page 3

75 YEARS SERVING DEALERS
NATIONAL AUTOMOBILE DEALERS ASSOCIATION
NADA
1917-1992

On the front lines:
Profiles of 30 dealers
Story on Page 8

Strauss carries the ball for NADA

JOE WILSSENS/AUTOMOTIVE NEWS

Richmond, Va., dealer Richard Strauss, left, begins his year-long tenure this week as president of the National Automobile Dealers Association,

latenews

Toyota, Nissan eye price hikes

TOKYO — Japan's two biggest carmakers said late Friday they are considering raising prices in the United States, a move that could help defuse trade tensions by cutting export volume.

The presidents of Toyota Motor Corp. and Nissan Motor Co. Ltd. said separately that price hikes are being considered. Japanese executives say that such moves could effectively ease trade friction while leaving the voluntary export restraint ceiling intact and boosting profitability for Japanese carmakers.

Toyota may be first off the mark. President Soichiro Toyoda said that the strengthening yen is prompting the carmaker to consider a price increase.

"It is getting some serious discussion, although I don't think there is a final decision," said a company spokesman.

Nissan President Yutaka Kume, who also is chairman of the Japan Automobile Manufacturers Association, said a price rise is possible. A Nissan spokesman said Kume believes higher prices are preferable to a cut in the export ceiling, a subject of much speculation lately.

According to Kume, current prices of Japanese cars in the United States are "too competitive." A Nissan official said Kume subscribes to the theory recently expressed by Sony Corp. Chairman Akio Morita that Japanese manufacturers must begin asking higher prices for their high-quality goods.

— *Richard Johnson*

Toyota boosts U.S. exports

Toyota will export 45,000 U.S.-made cars to Europe, Japan, Taiwan and Canada this year.

The company will begin shipping Camry wagons made in Georgetown, Ky., to Europe this summer. With them, Toyota will join Honda and Mitsubishi in shipping U.S.-built cars to Europe (see

see LATE NEWS, 2

Lock-step pricing: a myth

Big 3 hikes trailed Japan in mid-'80s

JOHN K. TEAHEN JR.
Senior Editor

In 1983, Ford Motor Co. and Toyota Motor Sales U.S.A. introduced big-volume compacts.

By April 1987, the price of a Toyota Camry had risen 44 percent while the Ford Tempo was up just 22 percent. That pattern was repeated throughout the industry, as Japanese makers coped with restricted imports and a soaring yen.

But at the same time, there arose a persistent charge: that the Big 3 raised car prices as fast as the Japanese while the yen was getting stronger in the mid-1980s.

Second in a series examining allegations in the verbal trade war.

That charge is a fallacy.

An *Automotive News* analysis finds that the Big 3 raised prices only about three-quarters as much as the four leading Japanese makes in the 1982-87 model years. And the Big 3 raised prices far less than the Japanese did in the 1986 model year, when the yen made its biggest leap. Japanese increases were far greater than domestic hikes again in 1987.

Executives from Japanese automakers have often contended that the Big 3, in pursuit of high profits, blew a chance to regain market share by their pricing actions. The charge has been newly repeated in recent weeks as President Bush's trip to Japan with the Big 3 chairmen turned up the heat in the verbal trade war.

In the mid-1980s, the value of the yen nearly doubled against the dollar, rising from 278 to the dollar in October 1982 to 143 in October 1987. That had the effect of making Japanese goods much more expensive in the United States.

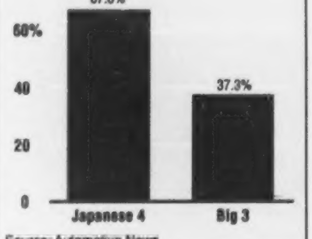
The biggest jump was during the 1986 model year, when the yen climbed from 240 to 156 — about 54 percent. Last week, the exchange rate was about 126 yen to the dollar.

The *Automotive News* analysis finds that the price of an average-equipped Big 3 car went up

see PRICES, 127

1982 to 1987 price increases

Increase in sales weighted average prices for Big 3 and for Toyota, Honda, Nissan and Mazda.



Source: Automotive News

DAVID L. BURHANS / AUTOMOTIVE NEWS

Other trade news

- **Japanese believe what they say. Page 126.**
- **Chrysler explains bloated stickers. Page 127.**
- **More rally around "Buy American." Page 128.**
- **Recchia blasts trade war. Page 128.**

MITI trying to slow down Toyota

MARY ANN MASKERY
Staff Reporter

TOKYO — Japan's powerful Ministry of International Trade and Industry is pressing a reluctant Toyota Motor Corp. to rein in its expansion plans and become a kinder, gentler competitor.

The issue, which had been widely rumored in Tokyo, surfaced late in January in a highly unusual story in the *Nikkei Weekly,* an English-language version of the financial newspaper, the *Nihon Keizai Shimbun.*

In the article, a "senior ministry official" was quoted as saying that "a 10-year war between MITI and Toyota has started."

Another "high-level official" was quoted saying, "Unless Toyota changes its expansionist policy, Japan itself will die. Unless Toyota changes its management style, the government should change Toyota."

Toyota alone, the article pointed out, accounts for more than 20 percent of Japan's $41 billion trade surplus with the United States.

The report did not appear in the *Nikkei's* Japanese parent, leading industry sources to suggest the story was planted by MITI.

According to those observers, publication of the article only in English permitted MITI's argument to be expressed in stronger, more pointed terms than would be allowed by Japanese syntax. They said that was meant to attract international attention.

Toyota struck back in the next issue with a combative letter from a senior executive, board member Motosuke Tominaga.

"You use the lexicon of war . . . in characterizing Toyota as 'expansionist,' a word that suggests pejoratively a reckless, adversarial posture," he wrote.

"Toyota, like any business enterprise, is commit-

see MITI, 128

Garcia wins dealer award

DALLAS — Sheilah Garcia, president of Garcia Toyota in Albuquerque, N.M., has been named 1992 Time Magazine Quality Dealer of the Year.

Garcia is the first woman to receive the award since the program's inception in 1970. She will serve as official spokeswoman during the year for all 65 recipients of the Time Magazine Quality Dealer Award.

Garcia

The winners were selected by the University of Michigan Graduate School of Business Administration. Judges selected winners for exceptional performance in their dealerships and distinguished community service.

The award is sponsored by *Time* magazine in cooperation with the National Automobile Dealers Association.

1992 winner Garcia began her automotive

see AWARD, 106

Tracer gets new look for 1993

Lincoln-Mercury used the Chicago auto show to take the wraps off styling changes to the Mercury Tracer. All 1993 Tracers will have new wheel covers and a simulated light bar grille now found on Tracer LTS models. Story and more pictures on Page 6.

A-cars go from quality stinkers to stars

GM crisis teams prompt ixes in design, plants

ACK KEEBLER
aff Reporter

Plant manager Robert Moran responded to ne SOS from a Canadian Oldsmobile dea- ership. An electrical-system problem in a utlass Ciera had turned into a wiring ightmare for the dealer's mechanics.

Moran, who runs General Motors' A-car ssembly plant in Ste. Therese, Quebec, sent team out to examine the car.

The team discovered that the car had been uilt not at Ste. Therese but in Oklahoma ity, Okla. But it fixed the car, and then did omething more important: It passed on its discoveries about faulty wiring to the U.S. plant. The information prompted Oklahoma City to change the way it wires cars on-line.

And thus the A-car line, an ugly duckling of American car quality in the mid-1980s, has become a swan in the quality surveys of the 1990s. The rehabilitation of the A-cars' quality and reputation shows several ways in which GM has improved from an admittedly dismal performance on quality.

The Ciera and its A-car counterparts were rescued in part by a dramatic assault on poor quality known within GM as "The Blitz." But the remarkable transformation depended on hundreds of little changes — in labor relations, car development processes, and better communication among dealers, designers, product engineers, manufacturing engineers and suppliers.

Take the case of the cooperation to eliminate the faulty wiring.

"I've got to tell you, five years ago and definitely 10 years ago that never would have happened," said Fred Schaafsma, platform engineering director for the A-car for General Motors' Chevrolet-Pontiac-Canada Group. "But there are now hundreds and thousands of those things that take place routinely today."

Schaafsma recounted the story of cooperation, fast action and attention to detail.

Even hard-core American-car buyers might be reluctant to believe that a 10-year-old GM design, built in several of the company's lowest-tech assembly plants, has higher quality than the Nissan Maxima or Toyota Cressida. But that was the finding

see A-CAR, 22

1992 Oldsmobile Cutlass Ciera

QUALITY ROLL CALL

Problems per 100 cars

Lexus	76
Pontiac 6000	**78**
Toyota Cressida	80
Buick Century	**91**
Oldsmobile Cutlass Ciera	**97**
Infiniti G20	99
Nissan Maxima	101
Industry average	**141**

Source: 1991 J.D. Power and Associates New Car Initial Quality Study

Automotive News

IMPORTS PLUG PATRIOTISM
'Buy American' hype forces tricky PR efforts. PAGE 4

UNCERTAIN FUTURE
NHTSA boss may have to give up FAA nomination. PAGE 4

STANDARD FOR SUCCESS
Suppliers benefit from Big 3 cooperation. PAGE 6

EXPLORERS GO TO SPAIN
Ford to begin exporting sport-utility this spring. PAGE 8

BMW BULLISH ON U.S.
American assembly likely, but not for short term. PAGE 18

VILLAGER ON THE LEFT
Conversion to right-hand drive unlikely. PAGE 24

TRANSPLANTS UP EXPORTS
40,000 more U.S.-made cars destined for overseas. PAGE 24

MINORITIES LOOK TO BIG 3
Boost to import points not a priority this year. PAGE 28

NISSAN MARCHES ON

▲ Small compact gets redo for Japan, Europe. PAGE 35

CROSSROADS IN KOREA
Labor picture still volatile after Hyundai strike. PAGE 110

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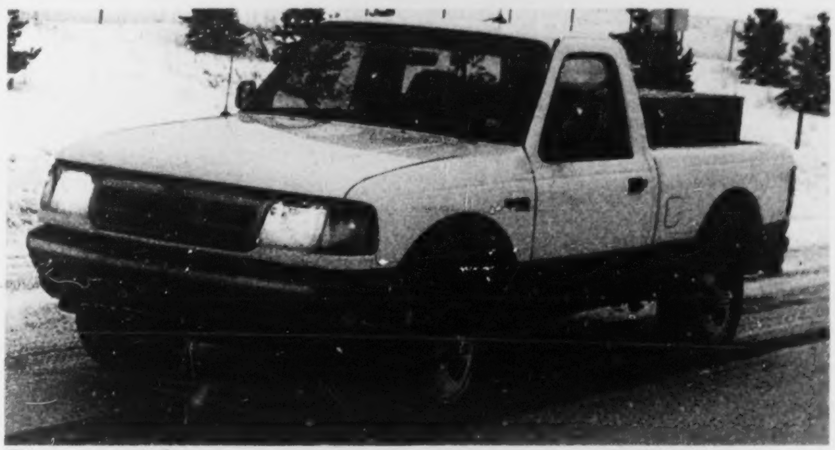

JIM DUNNE/POPULAR MECHANICS

Ranger redo

Ford is preparing a completely restyled Ranger pickup, expected to bow in summer 1993. The new design's hoodline sweeps down from the base of the windshield to the grille, which has been computer enhanced in this spy photo. Drip rails give way to doors that wrap into the roof. The rear of the cab is extended over the front edge of the cargo box, adding extra headroom. Mazda will receive a version about six months after Ford's introduction.

latenews

CONTINUED
from PAGE 1

story on transplant exports, Page 24).

Toyota's planned volume, announced Friday, represents an increase in its U.S. export plans. The company previously said it would export "up to 40,000" units this year. About 18,000 of the exports will be the Camry wagon, produced in both left- and right-hand-drive versions.

The rest of the exports will consist of Camry sedans from Toyota Motor Manufacturing U.S.A. Inc. in Georgetown and Corolla sedans from Toyota's joint venture with General Motors in California. Those models will go exclusively to Taiwan.

— Lindsay Chappell

Ford cuts 2,100 jobs in Britain

LONDON — Ford of Britain said late Friday it will cut 2,100 jobs this year as part of its "long-term efficiency program." Most of the cuts, about 1,800, will be involuntary.

The latest reductions will cut Ford's British work force to below 40,000. The company has cut employment levels by an average of 2,700 workers a year since 1980, when it had a payroll of 72,000.

Ford of Britain Chairman Ian McAllister said the automaker did not intend to shut any of its plants in the United Kingdom.

Separately, General Motors' Vauxhall unit said it would cut 300 more jobs at its Luton facility, north of London.

— Ed Wendt

GM recalls cars for belt loops

DETROIT — General Motors is recalling about 414,000 cars, in compliance with federal passive restraint requirements, because some were built with cracked front-door shoulder belt guide loops that could pull off in an accident.

The recall involves 1991 coupes: Chevrolet Cavalier and Lumina; Pontiac Sunbird and Grand Prix; Oldsmobile Cutlass Supreme; and Buick Regal, said GM spokesman Jack Dinan.

The supplier of the part estimates that only 2.5 percent of the recalled cars will have the cracking problem, but all will be checked, Dinan said.

If cracks are detected, a reinforcing plate will be installed at no charge to customers.

— Phil Frame

Porsche recalls 85 new 968s

RENO, Nev. — Porsche Cars North America is recalling 85 Porsche 968 sports cars. The 968 is a new model for 1992.

Through normal testing, Porsche determined that bolts attaching the steering rack to the vehicle may have been stretched through over-torquing in assembly. That may cause the bolts to loosen, affecting the mounting position of the steering rack and causing damage to the rack, less precise steering response or a non-centered steering wheel.

Health care: $1,086 per car

WASHINGTON — President Bush's proposal for national health insurance tax credits was announced a day after auto industry analysts told Congress that health care costs are sapping the industry's ability to compete in international markets.

Health care costs add $1,086 to the cost of the average Big 3 car, according to David Andrea, senior research associate at the University of Michigan. At Chrysler Corp., the cost is about $700 a car, according to Walter Maher, director of federal relations.

— Max Gates

Senate ponders energy proposal

WASHINGTON — The Senate plowed through more than 40 amendments to a 400-page energy bill last week and still had a few dozen to go. Senators expect to resume debate and perhaps vote on the bill when they return from a week-long recess Feb. 18.

The comprehensive energy bill, which has the backing of President Bush, was introduced by Sen. Bennett Johnston, D-La. The Senate rejected the legislation last November. but the new version does not include the two controversial elements — drilling in an Alaskan preserve and new corporate average fuel economy standards. In its present form, the bill would require increased fleet use of alternative-fuel vehicles in more than 120 cities.

— Max Gates

Saturns headed to Taiwan

Saturn Corp. will begin its overseas export program by sending 1992-model sedans and coupes to Taiwan this summer.

The company initially plans to ship 200 to 400 cars a month. A spokesman said Saturn is also studying possible export of its wagon to Taiwan, although that model will not be produced in the 1992 model year.

General Motors of Taiwan will import the SL1 and SL2 sedans and the SC coupe.

Saturn has sold 2,500 cars in Canada since the line became available there last September. The company has announced plans to export to Japan in a few more years.

— Lindsay Chappell

Opel switches distributor

FRANKFURT — Adam Opel AG, General Motors' German subsidiary, said Friday it is negotiating to switch distributors in Japan.

Opel said it has not been satisfied with Isuzu Motors Ltd. and Toho Motors Corp., a nationwide dealership, and plans to appoint Yanase & Co. sole importer and distributor in Japan starting in 1993.

Yanase distributes GM's U.S.-built cars. Opel said selected Isuzu and Toho Motors dealers may continue to sell Opels.

Opel said its sales in Japan totaled 2,725 units last year.

— Diana T. Kurylko

briefly

Hyundai dealer dials up disaster

An auto dealer has had to explain why 1,000 customers were set up with a telephone sex line instead of a mechanic to fix their defective **Hyundai** Excels. Someone at Freehold Auto Group in Freehold, N.J., goofed when they typed a recall letter suggesting owners of 1986, 1987 and 1989 Excels call an 800-number to make an appointment for free replacement of valves that could be corroding. The Associated Press reported that the number in the notice directed callers to a 900-number sex line. "We tried to do a good thing by sending out those letters to alert the customers to the recall," said Sal Hernandez, dealership service manager. "A good thing is turning into a nightmare." Customers seemed to take the mistake good-naturedly, he said. The dealership sent an apology letter with the correct 800-number.

TONGUE TIED — Warning: Referring to employees as "over the hill" or "fat and 40" will not win you any points with a judge in an age discrimination case. So advises the Missouri Automobile Dealers Association in a bulletin issued to members, cautioning them to avoid phrases such as "you can't teach an old dog new tricks." Point in case — a St. Louis dealership filed for bankruptcy after losing an age discrimination suit filed by a terminated employee.

FIFTH ESTATE — Japan's "Big Four" in the United States — **Toyota, Honda, Nissan** and **Mazda** — all have public relations offices in Detroit. Now No. 5 **Mitsubishi** has followed suit. But while the four rivals answer media calls from Detroit's Renaissance Center, the new Mitsubishi Motors America Inc. office is in suburban Southfield, where the company does much of its liaison work with partner **Chrysler Corp.**

CALLING ALL CLASSIC CARS — Vintage car owners can be Olympians by participating in the Drive America fund-raiser, held in conjunction with the March of Dimes' Walk America in April. Drive America, sponsored by **Ford Motor Co.,** invites owners of classic cars to drive the same route as walkers and to collect pledges for their efforts. Ford spokesman Larry Weiss says Ford will present each Drive America participant with an Olympic-style bronze medal, and individual Ford car clubs will establish fund-raising goals for silver and gold medals. Weiss says 850 clubs have signed up to participate so far.

DEAFENING SILENCE — Due to a "lack of response," **Yugo America** canceled its make meeting scheduled for yesterday at the National Automobile Dealers Association convention. Yugo sold 3,092 cars last year, down 51.4 percent.

AMERICAN AS APFEL STRUDEL — Wolfgang Reitzle, head of research and development for **BMW AG,** said his company was concerned that its cars would be lumped together with Japanese cars in the present "Buy American" campaign. Not to worry. The company's sales were up 43 percent in January — enough to erase concerns that "Buy American" might mean "don't buy European."

Reitzle: What, me worry?

A-CAR

GM turns problem car into quality survey star

continued from PAGE 1

in a 1991 J.D. Power and Associates New Car Initial Quality Study. In the "upper middle" segment, the Pontiac 6000 was quality rated above those high-quality Japanese cars. Two other A-cars, the Oldsmobile Cutlass Ciera and the Buick Century, slipped in just behind the Cressida but ahead of the Infiniti G20 and Nissan Maxima.

It was a dramatic turnaround. So dismal was A-car quality in the mid-1980s that an A-car plant was held up as a prime example of horrible American manufacturing in the influential 1990 book *The Machine That Changed the World.*

Launching 'The Blitz'

GM insiders say the seed for the turnaround was sown in late 1985 when the company launched an all-out attack on A-car quality problems. It was The Blitz.

That effort was originally aimed at dealership service problems — if the cars break, GM will fix them. But it turned an acknowledged quality disaster into one of the highest quality vehicles in the American market. The A-car platform variations at the time consisted of the Ciera and Century and the now-discontinued Pontiac 6000 and Chevrolet Celebrity.

The Blitz, spoken of in almost reverential tones, was given massive funding. Its managers had enormous latitude in implementation in order to speed the program's effect. Its "empowered" foot soldiers were groups of engineers who flew around the country fixing service problems at the dealerships, determining the root causes, and relaying that information back to the appropriate GM marketing, design, engineering or manufacturing area.

At the same time, GM high-level management had its attention focused on future product programs — including the all-important mid-sized W-platform that was to compete against the newly launched aerodynamic Ford Taurus and Mercury Sable.

Ultimately, the W-cars (Buick Regal, Oldsmobile Cutlass Supreme, Pontiac Grand Prix and Chevrolet Lumina) were to completely replace the similar-sized A-body cars. In the case of Chevrolet and Pontiac, that replacement has already taken place.

So almost by default, lower-level engineers on the A-car were thus empowered to make their own decisions, insiders say. The result of this benign neglect was faster decision-making, which speeded both the cleanup of warranty complaints and the implementation of design changes that quickly improved quality of the A-cars.

GM made internal quality-audit documents available for *Automotive News* review. These internal audits are based on rigorous examinations by expert insiders, who note even the smallest defects. As a result, the audits tend to show significantly higher numbers of defects per 100 vehicles than do consumer surveys such as the J.D. Power Initial Quality Survey.

"From 1987 to 1991, you can see a pretty steep improvement," said Carlisle "Cardy" Davis, platform manager for mid-sized cars and the Corvette for the C-P-C Group. "We were up to 430 problems per 100 vehicles in 1987. And now we're down to 230. But if we go back to 1985, it was a hell of a lot higher. Today, we're about a sixth or a seventh of where we were in 1985. We've passed Taurus, and we're right on top of where Camry and Accord are."

A J.D. Power Initial Quality Survey done in 1987, after improvements were begun on A-cars, showed that the cars had 154 reported problems per 100 vehicles compared to an industry average of 168.

By 1991, the industry average had dropped to 141 problems per 100 vehicles, as reported by their owners. And A-car results beat all but more a few more expensive imports: Pontiac 6000 (78 defects); Century (91 defects); Cutlass Ciera (97 defects).

Fiasco in Framingham

The Machine That Changed The World shook the domestic automakers to their foundations by proclaiming the imminent death of American-influenced mass-production techniques and the ascendency of Japanese-influenced "lean production."

In the book, based on a five-year, $5 million industry study by the Massachusetts Institute of Technology, the authors tagged the GM A-car plant in Framingham, Mass., as "a classic mass-production environment with its many dysfunctions."

The authors repeatedly used the Framingham plant of 1986 as an example of a U.S. factory crippled by mass-production methods that compromised its ability to build low-cost, high-quality cars.

No single "silver bullet" made the change happen. Improvements came in labor relations, engineering and GM's four-phase process of developing and changing cars, according to Buick, Oldsmobile and C-P-C Group managers and directors responsible for publicity, product satisfaction, engineering and manufacturing for the A-car.

But two important events strongly influenced A-car quality. First, Framingham never did regain manufacturing health and was closed in 1989. Second was The Blitz.

"The Blitz did not really improve the quality of the car per se," said Davis of C-P-C. "But it got us thinking and developing a process that ultimately led us to one of the highest quality cars in General Motors."

An important side benefit of The Blitz was that the fast-response engineers rebuilt communication networks that had been severed after GM's 1984 reorganization.

GM managers downplayed Framingham's closure and cited other possibilities for improved A-car quality. They were:

- The "design stability" of the A-platform, which has changed only slightly since it was introduced in 1982
- Strict adherence to the deadlines and contracts of GM's new four-phase development process for changes in the car, which began after the A-car introduction. (See adjoining story.)
- Wider internal distribution of customer-survey material, resulting in a sharper focus on retail-customer needs
- Benign neglect from GM management that empowered low-level managers to make critical decisions.

The positive J.D. Power survey has contributed to a sales surge for the surviving A-cars, the Century and Ciera. Despite their age, these models were the best-selling models at their divisions in 1991.

The Ciera has been Oldsmobile's best-seller annually since 1985. Century was Buick's best seller from 1984 through 1987. But it was bumped by the LeSabre (another J.D. Power quality standout) in 1988, 1989 and 1990.

In December, GM's management committee approved funding for a 1995 redesign for the Century and Ciera.

Closing poor-quality plants is obviously not the best way to improve quality. But closing Framingham unquestionably improved A-car average quality.

Only the Oklahoma City and Ramos Arispe, Mexico, plants still build A-cars. Ste. Therese is already shifting over to build the new F-car: the Pontiac Firebird and Chevrolet Camaro. Another A-car plant, Doraville, Ga., builds the W-car Oldsmobile Cutlass Supreme. Tarrytown, N.Y., now builds front-drive minivans.

JOE WILSSENS/AUTOMOTIVE NEWS

'We just made a decision back then that if we didn't change the way we did business, we knew we wouldn't be around," said Jack Evans, manufacturing manager for C-P-C.

J.W. "Jack" Evans was the plant manager at GM's Oklahoma City plant in 1985. That was when things started to change, he said. He is now overall manufacturing manager for C-P-C.

In 1985, Evans said, GM engineers and suppliers were invited to build A-cars on the Oklahoma City line. Many of the engineers and suppliers were surprised at the difficulty of building complex designs with poor-quality parts. One high-level engineer jokingly described engineers building cars as "an unnatural act."

"But it was no more point-the-finger, beat up or blame people," Evans said. "We knew we had to come together as a team. We just made a decision back then that if we didn't change the way we did business we knew we wouldn't be around.

"Before that, we were just worried about being good enough for General Motors. We weren't worried about being as good as the best — the people you were really competing against."

'Action teams' roll

GM had long had quality problems. GM's traditional way of fixing defect-prone cars was one at a time in the dealership service bay. In the case of the A-car, GM management authorized The Blitz.

The Blitz started in the dealership. But it took the information from the front lines and relayed it back to the factory.

"Action teams" or "A-cat teams" (A-car customer action teams) were formed to "stop the massive bleeding," as one engineer put it. They were to fix retail customer problems and then relay information deep into the organization to eliminate the root causes.

For example, a Florida customer complained of a terrible smell in her A-car on hot days. An A-cat team went to the dealership and stripped out the interior of the car. The various pieces were then subjected to elevated temperatures in the dealership's paint oven. The culprit: formaldehyde, used in the seat foam. Oklahoma City sent the dealer a fresh set of front and rear seats. And the process was changed to eliminate the traces of formaldehyde.

Impressed by the success of the original A-car action teams, other GM platform groups have since created their own "cross-functional" teams to monitor and act on quality and other customer-focus issues.

"Originally, The Blitz and the action teams were a reactionary type of effort," said Bob Schlitt, quality process manager for A-car operations at C-P-C. "But it became increasingly evident that we couldn't continue to function in a reactive way. For one thing, it was expensive. We had to work our way back into the development, design and concept stages to prevent the problems from occurring. That started to get at the lack-of-communication issue. We started to communicate effectively with all the different staff members."

Stable platform aids quality

Practice makes perfect. GM was able to build basically the same car for 10 years, creating an advantage in a quality survey.

But platform engineers point out that even stable vehicles nonetheless receive many engineering upgrades — usually invisible to casual observers.

"Why, probably 20 to 50 percent of the part numbers change every year related to improvements," said Davis of C-P-C. "In terms of content, the current vehicle has very few parts, if any, that were the same as in 1982."

Mary Munkacsy, an Oldsmobile Cutlass Ciera car line engineering manager, offered another theory on the A-car quality turnaround. She called it "adhering to the process" — no longer making late changes to decisions made during the planning or concept phase. Changes made in the late stages of the GM development process might result in poor execution and poor quality. And finally, Munkacsy said, deadlines and contract agreements are met on time.

"You want to bring on the new product without a hitch," she said. "That means all the testing is done by the time you build a prototype. You don't want to be adding changes after prototype. You add changes, then you're missing an opportunity to find problems. If you find the problems earlier, you can fix them earlier. And they never get out. It's getting out of the crisis mode."

"Actually, one of the advantages of the A-car is that it isn't very exciting," said Munkacsy of Oldsmobile. "But it sold. So there was very little managerial interference. In 1985, our division alone was selling over 330,000 a year. So upper management was busy with other things."

The W-cars may have been the "golden child" in the 1985 to 1987 time frame, but the sales success of the unexciting A-car and its high rank on quality surveys now provide a golden halo for the corporation and gold for the corporate coffers.

Four-phase system improves A-cars

Each year, every GM vehicle goes through a development process. The process can range from producing an all-new car to making small improvements, invisible to the consumer, on an existing vehicle.

Although the A-car appears to have changed little since it was introduced in 1982 for the 1983 model year — minor facelifts in the 1985, 1987 and 1989 model years — it has received many changes that stemmed from the regular development process.

GM initiated the four-phase development process in 1987. It was designed to make sure products hit the markets at which they are aimed, progress through the development process on time and are finished within budgets. It also is designed so that engineering, design, manufacturing and marketing work in a coordinated manner.

Virtually every change made to a vehicle, even items seemingly as small as a new body side molding, is subject to GM's Four-Phase Process:

- **In Phase 0, a planning and marketing team decides what the vehicle is going to be and the intended customer.**
- **In Phases 1 and 2, an implementation team, consisting of product development teams, splits the vehicle up into various segments: body exterior, interior, heater-ventilation-air conditioning, powertrain, doors, etc.**

These implementation teams consist of people from marketing, component engineering, plant and manufacturing engineering, purchasing, financial, suppliers and materials management.

By the end of Phase 2, prototypes will have been built.

- **In Phase 3, the assembly plant builds pilot cars on the production line tooling to be used for the vehicle. When the plant is confident it can build cars at consistent quality levels and speed, the project enters Phase 4, production for sale.**

Action teams carefully track early plant, dealer and customer experiences with the new vehicle so adjustments can be made to correct any problems.

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Nissan: right-drive Villager unlikely

RICHARD JOHNSON
Staff Reporter

TOKYO — Nissan Motor Co. officials said last week they see no chance of following through with their company's proposal to import a right-hand-drive version of Ford Motor Co.'s new Mercury Villager minivan into Japan.

A right-hand-drive Villager would require a huge investment.

The idea was put forward by Nissan during President Bush's visit to Tokyo last month, one of several proposals to boost imports of American cars. The Japanese government has included the Villagers in the announced goal of increasing imports by 19,000 units a year, even though the proposal was plagued from the start. Ford was not consulted before Nissan made its announcement.

Nissan estimated then that it could sell 3,000 Fords a year in Japan, with about half of that target representing right-hand-drive Villagers.

But Nissan officials now say privately that development of a right-hand-drive version of the Nissan-designed Villager would be impractical because of the enormous costs involved. The vehicle would have to be re-engineered to change the sliding door from the right to left side.

Nissan said it would be willing to cooperate on sales of other Ford passenger cars, such as the Taurus and Taurus station wagon and successor models. But that project must overcome snags because Mazda Motor Corp. is the exclusive importer and dealer of Ford passenger cars in Japan.

Nissan Executive Vice President Yoshikazu Hanawa said Nissan has begun talks with Mazda. But Mazda President Yoshihiro Wada said recently that "the first priority is for Nissan to negotiate with Ford, not Mazda."

Some left-hand-drive Villagers with minor modifications might still be imported, Nissan said.

"We have to think about importing them as they are," Hanawa said last week.

The Villager will begin production April 13 at Ford's plant in Avon Lake, Ohio, alongside Nissan's Quest version.

"We expressed our willingness and good will to sell the Villager in Japan," said a Nissan spokesman. "We are waiting for a response from Ford. If they want to sell it, we think it is for Ford to study the feasibility."

But privately, Nissan officials say they were never enthusiastic about the idea.

"It is not realistic; it is too expensive to change to right-hand-drive," said one executive. "We could possibly import a few with left-hand drive, but the Taurus is more realistic."

A senior Ford executive estimated in Tokyo last month that the necessary changes would cost several hundred million dollars.

The proposal took Ford by surprise last month, and the companies have not discussed it.

It was announced by Nissan against the backdrop of relentless pressure from Japan's Ministry of International Trade and Industry in the days before the Bush visit.

At the time, Nissan laid out a series of requirements it said must be met for the Villager to meet Japanese specifications, including right-hand drive, placement of the sliding door on the left side and competitive pricing.

Transplants boosting exports

About 20,000 cars destined for Japan

LINDSAY CHAPPELL
Staff Reporter

The Japanese transplants will give a big push to U.S. export efforts this year by shipping as many as 40,000 additional U.S.-made cars to overseas markets.

The planned activity serves as an ironic backdrop to last month's U.S. trade mission to Japan, when Big 3 leaders pressed Japan to import more American cars.

The increase will mean that Japanese factories in the United States alone could export a total of 97,000 cars this year, or more than a third of the volume the Big 3 exported last year. Most Big 3 exports go to Canada.

About 20,000 transplant cars will go to Japan — representing nearly two-thirds of all U.S. exports to that market.

The numbers are rising quickly. For example:

- Toyota Motor Manufacturing U.S.A. Inc. will start shipping up to 40,000 Kentucky-made Camry wagons to Japan this year.
- American Honda Motor Co. plans to export about 40,000 U.S.-made Accords and Civics this year. That would be an increase of 13,000 units from 1991.
- Mitsubishi Motor Sales of America Inc. forecasts a 10,000-unit gain in its export of U.S.-made cars this year, treble its 1991 results. Mitsubishi plans to ship 6,000 Eclipses from its Diamond-Star Motors Corp. plant in Normal, Ill., to Germany in the first half of this year, and accelerate exports in the second half. A few four-door Mirages are also slated for export.
- Mazda Motor Manufacturing (U.S.A.) Corp., which produces the Mazda 626 and MX-6 in Flat Rock, Mich., is considering a plan to export those cars, a company spokesman said. The company will build about 15,000 Ford Probes to be sold by Ford Motor Co. in Japan, Britain and Germany.
- Fuji Heavy Industries plans to export about 600 Subaru Legacys to Taiwan in the first half of the year, and about 400 in the second half. The Lafayette, Ind., producer is also studying a plan to ship cars to Europe.

Japanese manufacturers dismiss suggestions that the increasing export business is related to the state of U.S.-Japanese trade relations. In some cases, particularly Honda's, the volumes were targeted years ago. And in other cases, like Mitsubishi's, the exports are headed for Europe rather than Japan.

The exports do help keep plants busy. Mazda has been operating under capacity for the past two years as sales of its aging products waned. Diamond-Star has never operated at more than 70 percent of its 240,000-unit capacity, and until new products are introduced there in late 1993, U.S. demand isn't likely to climb.

Yet export markets have not been solid gold. Despite Honda's aggressive posture on exporting, the company is far behind its 1988 long-range target of capturing 70,000 exports by 1991. The company blames sluggish auto markets around the globe.

"It is a struggle," said Yo Masuda, Honda's vice president of exports. "All of our key markets, like Japan, have been struggling just like the United States. But we're making progress."

Honda exported 27,000 cars from its two Ohio factories in 1991 — about 14,500 of them to Japan, and most of them Accord station wagons.

A number of its markets have faced industry slumps, including Britain, where sales fell nearly 20 percent last year, and Taiwan, where they fell 10 percent, Masuda said.

Despite the tough environment, the company actually surprised itself last year, exporting 27,000 cars instead of the 22,500 it forecast at the beginning of the year. Similarly, Mitsubishi had forecast about 3,000 sales for 1991 and ended up at about 5,000.

Israel and Germany are both advancing as strong markets for Honda. Last year, the company sold more than 4,000 U.S.-built cars in Israel, capturing nearly 8 percent of the market. This year, Honda plans to sell another 1,000 units there, Masuda said.

Europe offers new growth as the company works toward the 70,000 figure, Masuda said. This year, Honda will add Italy, Portugal, Denmark, Sweden, Norway and Finland to the list of European nations selling its U.S.-built cars.

In the Pacific, Honda will begin shipping the cars to Australia and Hong Kong this year.

The sag in U.S. sales offers the same exporting opportunity to Big 3 carmakers, who also forecast stronger 1992 export sales. Ford's 1991 exports of 51,661 units were 36 percent higher than 1990. General Motors reported a 30 percent increase in 1991 exports, which tipped 130,000 units.

The transplants have a leg up on the Big 3 in exporting to Japan as they roll out right-hand-drive vehicles for their home market. Critics have blamed the Big 3's low sales in Japan on Detroit's unwillingness to put steering wheels on the side consumers want.

Honda has been building right-hand-drive Accords in the United States for two years. Toyota will offer a U.S.-built right-drive Camry this spring. And by the fall, Mazda will produce right-drive versions of the 626, MX-6, and even the Probe. Ford's optimism over Probe exports is largely based on the steering switch.

The Japanese transplants are suited for exports because of their output of "world cars" that hold appeal to markets around the globe. Honda's Accord wagon, which will sell in 10 countries this year, is built exclusively in Marysville, Ohio. The Toyota Camry wagon, which debuts this spring, will be exclusive to Georgetown, Ky. The Mitsubishi Eclipse and Isuzu Rodeo also are built only in the United States.

TRANSPLANT EXPORTS

	1992 planned	1991	Models and destination
Honda	40,000	27,000	Civic to Israel; Accords to Japan, Taiwan, Hong Kong, South Korea, Australia, Britain, France, Spain / Portugal / the Netherlands, Belgium, Germany, Denmark, Sweden / Norway / Finland
Toyota	40,000	24,000	Camry, Corolla to Japan, Taiwan
Mitsubishi	15,000	5,000	Eclipse, Mirage to Germany
Mazda	1,000	630	MX-6, 626 to Taiwan, Europe, Guam, Puerto Rico
Subaru-Isuzu	1,000	260	Legacy to Taiwan
TOTAL	**97,000**	**56,890**	

Safety group scorns 2½-mph bumpers

WASHINGTON — Weak bumpers on small cars will cost consumers money — up to $3,864 in repairs for a 5-mph crash, says the Insurance Institute for Highway Safety.

The institute tested 24 small two-door models. None of their bumpers completely protected the car from damage, and two-thirds of the cars had more than $2,000 in repairs, the institute said.

The problem, according to the group, is the rollback in federal bumper standards from 5 mph to 2½ mph in 1982.

"The result is flimsy bumper systems, lots of damage in low-speed impacts, high repair costs and wasted time and aggravation to get car repairs completed just because of the kinds of bumps that happen all the time, commonly in parking lots," said Insurance Institute President Brian O'Neill.

— Max Gates

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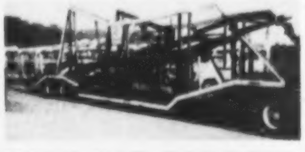

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SALES

Totals don't show 'Buy American' bias

continued from PAGE 3

Lexus. Suzuki, which produces in Canada, was up, too.

Mazda, Mitsubishi, Subaru, Isuzu and Daihatsu declined; all but Daihatsu have U.S. plants.

In all, Japanese makes jumped 7.1 percent to 211,428 cars and light trucks. Sales for the U.S. Big 3 were up 2.3 percent, and the Europeans rose, too.

The industrywide gains were in comparison to a 27.7 percent decline in the year-ago month, which included the start of the Persian Gulf war. Truck sales were even worse in 1991, down 32.0 percent.

Late-January sales shored up the monthly total for 1992. In the first 20 days, sales had fallen below even the depressed year-ago figures.

Pochiluk said U.S. union members are probably the strongest Buy American advocates, but they're also one of the groups hardest hit by the recession.

"They're out of the marketplace right now," he said. "They're not buying."

The market share for Japanese makes grew to 24.8 percent in January, up from 24.0 percent a year ago. That included an increase of three percentage points in car share, to 29.9 percent. But their truck share dipped from 17.9 percent to 15.0 percent.

Ford Motor Co. sales rose 7.3 percent, including an 11.5 percent jump in truck sales. Ford's sales were off 31.8 percent in 1991.

Chrysler Corp. sales slipped 2.8 percent, as its car sales fell 23.6 percent. Chrysler said much of the decline was due to a cut in sales of "nearly 20,000" program cars. Its light-truck sales were 21.2 percent above the year-ago month.

General Motors sales edged up 1.0 percent, with car sales down 2.1 percent and truck sales up 8.0 percent. GMC truck sales improved 26.9 percent.

European luxury makes, which last year suffered from the Jan. 1 imposition of the luxury tax on top of the war and the recession, posted large increases.

Mercedes-Benz sales jumped 30.3 percent; BMW sales rose 42.7 percent; and Porsche sales climbed 82.2 percent. ■

Daihatsu offers suite at NADA

Daihatsu America Inc. is among the companies offering a hospitality suite at the National Automobile Dealers Association convention in Dallas.

The Daihatsu suite, for anyone with an NADA badge, will be open in the Loews Anatole Hotel from 2 to 9 p.m. today and from 9 a.m. to 2 p.m. Tuesday, Feb. 11. ■

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DOMESTIC CAR SALES, JANUARY

	Jan. 1992	Jan. 1991	1 Mo., 1992	1 Mo., 1991
Summit	380	386	380	386
Talon	1,945	2,160	1,945	2,160
Premier	646	402	646	402
Total Eagle	**2,971**	**2,948**	**2,971**	**2,948**
Horizon	0	91	0	91
Laser	1,727	1,799	1,727	1,799
Sundance	4,509	3,340	4,509	3,340
Reliant	0	0	0	0
Acclaim*	5,709	11,531	5,709	11,531
Total Plymouth	**11,945**	**16,761**	**11,945**	**16,761**
LeBaron A*	3,484	1,481	3,484	1,481
LeBaron J	2,289	1,938	2,289	1,938
LeBaron GTS	0	0	0	0
Fifth Avenue (rwd)	0	0	0	0
Fifth Avenue (fwd)	2,906	3,343	2,906	3,343
Imperial	812	1,242	812	1,242
New Yorker C	1,773	1,520	1,773	1,520
Total Chrysler	**11,264**	**9,524**	**11,264**	**9,524**
Omni	0	104	0	104
Shadow	5,337	4,935	5,337	4,935
Monaco	211	195	211	195
Daytona	872	1,059	872	1,059
Aries	0	0	0	0
Lancer	0	0	0	0
Spirit*	4,868	10,732	4,868	10,732
Dynasty	5,944	11,308	5,944	11,308
Total Dodge	**17,232**	**28,333**	**17,232**	**28,333**
CHRYSLER CORP.	**43,412**	**57,566**	**43,412**	**57,566**
Escort*	19,331	20,446	19,331	20,446
Mustang	4,493	5,439	4,493	5,439
Tempo	13,357	13,507	13,357	13,507
Taurus	24,819	21,329	24,819	21,329
Thunderbird	3,679	4,505	3,679	4,505
Probe	2,967	3,557	2,967	3,557
Crown Victoria	6,580	5,288	6,580	5,288
Total Ford Div.	**75,226**	**74,071**	**75,226**	**74,071**
Topaz	4,050	3,936	4,050	3,936
Sable	8,480	5,852	8,480	5,852
Cougar	2,272	3,526	2,272	3,526
Grand Marquis	7,560	5,154	7,560	5,154
Total Mercury	**22,362**	**18,468**	**22,362**	**18,468**
Continental	1,982	3,637	1,982	3,637
Town Car	9,021	8,282	9,021	8,282
Mark VII	437	636	437	636
Total Lincoln	**11,440**	**12,555**	**11,440**	**12,555**
Total L-M Div.	**33,802**	**31,023**	**33,802**	**31,023**
FORD MOTOR CO.	**109,028**	**105,094**	**109,028**	**105,094**
Skyhawk	0	0	0	0
Roadmaster	2,636	15	2,636	15
Somerset/Skylark	4,903	9,245	4,903	9,245
Century*	8,768	6,871	8,768	6,871
Regal	5,889	8,170	5,889	8,170
LeSabre	13,944	7,407	13,944	7,407
Reatta	37	323	37	323
Electra/Park Ave.	4,300	5,390	4,300	5,390
Riviera	837	1,049	837	1,049
Total Buick	**41,314**	**38,470**	**41,314**	**38,470**
Allante	110	156	110	156
Seville	2,987	3,321	2,987	3,321
DeVille	8,861	11,967	8,861	11,967
Brougham	1,160	2,058	1,160	2,058
Eldorado	1,615	1,012	1,615	1,012
Total Cadillac	**14,733**	**18,514**	**14,733**	**18,514**
Geo Metro	8,661	6,867	8,661	6,867
Geo Prizm	5,469	6,602	5,469	6,602
Cavalier*	16,356	24,737	16,356	24,737
Camaro	4,509	2,833	4,509	2,833
Celebrity	1	3,647	1	3,647
Corsica/Beretta	11,025	8,374	11,025	8,374
Lumina	10,916	13,950	10,916	13,950
Caprice	6,465	8,720	6,465	8,720
Corvette	1,065	1,033	1,065	1,033
Total Chevrolet	**64,467**	**76,763**	**64,467**	**76,763**
Calais	868	4,999	868	4,999
Achieva	2,938	0	2,938	0
Cutlass Ciera*	8,637	6,113	8,637	6,113
Cutlass Supreme	5,166	6,013	5,166	6,013
Eighty Eight	7,071	6,850	7,071	6,850
Custom Cruiser	327	487	327	487
Ninety Eight	1,962	3,770	1,962	3,770
Toronado	395	502	395	502
Total Oldsmobile	**27,364**	**28,734**	**27,364**	**28,734**
Sunbird	6,234	6,601	6,234	6,601
Firebird	1,381	1,655	1,381	1,655
Grand Am	10,557	10,383	10,557	10,383
Pontiac 6000	168	1,527	168	1,527
Grand Prix	6,196	6,078	6,196	6,078
Bonneville H	8,239	3,966	8,239	3,966
Total Pontiac	**32,775**	**30,210**	**32,775**	**30,210**
Total Saturn	**10,204**	**1,520**	**10,204**	**1,520**
GENERAL MOTORS	**190,857**	**194,211**	**190,857**	**194,211**
Civic	10,011	6,851	10,011	6,851
Accord	21,032	15,576	21,032	15,576
HONDA	**31,043**	**22,427**	**31,043**	**22,427**
MX-6	652	1,986	652	1,986
626	3,958	3,495	3,958	3,495
MAZDA	**4,610**	**5,481**	**4,610**	**5,481**
Eclipse	2,743	692	2,743	692
Mirage	1,054	3,794	1,054	3,794
MITSUBISHI	**3,797**	**4,486**	**3,797**	**4,486**
NISSAN Sentra	**7,940**	**7,598**	**7,940**	**7,598**
Corolla	8,568	6,529	8,568	6,529
Camry	12,044	10,470	12,044	10,470
TOYOTA	**20,612**	**16,999**	**20,612**	**16,999**
SUBARU Legacy	**2,282**	**2,782**	**2,282**	**2,782**
SUZUKI Swift	**24**	**1**	**24**	**1**
DOMESTIC TOTAL	**413,605**	**416,645**	**413,605**	**416,645**
IMPORT TOTAL	**146,518**	**137,733**	**146,518**	**137,733**
INDUSTRY TOTAL	**560,123**	**554,378**	**560,123**	**554,378**

*Includes units produced in Mexico.

BEST AVAILABLE COPY

TOP 10 SELLERS, JANUARY 1992

		Sales
1.	Chevrolet C/K pickups	27,827
2.	Honda Accord	26,950
3.	Ford Taurus	24,819
4.	Ford F-series pickups	24,125
5.	Ford Explorer	23,205
6.	Ford Escort	19,331
7.	Ford Ranger	18,846
8.	Toyota Camry	17,577
9.	Chevrolet Cavalier	16,356
10.	Dodge Caravan	15,457

Source: Automotive News Data Center

LIGHT-TRUCK SALES, JANUARY

	Jan. 1992	Jan. 1991
Town & Country	717	217
Total Chrysler	**717**	**217**
Vans	3,197	2,038
Ram Wagon	1,678	563
Caravan	15,457	14,509
Caravan C/V	423	523
Ram 50	335	426
Ramcharger	409	552
Dakota	8,054	5,326
Pickups	5,606	5,398
Total Dodge	**35,159**	**29,335**
Voyager	12,979	11,127
Total Plymouth	**12,979**	**11,127**
Wrangler	3,174	2,876
Cherokee	13,015	9,381
Grand Wagoneer	0	513
Comanche	357	514
Total Jeep	**16,546**	**13,284**
CHRYSLER CORP.	**65,401**	**53,963**
Vans	7,137	6,578
Aerostar	8,851	8,336
Club Wagon	1,605	1,124
Ranger	18,846	17,720
Bronco	1,530	1,925
Bronco II/Explorer	23,205	16,621
Pickups	24,125	24,229
FORD MOTOR CO.	**85,299**	**76,533**
Vans	5,098	4,595
Sportsvan	525	370
Geo Tracker*	1,608	2,226
Astro	6,499	6,653
Lumina APV	3,532	2,938
S10	14,670	13,959
S10 Blazer	9,253	10,379
Blazer	721	648
Suburban	2,076	2,704
Pickups	27,827	25,911
Total Chevrolet	**71,809**	**70,383**
Vans	2,788	1,514
Safari	2,398	1,905
S15/Sonoma	3,865	2,975
S15 Jimmy	2,307	2,264
Jimmy	182	224
Suburban	820	993
Pickups	9,041	6,987
P Model	202	133
W4	141	138
Total GMC	**21,744**	**17,133**
Silhouette	1,026	1,014
Bravada	1,131	551
Total Oldsmobile	**2,157**	**1,565**
Trans Sport	1,940	1,341
Total Pontiac	**1,940**	**1,341**
GENERAL MOTORS	**97,650**	**90,422**
DAIHATSU Rocky	**175**	**263**
Pickup*	1,672	2,080
Amigo	504	493
Trooper	369	2,031
Rodeo*	2,301	1,183
ISUZU	**4,846**	**5,787**
Pickup	4,049	3,737
MPV	2,585	3,968
Navajo*	588	895
MAZDA	**7,222**	**8,600**
Pickup	1,065	1,799
Montero	672	829
Van	0	24
MITSUBISHI	**1,737**	**2,652**
Pickup*	7,648	8,607
Pathfinder	2,036	2,651
Axxess	0	134
Van	0	2
Hawaii	666	244
NISSAN	**10,350**	**11,638**
RANGE ROVER	**284**	**210**
Samurai	203	414
Sidekick*	1,039	772
SUZUKI	**1,242**	**1,186**
Pickups	11,467	10,939
Previa	3,346	3,298
4Runner	2,822	3,267
Land Cruiser	569	680
TOYOTA	**18,204**	**18,184**
VOLKSWAGEN Vanagon	**175**	**321**
IMPORTS	**44,235**	**48,841**
INDUSTRY TOTAL	**292,585**	**269,759**

*Includes domestic vehicles

Sales charts compiled by Karen Dellapenski

Why the Japanese say what they say

No insults meant by 'brutal honesty'

MARY ANN MASKERY

Staff Reporter

TOKYO — *Lazy. Illiterate. Lacking in work ethic. Unable to produce quality goods. Second rate . . .*

The jabs coming from Japan in recent weeks have been numerous and unflattering. Even Prime Minister Kiichi Miyazawa, the most international and urbane of Japan's current political leaders and a true friend of the United States, ruminates that Americans don't know how to "sweat" anymore.

Infuriating, the barbs are equally puzzling. Baffled, Americans grope for an answer: *Why are these guys saying these things?*

Simply put — because they believe what they're saying.

"Half of all Japanese workers have the same opinion" as Miyazawa about the American work ethic, says Takashi Inoguchi, professor at Tokyo University.

But, he is quick to stress, no insult is intended by such remarks or opinions. Rather, he says, such remarks are an example of how the Japanese can be unsophisticated in their honesty.

"They were saying what they think" and not thinking of the impact, he says.

To Koichi Shimokawa, professor of business at Hosei University, the recent criticisms have come from "old politicians with old-fashioned thinking."

"I hate it," he says.

But Shimokawa, who has studied American auto plants, says that in his experience, American management practices are indeed a "big problem."

He recalled workers at the Toyota-General Motors joint venture in Fremont, Calif., telling him how much happier they were after Toyota management got involved than they had been when the plant was under GM control.

"Old fashioned labor practices and management systems had kept them from becoming more skillful," he says.

Robert Orr, director of the Stanford Japan Center in Kyoto, agrees that the opinion that American workers are lazy and mismanaged is not the exception in Japan.

"It is highly representative of the way many Japanese think; it is a widely held view," he says.

In a society that still values conformity, where workers typically wear uniform-like garb, this view of U.S. workers is reinforced even by American dress habits, he says.

"From their perspective, they see reports on television of American workers who may be wearing tank tops or football jerseys, or listening to music. To the Japanese, the American workers do not look serious," he says.

That image is then reinforced by repeated stories of shoddy quality in American products.

After President Bush's trip to Japan last month, when Japanese automakers announced plans to help sell more American cars, the press was filled with critical reports on American products.

One report quoted a suggestion that Japan buy the U.S. cars "and use them for land fill."

Another commentator groused that Japanese consumers were being asked to do something Americans will not do — buy American cars.

Still, the Japanese are nothing if not polite. To that extent, the spate of openly stated insults seems wildly out of character — raising again the question of *"Why?"*

In the opinion of Orr and other observers, the reason for the flood of trans-Pacific insults is again simple — the Japanese think they can't be heard.

According to this premise, the Japanese people have been culturally conditioned to believe that their language is impenetrable to foreigners — and that their remarks will never be heard outside the speaker's immediate circle.

"(They) don't seem to understand they don't have a code any more," Orr says. "Foreigners do understand the language, and they are listening." AN

GM plans ad campaign for Cadillac Seville in Japan

TOKYO — General Motors hopes to polish its image in Japan by launching its first extensive TV advertising effort ever — an $8 million campaign breaking in March for the Cadillac Seville.

"Our strategy is to remove the misunderstandings about American cars," said Ichiro Sugita, GM advertising and sales promotion manager in Japan.

"We are going to communicate the quality of GM cars to the Japanese people, especially the Cadillac Seville, which is our flagship," Sugita said.

The GM campaign is designed to persuade skeptical Japanese consumers that the Seville, launched in November, is fully competitive in terms of fuel efficiency, fit and finish Japanese and German luxury marques.

Sugita said spot TV, newspapers, magazines and TV program sponsorships are planned.

The campaign will run for a year, he said.

Spending will depend on how many cars are sold, but the company will spend no less than $8 million.

Total Cadillac sales in Japan last year were about 1,000, mainly Eldorado and Fleetwood models.

"This year we have no specific (sales) target," Sugita said. "We want to sell as many as possible, and we're hoping for a 20 percent to 30 percent increase."

He said that the Toyota Crown and the Nissan Cima are Cadillac's main competitors.

"We are also competing with Mercedes and BMW, but our first competition is the Japanese domestic car," Sugita said. "The European cars are our secondary target."

The Seville sells for $60,000, while the Crown line ranges from about $11,000 to $50,000, and the Nissan Cima sells for $35,000 to $50,000. In January, Toyota sold 18,000 Crowns; Nissan sells about 4,500 Cimas a month. AN

U.S. CAR AND LIGHT-TRUCK SALES, JANUARY — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales				Truck Sales				Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	1992 Share	1991 Share	1992	1991	1992 Share	1991 Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	78,951	76,687	14.1	13.8	85,299	76,533	29.2	28.4	164,250	153,220	19.3	18.6	0.7	7.2
Chevrolet/Geo†	69,335	82,286	12.4	14.8	71,809	70,383	24.5	26.1	141,144	152,669	16.6	18.5	−2.0	− 7.5
Toyota	46,358	42,256	8.3	7.6	18,204	18,184	6.2	6.7	64,562	60,440	7.6	7.3	0.2	6.8
Dodge	19,238	31,016	3.4	5.6	35,159	29,335	12.0	10.9	54,397	60,351	6.4	7.3	−0.9	− 9.9
Honda	45,075	36,234	8.0	6.5	—	—	—	—	45,075	36,234	5.3	4.4	0.9	24.4
Buick	41,314	38,470	7.4	6.9	—	—	—	—	41,314	38,470	4.8	4.7	0.2	7.4
Pontiac	34,741	32,499	6.2	5.9	1,940	1,341	0.7	0.5	36,681	33,840	4.3	4.1	0.2	8.4
Nissan	25,169	22,843	4.5	4.1	10,350	11,638	3.5	4.3	35,519	34,481	4.2	4.2	0.0	3.0
Oldsmobile	27,364	28,734	4.9	5.2	2,157	1,565	0.7	0.6	29,521	30,299	3.5	3.7	−0.2	− 2.6
Mercury	26,795	22,923	4.8	4.1	—	—	—	—	26,795	22,923	3.1	2.8	0.4	16.9
Plymouth	13,016	17,806	2.3	3.2	12,979	11,127	4.4	4.1	25,995	28,933	3.0	3.5	−0.5	−10.2
Mazda	15,445	15,904	2.8	2.9	7,222	8,600	2.5	3.2	22,667	24,504	2.7	3.0	−0.3	− 7.5
GMC	—	—	—	—	21,744	17,133	7.4	6.4	21,744	17,133	2.5	2.1	0.5	26.9
Jeep	—	—	—	—	16,546	13,284	5.7	4.9	16,546	13,284	1.9	1.6	0.3	24.6
Cadillac	14,733	18,514	2.6	3.3	—	—	—	—	14,733	18,514	1.7	2.2	−0.5	−20.4
Chrysler	11,264	9,597	2.0	1.7	717	217	0.2	0.1	11,981	9,814	1.4	1.2	0.2	22.1
Lincoln	11,440	12,555	2.0	2.3	—	—	—	—	11,440	12,555	1.3	1.5	−0.2	− 8.9
Mitsubishi	9,557	9,435	1.7	1.7	1,737	2,652	0.6	1.0	11,294	12,087	1.3	1.5	−0.1	− 6.6
Saturn	10,204	1,520	1.8	0.3	—	—	—	—	10,204	1,520	1.2	0.2	1.0	571.3
Acura	9,365	9,141	1.7	1.6	—	—	—	—	9,365	9,141	1.1	1.1	0.0	2.5
Lexus	7,046	3,128	1.3	0.6	—	—	—	—	7,046	3,128	0.8	0.4	0.4	125.3
VW	6,412	6,421	1.1	1.2	175	321	0.1	0.1	6,587	6,742	0.8	0.8	0.0	− 2.3
Hyundai	6,019	7,509	1.1	1.4	—	—	—	—	6,019	7,509	0.7	0.9	−0.2	−19.8
Subaru	5,621	7,064	1.0	1.3	—	—	—	—	5,621	7,064	0.7	0.9	−0.2	−20.4
Isuzu	667	455	0.1	0.1	4,846	5,787	1.7	2.1	5,513	6,242	0.6	0.8	−0.1	−11.7
Volvo	5,510	5,256	1.0	0.9	—	—	—	—	5,510	5,256	0.6	0.6	0.0	4.8
Mercedes	4,401	3,377	0.8	0.6	—	—	—	—	4,401	3,377	0.5	0.4	0.1	30.3
Eagle	3,818	3,551	0.7	0.6	—	—	—	—	3,818	3,551	0.4	0.4	0.0	7.5
BMW	3,637	2,548	0.6	0.5	—	—	—	—	3,637	2,548	0.4	0.3	0.1	42.7
Infiniti	2,443	1,862	0.4	0.3	—	—	—	—	2,443	1,862	0.3	0.2	0.1	31.2
Suzuki	537	391	0.1	0.1	1,242	1,186	0.4	0.4	1,779	1,577	0.2	0.2	0.0	12.8
Audi	1,080	843	0.2	0.2	—	—	—	—	1,080	843	0.1	0.1	0.0	28.1
Saab	1,060	1,027	0.2	0.2	—	—	—	—	1,060	1,027	0.1	0.1	0.0	3.2
Jaguar	631	511	0.1	0.1	—	—	—	—	631	511	0.1	0.1	0.0	23.5
Yugo	577	367	0.1	0.1	—	—	—	—	577	367	0.1	0.0	0.0	57.2
Daihatsu	369	448	0.1	0.1	175	263	0.1	0.1	544	711	0.1	0.1	0.0	−23.5
Porsche	419	230	0.1	0.0	—	—	—	—	419	230	0.0	0.0	0.0	82.2
Range Rover	—	—	—	—	284	210	0.1	0.1	284	210	0.0	0.0	0.0	35.2
Alfa Romeo	242	252	0.0	0.0	—	—	—	—	242	252	0.0	0.0	0.0	− 4.0
Peugeot	103	347	0.0	0.1	—	—	—	—	103	347	0.0	0.0	0.0	−70.3
Sterling	0	204	0	0.0	—	—	—	—	0	204	0.0	0.0	0.0	−100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**560,123**	**554,378**	**100.0**	**100.0**	**292,585**	**269,759**	**100.0**	**100.0**	**852,708**	**824,137**	**100.0**	**100.0**	**0.0**	**3.5**
TOTAL BIG 3	**362,213**	**376,158**	**64.7**	**67.9**	**248,350**	**220,918**	**84.9**	**81.9**	**610,563**	**597,076**	**71.6**	**72.4**	**−0.8**	**2.3**
TOTAL JAPAN	**167,652**	**149,161**	**29.9**	**26.9**	**43,776**	**48,310**	**15.0**	**17.9**	**211,428**	**197,471**	**24.8**	**24.0**	**0.8**	**7.1**
TOTAL EUROPE	**24,239**	**21,550**	**4.3**	**3.9**	**459**	**531**	**0.2**	**0.2**	**24,698**	**22,081**	**2.9**	**2.7**	**0.2**	**11.9**
GM	197,691	202,023	35.3	36.4	97,650	90,422	33.4	33.5	295,341	292,445	34.6	35.5	−0.8	1.0
Ford	117,186	112,165	20.9	20.2	85,299	76,533	29.2	28.4	202,485	188,698	23.7	22.9	0.8	7.3
Chrysler	47,336	61,970	8.5	11.2	65,401	53,963	22.4	20.0	112,737	115,933	13.2	14.1	−0.8	− 2.8
Toyota/Lexus	53,404	45,384	9.5	8.2	18,204	18,184	6.2	6.7	71,608	63,568	8.4	7.7	0.7	12.6
Honda/Acura	54,440	45,375	9.7	8.2	—	—	—	—	54,440	45,375	6.4	5.5	0.9	20.0
Nissan/Infiniti	27,612	24,705	4.9	4.5	10,350	11,636	3.5	4.3	37,962	36,343	4.5	4.4	0.0	4.5
VW/Audi	7,492	7,264	1.3	1.3	175	321	0.1	0.1	7,667	7,585	0.9	0.9	0.0	1.1
†Geo	*18,811*	*18,992*	*3.4*	*3.4*	*1,608*	*2,226*	*0.5*	*0.8*	*20,419*	*21,218*	*2.4*	*2.6*	*−0.2*	*− 3.8*
*Made by Japan***	*197,026*	*180,073*	*35.2*	*32.5*	*45,131*	*50,067*	*15.4*	*18.6*	*242,157*	*230,140*	*28.4*	*27.9*	*0.5*	*5.2*

*Includes 1991 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

RICES

panese increases tstripped Big 3

inued from PAGE 1

73 from the beginning of the 2 model year to the end of the 7 model year.

he increase for the four leading anese makes sold in this coun- (Toyota, Honda, Nissan and zda) was 28 percent higher: an rage of $4,828.

he difference is much greater n stated another way. *Automo- News* estimates that the price of average-equipped Big 3 car from $10,106 to $13,879 dur- those six model years, an in- se of 37 percent. The average e for the four Japanese makes ped from $7,201 to $12,029, a of 67 percent.

or both domestics and Japanese es, those increases are higher n the total of the annual hikes *ounced* by the companies. That ecause the auto companies fig- their annual boosts on the basis 'comparably equipped cars.'' makers do not include price eases due to the addition of dard equipment.

he figures are sales-weighted each group and include changes standard equipment and nges in the model mix.

ales weighted means that the res reflect the market share of company. The Big 3 increases weighted according to the 3 market share held each year Chrysler Corp., Ford Motor Co. General Motors. The Japanese eases are weighted on the share otal Toyota-Nissan-Honda- da sales held by each.

he notion that the Big 3 greed- raised prices along with the anese during the mid-1980s has widely repeated for years.

he allegations were leveled again last month by Richard Recchia, executive vice presi- of Mitsubishi Motor Sales of erica, in an address to the Au- otive News World Congress. y were repeated a week later by so Sugiura, retired chairman of da Motor Co., in a meeting *Automotive News* editors and rters.

nd Walter Huizenga, president he American International Au- obile Dealers Association, deli- d a similar message in a Jan- news release.

he Big 3 critics declared that U.S. makers opted for record its through higher prices in the -1980s and used those profits ay big bonuses to executives to diversify their operations ead of using the money to ad- e their automotive business.

ome of those statements are on mark: Big 3 profits did set a record in 1984; executive bonuses were more than generous; and higher prices made a substantial contribution. The Big 3 did diversify, but they also poured many more billions into research and development, tooling, new facilities and product.

In his speech defending the Japanese and criticizing Detroit, Recchia stressed the price angle: "From 1981 to 1986, as import prices soared due to controlled supply and changes in the exchange rate, the domestics did not restrain their prices; rather, they followed suit."

Another import leader emphasized investments. At last month's North American International Auto Show in Detroit, Robert McCurry said, "In a protected market, Detroit did begin to make good profits — and to invest them in aerospace companies, computer companies and S&Ls." McCurry is executive vice president of Toyota Motor Sales U.S.A..

Informed of the *Automotive News* study last week, Recchia called it a comparison of apples and oranges and said it did not give proper consideration to the many new models introduced by the four Japanese companies. The Big 3, he said, did not bring out as many new products.

For instance, the Camry was redesigned during the 1982-1987 time period; the Tempo was not.

"Any hike by the Big 3 beyond normal economic forces lessened the impact the Big 3 could have had on the market," Recchia said. "It makes no difference whether the Big 3 raised prices dollar for dollar. They had the chance to hold increases to a minimum, get a strong advantage over the Japanese and take market share. They did not take advantage of that."

The Voluntary Restraint Agreement limited exports of Japanese cars to the United States and presumably permitted the Japanese to charge more because demand exceeded supply. It went into effect April 1, 1981, when the 1981 model year was half over. The *Automotive News* price analysis covers the 1982-87 model years.

The study compared the announced Big 3 price hikes with those of the four Japanese sales leaders in this country. (See table.)

In four of those six model years, the four Japanese makes raised prices more than the Big 3, both in dollars and in percent of increase. In 1982, before the change in the yen/dollar relationship, the Big 3 had a higher dollar increase, but a slightly lower percentage boost. Only in 1984 did the Big 3 top the Japanese in both dollar increase and percentage increase.

In the 1986 model year, when the currency exchange rate showed its greatest change — about 54 percent — the four Japanese leaders announced car price increases averaging $1,308 or 14 percent, according to the *Automotive News* analysis. The Big 3 prices rose $804 or 6.1 percent.

The following year, the currency gyrations settled down, and the Japanese played catch-up. Their 1986 increase, though sizable, was less than the yen-dollar change. In the 1987 model year, car prices of the four Japanese leaders went up an average of $809, or 7.2 percent. The Big 3 settled for $320, or 2.4 percent.

The yen rose from 156 to the dollar to 143 during the 1987 model year, a gain of 9 percent.

Looking at individual models, from April 1981 to April 1987, a Nissan 210/Sentra Deluxe (or E) two-door went up 35 percent; a Honda Accord four-door, 41 percent; a Toyota Corolla Deluxe four-door, 44 percent; and a Honda Civic DX three-door, 46 percent. A Ford Escort two-door rose 25 percent; a Mustang rose 33 percent.

The bigger domestic cars had bigger price hikes. A Chevrolet Caprice four-door rose 50 percent in the 1982-87 model years, and a Buick LeSabre jumped 69 percent. All percentage figures reflect increases in base sticker prices without adjusting for equipment changes.

Each of the Japanese models mentioned was redesigned during the 1982-87 period. Of the Big 3 models, only the LeSabre had a complete change.

The strengthening of the yen was a big factor in the Japanese price spiral. In September 1985, the exchange rate was 240 yen to the dollar. By mid-June 1986, it was 166 yen to the dollar. AN

AUTO PRICE INCREASES — 1982-1987

Annual price, increases announced by the companies for their comparably equipped cars. Calculated by Automotive News.

Model year	Big 3		Toyota-Nissan-Honda-Mazda		Yen-dollar exchange rate
	Amount	Pct. of increase	Amount	Pct. of increase	
1982	$574	5.68	$ 422	5.86	248*
1983	201	1.82	299	3.87	237*
1984	217	1.96	494	5.39	247**
1985	476	3.81	227	2.60	215**
1986	804	6.14	1,308	13.96	156**
1987	320	2.36	809	7.21	143**

*Average for full year
**As of Oct. 1

Big 3 spent profits on execs, acquisitions

OHN K. TEAHEN JR.
nior Editor

The Big 3 made a pile of money in the mid-1980s. heir net profits totaled $6.3 billion in 1983, limbed to a record $9.8 billion in 1984, fell back nd then improved to $9.5 billion in 1987.

What did they do with it? Executives and share- olders did well, and some was used for extracur- icular acquisitions — non-automotive stuff.

In 1985, Chrysler Corp. paid $637 million for ulfstream Aerospace Corp. and $552 million for inancial properties. Ford Motor Co. shelled out 493 million for First Nationwide Financial Corp. nd $330 million for New Holland farm equipment.

Chrysler found the aircraft business wasn't its ag and sold Gulfstream for $825 million in 1990. ord sold 80 percent of New Holland last April.

Meanwhile, Chrysler Financial Corp. and Ford's Financial Services Group are the only parts of those companies that are showing a profit.

General Motors was the king of the extracurriculars. In 1985, it coughed up $5.2 billion for Hughes Aircraft, but only $2.7 billion was cash. The rest was in new Class H stock. GM has since purchased some $300 million of those shares, bringing its cash outlay for Hughes to a bit more than $3 billion.

The Hughes deal followed GM's 1984 purchase of Electronic Data Systems Corp. for $2.5 billion. To that, add the $700 million it cost to buy EDS founder Ross Perot off the GM board in 1986.

But the Big 3's capital expenditures on the automotive side were several times the amounts that went into diversification. For example, GM spent nearly $27 billion for plant facilities and special tools in 1985-86-87, including a single-year high of $11.7 billion in 1987. AN

Chrysler executive blames margins for high Japan stickers

MARY CONNELLY
Staff Reporter

If a Jeep Cherokee costs too much in Japan, blame excessive Japanese distribution and dealer margins that add 26 percent to the sticker, Chrysler Corp. says.

Honda Motor Co. and its dealers require a much higher margin for selling the Cherokee in Japan than they do for U.S.-assembled Honda Accords sold there, says Thomas Denomme, Chrysler executive vice president for the corporate staff group.

Chrysler's Japanese distributors, including Honda, require a distribution margin of $11,500, which adds to the cost of a Jeep Cherokee Limited in Japan, Denomme says. Homologation costs, sales tax, freight and customs fees total an additional $5,500, bringing the vehicle's list price to about $44,000 in Japan, he said. The same vehicle sells for about $27,000 in the United States.

Denomme: cites dealer margins

Chrysler's latest blast against Japanese trade practices is aimed at Honda, which began distributing Jeeps in Japan in early 1991. Less than a month ago, Chrysler Chairman Lee Iacocca publicly ridiculed Honda's pledge to triple Jeep sales to 1,210 by 1994.

Denomme wrote a response to an article in last week's *Automotive News* examining Jeep pricing in Japan. The article analyzed the pricing of a Cherokee Limited with a list price of $25,484 in the U.S. market and 5.2 million yen, about $40,000, in the Japanese market. The markup is higher than for most other imported vehicles in that country.

Jeeps are sold in Japan through Chrysler Japan Sales Ltd. and through Honda's Primo channel.

In the Feb. 3 article, a Honda spokesman said Honda "has no control on the import prices," adding that pricing is done through Chrysler. Honda said its dealers complain that the Jeep Cherokee price is "at least 1 million yen ($7,800) too high" to compete with Japanese products.

Denomme said Honda's suggestion that Chrysler sets the pricing is "at best disingenuous and at worst a deliberate mischaracterization of how prices are actually set in Japan."

The high Cherokee price "is a result of needless homologation standards, complex customs clearance procedures and, most importantly, excessively high margins required by the Japanese distributors and by Honda's dealers," Denomme wrote.

Denomme attributed a $17,000 difference between U.S. and Japanese Cherokees to four costs: homologation, about $3,000 per unit; overseas freight and customs clearance, $1,000; sales tax,$1,500; and distribution margins, $11,500.

The margins are "required by Honda and others acting as our distributors and by Honda's dealers, most of which are owned by Honda," Denomme said.

In contrast to the Cherokee's added cost of $17,000, which is 38.6 percent of the purchase price, he said, a Honda Accord exported from Marysville, Ohio, to Japan carries a total added price of only 26 percent, including distribution margins for the Japanese distributor owned by Honda and for Honda dealers.

"If that same margin were offered to Chrysler, we could reduce our Japanese price on the Cherokee by more than $4,000," Denomme said.

Chrysler said its own U.S. distribution margin on the Raider sport-utility, a Dodge-badged version of the Japanese-built Mitsubishi Montero retailed by Chrysler in the late 1980s, was almost $7,000 less than the margin for the Cherokee in Japan.

Wrote Denomme: "Honda's comments can only be interpreted as yet another attempt by the Japanese to obfuscate the overriding reality, which is that the Japanese auto market has been for 40 years, and continues to be, closed to foreign competitors." AN

IMPORTERS

Publicity counters 'Buy American' rally

continued from PAGE 4

"American" cars on the road. More than 60,000 of the brochures were sent to politicians, journalists and association members in January.

Last week, the American International Automobile Dealers Association completed a four-page booklet to be distributed at the NADA convention and to its members and the media.

The booklet stresses the global nature of the auto industry and the positive effects of foreign investment.

The Japanese, who have spent billions in U.S. plants and research and development facilities, now seem ready to trumpet those investments. For example:

■ Jan Thompson, vice president of Mazda Motor of America, says she's considering a campaign fo

Rock, Mich.

■ Chris Wackman, vice president for marketing at Subaru of America, says his company now is considering putting stickers on Legacys built in Lafayette, Ind., to proclaim their origin.

The stickers have been printed for a while.

"Maybe it's time we do that," Wackman said.

He also said the company would consider putting a tag at the end of some ads to point out that Subaru is building cars in the United States.

■ And maybe it wa [illegible] dence that Toyota [illegible] American event [illegible] Bowl to reverse i [illegible] tive

"From the [illegible] sion was m [illegible] to Castabuilt mes [illegible] ting to Jeep/ story," [illegible] and to Chrysler who a [illegible] bert Lutz on Jeep/ "The [illegible] orm operations matters.

Makers revise incentives

ARLENA SAWYERS
taff Reporter

Revised incentive programs were nnounced last week by Ford lotor Co., General Motors, Toyota lotor Sales U.S.A. Inc. and merican Suzuki Motor Corp.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
SUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)	
Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1991, expires March 3)	
Legacy	$1,200-1,700
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

incentive WATCH

Ford's new program includes regional customer rebates on some vehicles.

Incentives on 1991 and 1992 Ford cars and trucks range from $400 to $1,500; spiffs on 1991 and 1992 Mercury models range from $400 to $2,000.

Alternative financing of 2.9 to 7.9 percent is available, depending on contract length, on all vehicles except Lincolns.

The expiration date on Lincolns was extended from March 3 to March 31, the date the rest of Ford's program expires.

Until Sept. 24, active military personnel who buy any Escort, Festiva, Mustang, Tempo, Probe, Ranger, Tracer, Topaz or Cougar are eligible for an additional $400 rebate.

New customer rebates announced by GM divisions have two expiration dates: May 4 for 1991 models and June 4 for 1992 models.

Buick customer rebates range from $250 to $1,000 on 1991 and 1992 cars. The programs exclude Park Avenue, Park Avenue Ultra and Roadmaster.

In lieu of rebates, consumers can choose cut-rate financing of 2.9 to 6.9 percent depending on contract length.

Chevrolet's customer rebates range from $300 to $750 on 1991 and 1992 Chevrolet and Geo cars and from $500 to $1,000 on 1991 and 1992 Chevrolet trucks.

GMC is offering customer rebates ranging from $400 to $1,000 on 1991 and 1992 trucks.

Oldsmobile is continuing its regional customer rebate program. The rebates range from $500 to $2,000 on 1991 and 1992 vehicles and exclude the new 1992 Achieva. In lieu of rebates, consumers may choose cut-rate financing of 2.9 to 6.9 percent depending on contract length.

Dealers report that **Pontiac** is paying $1,000 in factory-to-dealer cash on 1991 and 1992 LeMans models. Pontiac announced its new customer rebate program a week earlier than the other GM divisions.

A new factory-to-dealer incentive offered by **Toyota** pays $200 to $1,000 on 1992 cars, $200 to $800 on 1991 cars and $400 to $1,500 on 1991 and 1992 trucks. The program ends April 2.

Also until April 2, **Suzuki** is paying its dealers incentives on Sidekick and Swift.

The payments are: 1991 Swift, $700 to $1,000; 1992 Swift, $400 to $700; 1991 Sidekick, $1,000 to $1,500; and 1992 Sidekick, $300 to $700. ▪

Special Correspondent Chris Eschenburg contributed to this report.

NHTSA publishes research journal

WASHINGTON — Research on computer models of head injuries and the visibility of daytime running lights are among the reports in the first issue of a new research journal, *Auto & Traffic Safety*, published by the National Highway Traffic Safety Administration.

Copies can be obtained from NHTSA by sending requests to NRD-01, 400 Seventh St. S.W., Washington, DC, 20590.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO.

1992 models

Expires Mach 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.

Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500

1991 models

Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.

Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
G van	$500-750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (same as 1992 models)	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

CONTINUING PROGRAMS

CHRYSLER CORP.
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.

1991-92 models

Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only:	
LeBaron sedan, Acclaim, Spirit	$1,500

MITSUBISHI (expires Feb. 10)

Precis/Mirage (1990-92)	
Southwest	$500
West	$750
Galant (1990-92)	
West	$750
Pickups (1991-92)	
Southwest	$1,000

SUBARU (expires March 3)

Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

GM

Carmaking groups undergoing changes

continued from PAGE 4

our employees," the GM statement said.

The turmoil that resulted from the 1984 upheaval caused GM Chairman Robert Stempel and other top executives to vow never to repeat the error of announcing a reorganization before preparing employees first.

Sensitivity to those concerns was evident as GM created the Powertrain Division in three stages: First by combining the engine operations of B-O-C and C-P-C, then by bringing in the transmission operations of Hydra-matic Division, and finally by adding Central Foundry Division last year.

When each move occurred, employees saw it as a natural consequence and were aware of how they fitted into the new organization.

Stempel is viewed throughout GM as an executive deeply concerned about his employees. Before moves are made, Stempel likes to make sure employees get the information first and understand why they must be made. Before his Dec. 18 cutback announcement, Stempel talked via satellite with all employees so they knew what to expect.

Reorganizing B-O-C and C-P-C so they work more like a unit devoted to North American vehicle operations instead of separate entities may seem like a natural move by the time it actually occurs.

In fact, since the 1984 reorganization, the roles of both central organizations have been reduced.

Employment at the two massive car groups has been reduced greatly by plant closings and attrition and because the company saw a need to move certain disciplines from a central organization out to where cars are actually designed and built.

There are fewer planners, engineers, buyers, finance people, marketers and labor relations specialists on the central staffs of the groups. They have been moved to platform teams with direct responsibility over a particular line of cars.

At B-O-C, that translates into fewer people at its headquarters in Warren, Mich., and more at its engineering centers at Cadillac in Detroit and at the Lansing, Mich., and Flint, Mich., automotive divisions.

One top GM executive, who spoke on the condition of anonymity, said the groups have been melting away as GM took a hard look at the functional and employment needs of building cars, and where the employees should be deployed.

B-O-C's central office staff has shrunk so much that it has leased space in its headquarters building to other GM organizations and is making a profit in rent. B-O-C had 110,000 employees when it was formed and now has 71,000.

C-P-C had 150,000 employees when it was formed in 1984 and has about 101,000 employees now. That figure includes 13,400 GM de Mexico SA employees who were not part of C-P-C eight years ago.

The responsibilities of the two car groups also have evolved over the years, making a more unified organization logical.

B-O-C once was charged with engineering and assembly of large cars, but has been given responsibility for most of GM's small cars such as the Chevrolet Corsica and Beretta, Buick Skylark, Olds Achieva and Pontiac Grand Am.

C-P-C was responsible for small cars, but in 1989 was given jurisdiction over large rear-wheel-drive cars such as the Chevrolet Caprice and Buick Roadmaster. ▪

Robertson leads Jeep operations

Chrysler Corp. has named Bernard Robertson vice president of Jeep/truck engineering and general manager of Jeep/truck operations.

Robertson had been general manager of Jeep and truck platform engineering.

Robertson: Jeep general manager

Robertson assumes the title of general manager of Jeep/truck operations from Francois Castaing. The change means that Robertson now heads one of Chrysler's four platform groups which develop the company's vehicles.

Castaing continues as vice president of vehicle engineering, responsible for the design, development and implementation of all vehicle engineering programs. With Robertson heading Jeep/truck operations, Castaing now "will focus even greater attention to the development of vehicle tech[illegible] including electric and [illegible] fuel vehicles," Chrys[illegible]

Robertson will r[illegible] ing on matters r[illegible] truck engineerin[illegible] President Robe[illegible] truck platform[illegible]

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Belvidere, Ill.	**2/10**	
Chrysler Fifth Avenue		1,000
Chrysler Imperial		100
Chrysler New Yorker Salon		600
Dodge Dynasty		3,000
FORD MOTOR CO.		
Dearborn, Mich.	**2/10**	**2,800**
Ford Mustang		
Edison, N.J.	**2/10**	**2,800**
Ford Ranger		
Oakville, Ontario	**2/10**	**4,800**
Ford Tempo		
Mercury Topaz		
Twin Cities, Minn.	**2/10, 2/17**	**3,600**
Ford F-series pickup		
Ford Ranger		
Wayne, Mich.	**2/10**	**5,800**
Ford Escort		
GENERAL MOTORS		
Doraville, Ga.	**2/10, 2/17**	**2,400**
Oldsmobile Cutlass Supreme		
Oklahoma City	**2/10**	
Buick Century		1,400
Oldsmobile Cutlass Ciera		3,600
Pontiac, Mich. (West)	**2/10, 2/17**	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Shreveport, La.	**2/10, 2/17**	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Tarrytown, N.Y.	**2/10**	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Willow Run, Mich.	**2/10**	
Buick Roadmaster Wagon		350
Chevrolet Caprice		2,300
Oldsmobile Custom Cruiser		100
Total U.S. car		**23,450**
Total U.S. truck		**13,670**
Total Canadian car		**4,800**
Total units lost week of 2/10		**41,920**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

GM unions reject taking shutdown as vacation time

LIZ PINTO and PHIL FRAME
Staff Reporters

UAW locals at General Motors plants nationwide are refusing to take a mandatory two-week vacation this summer during a companywide shutdown.

GM would have to pay an estimated $260 million more in unemployment benefits and Supplemental Unemployment Benefits if the workers won't take the shutdown as vacation.

Many locals are rejecting GM's request without a rank-and-file vote. The two-week shutdown was part of the plan proposed by Chairman Robert Stempel in December to cut costs.

"The union position is that those two weeks of shutdown are for a model change and we have the right to draw unemployment and SUB when that happens," said Steve Featherston, president of UAW Local 1999 in Oklahoma City. "The GM-UAW contract is clear on how members will take their vacation, which is when they want to. So we do not intend to vote on the GM request."

Similar attitudes reigned at all the plant locals contacted by *Automotive News*. Local presidents said they did not intend to bring GM's request to a vote.

Says GM spokesman John Maciarz: "If they say no, I guess it's no. We can't force people to take vacation." AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 2/3-2/8/92	Actual 1/27-2/3/92	Jan. Total	Year 1/1-2/8/92	Year 1/1-2/8/91
LeBaron J	0	1,002	3,809	3,809	2,690
New Yorker	550	468	2,307	2,689	1,525
Fifth Avenue	1,000	862	2,533	3,385	4,328
Imperial	225	54	616	792	1,275
Town & Country (trk.)	300	207	575	887	338
Total Chrysler	**2,075**	**2,593**	**9,840**	**11,562**	**10,156**
Sundance	1,750	1,109	2,556	4,306	4,627
Acclaim	0	1,774	6,067	6,067	13,926
Voyager (trk.)	1,860	1,443	3,841	5,831	8,954
Voyager (Can. trk.)	2,778	3,168	11,237	14,503	12,073
Total Plymouth	**6,388**	**7,494**	**23,701**	**30,707**	**39,580**
Daytona	2,875	580	1,234	4,109	1,075
Shadow	2,200	2,467	5,071	7,271	4,963
Dynasty	250	2,611	8,080	7,904	19,536
Spirit	0	1,337	5,794	5,794	12,446
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	0
Caravan (trk.)	2,760	2,040	5,818	8,762	11,550
Caravan (Can. trk.)	3,666	3,323	15,555	19,833	16,032
Caravan C/V (trk.)	75	65	122	211	333
Caravan C/V (Can. trk.)	156	205	698	888	516
Dakota (trk.)	3,225	2,577	8,536	11,205	4,809
Ram pickups (trk.)	1,500	1,276	4,208	5,418	4,827
Ram Wagon (Can. trk.)	526	556	1,966	2,492	1,239
Ram Van (Can. trk.)	1,347	1,436	4,584	5,931	2,409
Total Dodge	**18,580**	**18,473**	**61,666**	**79,818**	**79,736**
Premier (Can.)	0	0	0	0	0
Cherokee (trk.)	2,125	0	7,772	9,044	6,687
Comanche (trk.)	50	0	223	248	557
Grand Cherokee (trk.)	350	191	432	672	0
Wagoneer (trk.)	25	0	51	76	202
Wrangler (Can trk.)	1,932	1,961	7,384	9,480	5,624
Total Jeep-Eagle	**4,482**	**2,152**	**15,862**	**19,520**	**13,070**
Total U.S. car	**8,850**	**12,264**	**38,070**	**46,126**	**66,301**
Total Can. car	**0**	**0**	**0**	**0**	**0**
Total U.S. truck	**12,270**	**7,799**	**31,578**	**42,354**	**38,257**
Total Can. truck	**10,405**	**10,649**	**41,424**	**53,127**	**37,893**
CHRYSLER CORP.	**31,525**	**30,712**	**111,072**	**141,607**	**142,541**
Escort	0	5,821	10,365	10,375	18,410
Mustang	0	2,832	5,062	5,035	4,752
Tempo	0	2,624	8,357	8,284	10,456
Tempo (Can.)	0	3,748	10,955	10,901	9,118
Taurus	7,818	0	24,476	32,274	28,461
Thunderbird	2,041	1,835	4,031	6,037	4,788
Crown Victoria (Can.)	2,355	2,417	4,434	6,803	7,551
Aerostar (trk.)	4,010	4,035	11,270	15,280	13,617
Bronco (trk.)	0	0	1,067	1,066	1,326
Explorer/Bronco II (trk.)	6,616	6,559	26,414	33,030	28,015
Navajo (trk.)	74	74	310	384	2,141
Econoline (trk.)	4,259	4,447	13,912	18,174	8,539
-Heavies (trk.)	1,038	1,036	2,899	3,937	3,841
Light trucks (trk.)	8,582	9,374	33,867	43,135	22,995
Light trucks (Can. trk.)	3,052	3,063	8,905	18,189	7,459
Ranger (trk.)	4,512	7,269	17,096	21,593	23,600
Total Ford Div.	**44,357**	**55,134**	**183,420**	**234,497**	**195,069**
Topaz	0	1,450	3,452	3,452	4,077
Topaz (Can.)	0	932	2,798	2,798	2,570
Cougar	1,360	1,197	2,682	4,017	4,158
Sable	2,686	0	8,996	11,663	7,980
Grand Marquis (Can.)	2,469	2,424	4,521	6,975	151
Total Mercury	**6,515**	**6,003**	**22,449**	**28,905**	**18,936**
Continental	982	0	1,583	2,568	6,492
Mark VII	210	0	267	468	1,137
Town Car	2,976	0	4,747	7,742	15,265
Total Lincoln	**4,168**	**0**	**6,597**	**10,778**	**22,884**
Total L-M Div.	**10,683**	**6,003**	**29,046**	**39,683**	**41,820**
Total U.S. car	**18,073**	**15,764**	**74,018**	**91,915**	**105,966**
Total Can. car	**4,824**	**9,521**	**22,708**	**27,477**	**19,390**
Total U.S. truck	**29,091**	**32,794**	**106,835**	**136,599**	**104,074**
Total Can. truck	**3,052**	**3,063**	**8,905**	**18,189**	**7,459**
FORD MOTOR CO.	**55,040**	**61,146**	**212,466**	**274,180**	**236,889**
Skylark	1,785	1,071	4,707	6,492	13,533
Century	1,445	1,460	4,321	5,766	5,206
Regal (Can.)	0	0	4,526	4,526	13,135
Riviera	232	210	897	1,129	1,128
Park Avenue/Electra	1,742	0	3,396	5,138	12,688
LeSabre	3,500	3,216	12,807	16,307	21,507
Roadmaster Sedan*	1,380	1,286	5,339	6,719	0
Roadmaster Wagon†	400	335	1,100	1,510	239
Reatta	0	0	0	0	74
Total Buick	**10,484**	**7,578**	**37,093**	**47,587**	**67,610**
Eldorado	993	1,009	3,409	4,402	1,424
Seville	1,034	1,013	3,538	4,572	2,781
Brougham	0	450	2,170	2,170	2,457
DeVille	3,970	3,433	3,433	7,403	16,771
Allante	0	0	0	0	346
Total Cadillac	**5,997**	**5,905**	**12,550**	**18,547**	**23,779**
Cavalier	4,533	4,422	16,176	20,709	29,643
Camaro	0	0	4,232	4,232	4,029
Corsica-Beretta	4,880	4,611	19,546	24,426	23,119
Lumina (Can.)	0	0	0	13,299	19,073
Caprice	2,820	2,272	7,823	10,643	15,332
Corvette	480	450	450	930	2,592
Astro (trk.)	3,167	3,467	14,448	17,615	6,894
Blazer (trk.)	396	439	1,410	1,806	747
Lumina APV (trk.)	0	1,771	2,994	2,994	3,854
Mediums (trk.)	80	73	583	664	1,126
P-Model (trk.)	430	425	1,102	1,532	1,089
Pickups (trk.)	6,818	4,754	7,583	14,400	18,134
Pickups (Can. trk.)	4,200	4,210	17,503	22,086	17,433
S10 (trk.)	967	5,824	15,700	16,667	23,107
S10 Blazer (trk.)	2,232	3,318	11,624	13,856	3,523
Sportsvan (trk.)	1,075	1,093	4,086	5,161	2,186
Sportsvan (Can. trk.)	1,900	1,931	5,418	7,483	1,926
Suburban (trk.)	1,075	1,065	3,747	4,822	2,396
Total Chevrolet	**35,053**	**40,115**	**134,425**	**183,325**	**176,280**
Achieva/Calais	2,820	2,889	10,037	12,857	9,759
Cutlass Ciera	3,604	3,610	9,696	13,300	4,898
Cutlass Ciera (Can.)	0	0	0	0	7,877
Cutlass Supreme	0	2,427	6,507	6,507	11,486
Toronado	108	134	568	676	643
Eight Eight	2,167	1,503	6,508	8,675	10,143
Custom Cruiser Wag.††	160	143	443	603	0
Ninety Eight	1,230	1,292	1,292	2,522	10,124
Silhouette (trk.)	0	558	1,020	1,020	1,110
Bravada (trk.)	285	370	1,512	1,797	2,114
Total Oldsmobile	**10,374**	**12,926**	**37,583**	**47,957**	**58,154**
Sunbird	2,027	2,119	7,814	9,841	12,979
Grand Am	4,485	4,542	19,379	23,864	18,268
Firebird	0	0	1,877	1,877	1,003
Grand Prix	0	3,363	9,266	9,266	8,823
Pontiac 6000	0	0	0	0	3,142
Bonneville	2,926	0	5,243	8,169	5,765
Trans Sport (trk.)	0	640	1,175	1,175	2,058
Total Pontiac	**9,438**	**10,664**	**44,754**	**54,192**	**52,038**
Yukon/Jimmy (trk.)	124	28	348	472	287
Mediums (trk.)	520	516	2,070	2,596	2,028
P-Model (trk.)	90	87	211	301	251
Pickups (trk.)	2,494	3,939	5,207	7,701	6,516
Pickups (Can. trk.)	1,200	1,272	6,339	7,644	6,096
Syclone/Sonoma (trk.)	363	155	2,892	3,255	5,570
Typhoon/S15 Jimmy (trk.)	363	773	3,187	3,550	1,967
Safari (trk.)	1,311	1,098	4,738	6,049	2,937
Suburban (trk.)	300	185	893	1,193	1,776
Vandura (trk.)	542	527	2,744	3,286	885
Vandura (Can. trk.)	500	504	3,896	4,274	940
Total GMC	**7,807**	**9,084**	**32,525**	**40,321**	**29,253**
Total Saturn*	**3,350**	**3,350**	**14,485**	**16,134**	**4,135**
Total U.S. car	**52,071**	**50,610**	**186,379**	**236,839**	**254,137**
Total Can. car	**0**	**0**	**4,526**	**17,825**	**40,085**
Total U.S. truck	**22,632**	**31,095**	**89,274**	**111,912**	**90,555**
Total Can. truck	**7,800**	**7,917**	**33,156**	**41,487**	**26,395**
GENERAL MOTORS	**82,503**	**89,622**	**313,335**	**408,063**	**411,172**
Can. car	2,200	2,296	7,895	12,391	14,547
Can. trk.	1,400	1,422	4,943	7,765	6,187
CAMI*	**3,600**	**3,718**	**12,838**	**20,156**	**20,734**
DIAMOND-STAR*	**3,448**	**3,252**	**13,830**	**16,480**	**17,278**
Civic	1,600	1,863	7,594	9,194	9,451
Civic (Can.)*	2,200	2,410	9,832	12,032	11,913
Accord	8,400	8,220	33,967	42,367	38,934
Total U.S. car	**10,000**	**10,083**	**41,561**	**51,561**	**48,385**
Total Can. car	**2,200**	**2,410**	**9,832**	**12,032**	**11,913**
HONDA	**12,200**	**12,493**	**51,393**	**63,593**	**60,298**
HYUNDAI Sonata (Can.)	**642**	**644**	**1,650**	**2,291**	**5,857**
MAZDA*	**2,100**	**2,432**	**9,011**	**11,111**	**16,161**
U.S. trk.	0	1,673	6,747	6,747	7,906
Can. trk.	165	164	681	846	830
NAVISTAR	**165**	**1,837**	**7,428**	**7,593**	**8,736**
Sentra	2,850	3,412	12,868	16,247	16,983
Pickup (trk.)	2,784	3,193	12,428	15,731	16,214
NISSAN	**5,634**	**6,605**	**25,296**	**31,978**	**33,197**
Geo Prizm	1,900	2,063	8,497	10,397	11,637
Toyota Corolla	2,350	2,505	10,358	12,708	11,514
Toyota Hilux (trk.)	705	630	2,190	2,880	0
NUMMI	**4,955**	**5,198**	**21,045**	**25,985**	**23,151**
Legacy	1,184	1,245	5,134	6,318	6,525
Pickup (trk.)	507	563	2,223	2,730	0
Rodeo (trk.)	880	950	3,883	4,763	0
Total U.S. car	**1,184**	**1,245**	**5,134**	**6,318**	**6,525**
Total U.S. trk.	**1,387**	**1,513**	**6,106**	**7,493**	**6,364**
SUBARU-ISUZU	**2,571**	**2,758**	**11,240**	**13,811**	**12,889**
Camry	4,724	4,571	21,136	25,860	24,895
Corolla (Can.)	1,500	1,588	6,079	7,579	7,549
TOYOTA	**6,224**	**6,159**	**27,215**	**33,439**	**32,444**
VOLVO 740, 940 (Can.)	**150**	**150**	**636**	**786**	**989**
AM GENERAL (trk.)	**375**	**375**	**1,575**	**1,950**	**2,450**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**10,000**	**12,400**	**16,250**
Total U.S. car	**107,550**	**108,265**	**420,071**	**525,562**	**579,872**
Total Canada car	**11,516**	**16,609**	**53,326**	**80,381**	**99,530**
Total U.S.-Canada Car	**119,066**	**124,874**	**473,397**	**605,943**	**679,402**
Total U.S. truck	**71,644**	**81,472**	**266,733**	**338,146**	**282,070**
Total Canada truck	**22,822**	**23,215**	**89,109**	**121,414**	**78,764**
Total U.S.-Canada truck	**94,466**	**104,687**	**355,842**	**459,560**	**360,834**
TOTAL U.S.	**179,194**	**189,737**	**686,804**	**863,708**	**861,942**
TOTAL CANADA	**34,338**	**39,824**	**142,435**	**201,795**	**178,294**
TOTAL U.S.-CANADA CAR & TRUCK	**213,532**	**229,561**	**829,239**	**1,065,503**	**1,040,236**

*Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

May contain error of one or two units due to rounding.

Output climbs in January

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian car and truck production was 842,541 in January, 2.0 percent more than in January 1991 and 15.0 percent above December.

Increased truck production was the reason for the overall gain.

U.S. truckmakers' January build was 266,733, up 13.8 percent over last year. It was the highest January total since 1989 when 395,841 trucks were assembled.

Truck production in Canada topped the year-ago month by 48.5 percent and was the highest for January since 1962.

On a dimmer note, car production in the United States and Canada was down 8.5 percent from the year-ago month.

U.S. carmakers assembled 6.9 percent fewer cars in January than last year but topped their December build by 14.3 percent.

In Canada, car assembly was off 17.6 percent from the year-ago month and was 1.0 percent below the December total.

Last week, car and truck production in the United States and Canada slowed for the first time in 1992. The daily build was 42,706, down 7.0 percent from the prior week's 45,900.

Last week's estimated U.S. car production was off 0.6 percent from the prior week and was 1.7 percent below last year.

Canada's estimated car production last week fell 30.7 percent from the prior week and 17.4 percent from the year-ago week.

Year-to-date, car production is off 10.8 from 1991's build. U.S. carmakers are off 9.4 percent, and Canadian producers are down 19.2 percent.

In the United States, estimated truck production last week slipped 12.1 percent from the prior week but soared 92.4 percent over the 1991 week. Last year, eight truck plants were idle because of slow sales.

Truck output in Canada last week was 1.7 percent below the prior week and 48.6 percent above the year-ago week.

Year-to-date, truck producers in the United States and Canada continue to top 1991 totals. U.S. truck production is up 19.9 percent, and Canada truck production is up 54.1 percent.

General Motors announced that production of the 1993 Cadillac Allante begins today at the Detroit-Hamtramck, Mich., facility. The plant has been down since Dec. 14 for model changeover.

GM scheduled overtime for the third week in a row at the Janesville, Wis., truck facility. Last week's overtime was on the crew-cab line only. The company also scheduled Saturday overtime last week at the Scarborough, Ontario, and Oshawa, Ontario, truck plants.

Ford Motor Co. idled one shift at the Lorain, Ohio, truck facility this week in response to slow sales and high inventories.

Chrysler Corp.'s St. Louis No. 2 plant (minivans) worked three seven-hour shifts last Saturday. AN

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Automotive

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latenews

Saturn prices up $100-$200

DETROIT — Saturn sedan prices will rise $200 March 1, and the sport coupe will go up $100. The increase follows January sales of 10,204 cars, the best month in Saturn's history.

Prices of optional equipment also will climb. The hike will be $30 on automatic transmission and air conditioning, $50 on styled teardrop wheels, $55 on power sunroof and $25 to $55 on option packages for various models.

As of March 1, Saturn prices will be: SL four-door sedan, $8,395; SL1 sedan, $9,195; SL2 sedan, $10,595; sport coupe, $11,975.

This is Saturn's second increase on 1992 models. At introduction time last fall, prices rose $100 to $400 per car.

Toyota profits fall 62 percent

TOKYO — Toyota Motor Corp. said Friday that its unconsolidated operating profit slid 61.6 percent in the first half of its fiscal year ended Dec. 31, to to 77 billion yen (about $606 million at current rates). Toyota attributed most of the decline to foreign-exchange fluctuations and higher depreciation costs.

The company said pretax income fell 25.7 percent, to the equivalent of $1.6 billion. Net income fell 33.7 percent, to $815 million.

Net sales increased 1.6 percent for the period, to $34.6 billion.

The company said vehicle sales worldwide were down 1.2 percent, to 2.05 million units, while overseas production fell 8.7 percent, to

see LATE NEWS, 2

MITI may cut export ceiling

Voluntary limit lowering may follow primary vote

RICHARD JOHNSON
Staff Reporter

TOKYO — The Japanese government will announce as much as a 30 percent reduction in the country's voluntary car-export ceiling to the United States after this week's primary elections in New Hampshire, industry officials said here last week.

According to an industry insider who is close to negotiations between the government and the Japan Automobile Manufacturers Association, the voluntary export ceiling will be slashed to 1.6 million or 1.7 million cars a year from 2.3 million, the ceiling since 1985.

The lower number would be about as many cars as Japanese companies already plan to export to the United States this year.

"It's what MITI wants, and it can't be avoided," said the executive, who insisted on anonymity.

This official and others said the Ministry of International Trade and Industry normally would already have announced export levels for the fiscal year beginning April 1. But, they said, it has held off because of the tense trade situation and because it did not want to be perceived as an attempt to influence the New Hampshire voting. According to this thinking, the political benefits of announcing a cut now would accrue to President Bush at the expense of Democratic presidential contenders.

Although Japan's carmakers want to retain the 2.3 million level — or do away with the

see QUOTA, 82

Amati, Mazda's luxury division, was at its first NADA convention last week. Richard Colliver, left, Amati general manager, met with prospect John Dobbs of Courtesy Pontiac-Mazda in Memphis, Tenn. Also recruiting dealers were Kia Motors (Page 67) and AM General Corp. (Page 8). The complete guide to coverage is on Page 3.

N★A★D★A
DALLAS

JOE WILSSENS/AUTOMOTIVE NEWS

Saturn asks dealers to step up expansion

PHIL FRAME
Staff Reporter

DALLAS — Saturn Corp. is asking its dealers to speed up their plans to add second and third stores as the company dramatically increases production.

Otherwise, Saturn's 2,450-acre manufacturing complex is going to start looking like a parking lot.

That wouldn't sit well with Saturn's 5,000 UAW Local 1853 members, 89 percent of whom voted to work an extra 10-hour day of overtime each week so the plant can increase weekly production from 3,600 to 4,500 cars.

Saturn President Richard "Skip" LeFauve acknowledged that Saturn executives asked for more stores at an informal make meeting at the National Automobile Dealers Association convention in Dallas. He said Saturn made the same pitch in a nationwide closed-circuit satellite telecast to dealers in January.

Since the telecast, dealers representing 15 potential new points have either moved forward the opening dates or are thinking about opening earlier, said Donald Hudler, vice president for sales, service and marketing.

Hudler expects the 135-store dealer network to grow to about 260 by year's end.

The message for the need for more points was driven home to dealers at the make meeting by Local 1853 Financial Secretary John Michaud, according to a Saturn dealer who did not want to be quoted.

The worst thing that can happen, Michaud reportedly said, is to start stockpiling cars where workers will see them and start wondering why they committed to overtime.

Stockpiled Saturns also could give executives at General Motors reason to consider rebadging the vehicles for another make.

see SATURN, 86

Daihatsu throws in the towel in U.S.

Maker cites economy, cost of regulations

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Daihatsu's four-year effort to crack the U.S. market ended last week with its decision to stop sales at the end of the model year.

Daihatsu America Inc. announced that U.S.-bound exports of the firm's two vehicles, the Rocky sport-utility (which starts at $11,697) and Charade subcompact ($6,797), will cease late this month.

With the move, Daihatsu becomes the third importer in six months to withdraw from the market. Like France's Peugeot and Britain's Sterling, Daihatsu has also seen sales drop below 10,000 a year.

The pullout was triggered by "a broad variety of adverse circumstancees," said Chief Executive Officer C.R. "Dick" Brown. In addition to plummeting sales, he cited stiffening competition and the cost of complying with government safety and environmental regulations.

Daihatsu, concentrated on the coasts, lost almost 10 percent of its dealers in the last half of 1991 and currently has 209.

see DAIHATSU, 85

That's no import, that's my car!

Are your customers confused? Does Aunt Millie need help? Automotive News examines the different litmus tests used to determine if a car or truck is domestic. Story and table on Pages 4 and 66.

Customs slaps Honda with bill for duty

LINDSAY CHAPPELL
Staff Reporter

The U.S. Customs Service stunned Honda last week with what amounts to a $16.5-million bill for import duties on the company's Canadian-made cars.

Customs essentially stripped away many of Honda's claims for using local content in its North American products. As a result, the United States says Honda's Canadian-built vehicles don't have the 50 percent North American (U.S. and Canada) content they need to

see HONDA, 85

Automotive News

FORD LOSES $2.3 BILLION
'92 numbers depend on sales *and* incentive costs. **PAGE 4**

PROFIT MUST BE GOAL
NADA chief challenges dealers to raise standards. **PAGE 6**

ROVER TO COME OVER

▲ Range Rover dealers will get the Defender this fall. **PAGE 6**

GM HAS A WINNER
Japan takes a liking to GM parts group. **PAGE 62**

ELECTRONIC UPDATE
Something new in chips; they're not Calif. cops. **PAGE 66**

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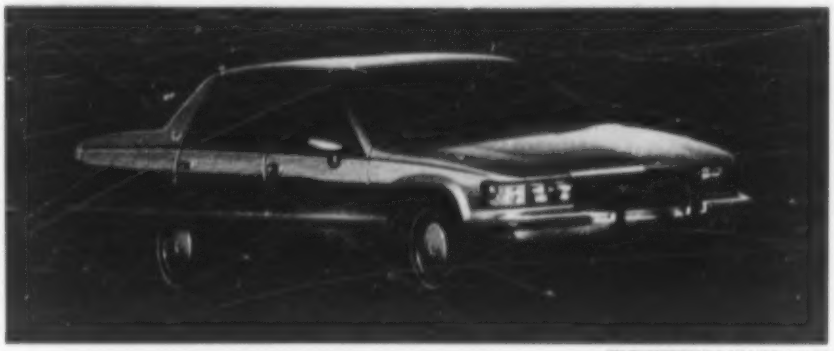
correction

The ES250 model designation was inadvertently left off the Lexus entry in a Page 1 table last week ranking the number of problems per 100 cars. The rankings were from the J.D. Power and Associates New Car Initial Quality Study for vehicles in its "upper-middle" segment.



JIM DUNNE/POPULAR MECHANICS

Cadillac updates Brougham for 1993

Cadillac's big rear-wheel-drive sedan will be redone for the 1993 model year. The Brougham sheetmetal captured in this spy photograph borrows features from other B-cars, including doors from the Chevrolet Caprice. The new Brougham has a 115.9-inch wheelbase and measures 216 inches overall. General Motor's 5.7-liter V-8 provides the power.

latenews

CONTINUED *from* PAGE 1

314,171 units. Exports rose 3.9 percent, to 857,538 units, on strong sales to Central and South America, and to the Middle East following the Persian Gulf war.

— Mary Ann Maskery

Virginia rejects Calif. standards

The Virginia Senate last week defeated a proposal to adopt California emission standards for cars sold in the state. The vote kills efforts by Gov. Douglas Wilder to join other Eastern states in a move to California rules.

Wilder's proposal was killed by the Senate Transportation Committee after intense lobbying by oil companies and car dealerships. Wilder was one of 11 governors who last fall committed to adopting California standards.

So far, only New York and Massachusetts have made progress toward adoption of the California rules. New York's regulations have been challenged in court by the Motor Vehicle Manufacturers Association.

— Max Gates

Iveco, Tatra plan venture

FRANKFURT — Iveco, Fiat Auto S.p.A.'s commercial-vehicle subsidiary, and Tatra, Czechoslovakia's largest heavy truckmaker, said last week they will form a $36 million joint venture in Czechoslovakia.

In the first phase, the venture will build Iveco vehicles in Czechoslovakia to round out Tatra's product line. Fiat would provide Tatra with parts and components produced in Czechoslovakia for Tatra trucks. The Tatra plant has a capacity of 16,000 units and 24,000 employees. Production is expected to start in 1993. Each company will invest $18 million.

— Diana T. Kurylko

Nissan switches Japanese agency

TOKYO — In a surprising and unusual move, Nissan Motor Co. has sacked Dentsu, one of its main advertising agencies in Japan for more than 40 years.

The blow, moving about $76.5 million in billings out of the world's largest agency and into rival Hakuhodo, was delivered in a formal letter.

The letter reads: "The severe structural problems the automobile industry is now facing have affected our company more than was anticipated. In view of the critical situation we will have to continue to reduce our budget for advertising and make the most effective use possible of our advertising expenditures. Taking all things into consideration, we have decided to use the agency services of Hakuhodo."

— Crain News Service

Lawmaker calls for origin labels

WASHINGTON — American consumers are confused about where the cars they want to buy come from, says U.S. Sen. Barbara Mikulski, D-Md.

Mikulski says she will introduce a bill this week to require labels on all new cars that show what percentage of their parts and assembly are American. The label would have to identify any country where at least one-third of the vehicle's parts originate.

"American car buyers have a right to know when they buy their Toyota or their Chevy what portion of that car comes from the United States of America," the senator said.

VW China gets kits from Africa

HONG KONG — Even though China and South Africa have no diplomatic relations, Volkswagen AG's new Chinese joint venture company said last week it will import 4,000 Jetta 2 semi-knockdown kits from Volkswagen of South Africa as part of the plant's trial production startup.

A spokesman for the First Auto Works, the Chinese partner in the FAW-Volkswagen Automotive Co., said in a telephone interview the kits would supplement 6,000 complete knockdown kits imported from Germany.

The FAW spokesman said the semi-knockdown Jetta 2 kits had to be imported from either South Africa or Mexico, the only two countries where the Golf derivative is still in production. But the Mexico-built cars are unsuitable for China's road conditions, leaving only South Africa as a source, he said.

Volkswagen in Germany is now producing the all-new Golf/Jetta 3, and Mexico is scheduled to begin output of the new car in April.

— Stephen Vines

Ford builds CFC-free Taurus

DEARBORN, Mich. — Ford Motor Co. announced last week that it would begin building Taurus models for east Texas that use the ozone-friendly air conditioning refrigerant HFC-134a.

The 134a replaces chlorofluorocarbon-12, which is believed to damage the atmospheric ozone layer that protects the Earth from harmful ultraviolet radiation.

Starting March 5, cars with the revised air conditioning systems will be built in batches of 500 for the eastern Texas market.

Ford, Dodge score well

WASHINGTON — The Dodge Caravan minivan and the Ford F-150 pickup scored well in the government's latest new-car crashes, but scores for the Toyota Paseo indicated a potential for driver head injury.

The Caravan had a head-injury score of 407 for the driver and 427 for the front-seat passenger, while the Ford pickup scored 860 for the driver and 590 for the passenger.

A score below 1,000 in the 35-mph crashes indicates that head injury is unlikely, according to the National Highway Traffic Safety Administration.

The two-door Paseo subcompact had a score of 1,006 for the driver, indicating head injury is possible. The passenger score was 797, according to NHTSA's latest New Car Assessment Program results.

All three had scores below 60 for chest injury, indicating that injuries were unlikely for either driver or passenger.

— Max Gates

briefly

This Chrysler makes money

Last year was lousy for many automakers, but not for **Chrysler Canada.** The company said last week that 1990 profits more than doubled to $34.2 million ($28.9 million U.S.), and sales rose 4.5 percent. "We just *managed* our way through the worst market we've seen in a decade," said President G. Yves Landry. "If we can do this in a tough year with a lot of carry-over product, can you imagine what will happen now with the Viper, the new LH line and the new Grand Cherokee?"

BUY ONE, GET ONE FREE — In an attempt to sell some new homes, the Rivergate Ridge subdivision in Mount Clemens, Mich., is offering a 1992 **Dodge** Shadow with every purchase of a new custom-built home. The Shadows, from Sterling Heights Dodge in Sterling Heights, Mich., are assembled just a few miles from the subdivision. Prices of the homes start at $150,000. The Dodge? Prices start at around $7,700.

SHO OWNERS SPEAK — Owners of the sporty Taurus SHO have been asked by **Ford Motor Co.** what they would like to see in the next generation SHO model. Bill Staib, editor and founder of the *SHO Registry*, a quarterly publication for SHO owners, says the wish list from subscribers includes more horsepower, four-wheel drive, an upgraded interior and a memory seat. "If they want to listen, we'll definitely speak," Staib said. Staib says the publication has 2,600 subscribers, most of them from California.

ROAD SHOW — **Chrysler Corp.**'s new off-road vehicle is going on the road. On March 10, Chrysler will begin taking its 1993 Jeep Grand Cherokee on a two-month nationwide tour to the plants of 13 major suppliers. Under the banner of "Teaming Up for Quality," Chrysler said it will provide supplier employees with an early look at the vehicle they help make. The tour begins in Irwindale, Calif., at TRW Technar, which supplies airbag sensors. It concludes May 5 in Holland, Mich., at Donnelly Corp., which supplies mirrors.

HOME MOVIES — **General Motors** is teaming up with the White House Historical Association and WQED-TV in Pittsburgh to provide a video tour of the White House, honoring the bicentennial of the presidential residence. GM is footing the bill for the cost of 30,000 video cassettes of the tour and companion teachers' guide to be made available to schools participating the White House 200th anniversary art exhibit and educational program.

GET CRACKING — On his way into the **Subaru of America** make meeting at the National Automobile Dealers Association convention in Dallas, Thomas Gibson, president and chief operating officer, was informed that a newspaper had told its readers to "expect a $15,000 minivan" from Subaru next year. He said Subaru has no such plans, at least not in the short run, and certainly not next year. "If that's true," said Gibson, "I don't have time to go to this meeting. I've got a lot to do between now and next year."

Gibson: short notice

Hey, Aunt Millie: Did Honda make your U.S. car?

Eye of beholder may be best norm

DAVID VERSICAL
National Editor

So the Trade War of 1992 has inspired Aunt Millie to buy an American car. And Uncle Ned is more intent than ever on buying an import.

Well, as industry followers know, that's easier said than done. When the relatives find out the Dodge Stealth is made in Japan and Honda Accords are built in Ohio, they'll begin to realize things aren't what they seem. The more they research, the more complicated it will get.

U.S. workers are no doubt discovering the same thing as they try to take advantage of their firms' contributions toward the purchase of an "American" car. It all depends on what standard they use. And in an age of global partnerships and complex government regulations, whether a car is "domestic" or not often lies in the eyes of the beholder.

Still, some lines can be drawn. And *Automotive News* lists them in a table on Page 66.

First, the country of assembly. If Aunt Millie uses that standard, she'll have to decide for herself whether a Tennessee-made Nissan Sentra is just as American as a Michigan-made Chevrolet Caprice.

Second, we note Canadian-built cars. The United States and Canada have had a free-trade pact governing autos for more than 25 years, so in many eyes a U.S.-built Chrysler minivan is no different than one built in Ontario. When the U.S. Commerce Department tallies the nation's trade balance, though, the Canadian minivan is counted as an import.

Canadian-built cars need 50 percent "value-added" North American (Canadian and U.S.) content to qualify under the trade pact for duty-free shipment to the United States. But the United States and Canada don't always agree on the figures, and a U.S. Customs Service ruling last week that could subject Honda's Canadian plant to tariffs drew a sharp protest from the automaker. (See story on this page.)

A third possible standard is North American content as figured by the EPA. (Again, for the auto industry, North American is defined as Canada and the United States, excluding Mexico.)

That is how the U.S. government determines whether a car falls into a "domestic" or "import" fleet under federal fuel economy rules. And it holds some surprises: Mexican-assembled Mercury Tracers qualify as domestic; the assembled-in-Detroit Cadillac Allante, with an Italian-made body, is an import.

The EPA and the U.S. Treasury, through its U.S. Customs Service, have different thresholds for domestic content, and they count different things as content.

For import duty purposes, Ford's Canadian-built Crown Victoria and Grand Marquis have 68 percent North American content. It satisfies the U.S.-Canadian trade rules to be imported into the United States duty-free. But for EPA fuel-economy rules, which take into account such things as wages and advertising costs, the level is 73 percent. That makes it an import, not counted in Ford's domestic corporate average fuel economy numbers.

The EPA also groups by car line, not body style. If Aunt Millie likes the fact that Ohio-built Accord sedans, wagons and coupes have more than 75 percent domestic content, she might also want to know that the EPA counts the Ac-

see DOMESTIC, 66

JOE WILSSENS/AUTOMOTIVE NEWS

Certification registration begins

Ray Green, left, NADA past president, signs up the 40 salespersons and seven managers who work at his dealerships for the NADA Sales Certification program at the NADA convention last week. Rolf Ruehring, executive director of NADA Dealership Operations, helped Green and other dealers enroll more than 500 salespersons. Green was instrumental in the development of the training program.

Ford loses a record $2.3 billion

CHARLES M. THOMAS
Staff Reporter

Ford Motor Co. expects the cost of incentives to fall this year as auto sales gather steam. More sales and lower incentive costs will go a long way to shore up the company's earnings performance.

In last year's double-dip recession, Ford posted record losses of $2.3 billion compared with earnings of $860 million in 1990. Sales and revenues were $88.3 billion, down 9.6 percent. The automaker's previous record annual loss was $1.5 billion in 1980.

Ford's worldwide automotive operations lost $3.2 billion in 1991, compared with a profit of $99 million in 1990. Automotive losses in the United States in 1991 amounted to $2.2 billion compared with a loss of $17 million in 1990.

David McCammon, Ford's vice president for finance and treasurer, blamed severe recessions in the United States, Australia and Great Britain for the losses.

But Ford's financial subsidiaries had record profits, and Autolatina, the company's Brazilian joint venture with Volkswagen, finally broke even in 1991.

Ford's average cost of incentives was $1,000 per vehicle last year. Incentives recently announced for this year work out to about $850 per unit, McCammon said.

Fourth quarter losses were $476 million, better than a $519 million loss in 1990. Domestic automotive operations lost $506 million in fourth quarter 1991 compared to a loss of $583 million for the period in 1990. Outside the United States, automotive operations lost $206 million in the fourth quarter compared to $123 million in losses a year ago.

Ford sold 1,296,000 units worldwide in fourth quarter 1991, down 140,000 units from a year earlier. For the year, Ford said it sold 5,359,000 units, down 513,000.

The company's financial services group reported record earnings of $927 million in 1991, up 22 percent from $761 million in 1990. Ford

see FORD, 85

FORD ANNUAL EARNINGS
(Totals in millions)

Year	Total Revenue	Net Income
1985	$57,615	$2,515
1986	69,694	3,285
1987	79,893	4,625
1988	92,446	5,300
1989	96,145	3,385
1990	97,650	860
1991	88,286	(2,258)

Source: Ford Motor Co.

Tariff hike sought for imported minivans, four-door sport-utilities

MAX GATES
Staff Reporter

WASHINGTON — Proposals to raise the tariff on imported minivans and four-door sport-utilities are being considered by U.S. Treasury officials and by Democrats in Congress.

Importers and their dealers are actively opposing the efforts to reclassify minivans and sport-utilities as trucks, rather than passenger cars. As trucks, they would be subject them to a 25 percent tariff instead of the current 2.5 percent tariff charged on cars.

Department of the Treasury officials last week were reviewing their own 1989 decision that classified minivans and four-door sport-utilities as cars, subject only to a 2.5 percent tariff. Imported pickups and two-door sport-utilities pay the 25 percent duty.

A Treasury spokesman said the review is a routine response to the proposal in Congress.

The moves come in the midst of "Buy America" campaigns in the auto industry and as Democrats in Congress continue to pressure the Bush administration to reduce the $41 billion annual trade deficit with Japan. Three-quarters of that deficit comes from auto-related trade.

A tariff increase would cost the government money, argued George Nield, head of the Association of International Automobile Manufacturers in Arlington, Va. The 25 percent tariff "will very likely reduce the tariff earnings to zero, because the imports will very likely be non-competitive," he said.

In 1991, imports took 17.1 percent of the combined U.S. sales of minivans and compact sport-utilities, according to the *Automotive News* Data Center.

The 1989 Treasury ruling prompted Japanese makers to shift from two-door to four-door versions of their sport-utilities. Mazda buys its domestically produced two-door sport-utility, the Navajo, from Ford Motor Co. Suzuki builds two-door Sidekicks in Canada and imports four-door versions from

see TARIFF, 85

Ford Europe losses prompt restructuring

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Shaken by a staggering loss in the United Kingdom, its home market, Ford of Europe confirmed last week that it is studying the possibility of moving its headquarters to the Continent as part of a sweeping program to streamline operations.

"As part of our overall restructuring program, Ford is leaving no stone unturned to find ways of improving the international competitiveness of our European operations," the company said in a statement.

The company denied that it is considering moving its research and engineering operations from Britain to Germany, however.

Ford Motor Co. late last week reported a loss of more than $1.1 billion in 1991 on its European operations, once the crown jewel of its domain. The company said that a $761 million loss by Ford of Britain and a $354 million loss at Jaguar wiped out profits on the European continent and other overseas markets.

Had Jaguar ownership not been transferred directly to world headquarters in Dearborn in November, said Ford of Europe, its loss would have been $1.7 billion.

Ford of Europe earned $145 million in 1990 and a record $1.19 billion in 1989.

Against that backdrop, Ford confirmed that it is considering the relocation of its headquarters from Britain as part of a restructuring that will eliminate thousands of jobs and slash development spending by 25 percent in coming years.

Company insiders — notably Ford of Germany executives — have recommended such a move for years, grousing that corporate staff in Britain are too isolated and out of touch with what one called the "real" world.

Like other carmakers in Europe, Ford, the No. 4 producer, is bracing for an onslaught of more products from Japanese transplants building cars in England, the heart of its market.

William E. Fike, president of Ford of Europe, said last week that the company's restructuring would include:

- A 30 percent cut in the ranks of management, indirect salaried workers and foreign service employees by the end of next year. The program, instituted last year, has already trimmed 6 percent of the salaried staff and is ahead of schedule, Fike said.

see EUROPE, 85

digest

SOUTHEAST TOYOTA LOSES SUIT

DARLINGTON, S.C. — A South Carolina jury ruled last week that Southeast Toyota Distributors Inc. defrauded a local businessman when he bought a Toyota dealership in 1986.

Richard Beasley, a Florence, S.C., banker, claimed that Southeast Toyota provided falsified financial data on Toyota of Florence Inc. Beasley also claimed the company forged his name to financial documents relating to the purchase and coerced store managers into accepting unwanted inventory.

Southeast Toyota plans to appeal. The company said the Beasley verdict would not affect the outcome of more than a dozen other dealer suits against the independent distributor.

FORD RECALLS TRUCKS

DETROIT — Ford Motor Co. is recalling about 350,000 1992 light- and medium-duty F-Series trucks, Broncos and Rangers because of a potential problem in the door latches.

The company said if water leaked into the door-latch release mechanism and froze, the door could appear to be latched when it wasn't.

INVESTORS LIKE CHRYSLER

HIGHLAND PARK, Mich. — Chrysler Corp. could get $800 million to $1 billion in cash with an offering of new, convertible preferred shares to institutional investors. The company declined comment on the offering.

Chrysler had intended to sell 8 million high-yield, preferred shares at $50 each, for $400 million. But there was strong demand last week for the stock, which offers a dividend of 9.25 percent to 9.75 percent and converts to common stock in 1995.

Investors appear to be betting that Chrysler's cost-cutting and its upcoming new products will boost the company's fortunes. Chrysler lost $795 million last year.

CARRYOVER CASH STAYS

DALLAS — General Motors will pay a 5 percent carryover allowance on all 1992 models in a dealer's inventory when the 1993s are introduced, and Ford Motor Co. has announced a 5 percent carryover rebate on Escort and Probe.

Ray Rota, GMC Truck general sales manager, said GM dealers will receive the same allowance as last year. GM will pay 5 percent of sticker price upon delivery to customers for every 1992 vehicle sold between the 1993 introduction and March 31, 1993. Dealers will get a lump-sum payment of 5 percent for each 1992 vehicle in stock after March 31, 1993.

Ross Roberts, general manager of Ford Division, said dealers will get the 5 percent allowance on 1992 Probes and Escorts when the 1993 models are introduced. The new Escort will debut in the spring and the Probe in June.

The company has not announced carryover payments on other 1992 models, but Roberts said "it's important that we have a good price spread" between the older and newer models.

ACHIEVA SCX IS $15,190

The highest-performing version of the new Oldsmobile Achieva has a manufacturer's suggested retail price of $15,190. The SCX is $2,475 more than the base Achieva S coupe.

J. Michael Losh, Oldsmobile general manager, announced the price of the sports model at the Chicago auto show.

The heart of the SCX package is a 190-horsepower version of the 2.3-liter Quad 4 engine. The SCX also features a five-speed manual transaxle, low-back-pressure exhaust, 14-inch aluminum alloy wheels, a wider-track rear axle than regular Achieva models and an electronically adjustable shock-damping system. As on other Achievas, anti-lock brakes are standard equipment.

WHITE CALLS FOR QUOTA

TORONTO — Canadian Auto Workers President Bob White wants the Canadian government to limit Japanese vehicle imports to 16 percent of the Canadian market. He said the quota should be phased in over two years. It would not affect vehicles built in North American transplants. In a speech at a *Financial Post* conference on the auto industry, White also called on the government to withdraw from the U.S.-Canada-Mexico free-trade talks and peg the Canadian dollar at 80 cents U.S.

Retail upturn builds hopes

JIM HENRY
Staff Reporter

A substantial jump in early-February sales, coming on the heels of a late-January gain, carry an early whiff of a sales recovery.

The industry sold 281,082 cars and light trucks in the first 10 days of February, 13.8 percent more than last year when the Persian Gulf ground war was underway. Truck sales shot up 24.6 percent, and car sales rose 8.9 percent.

Sales were awful in the year-ago period, but analysts said this year's figures contain a much smaller percentage of fleet business, and the increase in retail sales is cause for optimism.

"The retail customer is starting to come back, and that's the guy who's been so elusive for the last couple of years," said Jack Kirnan, auto industry analyst for Kidder, Peabody & Co. in New York. "There's no question that there's very powerful evidence a recovery is taking hold in the industry."

General Motors sales jumped 23.8 percent, and Ford Motor Co. was up 21.8 percent in early February. American Honda Motor Co. Inc. rose 15.8 percent; Nissan Motor Corp. in U.S.A. edged up 4.7 percent; and Toyota Motor Sales U.S.A. Inc. surged 24.2 percent. Each of those companies reports 10-day sales totals. *Automotive News* estimates the figures for others.

Kirnan said Big 3 products have made it onto more buyers' shopping lists. "That doesn't necessarily mean the 'Buy American' thing is for real," he said, "but at least people are giving American cars a new look, and that certainly emanates from the trade talks" in January, when President Bush took the Big 3 chairmen with him to Japan.

Ray Shepherd, chairman of Ray Shepherd Motors Inc. in Fort Scott, Kan., thinks there's "a definite resurgence in interest in domestic vehicles." He should know. Shepherd has Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC, Ford, Lincoln, Mercury, Dodge, Chrysler and Plymouth franchises. Plus Toyota.

Kirnan said fleet sales for GM are running about 8 percent below last year and "certainly less than 40 percent" of total car sales. A GM spokesman confirmed that GM's fleet sales are "less than one-third" of the car mix so far this year.

At this time last year, fleet sales were accounting for more than 50 percent of industry sales, said Joel Pitcoff, Ford's research and analysis manager.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Feb. 1-10, 1992	Feb. 1-10, 1991
ALFA ROMEO (imp. car)*	55	92
Acura (imp. car)	2,298	2,119
Domestic car	7,737	6,217
Imported car	3,513	3,366
Honda	11,250	9,583
AMERICAN HONDA	13,548	11,702
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,662	2,059
Domestic car*	2,627	2,488
Imported car*	0	47
Domestic truck*	89	72
Chrysler Division*	2,716	2,607
Domestic car*	7,399	7,007
Imported car*	604	836
Domestic truck*	10,893	8,164
Imported truck*	129	227
Dodge*	19,025	16,234
Domestic car*	770	729
Imported car*	245	224
Eagle*	1,015	954
Domestic truck*	3,898	3,154
Jeep*	3,898	3,154
Domestic car*	4,304	4,076
Imported car*	312	417
Domestic truck*	3,720	3,010
Plymouth*	8,335	7,502
Domestic car*	15,100	14,300
Imported car*	1,161	1,525
Domestic truck*	18,600	14,399
Imported truck*	129	227
CHRYSLER CORP.*	34,990	30,456
Imported car*	129	169
Imported truck*	56	58
DAIHATSU*	185	227
FERRARI (imp. car)*	24	24
Domestic car	26,468	22,353
Imported car	1,079	658
Domestic truck	28,982	21,903
Ford Division	56,529	44,914
Domestic car	2,381	3,847
Lincoln	2,381	3,847
Domestic car	7,225	5,231
Imported car	1,445	1,481
Mercury	8,670	6,712
Domestic car	36,074	31,431
Imported car	2,524	2,139
Domestic truck	28,982	21,903
FORD MOTOR CO.	67,580	55,473
Domestic car	11,175	10,176
Buick	11,175	10,176
Domestic car	6,279	5,361
Cadillac	6,279	5,361
Domestic car	28,743	25,095
Imported car	2,647	1,388
Domestic truck	25,409	18,615
Imported truck	96	47
Chevrolet	56,895	45,145
GMC	6,407	4,703
Domestic car	9,617	8,204
Domestic truck	688	442
Oldsmobile	10,305	8,646
Domestic car	14,879	13,084
Imported car	265	732
Domestic truck	816	346
Pontiac	15,960	14,162
Domestic car	2,743	443
Saturn	2,743	443
Domestic car	73,436	62,363
Imported car	2,912	2,120
Domestic truck	33,320	24,106
Imported truck	96	47
GENERAL MOTORS	109,764	88,636
HYUNDAI*†	2,103	3,910
Imported car*	314	199
Domestic truck	818	316
Imported truck*	2,126	2,826
ISUZU*	3,259	3,341
JAGUAR (imp. car)*	298	661
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	744	1,469
Imported car*	3,130	2,839
Domestic truck	115	176
Imported truck*	2,176	2,591
MAZDA*	6,164	7,076
MERCEDES-BENZ (imp. car)*	1,427	2,747
Domestic car	1,635	2,987
Imported car*	2,107	1,878
Imported truck*	566	1,193
MITSUBISHI*	4,309	6,058
Infiniti	643	923
Domestic car	1,758	1,363
Imported car*	5,800	5,464
Domestic truck	1,558	1,647
Imported truck*	3,667	3,427
Nissan*	12,783	11,900
NISSAN MOTOR CORP.	13,427	12,824
PEUGEOT (imp. car)*	34	104
PORSCHE (imp. car)*	81	240
RANGE ROVER (imp. truck)*	143	158
ROLLS/BENTLEY (imp. car)*	7	30
SAAB (imp. car)*	625	644
STERLING (imp. car)*	0	92
Domestic car	646	655
Imported car*	1,125	1,619
SUBARU*	1,771	2,274
Imported car	92	84
Imported truck	299	275
SUZUKI†	391	359
Lexus (imp. car)	1,296	733
Domestic car	5,495	3,458
Imported car	6,049	5,242
Domestic truck	239	0
Imported truck	3,102	3,596
Toyota	14,885	12,296
TOYOTA MOTOR SALES	16,181	13,029
Audi (imp. car)*	351	405
Imported car*	1,498	2,315
Imported truck*	41	110
Volkswagen*	1,539	2,426
VWoA*	1,890	2,830
VOLVO*†	1,133	1,788
YUGO (imp. car)*	104	75
Domestic car	142,625	124,243
Imported car	42,423	45,625
TOTAL CAR	185,048	169,868
Domestic truck	83,632	62,547
Imported truck	12,402	14,507
TOTAL TRUCK	96,034	77,054
TOTAL CAR & TRK.	281,082	246,922

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

Inventory table > 81

January inventories rise despite sales surge

Car and light-truck inventories swelled in January despite a late-month sales surge.

The industry had an 87-day supply of cars and light trucks on Feb. 1, up from 76 a month earlier.

Car inventories crept up to 85 days from 78. Truck inventories — which had been thinned by a year-end pickup sales race between Ford and Chevrolet — jumped to 91 days from 73 on Jan. 1.

Ford Division reported a 111-day supply of pickup trucks, compared to 37 days a month earlier. The Chevrolet pickup supply was 114 days, up from 66.

The largest Japanese-based companies generally had thinner inventories than the Big 3. One exception was Nissan Motor Corp. in U.S.A., which rose to 120 days from 96.
— *Jim Henry*

Hummer looks for a few good dealers

PETER BROWN
Editor

DALLAS — Dealers: If you want a new franchise that definitely won't cannibalize sales from your other lines, AM General Corp. has a deal for you.

You can sell the Hummer.

The "street-legal" version of the Persian Gulf workhorse was on display at the Dallas convention of the National Automobile Dealers Association, where AM General was recruiting dealers.

The company plans to sell the wide-track, high-perched Hummer to the public through 30 dealers beginning in June, says Phillip Potter, manager of dealer operations for AM General. Ten more dealers will be added by year's end, and another 10 by next June, Potter said.

He said plenty of dealers showed interest at the convention.

Potter hopes for sales of five to eight Hummers per month per dealer, chiefly to commercial customers such as oil companies or utilities.

But there are also individual customers. The target, Potter said, is the "country yuppie," an outdoor person with the income to buy a vehicle expected to be priced at $40,000 to $55,000.

The Hummer is not for every taste. To create a 16-inch ground clearance, its drivetrain runs longitudinally between the two front and two rear seats. The company says that at 85 inches, it is only seven inches wider than a big station wagon.

A 6.2-liter General Motors diesel engine generates 150 horsepower at 3,600 rpm, and a high-grunt 250 pounds-feet of torque at just 2,000 rpm. EPA ratings for the 6,200-pound vehicle are 13.2 mpg in the city and 13.6 mpg in highway driving, Potter said.

AM General spokeswoman Susan Carney said the company is building 57 Hummers a day at AM General's plant in Mishawaka, Ind., chiefly for military and international customers. That can be increased to as many as 200 a day, she said.

AM General is not requiring dealers to have a separate showroom.

N★A★D★A
DALLAS

in brief

SERVICE

MEMA offers toxics labeling

ENGLEWOOD CLIFFS, N.J. — The Motor and Equipment Manufacturers Association is offering its comprehensive toxics labeling compliance service.

The program helps group members who use or sell toxic chemicals or materials to comply with state and federal environmental laws. A quarterly newsletter supplies general information on compliance, including lists of covered substances.

In addition, urgent information is provided in "Flash Updates," and members also may address specific questions and problems to compliance experts at MEMA's Washington office.

Annual cost is $250 for members. For more information call (201) 569-8500.

GM to eliminate paper catalogs

DETROIT — General Motors will supply its dealers with only microfiche or electronic catalogs after September 1993.

"Although paper catalogs will still be available prior to the 1994 model year, we're recommending GM dealers start investigating whether microfiche, electronic catalogs or both will best fit their needs," said Edgar Smith of GM's Service Parts Operations.

Nissan revises parts marketing

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has restructured its parts and service marketing unit within its Operations Support Group.

The group was formed last October to consolidate services that had been within a parts and service division.

The changes organize the marketing unit around four categories:

- Collision repair products will focus on market-responsive pricing and integrated marketing. Tim Gregart has been named manager.
- Accessory products will integrate marketing efforts with divisional and regional vehicle promotions for options such as air conditioning and audio systems. Kevin Thompson has been named manager.
- Service products includes remanufacturing, maintenance and repair products and will emphasize programs to enhance owner loyalty. Bob Sergi is manager.
- Assurance products will integrate warranty, maintenance contracts and extended service products. Craig Adrian is manager.

"The emphasis of the new structure is to build subject experts by product lines, promote long-term focus on positive ownership experience and increase responsiveness to market changes," said Peter Bossis, parts and service marketing manager.

The changes bring the unit in line with organizational strategies in the Nissan and Infiniti divisions' marketing departments. ■

GM waits on parts markup

Decision expected by '93, Rock says

PHIL FRAME
Staff Reporter

DALLAS — By the end of the year, General Motors is expected to start paying dealers more for the parts they use in warranty repairs, said Ray Green, past president of the National Automobile Dealers Association and NADA Chevrolet line representative.

GM executives acknowledge that they will have to close the gap between the wholesale rate now paid — roughly cost plus 30 percent markup — and the retail rate NADA seeks.

GM Vice President John Rock, head of the customer sales and service staff, also said the company hopes to announce its intentions on warranty parts markup before 1993. He said GM hasn't decided what to do, but finances will not permit the company to raise the reimbursement rate now.

GM executives had hinted that some announcement might be made early this year, and some observers had expected action at NADA's annual convention last week.

Green said he can't talk about GM's plans for warranty parts markup. He said he expects GM to reveal its plans "by the end of the year."

> ‘I don't think the manufacturer has any money to do anything now.’
>
> RAY GREEN
> NADA PAST PRESIDENT

Green said the recession is the reason GM didn't act on the issue at NADA. "I don't think the manufacturer has any money to do anything now," he said.

Warranty parts reimbursement has been a key issue for NADA since it released a study last June showing that the average dealership would get about $63,000 a year more if dealers were paid retail rates for parts used for warranty repairs.

Rock said the corporation considered tying warranty parts reimbursement rates to the dealership's customer satisfaction index rating.

Dealerships with good CSI ratings could get markups as high as cost plus 90 percent for warranty parts while those with poor CSI scores would continue to get about cost plus 30 percent.

But Rock said GM dropped the idea after dealers complained that CSI ratings don't always distinguish whether problems are caused by the manufacturer or the dealership. ■

'Green' service systems dominate exhibit hall

MAX GATES
Staff Reporter

Van converters, computer programmers, and finance and insurance packagers were in Dallas in numbers, but environmental protection was the emerging theme at the NADA exhibit halls.

Disposal systems for used oil, old anti-freeze and air conditioning refrigerants — ranging from waste haulers to on-site refiners — were being promoted, reflecting the new concern for environmental issues.

The key issue is how to dispose of the range of potential pollutants that a dealership generates. Handling those substances is costly, and even when it's done right, dealers can remain exposed to potential liability long after the wastes have been hauled away from the dealership.

The wide range of displayed products offered dealers the potential to cut disposal costs, save money on heating and electricity, and add profitable new recycling and reclaiming services to their operations.

Marketers promised payback times of two years or less on equipment ranging up to $10,000 or more.

Dealers might even generate some positive public relations by touting their environmentally conscious operations, noted Mary Burnett of Waste Energy Inc. of Sarasota, Fla.

"Dealers not only avoid the potential liability of disposing of wastes, but they also get the good PR of being concerned for the environment," Burnett said.

Waste Energy's line of Goldfire products included rerefining equipment that converts used oil, solvents and other petroleum-based products into No. 2 diesel oil. That can be sold, used in cars and trucks or burned in Goldfire's electrical generators to cut electricity costs.

Waste oil heaters have evolved from pot-bellied stoves in "mom and pop operations" to today's

N★A★D★A
DALLAS

thermostatically controlled, 4,000-plus BTU units, said Bill Forbes of Lenan Corp. of Janesville, Wis., which markets Recyclit waste oil heaters.

In his area of the country, waste oil heaters can pay for themselves in reduced heating bills and hauling fees in one year, Forbes noted.

Among the environmental products on display were:

- BG Products Inc., of Wichita, Kan., showed a recycling unit that cleans the anti-freeze from a 19-quart system in less than three minutes.
- Lube Cube of Severn Park, Md., had above-ground double-walled containment systems for storing used oil.
- Ford Rotunda showed a wide range of equipment including parts washers, waste water recyclers, and a crushing machine to get oil out of used filters.
- Better Engineering of Baltimore, Md., displayed its parts washing machines that use biodegradable detergents and water.
- Safety-Kleen Corp. of Elgin, Ill., offered a variety of educational and training seminars to help dealers comply with federal environmental regulations. "These are hot issues with the dealers," said Linda Schleifer of Safety-Kleen.
- Kleer-flo of Eden Prairie, Minn., touted its custom-designed solvent reclaimers, anti-freeze recyclers and brake washing equipment, which it has custom-designed since 1936.

BG Products Inc.
GM
APPROVED

JOE WILSSENS/AUTOMOTIVE NEWS

Galen Myers, left, executive vice president of BG Products Inc. of Wichita, Kan., demonstrates a coolant recycling machine to Don Rydma, owner of Don Rydma Chevrolet-Oldsmobile in Whitehall, Mont.

The phase-out of CFC-based refrigerants by mid-decade will create a double demand on dealers, who will be dealing with two incompatible products — old-style R-12 refrigerants that will remain in older model cars and the new R-134a refrigerants that will replace the CFC-based chemicals, said Robert Wiegard of Kent-Moore Tool Group of Warren, Mich.

Concern for the environment extended to the inside of cars as well, with a new product called Airsept. The product is designed to kill the molds, mildew and bacteria in air conditioners that can cause odors and allergic reactions.

The three-stage treatment protects against odors for one year, according to marketer Myron Stein of Tucker, Ga. It has a suggested price of $69 to $99, depending on dealer location and other costs. ■

Chrysler sponsors trouble shoot contest

DETROIT — Chrysler Corp., in conjunction with the American Automobile Association, will sponsor the 1992 Trouble Shooting Contest.

The contest was previously known as the Plymouth/AAA Trouble Shooting Contest, which Plymouth started in 1949.

The competition begins this month with written tests. State champions will meet in June at the Chrysler Technology Center to duel for the national title.

Service business drops in '91

DETROIT — Service and parts business surged in December, but the gain wasn't enough to prevent the Automotive News Service Index for 1991 from slightly trailing 1990.

Dealers' service and parts business in December was 107.2 percent of that recorded in December 1990, the largest year-to-year monthly increase in 1991. All five categories of the Service Index showed gains, led by repair orders written, up 8.8 percent. Sales of all parts and accessories rose 7.5 percent, and gross profit on all sales of labor, parts and accessories rose 6.5 percent.

For 1991, service and parts business was 99.4 percent of the amount recorded for 1990.

Slight annual gains were posted in shop parts sales, up 1.6 percent, repair orders written, up 0.8 percent, and labor sales, up 0.1 percent. But sales of all parts and accessories declined 1.0 percent for the year, and gross profit on all sales of labor, parts and accessories was down 0.6 percent.

Figures used in the Automotive News Service Index are compiled from a cross-section of new-car dealerships. ■

SERVICE INDEX
107.2★

	Dec., '91 vs. Dec., '90	Jan.-Dec., '91 vs. Jan.-Dec., '90
Gross Profit on All Labor and P&A Sales	+ 6.5%	− 0.6%
Repair Orders Written	+ 8.8%	+ 0.8%
Total Labor Sales (Customer & Warranty)	+ 5.1%	+ 0.1%
Shop Parts Sales (Customer & Warranty)	+ 5.0%	+ 1.6%
Sales of All P&A	+ 7.5%	− 1.0%

★ Survey by Automotive News shows that dealers' service and parts business in December 1991 was 107.2 percent of business in December 1990. Service business in 1991 was 99.4 percent of business in the corresponding period in 1990.

ALABAMA
Custom Auto Vinyl Tops - Birmingham
Trim Line Design - Montgomery

ARIZONA
Arizona Sun Tops - Phoenix
Jamis Auto Upholstery - Tucson
Sunroof Specialties - Mesa

CALIFORNIA
American Sunroof - San Diego
American Sunroof - Valley - Van Nuys
American Sunroof - Britax - Santa Ana
American Sunroof - Los Angeles
American Sunroof - Orange County - Santa Ana
D & D Kustom Vans - Fresno
DSI - Sunroofs - Pacheco
American Sunroof - East Bay - Emeryville
Precision Auto Sunroof of San Diego - San Marcos
Quality Sunroofs - Santa Clara
Sierra Coach Sunroof - Sacramento
Upholstery Galore Incorporated - Santa Barbara
American Sunroof - Inland Empire - Riverside

COLORADO
Automotive Dealer Services - Denver
Pike's Peak Sunroof - Colorado Springs
Rocky Mountain Sunroof Inc. - Denver

DELAWARE
Auto Port Incorporated - New Castle

FLORIDA
American Sunroof of Florida - Clearwater
Florisun Custom Coach of Sarasota, Inc. - Sarasota
Florida Automotive Restyling Inc. - Orange Park
Florida Automotive Restyling - Orlando
Florisun Custom Coach - Fort Myers
Kelley's Custom Auto Trim - Boca Raton
Sunroof of Florida - Oakland Park

GEORGIA
Custom Auto Styling Inc. - Marietta
Kiser Upholstery Shop - Conyers
Spectrum Sound & Accessories - Atlanta

IDAHO
Auto Trim Design - Boise

ILLINOIS
Broadway Auto Top - Evanston
Lang's Auto - Northbrook
Lang's Auto - Bridgeview
Tucker Automotive Corporation - Palatine
Uni-Sun Incorporated - Lombard

INDIANA
Auto Trim Design of Stutz, Inc. - Columbus
Auto Trim Design of Stutz, Inc. - Indianapolis
Classic Auto Tops - Indianapolis
Fabini's Auto Trim Co., Inc. - Fort Wayne

IOWA
Top King Incorporated - Des Moines

KANSAS
Top King Incorporated - Kansas City

KENTUCKY
Auto Trim Design of Stutz, Inc. - Louisville

LOUISIANA
Mark Faries Top & Trim - Shreveport
Top Hatch Inc. - Harahan
Tops Unlimited Incorporated - Baton Rouge

MARYLAND
Adler & Mandel - Rockville
Creative Customs - Capital Heights

MASSACHUSETTS
ADI Automotive Designs Inc. - Agawam
ADI Automotive Designs Inc. - Woburn
ADI Automotive Designs Inc. - Brockton

MICHIGAN
Auto Sunroof & Accessories - Troy
Henderson Glass Grand Rapids, Inc. - Grand Rapids
Ideal Customizing - Ferndale
Kelley's Custom Trim - Flint

MINNESOTA
E & G Classics - Minneapolis
Sunroofs Etc. - Bloomington

MISSISSIPPI
Stegall's Body Shop - Jackson

MISSOURI
Central Service Co. - St. Louis

NEBRASKA
Galvin Glass - Bellevue

NEVADA
Glorified Bodies - Las Vegas
Trim Line of Reno - Reno

NEW HAMPSHIRE
Automotive Customizing - Hooksett

NEW JERSEY
Auto Styling Center - Absecon
Auto Sunroof Incorporated - Cinnaminson
Autobahn Custom Car - Middletown
Automotive Concepts - Plainfield
Coastal - Allaire
Craftsman Automotive - Bellmawr
Purich Incorporated - Bogata

NEW MEXICO
K-B Sunroofs - Albuquerque

NEW YORK
American Auto & Plate Glass - Albany
Auto Sunroof of Larchmont - New Rochelle
Foxy's Tops & Accessories - Buffalo
MacGregor's Auto Restyling Center - Brooklyn
Metro Coach & Sunroof - Huntington Station
Rayco Auto Service Inc. - Syracuse
Rockford's Auto Service - Utica
Superior Auto Restyling - Westbury
Superior Auto Restyling - Bohemia
Tim's Trim Incorporated - Rochester

NORTH CAROLINA
Carolina Custom Car, Inc. - Wilmington
Charlotte Sunroofs Inc. - Charlotte
Tops & Trends Inc. - Kernersville

NORTH DAKOTA
Auto Glass Installers - Fargo

OHIO
Auto Options - Columbus
J.R. Pride Auto Center - Akron
Jim Hayden Incorporated - Cincinnati
Jim Hayden - Centerville
Keystone Auto Glass - Toledo
Roman Chariot - Cleveland
Roman Chariot of Akron - Tallmadge
Warren Auto Seat - Warren

OKLAHOMA
Auto Tops of Tulsa - Tulsa
Vinyl Top Specialists - Oklahoma City

OREGON
Western Sunroof - Portland

PENNSYLVANIA
Auto Sunroof Incorporated - Allentown
Automotive Accents - Mechanicsburg
Automotive Concepts Incorporated - Horsham
Automotive Concepts Incorporated - Exton
Executive Motors Inc. - Gibsonia

RHODE ISLAND
H M Howe Co., of New England - Providence

SOUTH CAROLINA
Love Automotive - Cayce

TENNESSEE
Auto Air & Sound - Nashville
Brown's Upholstery - Clinton
Cars, Etc. - Memphis

TEXAS
LeBeau's Automotive Concepts - San Antonio
Mike's Auto Top & Trim - McAllen
Restyling Specialists, Inc. - Houston
Southside Trim & Glass - Fort Worth
Texas Auto Tops - Farmers Branch
Texas Auto Tops - Plano
Top King of Houston - Houston

UTAH
Trim Line of Utah Inc. - Salt Lake City

VERMONT
Add-On Distributing - S. Burlington

VIRGINIA
Auto Sunroof & Accessories Inc. - Virginia Beach
Harold's Glass, Inc. - Newport News
Maxey Seat Cover Center Inc. - Roanoke
Sure Fit Seat Covers - Arlington

WASHINGTON
Auto Trim Design of Seattle - Seattle
Auto Trim Design of Spokane - Spokane
Special-T Striping & Sign Co. - Bellingham
Trim-Line of King County - Seattle

WEST VIRGINIA
Barrack's Incorporated - Charleston

WISCONSIN
Erickson Auto Trim - Madison
Erickson Auto Trim of Fox Valley - Menasha
Erickson Auto Trim - Racine

WYOMING
Auto Trim Design - Cheyenne

CANADA
Admiral Auto Glass
Fredericton, New Brunswick
Automotive Sunroof Company
Pickering, Ontario
Auto Port Limited
Halifax County, Nova Scotia
Canada Sunroofs Inc.
Dollards Des Ormeaux, Quebec
Commercial Auto Trim & Glass
Welland, Ontario
Dependable Auto Glass
Oakville, Ontario
Automotive Sunroof Company
Mississauga, Ontario
Automotive Styling Center
Burnaby, B.C.
California Carsmetics
London, Ontario
Clear View Auto Glass Ltd.
Richmond, B.C.
Concept Auto
Quebec City, Quebec
Dimas Auto Trim
Windsor, Ontario
Hamilton Sunroof
Hamilton, Ontario
King's Glass Ltd.
Calgary, Alberta
Ron's Auto Glass
Edmonton, Alberta
Standard Auto Glass
Belleville, Ontario
Standard Auto Glass
Thunder Bay, Ontario
Houghton Appearance Center
Guelph, Ontario
Ontario Automotive Sunroof
Concord, Ontario
Standard Auto Glass
Winnipeg, Manitoba
Standard Auto Glass
Regina, Saskatchewan
Standard Auto Glass
Sudbury, Ontario
Trim Line
Penticton, B.C.
Trim Works
Ottawa, Ontario
Trim Line of Southern Alberta
Lethbridge, Alberta
Windshield Doctor
Charlottetown, P.E.I.
Sunshine Auto Graphics
Vernon, B.C.

Canada car sales dip; trucks rise in January

ANNE E. WRIGHT
and JEREMY SINEK
Automotive News

Light-vehicle sales fell 5.3 percent in Canada last month. Truck sales rose, and car sales dropped.

Automakers sold 78,375 cars and trucks in January, down from 82,780 a year ago. Each of the Big 3 lost sales. But year-to-year comparisons are distorted because of a Jan. 1, 1991, tax change that led to a small boom in car sales.

At that time, Canada dropped a 13.5 percent wholesale tax on manufacturers and added a 7 percent goods and service tax to the final selling price. The change induced fleets to delay car purchases until after the new year, when prices declined an average of about 4 percent. Truck sales improved this year compared with a poor month last year.

Last month's truck sales were up 7.3 percent. Among the gainers were: Chrysler, 0.8 percent; Ford, 18.7 percent; General Motors, 3.7 percent; Mazda, 40.2 percent; and Nissan, 20.2 percent.

Car sales dropped 10.8 percent. General Motors was off 6.1 percent; Ford Motor Co., 23.1 percent; and Chrysler Corp., 36.1 percent.

Chrysler car and truck sales were off 21.3 percent. But Larry Latta, general sales manager at Chrysler Canada, called last month's figures "an anomaly" because of substantial fleet deliveries. "Our January 1992 retail vehicle deliveries actually increased 5 percent," he said.

Car importers, which do less fleet business, scored gains in January. Imported car sales in Canada were up 5.3 percent. Gainers included BMW, up 13.3 percent; Mazda, 67.2 percent; Nissan, 77.7 percent; and Suzuki, 36.4 percent. AN

CANADIAN CAR AND TRUCK SALES

JANUARY 1992

	January 1992	January 1991	1 mo 1992	1 mo 1991
BMW (imported car)	**281**	**248**	**281**	**248**
N.A. Car	4,807	8,387	4,807	8,387
Imported Car	1,370	1,273	1,370	1,273
N.A. Truck	6,466	6,423	6,466	6,423
Imported Truck	65	54	65	54
CHRYSLER	**12,708**	**16,137**	**12,708**	**16,137**
N.A. Car	8,431	11,117	8,431	11,117
Imported Car	446	432	446	432
N.A. Truck	7,653	6,446	7,653	6,446
FORD	**16,530**	**17,995**	**16,530**	**17,995**
N.A. Car	17,923	19,880	17,923	19,880
Imported Car*	930	191	930	191
N.A. Truck	8,950	8,681	8,950	8,681
Imported Truck	348	283	348	283
GM	**28,151**	**29,035**	**28,151**	**29,035**
N.A. Car	1,827	1,054	1,827	1,054
Imported Car	3,443	4,152	3,443	4,152
HONDA	**5,270**	**5,206**	**5,270**	**5,206**
N.A. Car	186	261	186	261
Imported Car	816	961	816	961
HYUNDAI	**1,002**	**1,222**	**1,002**	**1,222**
JAGUAR (imported car)	**30**	**44**	**30**	**44**
Imported Car	34	20	34	20
Imported Truck	14	25	14	25
LADA	**48**	**45**	**48**	**45**
LAND ROVER (imported truck)	**12**	**21**	**12**	**21**
N.A. Car	239	287	239	287
Imported Car	1,940	1,016	1,940	1,016
Truck**	1,088	776	1,088	776
MAZDA	**3,267**	**2,079**	**3,267**	**2,079**
MERCEDES-BENZ (imported car)	**215**	**235**	**215**	**235**
N.A. Car	726	353	726	353
Imported Car	1,312	794	1,312	794
Truck**	783	652	783	652
NISSAN	**2,821**	**1,799**	**2,821**	**1,799**
PEUGEOT (imported car)	**2**	**2**	**2**	**2**
SUBARU (imported car)	**461**	**471**	**461**	**471**
N.A. Car	54	42	54	42
Imported Car	572	417	572	417
N.A. Truck	294	226	294	226
Imported Truck	175	303	175	303
SUZUKI	**1,095**	**988**	**1,095**	**988**
N.A. Car	1,045	908	1,045	908
Imported Car	2,668	2,598	2,668	2,598
Imported Truck	897	1,054	897	1,054
TOYOTA	**4,610**	**4,560**	**4,610**	**4,560**
Imported Car	1,573	2,367	1,573	2,367
Imported Truck	56	46	56	46
VOLKSWAGEN	**1,629**	**2,413**	**1,629**	**2,413**
N.A. Car	92	80	92	80
Imported Car	151	200	151	200
VOLVO	**243**	**280**	**243**	**280**
N.A. Car	**35,330**	**42,369**	**35,330**	**42,369**
Imported Car	**16,244**	**15,421**	**16,244**	**15,421**
TOTAL CAR	**51,574**	**57,790**	**51,574**	**57,790**
N.A. Truck	**23,363**	**21,776**	**23,363**	**21,776**
Imported Truck	**3,438**	**3,214**	**3,438**	**3,214**
TOTAL TRUCK	**26,801**	**24,990**	**26,801**	**24,990**
TOTAL CANADA SALES	**78,375**	**82,780**	**78,375**	**82,780**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

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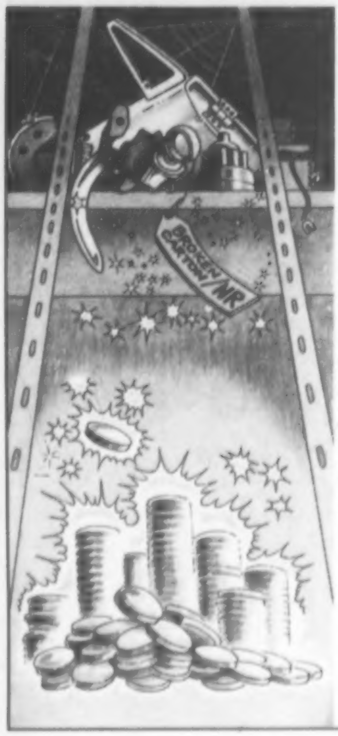

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Sales brighten for European luxury cars

LINDSAY CHAPPELL
Staff Reporter

European importers enjoyed a comeback in January.

Porsche sales, for example, shot up 82.2 percent to 419 units. But that was compared with a terrible January 1991 when sales were down 65.2 percent and totaled only 230. That month set the tone for a year plagued by recession and a new U.S. luxury tax.

BMW sales rose 42.7 percent in January, helped by a more plentiful supply of its new 325, which starts at less than $30,000. Sales of 5-series (starting at $35,600) and 7-series models ($52,990) also were up.

"The psychological barrier seems to be $40,000 for the luxury tax," said BMW spokesman Tom McGurn. "Under that, people don't seem to worry so much about it." The tax is 10 percent on the portion of the transaction price that exceeds $30,000.

Other European makes also gained in January. Mercedes-Benz rose 30.3 percent; Audi, 28.1 percent, and Jaguar, 23.5 percent. Each fell significantly a year ago.

But as the Europeans rose, so did the Japanese high-end lines. Lexus sales increased 125.3 percent; Infiniti was up 31.2 percent; and Acura rose 2.5 percent.

Overall, imported car sales were up 6.4 percent.

IMPORTED CAR SALES, JANUARY

	Jan 1992	Jan 1991	1 Mo., 1992	1 Mo., 1991
Integra	4,439	5,005	4,439	5,005
Legend	3,742	4,024	3,742	4,024
NSX	118	112	118	112
Vigor	1,066	0	1,066	0
ACURA	**9,365**	**9,141**	**9,365**	**9,141**
Milano	0	0	0	0
Spider	60	93	60	93
164	182	159	182	159
ALFA ROMEO	**242**	**252**	**242**	**252**
ASTON MARTIN	**5**	**5**	**5**	**5**
4000	0	0	0	0
5000	0	0	0	0
80	155	176	155	176
90	103	162	103	162
V8 Quattro	25	57	25	57
Coupe Quattro	22	30	22	30
100/200	674	334	674	334
100/200 Quattro	101	84	101	84
AUDI	**1,080**	**843**	**1,080**	**843**
3 series	2,025	1,339	2,025	1,339
5 series	1,015	805	1,015	805
635 CSi	0	2	0	2
7 series	428	197	428	197
850i	132	158	132	158
M3	22	25	22	25
M5	15	22	15	22
M6	0	0	0	0
BMW	**3,637**	**2,548**	**3,637**	**2,548**
Geo Storm	4,160	4,509	4,160	4,509
Geo Metro (Import)	708	1,014	708	1,014
Geo Metro (Domestic)	*8,474*	*6,867*	*8,474*	*6,867*
CHEVROLET/GEO	**4,868**	**5,523**	**4,868**	**5,523**
Colt	1,331	1,910	1,331	1,910
Conquest	0	0	0	0
Medallion	0	0	0	0
Stealth	1,186	1,328	1,186	1,328
Summit (Import)	847	603	847	603
Summit (Domestic)	*380*	*386*	*380*	*386*
Vista	560	490	560	490
TC	0	73	0	73
CHRYSLER CORP.	**3,924**	**4,404**	**3,924**	**4,404**
DAIHATSU	**369**	**448**	**369**	**448**
FERRARI	**80**	**80**	**80**	**80**
FORD Festiva	**3,725**	**2,616**	**3,725**	**2,616**
Civic/CRX (Import)	5,212	4,838	5,212	4,838
Civic (Domestic)	*10,011*	*6,851*	*10,011*	*6,851*
Accord (Import)	5,918	7,414	5,918	7,414
Accord (Domestic)	*21,032*	*15,576*	*21,032*	*15,576*
Prelude	2,902	1,555	2,902	1,555
HONDA	**14,032**	**13,807**	**14,032**	**13,807**
Excel	3,066	4,362	3,066	4,362
Sonata	809	1,419	800	1,419
Scoupe	994	1,728	994	1,728
Elantra	1,150	0	1,150	0
HYUNDAI•	**6,019**	**7,509**	**6,019**	**7,509**
M30	305	300	305	300
Q45	990	560	990	560
G20	1,148	1,002	1,148	1,002
INFINITI	**2,443**	**1,862**	**2,443**	**1,862**
I-Mark	0	21	0	21
Impulse	232	245	232	245
Stylus	435	189	435	189
ISUZU	**667**	**455**	**667**	**455**
XJ6	470	392	470	392
XJS	161	119	161	119
JAGUAR	**631**	**511**	**631**	**511**
LAMBORGHINI	**13**	**13**	**13**	**13**
ES250	2,438	1,382	2,438	1,382
LS400	2,517	1,746	2,517	1,746
SC400	2,091	0	2,091	0
LEXUS	**7,046**	**3,128**	**7,046**	**3,128**
LOTUS	**27**	**27**	**27**	**27**
MASERATI	**20**	**20**	**20**	**20**
323	1,375	1,824	1,375	1,824
Protege	3,757	4,370	3,757	4,370
626 (Import)	151	1,152	151	1,152
626 (Domestic)	*3,958*	*3,495*	*3,958*	*3,495*
MX-6 (Import)	30	17	30	17
MX-6 (Domestic)	*652*	*1,986*	*652*	*1,986*
MX-5 Miata	1,282	1,906	1,282	1,906
MX-3	2,059	0	2,059	0
929	1,941	747	1,941	747
RX-7	240	407	240	407
MAZDA	**10,835**	**10,423**	**10,835**	**10,423**
190 class	1,092	869	1,092	869
300 class	1,466	1,109	1,466	1,109
S class	1,435	912	1,435	912
SL Coupe/Roadster	385	455	385	455
Tourist	23	32	23	32
MERCEDES-BENZ	**4,401**	**3,377**	**4,401**	**3,377**
Tracer	3,110	3,232	3,110	3,232
Capri	1,323	1,223	1,323	1,223
XR4Ti	0	0	0	0
Scorpio	0	0	0	0
MERCURY	**4,433**	**4,455**	**4,433**	**4,455**
Starion	0	0	0	0
Diamante	1,404	0	1,404	0
Mirage (Import)	446	1,413	446	1,413
Mirage (Domestic)	*1,054*	*0*	*1,054*	*0*
Galant	2,016	2,415	2,016	2,415
Sigma	0	27	0	27
Precis	153	292	153	292
3000GT	850	751	850	751
Expo LRV	376	0	376	0
Expo	511	0	511	0
Wagon	4	51	4	51
MITSUBISHI	**5,760**	**4,949**	**5,760**	**4,949**
Sentra (Import)	4,151	1,689	4,151	1,689
Sentra (Domestic)	*7,940*	*7,598*	*7,940*	*7,598*
Pulsar	0	60	0	60
NX	622	0	622	0
Stanza	4,179	3,946	4,179	3,946
Maxima	6,209	6,475	6,209	6,475
240SX/200SX	1,323	2,131	1,323	2,131
300ZX	745	944	745	944
Hawaii	0	0	0	0
NISSAN	**17,229**	**15,245**	**17,229**	**15,245**
PEUGEOT	**103**	**347**	**103**	**347**
PONTIAC LeMans	**1,966**	**2,289**	**1,966**	**2,289**
924S/944	0	0	0	0
944	0	0	0	0
944S/Cabriolet	43	55	43	55
944 Turbo	0	0	0	0
911 Carrera 2	178	113	178	113
911 Turbo	95	7	95	7
911 Carrera 4	85	38	85	38
928S4/GT	18	29	18	29
PORSCHE	**419**	**230**	**419**	**230**
ROLLS/BENTLEY	**22**	**22**	**22**	**22**
900	209	225	209	225
900S	302	259	302	259
900 Turbo	177	210	177	210
9000S	162	151	162	151
9000CD	142	100	142	100
9000 Turbo	68	78	68	78
Tourist	0	4	0	4
SAAB	**1,060**	**1,027**	**1,060**	**1,027**
STERLING	**0**	**294**	**0**	**294**
Legacy (Import)	806	838	806	838
Legacy (Domestic)	*2,282*	*2,782*	*2,282*	*2,782*
Loyale	2,003	2,484	2,003	2,484
XT/XT6	0	169	0	169
Justy	292	791	292	791
SVX	238	0	238	0
SUBARU	**3,339**	**4,282**	**3,339**	**4,282**
Swift (Import)	513	390	513	390
Swift (Domestic)	*24*	*1*	*24*	*1*
SUZUKI	**513**	**390**	**513**	**390**
Corolla (Import)	6,206	6,017	6,206	6,017
Corolla (Domestic)	*8,568*	*6,529*	*8,568*	*6,529*
Paseo	2,822	0	2,822	0
Tercel	7,196	7,807	7,196	7,807
Celica	3,118	4,183	3,118	4,183
Supra	120	238	120	238
Camry (Import)	5,533	5,364	5,533	5,364
Camry (Domestic)	*12,044*	*10,470*	*12,044*	*10,470*
Cressida	332	832	332	832
MR2	419	616	419	616
TOYOTA	**25,746**	**25,257**	**25,746**	**25,257**
Cabriolet	253	297	253	297
Corrado	280	406	280	406
Jetta	2,554	2,586	2,554	2,586
Golf/GTI	1,074	906	1,074	906
Passat	1,103	1,192	1,103	1,192
Quantum	0	0	0	0
Scirocco	0	0	0	0
Fox	1,148	931	1,148	931
VOLKSWAGEN	**6,412**	**6,410**	**6,412**	**6,410**
240 series	1,757	2,082	1,757	2,082
700 series	1,574	2,198	1,574	2,198
940 series	2,162	955	2,162	955
Tourist	17	21	17	21
VOLVO•	**5,510**	**5,256**	**5,510**	**5,256**
YUGO	**577**	**367**	**577**	**367**
IMPORT TOTAL	**146,518**	**137,722**	**146,518**	**137,722**

*Estimate • Includes units produced in Canada NOTE: Domestic cars not included in imported totals. Compiled by Karen Dobkowski

DOMESTIC

It's not always easy to classify cars

continued from PAGE 4

cord as an import. That's because Honda also imports Accord sedans from Japan. And when the U.S. and Japanese versions are combined, the average North American content of all Accords is less than 75 percent.

What about import duty as a standard? It's nearly impossible to track because virtually every vehicle sold in the United States pays it. Customs charges duty on imported parts and components. So if a vehicle has 5 percent imported content, duty is levied on that 5 percent. The duty rate on cars is 2.5 percent of the foreign content; on trucks it's 25 percent.

Finally, at a time when Ford builds a Mazda and Mazda builds a Ford, Aunt Millie and Uncle Ned could use a scorecard noting what cars are built by someone else. It appears in a separate table below.

For the record, *Automotive News*, in its industry statistics, counts all vehicles assembled in the United States or Canada as "domestics." But even that's not as easy as it seems. Our domestic figures also include some Mexican-assembled models such as the Buick Century and Ford Escort. Why? Because when the same vehicle is built both in a U.S. plant and a Mexican plant, the Big 3 refuse to separate the numbers.

BUILT FOR RESALE

Models that are built by a joint venture or by an automaker other than the selling company.

Vehicle	Maker
Geo Metro	GM-Suzuki
Geo Metro convertible	Suzuki
Geo Prizm	GM-Toyota
Geo Tracker	GM-Suzuki
Dodge Colt	Mitsubishi
Dodge Stealth	Mitsubishi
Eagle Summit	Mitsubishi
Eagle Talon	Mitsubishi
Ford Festiva	Kia
Ford Probe	Mazda
Isuzu Pickup	Subaru-Isuzu
Isuzu Rodeo	Subaru-Isuzu
Mazda Navajo	Ford
Mitsubishi Precis	Hyundai
Plymouth Colt	Mitsubishi
Plymouth Colt Vista	Mitsubishi
Plymouth Laser	Mitsubishi
Pontiac LeMans	Daewoo
Subaru Legacy (U.S.)	Subaru-Isuzu
Suzuki Swift (Can.)	GM-Suzuki
Suzuki Sidekick (Can.)	GM-Suzuki
Toyota Corolla (U.S.)	GM-Toyota

DOMESTIC AND IMPORT CLASSIFICATIONS BY VEHICLE

First column lists cars and light trucks for sale in United States, arranged by make. Models in italics are made by a different automaker than the seller or by a joint venture. Vehicle names are repeated for models sourced in more than one country. * indicates that the EPA views the combined fleet of such models as imported; ** indicates the EPA treats the combined fleet as domestic.

Second column lists country where vehicle was assembled. For vehicles assembled in Canada, the "D" following the country means vehicle has 50 percent or more U.S. and Canadian content and is considered domestic by U.S. Treasury Department; "I" indicates less than 50 percent.

Third column is based on EPA fuel economy rules for domestic and import fleets. "D" indicates vehicle has 75 percent or more Canadian and U.S. content; "I" indicates 75 percent or less; "?" indicates manufacturer has not announced content details.

Example: Toyota Corolla sedans built in Canada are treated as domestic by U.S. Treasury and treated as an import by EPA. Also, EPA considers all Corollas together to be imported.

	Country of assembly	75 % N.A.
ACURA (all)	Japan	I
ALFA ROMEO (all)	Italy	I
ASTON MARTIN (all)	England	I
AUDI (all)	Germany	I
BENTLEY (all)	England	I
BMW (all)	Germany	I
BUICK Skylark	U.S.	D
Century**	U.S.	D
Century**	Mexico	?
Regal	Canada (D)	D
LeSabre	U.S.	D
Roadmaster	U.S.	D
Park Avenue	U.S.	D
Riveria	U.S.	D
CADILLAC DeVille	U.S.	D
Fleetwood	U.S.	D
Brougham	U.S.	D
Eldorado	U.S.	D
Seville	U.S.	D
Allante	U.S.	I
CHEVROLET _Geo Metro_*	Canada (D)	D
Metro conv.	Japan	I
Geo Storm	Japan	I
Geo Prizm	U.S.	D
Cavalier	U.S.	D
Corsica	U.S.	D
Beretta	U.S.	D
Camaro	U.S.	D
Lumina	Canada (D)	D
Caprice	U.S.	D
Corvette	U.S.	D
CHRYSLER LeBaron sedan**	Mexico	?
LeBaron sedan**	U.S.	D
LeBaron coupe, conv.**	U.S.	D
New Yorker	U.S.	D
Imperial	U.S.	D
DAIHATSU (all)	Japan	I
DODGE _Colt_	Japan	I
Shadow**	U.S.	D
Shadow conv.**	Mexico	?
Daytona	U.S.	D
Spirit**	U.S.	D
Spirit**	Mexico	?
Dynasty	U.S.	D
Monaco	Canada (D)	D
Stealth	Japan	I
Viper	U.S.	D
EAGLE _Summit 4-dr._	U.S.	I
Summit 3-dr., wagon	Japan	I
Talon	U.S.	I
Premier	Canada (D)	D
FERRARI (all)	Italy	I
FORD _Festiva_	Korea	I
Escort	U.S.	D
Escort	Mexico	D
Probe	U.S.	D
Tempo	U.S.	D
Tempo	Canada (D)	D

*U.S. and Canadian officials disagree on the duty status and North American content of Geo Metro, Geo Tracker, Civic 3-dr., Suzuki Swift and Sidekick built in Canada. Currently, they are classified as domestics.

	Country of assembly	75 % N.A.
Mustang	U.S.	D
Taurus	U.S.	D
Thunderbird	U.S.	D
Crown Victoria	Canada (D)	I
HONDA Civic 3-dr.* *	Canada (D)	I
Civic 4-dr.*	U.S.	D
Civic 4-dr.*	Japan	I
CRX	Japan	I
Accord coupe, wagon*	U.S.	D
Accord 4-dr.*	U.S.	D
Accord 4-dr.*	Japan	I
Prelude	Japan	I
HYUNDAI Excel	Korea	I
Scoupe	Korea	I
Elantra	Korea	I
Sonata	Korea	I
Sonata	Canada (I)	I
INFINITI (all)	Japan	I
ISUZU (all)	Japan	I
JAGUAR (all)	England	I
LAMBORGHINI (all)	Italy	I
LEXUS (all)	Japan	I
LINCOLN (all)	U.S.	D
LOTUS (all)	England	I

Lotus is not importing 1992 models. It plans to introduce 1993 models this year.

	Country of assembly	75 % N.A.
MASERATI (all)	Italy	I
MAZDA 323	Japan	I
Protege	Japan	I
626**	U.S.	I
929	Japan	I
MX-3	Japan	I
MX-5 Miata	Japan	I
MX-6**	U.S.	I
RX-7	Japan	I

**Will be classified as domestic in '93 model year

	Country of assembly	75 % N.A.
MERCEDES-BENZ (all)	Germany	I
MERCURY Tracer	Mexico	D
Topaz	Canada (D)	D
Topaz	U.S.	D
Capri	Australia	I
Sable	U.S.	D
Cougar	U.S.	D
Grand Marquis	Canada (D)	I
MITSUBISHI _Precis_	Korea	I
Mirage 3-dr.	Japan	I
Mirage 4-dr.	U.S.	I
Eclipse	U.S.	I
Galant	Japan	I
Expo	Japan	I
Diamante	Japan	I
3000GT	Japan	I
NISSAN Sentra	U.S.	I
Sentra	Japan	I
NX 1600/2000	Japan	I
Stanza	Japan	I
Maxima	Japan	I
240SX	Japan	I
300ZX	Japan	I
OLDSMOBILE (all)	U.S.	D
PLYMOUTH _Colt_	Japan	I
Colt Vista	Japan	I
Sundance	U.S.	D
Acclaim**	U.S.	D
Acclaim**	Mexico	?
Laser	U.S.	I
PONTIAC _LeMans_	Korea	I
Sunbird	U.S.	D
Grand Am	U.S.	I
Firebird	U.S.	D
Grand Prix	U.S.	D
Bonneville	U.S.	D
PORSCHE (all)	Germany	I
ROLLS-ROYCE (all)	England	I
SAAB (all)	Sweden	I
SATURN (all)	U.S.	D
SUBARU Justy	Japan	I
Loyale	Japan	I
Legacy	Japan	I
Legacy	U.S.	I
SVX	Japan	I
SUZUKI _Swift_* *	Canada (D)	D
Swift*	Japan	I
TOYOTA Tercel	Japan	I
_Corolla sedans_*	U.S.	D
Corolla sedans*	Japan	I
Corolla sedans*	Canada (D)	I
Corolla wagons*	Japan	I
Paseo	Japan	I
Camry*	U.S.	D
Camry*	Japan	I
Cressida	Japan	I
Celica	Japan	I
MR2	Japan	I
Supra	Japan	I
VOLKSWAGEN Fox	Brazil	I
Golf	Mexico	I
Jetta	Mexico	I
Jetta	Germany	I
Cabriolet	Germany	I
Passat	Germany	I
Corrado	Germany	I
VOLVO 240	Sweden	I
740 sedans	Sweden	I
740 wagons	Sweden	I
740 wagons	Canada (I)	I
940 sedans	Sweden	I
940 wagons	Sweden	I
940 wagons	Canada (D)	I
960	Sweden	I
YUGO (all)	Yugoslavia	I

TRUCKS

	Country of assembly	75 % N.A.
CHEVROLET Vans	U.S.	D
Vans	Canada (D)	D
Sports van	U.S.	D
Sports van	Canada (D)	D
C/K pickups	U.S.	D
C/K pickups	Canada (D)	D
C/K extended cab	Canada (D)	D
_Geo Tracker_*	Canada (D)	D
Astro	U.S.	D
Lumina APV	U.S.	D
S10	U.S.	D
S10 Blazer	U.S.	D
Blazer	U.S.	D
Suburban	U.S.	D
CHRYSLER Town & Country	U.S.	D
DAIHATSU Rocky	Japan	I
DODGE Ram vans	Canada (D)	D
Ram wagon	Canada (D)	D
Caravan	Canada (D)	D
Extended Caravan C/V	U.S.	D
Reg. Caravan C/V	Canada (D)	D
Grand Caravan	U.S.	D
Ram 50	Japan	I
Ram Club Cab	Mexico	I
Ramcharger	Mexico	I
Ram pickups	U.S.	D
Dakota	U.S.	D
FORD Econoline vans	U.S.	D
Aerostar	U.S.	D
Club Wagon	U.S.	D
Bronco	U.S.	D
Explorer	U.S.	D
F-Series pickups	U.S.	D
F-Series pickups	Canada (D)	D
Ranger	U.S.	D
GMC Vans	U.S.	D
Vans	Canada (D)	D
Rally wagon	U.S.	D
Rally wagon	Canada (D)	D
Sierra pickups	U.S.	D
Sierra pickups	Canada (D)	D
Sierra extended cab	Canada (D)	D
Safari	U.S.	D
Sonoma	U.S.	D
Yukon/Jimmy	U.S.	D
S15 Jimmy	U.S.	D
Suburban	U.S.	D
P model	U.S.	D
W4	Japan	I
ISUZU _Pickup_	U.S.	I
Pickup	Japan	I
Amigo	Japan	I
Trooper	Japan	I
Rodeo	U.S.	I
JEEP Wrangler	Canada (D)	D
Cherokee	U.S.	D
Grand Cherokee	U.S.	D
Commanche	U.S.	D
MAZDA Pickup	Japan	I
MPV	Japan	I
Navajo	U.S.	D
MITSUBISHI (all)	Japan	I
NISSAN Pickup	U.S.	I
Pickup	Japan	I
Pathfinder	Japan	I
OLDSMOBILE Bravada	U.S.	D
Silhouette	U.S.	D
PLYMOUTH Voyager	Canada (D)	D
Grand Voyager	U.S.	D
PONTIAC Trans Sport	U.S.	D
RANGE ROVER (all)	England	I
SUZUKI Samurai	Japan	I
_Sidekick_* *	Canada (D)	D
Sidekick*	Japan	I
TOYOTA Pickup	U.S.	I
Pickup	Japan	I
Previa	Japan	I
4Runner	Japan	I
Land Cruiser	Japan	I

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Erasable chip could save inventory

ROGER ROWAND
Staff Reporter

Electronic wizardry is putting another tool in the hands of those who service cars that rely on increasingly exotic computer control. Researchers have found a quick and easy electronic way to change the memory that is tucked away inside each onboard computer.

Computer chips are calibrated so a car will achieve certain operating levels in terms of performance, fuel economy and exhaust emissions. By changing chips, a car's engine characteristics can be modified, such as to boost power or curtail emissions.

Until now, such changes have required replacing the main programmable read-only memory, or PROM, chip.

Also, just keeping standard chips on hand as replacements requires a huge inventory. General Motors alone has some 7,000 different PROM calibrations.

"Obsoleting an engine or transmission because of a software change soon will be history," said Dennis E. Florence, executive engineer of electrical and electronic engineering at Chrysler Corp. "Dealerships will benefit from this advancement in software because inventory of computer modules will shrink drastically," he said. Stocks can consist of general modules that can be programmed as needed.

Actual reprogramming of the new electronically erasable PROMs, called EEPROMs, takes about 20 seconds, he said. Replacing a computer module requires about an hour.

EEPROMS are being installed already on 1992 Chrysler Corp. cars with the 2.2-liter and 2.5-liter turbocharged four-cylinder engines and on the company's California cars and minivans with V-6 engines. Chrysler expects to have the new technology in about 1.2 million vehicles by the close of the 1993 model year.

The eraseable chips are going into a handful of 1992 GM models, including the Geo Storm and Chevrolet Corvette. More will be added in 1993. GM has told its dealers they will be required to have chip reprogramming capability by the 1993 model year.

Ford Motor Co. will start installing EEPROMS in 1993 with across-the-board installation by 1996, according to Len Tedesco, service systems design program manager. Ford's service bay diagnostic system will be used in reprogramming the chips.

As usual in electronics, experts say the EEPROMs are more reliable than older PROMs because they have fewer components and pack more power in less space.

BMW AG has just begun using an even more advanced form of the chip that includes a microcontroller and EEPROM.

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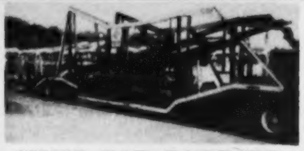

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AGENCY FLEET CLEARANCE CENTERS

Saturn outlets post highest sales average

KAREN DETKOWSKI
Statistician

Saturn dealers returned to the top spot in the *Automotive News* sales-per-dealer ranking for January.

Saturn dealers averaged 83 sales per outlet, 16 more than in December.

The rise in the Saturn average was due to a 28.5 percent sales increase from December to January, when deliveries totaled 10,204.

Lexus dealers slipped to second place in January as their average dropped to 56 per dealer. Nineteen other makes declined for the month.

Eleven makes posted increases in the January calculation, including Volvo, which rose fron nine to 14 sales per outlet.

Dealers praised Volvo for offering an attractive leasing program on 240-series models (story on Page 40).

And Bob Austin, public relations manager for Volvo Cars of North America, gave some credit to the new year:

"There was much more showroom traffic than in November and December," he said. "The consumer is so happy to be out of 1991."

Saturn, Mazda and Infiniti were the only makes in the top 10 to show increases in dealer sales averages in January.

Six of the top 10 were down, and one remained the same as in December.

Dealers had 26 selling days in January compared to 25 in December. AN

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Jan. Total	Dec. Total
Saturn	83	—	**83**	67
Lexus	56	—	**56**	69
Toyota	39	15	**55**	67
Honda	46	—	**46**	46
Ford	18	20	**38**	45
Nissan	23	9	**32**	36
Acura	31	—	**31**	33
Chevrolet	15	15	**30**	36
Mazda	18	8	**26**	24
Infiniti	23	—	**23**	20
Mitsubishi	19	3	**23**	26
Dodge	7	12	**19**	19
Buick	14	—	**14**	13
Volvo	14	—	**14**	9
Hyundai	13	—	**13**	15
Pontiac	12	1	**12**	13
Mercedes	11	—	**11**	12
Jeep	—	11	**11**	10
Mercury	10	—	**10**	10
BMW	10	—	**10**	15
Oldsmobile	9	1	**10**	9
Isuzu	1	8	**9**	14
GMC	—	9	**9**	11
VW	9	—	**9**	7
Cadillac	9	—	**9**	11
Plymouth	4	4	**9**	9
Subaru	8	—	**8**	8
Lincoln	7	—	**7**	9
Suzuki	2	4	**6**	4
Jaguar	5	—	**5**	5
Chrysler	4	0	**4**	5
Yugo	3	—	**3**	2
Range Rover	—	3	**3**	6
Saab	3	—	**3**	6
Audi	3	—	**3**	4
Daihatsu	2	1	**2**	3
Eagle	2	—	**2**	2
Porsche	2	—	**2**	1
Alfa Romeo	1	—	**1**	1

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Feb. 1, 1992	Days' Supply Jan. 1, 1992
ALFA ROMEO (imp.)	**1,400**	**152**	**286**
Acura (imp.)	**38,700**	**107**	**91**
Domestic car	86,200	72	61
Imported car	55,000	102	83
Honda	**141,200**	**81**	**68**
AMERICAN HONDA	**179,900**	**76**	**72**
BMW (imp.)	**9,800**	**97**	**97**
Summit	4,600	248	248
Talon	11,000	167	167
Premier	1,600	64	86
Wrangler (trk.)	19,700	162	152
Cherokee (trk.)	31,500	63	79
Comanche (trk.)	2,200	157	132
Total Jeep-Eagle	**17,200**	**151**	**181**
Total Jeep-Eagle (imp.)	**7,200**	**222**	**211**
Total Jeep-Eagle (trk.)	**53,400**	**84**	**100**
Laser	11,500	173	213
Sundance	12,600	73	83
Acclaim	14,800	68	71
Voyager (trk.)	41,300	83	74
Total Plymouth	**38,900**	**85**	**94**
Total Plymouth (trk.)	**41,300**	**83**	**74**
LeBaron A	7,900	59	45
LeBaron J	6,500	73	33
Fifth Avenue	7,100	63	61
Imperial	1,800	59	62
New Yorker C	4,100	61	61
Town & Country (trk.)	1,500	54	39
Total Chrysler	**27,400**	**63**	**48**
Total Chrysler (imp.)	**17,400**	**217**	**222**
Total Chrysler (trk.)	**1,500**	**54**	**39**
Shadow	14,900	72	73
Monaco	700	86	78
Daytona	6,000	178	120
Spirit	14,300	76	79
Dynasty	13,100	58	56
Vans (trk.)	13,300	108	137
Ram Wagon (trk.)	2,200	34	65
Caravan (trk.)	41,500	70	56
Caravan C/V (trk.)	1,200	76	57
Ram 50 (imp. trk.)	4,400	341	247
Ramcharger (trk.)	1,300	80	106
Dakota (trk.)	34,200	110	115
Pickups (trk.)	27,300	127	120
Total Dodge	**49,000**	**74**	**73**
Total Dodge (imp.)	**9,300**	**204**	**177**
Total Dodge (trk.)	**121,000**	**93**	**88**
Total domestic car	**132,500**	**79**	**76**
Total imported car	**33,900**	**200**	**223**
Total domestic truck	**217,200**	**88**	**86**
CHRYSLER CORP.	**383,600**	**89**	**86**
Imported car	800	57	52
Imported truck	300	39	35
DAIHATSU	**1,100**	**51**	**47**
Escort	64,800	87	79
Mustang	21,400	124	93
Tempo	32,200	63	48
Taurus	49,400	52	53
Thunderbird	15,900	112	73
Probe	29,700	260	220
Crown Victoria	18,800	74	91
Vans (trk.)	33,600	122	126
Aerostar (trk.)	32,300	95	71
Club Wagon (trk.)	5,600	91	51
Ranger (trk.)	70,200	97	25
Bronco (trk.)	6,000	102	78
Explorer (trk.)	58,300	65	72
Pickups (trk.)	102,900	111	37
Total Ford Div.	**232,200**	**80**	**72**
Total Ford Div. (imp.)	**18,300**	**72**	**62**
Total Ford Div. (trk.)	**368,900**	**94**	**51**
Topaz	12,900	83	59
Sable	19,100	59	54
Cougar	10,700	122	68
Grand Marquis	17,800	61	87
Total Mercury	**60,500**	**70**	**68**
Total Mercury (imp.)	**17,400**	**102**	**97**
Continental	5,500	72	45
Town Car	13,500	39	42
Mark VII	2,100	125	98
Total Lincoln	**21,100**	**48**	**45**
Total L-M Div.	**81,600**	**32**	**59**
Total domestic car	**313,800**	**65**	**68**
Total imported car	**27,700**	**68**	**62**
Total domestic truck	**368,900**	**94**	**51**
FORD MOTOR CO.	**650,400**	**88**	**59**
Somerset/Skylark	18,300	97	152
Century	18,300	54	62
Regal	29,900	132	130
LeSabre	18,800	35	42
Roadmaster	16,500	163	143
Reatta	100	70	67
Electra/Park Ave.	18,300	111	110
Riviera	3,400	106	103
Total Buick	**123,000**	**78**	**84**
Allante	1,300	307	500
Seville	6,000	52	67
DeVille	27,000	79	50
Brougham	9,100	204	220
Eldorado	7,700	124	120
Total Cadillac	**51,100**	**98**	**78**
Geo Prizm	18,200	87	51
Cavalier	48,200	77	63
Corsica/Beretta	29,500	70	34
Lumina	62,200	148	105
Caprice	25,000	101	119
Corvette	4,500	110	94
Vans (trk.)	36,700	187	155
Sportsvan (trk.)	1,500	74	30
Geo Tracker (trk.)	2,600	42	147
Astro (trk.)	21,200	85	72
Lumina APV (trk.)	14,700	108	86
S10 (trk.)	66,100	117	149
S10 Blazer (trk.)	26,900	76	57
Blazer (trk.)	1,300	47	61
Suburban (trk.)	2,600	33	49
Pickups (trk.)	122,100	114	66
Total Chevrolet	**281,100**	**81**	**62**
Total Chevrolet (imp.)	**62,000**	**334**	**218**
Total Chevrolet (trk.)	**295,700**	**107**	**84**
Calais	15,200	135	134
Cutlass Ciera	22,500	68	75
Cutlass Supreme	28,500	143	130
Eighty Eight	26,800	99	109
Ninety Eight	16,700	221	129
Toronado	2,100	138	139
Silhouette (trk.)	4,100	104	89
Bravada (trk.)	3,000	69	40
Total Oldsmobile	**111,800**	**186**	**107**
Total Oldsmobile (trk.)	**7,100**	**86**	**61**
Sunbird	16,900	70	77
Firebird	7,300	137	132
Grand Am	42,000	103	91
Pontiac 6000	600	93	123
Grand Prix	25,300	106	81
Bonneville	22,000	69	75
Trans Sport	7,000	94	105
Total Pontiac	**114,100**	**91**	**84**
Total Pontiac (imp.)	**5,200**	**60**	**49**
Total Pontiac (trk.)	**7,800**	**94**	**105**
Vans (trk.)	13,100	122	96
Safari (trk.)	7,300	79	94
S15/Sonoma (trk.)	18,000	121	165
S15 Jimmy (trk.)	10,400	117	73
Jimmy (trk.)	2,700	386	411
Suburban (trk.)	4,900	155	107
Pickups (trk.)	39,900	115	70
Total GMC (trk.)	**96,300**	**115**	**88**
Total Saturn	**21,900**	**56**	**62**
Total domestic car	**623,000**	**85**	**77**
Total imported car	**67,800**	**243**	**170**
Total domestic truck	**405,100**	**106**	**85**
GENERAL MOTORS	**1,097,500**	**97**	**83**
HYUNDAI (imp.)	**26,000**	**115**	**108**
Imported car	6,900	267	173
Truck (dom./imp.)	700	224	138
ISUZU	**7,600**	**238**	**156**
JAGUAR (imp.)	**2,300**	**95**	**91**
Domestic car	21,300	120	169
Imported car	32,200	77	77
Truck (dom./imp.)	22,430	81	87
MAZDA	**75,930**	**87**	**96**
MERCEDES-BENZ (imp.)	**11,000**	**78**	**85**
Domestic car	26,000	178	135
Imported car	41,300	186	147
Imported truck	9,600	144	132
MITSUBISHI	**76,900**	**177**	**141**
Infiniti (imp.)	**5,900**	**63**	**63**
Domestic car	35,400	116	99
Imported car	87,200	132	106
Truck (dom./imp.)	46,400	117	82
Nissan	**160,000**	**124**	**97**
NISSAN MOTOR CORP.	**174,900**	**120**	**96**
PEUGEOT (imp.)	**100**	**30**	**30**
PORSCHE (imp.)	**1,200**	**77**	**107**
RANGE ROVER (imp. trk.)	**700**	**63**	**71**
SAAB (imp.)	**4,900**	**120**	**88**
Domestic car	30,000	341	347
Imported car	25,400	198	156
SUBARU	**55,400**	**256**	**224**
Car (dom./imp.)	2,700	136	215
Truck (dom./imp.)	12,800	268	293
SUZUKI	**15,500**	**227**	**184**
Lexus (imp.)	**5,700**	**21**	**19**
Domestic car	25,400	32	21
Imported car	48,500	49	38
Imported truck	41,300	59	38
Toyota	**115,200**	**46**	**32**
TOYOTA MOTOR SALES	**120,900**	**44**	**31**
Audi (imp.)	**7,000**	**102**	**162**
Volkswagen (imp.)	**5,000**	**140**	**96**
VWoA	**12,000**	**45**	**106**
VOLVO (imp.)	**22,000**	**106**	**155**
YUGO (imp.)	**300**	**27**	**58**
Domestic car	**1,254,800**	**79**	**73**
Imported car	**573,400**	**103**	**91**
TOTAL CAR	**1,828,200**	**85**	**78**
Domestic truck	**936,500**	**89**	**72**
Imported truck	**176,100**	**97**	**76**
TOTAL TRUCK	**1,112,600**	**91**	**73**

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

Model	Incentive
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1991, expires March 3)	
Legacy	$1,200-1,700
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

SATURN

Pace for production, retailing picks up

continued from PAGE 1

Some Chevrolet dealers are especially interested in selling Saturns at their stores.

Hudler told his dealers last week that GM has no plans to rebadge the cars for sale by another division. But a dealer said that Hudler also told the group that they can make sure rebadging isn't an issue by opening more outlets and selling more cars.

The Saturn plant is producing 900 cars a day on two 10-hour shifts. In a normal four-day week, the yield would be 3,600 cars. With the fifth day, output grows to 4,500 cars a week, or about 216,000 in a 48-week year.

Cars would start piling up because their channel into the marketplace is too narrow — there just aren't enough Saturn outlets to handle the flow.

The average Saturn dealer sold 83 cars per outlet in January — the highest per-store vehicle sales in the industry and 16 more cars per outlet than December. (See story on Page 81.)

Saturn sales were up 28.5 percent from December to January, when the make eclipsed 10,000 sales in a month for the first time. Sales began in October 1989.

As one of its most innovative features, Saturn grants a dealer an entire market area, which he or she can develop without competition from another Saturn dealer. Hudler said between 25 and 30 dealers already have more than one Saturn store.

"We need to be attracting new retailers in areas we haven't got to yet as well as expanding market areas," LeFauve said.

"There were a couple guys holding back," he said. "What we said was, now we're able to produce that kind of volume consistently, we needed to encourage them to go off and build those second or third stores. They needed encouragement, and they're with us all the way."

A recently completed corporate quality audit showed that the Saturn plant was building only 2.9 defects per car (2.0 is considered exceptionally good) at a 900-per-day rate, Michaud told *Automotive News*. That was the same result of an audit late last year when the plant was building 500 cars a day, Michaud said.

LeFauve and Saturn dealers take that as an encouraging sign that the plant can build at high volumes with consistent quality.

Saturn dealers seem to be satisfied. In a recent study of dealer attitudes, J.D. Power and Associates said Saturn ranked second only to Lexus in its Dealer Satisfaction Index. Saturn was the only domestic nameplate in the top 15.

"Now there's a lot more confidence because of what's happening at the production level," said Stuart Lasser, owner of Saturn of Denville, N.J. "Everybody's saying, 'OK, now it's time to step up and build that second facility, that third facility' to meet those production demands."

Lasser said he will accelerate his plans to expand. He said he plans to have one or two more outlets before the end of the year.

GM President Lloyd Reuss attended the Saturn meeting to reiterate GM's continued strong support for Saturn, despite GM's financial trouble. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

Model	Incentive
CHRYSLER CORP.	
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only: LeBaron sedan, Acclaim, Spirit	$1,500
FORD MOTOR CO.	
1992 models	
Expires Mach 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
1991 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
G van	$500-750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (same as 1992 models)	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
SUBARU (expires March 3)	
Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

incentive
WATCH

Mitsubishi hikes spiffs in Michigan

Mitsubishi Motor Sales of America Inc. was the only auto firm to announce a new incentive program last week.

Dealers in Michigan are getting a big break, reportedly because of the speech Richard Recchia, the company's executive vice president, delivered to the National Automobile Dealers Association convention. He feels Michigan dealers have been hit hardest by anti-Japanese sentiment.

Dealers in Michigan are receiving rebates of $1,700 on sales of 1992 Eclipses and $1,000 on 1990-92 Galants, Mirages and pickups.

In comparison, dealers in Pennsylvania are getting $750 on the Eclipse and must sell 24 units to equal the Michigan dealers' incentives on the Galant, Mirage and pickups. Other regions are in line with the Pennsylvania program.

The program ends March 30 for all regions.

— *Chris Eschenburg*

Iran lets individuals import cars

NICOSIA, Cyprus — Iran has lifted a 10-year ban on private importation of vehicles by individuals, and an official estimates that as many as 10,000 cars will be imported in the next two months.

The official Islamic Republic News Agency, in a dispatch monitored here, said selected makes will be permitted, including Mercedes-Benz, BMW, Volkswagen, Peugeot, Volvo, Mitsubishi, Honda, Subaru and Toyota.

Iran recently signed agreements with France's Peugeot Group and Britain's Bedford to build assembly plants in Iran.

The development comes as President Hashemi Rafsanjani works to rebuild bridges with the West as he seeks badly needed investment.

The news agency quoted Mohammad Cheraghi, the Iranian commercial attache in Dubai, as saying the auto imports are being allowed because spare parts and repair services for them are now widely available in Iran.

The new regulations allow Iranian residents of Gulf Arab states, particularly the United Arab Emirates, to ship the latest models of permitted cars back home for the next two years.

— *The Associated Press*

XEDOS

Mazda moves into luxury segment

continued from PAGE 3

used for Mazda's entire luxury lineup in Europe.

A Mazda distributor said Xedos models will be a "special kind of product sold through a select number of dealers" with proven sales histories and high customer satisfaction ratings

He said dealer numbers will be determined on a country-by-country basis by local distributors.

"A small showroom will not qualify," the Mazda distributor said.

"Initially, the Xedos volume will be too small to ask for separate showrooms. However, there will be significant investments. The dealers must offer superior after-sales service and service facilities," the distributor said.

The Xedos 6 will be badged as a Xedos Mazda with a small Mazda badge on one corner of the car.

"It will not be a separate," said the distributor.

The sedan will be offered with a 160-horsepower, 24-valve, 2.0-liter 4-cylinder engine and will be priced to compete against such lower-rung German sedans as the BMW 320 and Audi 80.

At 181 inches long with a 102.8-inch wheelbase, the Eunos 500 is comparable in size to the small German sedans. By comparison, the 1992 BMW 325i sedan is 174.5 inches long and rests on a 106.3-inch wheelbase.

FULL RANGE PLANNED

But another range of cars is under development, said the distribution source.

"The idea is for Mazda to offer a full range of luxury cars with the Xedos 6 being the first," he said.

"A V-12 is in the plan but it could also be axed if conditions change," the distributor source said.

If developed, the 4.0-liter V-12 will be fitted into a future Xedos range-topping sedan that also will serve as the Amati flagship in the United States.

Mazda's strategy is driven by concern that its European volume could be frozen at current levels because of last year's accord between Tokyo and the EC.

The accord caps imports at their current level of about 1.2 million units a year and caps local production at 1.2 million units through 1998.

Combined production of the Nissan, Toyota and Honda plants in the United Kingdom likely will surpass 1 million units by 1995, leaving Mazda with little chance to build volume through local production.

It currently is holding talks with Ford about consigned production of an Escort-based, Mazda-badged model at Ford's Saarlouis, Germany, plant.

"The big problem for Mazda is still the limited number of cars it can receive," the distribution official said.

Company officials in Japan say that Europe is well-suited for the luxury-car push because the Mazda brand image is higher there than in either the United States or Japan.

Mazda would not comment on its European plans, but Keiji Asano, senior managing director for overseas marketing and sales, said the company is wrestling with how to sell its future luxury models there. He said that either the Mazda name or another could be adopted in Europe. AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Belvidere, Ill.	2/17	
Chrysler Fifth Avenue		1,000
Chrysler Imperial		100
Chrysler New Yorker Salon		600
Dodge Dynasty		3,000
FORD		
Twin Cities (St. Paul, Minn.)	2/17	**3,600**
Ford F-series pickup		
Ford Ranger		
GENERAL MOTORS		
Doraville, Ga.	2/17	**2,400**
Olsmobile Cutlass Supreme		
Pontiac, Mich. (West)	2/17	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Shreveport, La.	2/17	
Chevrolet S10		1,650
GMC Sonoma		375
Chevrolet Blazer		140
GMC Yukon		50
Total U.S. car		**7,100**
Total U.S. truck		**8,030**
Total units lost week of 2/17		**15,130**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

GM, Ford to match suppliers' rebates

CHRIS ESCHENBURG
Special Correspondent

DETROIT — General Motors and Ford Motor Co. strengthened the "Buy American" movement last week by announcing separate programs to match suppliers' employee incentives for the purchase or lease of a new vehicle.

Pais: saying thanks

"A number of GM suppliers recently have offered purchase assistance programs to their employees to help get the economy going and to help boost sales of new GM vehicles," said Donald Pais, GM vice president in charge of the materials management staff.

The number of supplier programs is small but growing. A GM spokeswoman said most of the response is expected from 3,400 key suppliers.

A Ford spokesman said the company contracts with about 2,600 suppliers in North America.

GM and Ford will end their programs June 4.

A GM spokeswoman said no ceiling has been placed on the amount GM will match, but it will be limited to any reasonable amount, adding, "$1,000 would be considered reasonable."

Ford's limit is $1,000.

Both programs are in addition to any previously announced incentives.

Pais said, "We're appreciative of these programs and of the partnership spirit we've been developing with our suppliers. This matching fund program is our way of saying, 'Thanks.'

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 2/10-2/15/92	Actual 2/3-2/8/92	2/1-2/15/92	Year 1/1-2/15/92	Year 1/1-2/16/91
LeBaron J	1,200	0	1,200	5,009	2,690
New Yorker	0	463	463	2,602	1,555
Fifth Avenue	0	796	796	3,181	4,333
Imperial	0	195	195	762	1,269
Town & Country (trk.)	200	236	436	1,023	379
Total Chrysler	**1,400**	**1,690**	**3,090**	**12,577**	**10,226**
Sundance	2,250	1,573	3,823	6,379	4,595
Acclaim	1,250	0	1,250	7,317	13,777
Voyager (trk.)	1,625	1,634	3,259	7,230	10,400
Voyager (Can. trk.)	2,778	2,804	5,582	17,307	14,254
Total Plymouth	**7,903**	**6,011**	**13,914**	**38,233**	**43,026**
Daytona	300	235	535	1,769	1,075
Shadow	2,625	2,207	4,832	9,903	4,986
Dynasty	0	2,458	2,458	10,112	19,567
Spirit	2,375	0	2,375	8,169	12,705
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	400
Caravan (trk.)	2,375	2,353	4,728	10,730	13,658
Caravan (Can. trk.)	3,666	3,598	7,264	23,431	18,942
Caravan C/V (trk.)	90	77	167	303	406
Caravan C/V (Can. trk.)	156	205	361	1,093	602
Dakota (trk.)	3,000	2,498	5,498	13,478	6,911
Ram pickups (trk.)	1,500	1,212	2,712	6,630	6,909
Ram Wagon (Can. trk.)	560	482	1,042	3,006	1,219
Ram Van (Can. trk.)	1,442	1,391	2,833	7,417	2,469
Total Dodge	**18,089**	**16,716**	**34,805**	**96,043**	**89,849**
Premier (Can.)	0	0	0	0	875
Cherokee (trk.)	3,000	2,120	5,120	12,039	6,687
Comanche (trk.)	75	79	154	352	557
Grand Cherokee (trk.)	450	327	777	1,099	0
Wagoneer (trk.)	4	24	28	79	202
Wrangler (Can trk.)	1,932	1,968	3,900	11,448	5,738
Total Jeep-Eagle	**5,461**	**4,518**	**9,979**	**25,017**	**14,059**
Total U.S. car	**10,000**	**7,927**	**17,927**	**55,203**	**66,552**
Total Can. car	**0**	**0**	**0**	**0**	**1,275**
Total U.S. truck	**12,319**	**10,560**	**22,879**	**52,963**	**46,109**
Total Can. truck	**10,534**	**10,448**	**20,982**	**63,704**	**43,224**
CHRYSLER CORP.	**32,853**	**28,935**	**61,788**	**171,870**	**157,160**
Escort	0	0	0	10,375	18,177
Mustang	0	0	0	5,035	4,752
Tempo	3,186	0	3,186	11,470	10,496
Tempo (Can.)	0	0	0	10,901	12,501
Taurus	9,332	7,929	17,261	41,717	32,375
Thunderbird	2,167	2,043	4,210	8,206	4,788
Crown Victoria (Can.)	1,747	2,330	4,077	8,525	10,420
Aerostar (trk.)	4,010	4,034	8,044	19,314	13,607
Bronco (trk.)	685	0	685	1,751	1,326
Explorer/Bronco II (trk.)	6,610	6,566	13,176	39,590	33,432
Navajo (trk.)	75	76	151	461	2,554
Econoline (trk.)	2,232	4,251	6,483	20,396	12,490
Heavies (trk.)	1,050	1,042	2,092	4,991	4,903
Light trucks (trk.)	10,552	8,620	19,172	53,725	23,010
Light trucks (Can. trk.)	3,053	3,070	6,123	21,260	10,499
Ranger (trk.)	1,840	4,479	6,319	23,400	26,961
Total Ford Div.	**46,539**	**44,440**	**90,979**	**281,119**	**222,293**
Topaz	1,219	0	1,219	4,671	4,035
Topaz (Can.)	0	0	0	2,798	3,423
Cougar	1,433	1,378	2,811	5,468	4,158
Sable	957	2,638	3,595	12,572	9,190
Grand Marquis (Can.)	3,100	2,534	5,634	10,140	289
Total Mercury	**6,709**	**6,550**	**13,259**	**35,649**	**21,095**
Continental	954	978	1,932	3,518	7,658
Mark VII	240	218	458	716	1,349
Town Car	2,982	2,996	5,978	10,744	18,037
Total Lincoln	**4,176**	**4,192**	**8,368**	**14,978**	**27,044**
Total L-M Div.	**10,885**	**10,742**	**21,627**	**50,627**	**48,139**
Total U.S. car	**22,470**	**18,180**	**40,650**	**114,492**	**115,017**
Total Can. car	**4,847**	**4,864**	**9,711**	**32,364**	**26,633**
Total U.S. truck	**27,054**	**29,068**	**56,122**	**163,630**	**118,283**
Total Can. truck	**3,053**	**3,070**	**6,123**	**21,260**	**10,499**
FORD MOTOR CO.	**57,424**	**55,182**	**112,606**	**331,746**	**270,432**
Skylark	1,785	1,562	3,347	8,054	16,120
Century	0	1,425	1,425	5,746	7,928
Regal (Can.)	0	0	0	4,526	13,135
Riviera	237	229	466	1,363	1,495
Park Avenue/Electra	1,742	1,741	3,483	6,879	15,386
LeSabre	3,500	3,294	6,794	19,601	25,693
Roadmaster Sedan*	1,380	1,381	2,761	8,100	0
Roadmaster Wagon†	0	377	377	1,487	279
Reatta	0	0	0	0	118
Total Buick	**8,644**	**10,009**	**18,653**	**55,756**	**60,154**
Eldorado	995	1,002	1,997	5,406	1,895
Seville	1,041	1,028	2,069	5,607	3,631
Brougham	0	0	0	2,170	2,482
DeVille	4,004	3,882	7,886	11,319	19,715
Allante	16	0	16	16	410
Total Cadillac	**6,056**	**5,912**	**11,968**	**24,518**	**28,133**
Cavalier	4,530	4,387	8,917	25,093	35,849
Camaro	1,438	0	1,438	5,670	4,029
Corsica-Beretta	4,880	4,643	9,523	29,069	25,332
Lumina (Can.)	0	0	0	13,299	19,073
Caprice	1,380	2,794	4,174	11,997	16,429
Corvette	480	450	930	1,380	3,060
Astro (trk.)	3,698	3,241	6,939	21,387	8,712
Blazer (trk.)	500	399	899	2,309	956
Lumina APV (trk.)	0	0	0	2,994	3,854
Mediums (trk.)	80	98	178	762	1,358
P-Model (trk.)	440	501	941	2,043	1,498
Pickups (trk.)	6,783	6,985	13,768	21,350	20,308
Pickups (Can. trk.)	3,500	3,995	7,495	25,381	20,612
S10 (trk.)	970	1,214	2,184	17,884	27,138
S10 Blazer (trk.)	2,189	2,156	4,345	15,969	3,803
Sportsvan (trk.)	975	1,033	2,008	6,094	3,091
Sportsvan (Can. trk.)	1,500	1,596	3,096	8,679	2,467
Suburban (trk.)	675	724	1,399	5,146	2,867
Total Chevrolet	**34,018**	**34,216**	**68,234**	**216,506**	**200,436**
Achieva/Calais	2,820	3,178	5,998	16,035	11,612
Cutlass Ciera	0	3,561	3,561	13,257	6,357
Cutlass Ciera (Can.)	0	0	0	0	7,877
Cutlass Supreme	0	0	0	6,507	13,599
Toronado	94	130	224	792	845
Eight Eight	2,167	2,102	4,269	10,777	12,049
Custom Cruiser Wag.††	0	147	147	590	0
Ninety Eight	1,196	1,225	2,421	3,713	11,971
Silhouette (trk.)	0	0	0	1,020	1,110
Bravada (trk.)	286	254	540	2,052	2,744
Total Oldsmobile	**6,563**	**10,597**	**17,160**	**54,743**	**68,164**
Sunbird	2,030	2,036	4,066	11,880	15,899
Grand Am	4,535	4,126	8,661	28,040	22,976
Firebird	562	0	562	2,439	1,003
Grand Prix	3,360	0	3,360	12,626	8,823
Pontiac 6000	0	0	0	0	4,222
Bonneville	2,926	2,898	5,824	11,067	7,081
Trans Sport (trk.)	0	0	0	1,175	2,058
Total Pontiac	**13,413**	**9,060**	**22,473**	**67,227**	**62,062**
Yukon/Jimmy (trk.)	145	169	314	662	353
Mediums (trk.)	520	481	1,001	3,077	2,373
P-Model (trk.)	90	23	113	324	341
Pickups (trk.)	2,448	2,332	4,780	9,987	8,135
Pickups (Can. trk.)	1,300	1,329	2,629	9,073	7,242
Syclone/Sonoma (trk.)	363	179	542	3,434	6,905
Typhoon/S15 Jimmy (trk.)	405	451	856	4,043	2,687
Safari (trk.)	1,534	1,077	2,611	7,349	3,934
Suburban (trk.)	625	706	1,331	2,224	2,406
Vandura (trk.)	668	592	1,260	4,004	1,474
Vandura (Can. trk.)	600	619	1,219	4,993	1,414
Total GMC	**8,698**	**7,958**	**16,656**	**49,170**	**37,264**
Total Saturn*	**3,350**	**3,350**	**6,700**	**19,484**	**5,045**
Total U.S. car	**50,448**	**50,948**	**101,396**	**286,164**	**301,333**
Total Can. car	**0**	**0**	**0**	**17,825**	**40,085**
Total U.S. truck	**23,394**	**22,615**	**46,009**	**135,289**	**108,105**
Total Can. truck	**6,900**	**7,539**	**14,439**	**48,126**	**31,735**
GENERAL MOTORS	**80,742**	**81,102**	**161,844**	**487,404**	**481,258**
Can. car	2,000	2,284	4,284	14,475	17,047
Can. trk.	1,100	1,365	2,465	8,830	7,388
CAMI*	**3,100**	**3,649**	**6,749**	**23,305**	**24,435**
DIAMOND-STAR*	**3,448**	**3,277**	**6,725**	**19,757**	**20,453**
Civic	1,600	1,916	3,516	11,110	11,372
Civic (Can.)	2,200	2,442	4,642	14,474	14,103
Accord	8,310	8,220	16,530	50,497	47,008
Total U.S. car	**9,910**	**10,136**	**20,046**	**61,607**	**58,380**
Total Can. car	**2,200**	**2,442**	**4,642**	**14,474**	**14,103**
HONDA	**12,110**	**12,578**	**24,688**	**76,081**	**72,483**
HYUNDAI Sonata (Can.)	**500**	**583**	**1,083**	**2,732**	**5,933**
MAZDA*	**0**	**2,098**	**2,098**	**11,109**	**19,564**
U.S. trk.	1,585	0	1,585	8,332	9,476
Can. trk.	165	161	326	1,007	995
NAVISTAR	**1,750**	**161**	**1,911**	**9,339**	**10,471**
Sentra	2,850	2,948	5,798	19,195	19,851
Pickup (trk.)	2,784	2,837	5,621	18,568	18,976
NISSAN	**5,634**	**5,785**	**11,419**	**37,763**	**38,827**
Geo Prizm	1,900	1,931	3,831	12,328	13,702
Toyota Corolla	2,350	2,371	4,721	15,079	13,593
Toyota Hilux (trk.)	800	697	1,497	3,672	0
NUMMI	**5,050**	**4,999**	**10,049**	**31,079**	**27,295**
Legacy	1,100	1,185	2,285	7,419	7,753
Pickup (trk.)	500	505	1,005	3,228	0
Rodeo (trk.)	850	880	1,730	5,613	0
Total U.S. car	**1,100**	**1,185**	**2,285**	**7,419**	**7,753**
Total U.S. trk.	**1,350**	**1,385**	**2,735**	**8,841**	**7,582**
SUBARU-ISUZU	**2,450**	**2,570**	**5,020**	**16,260**	**15,315**
Camry	4,725	4,700	9,425	30,561	29,409
Corolla (Can.)	1,500	1,588	3,088	9,167	8,907
TOYOTA	**6,225**	**6,288**	**12,513**	**39,728**	**38,316**
VOLVO 740, 940 (Can.)	**150**	**150**	**300**	**936**	**1,169**
AM GENERAL (trk.)	**375**	**375**	**750**	**2,325**	**2,850**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**4,800**	**14,800**	**18,900**
Total U.S. car	**109,201**	**105,701**	**214,902**	**632,914**	**665,607**
Total Canada car	**11,197**	**11,911**	**23,108**	**91,973**	**115,152**
Total U.S.-Canada Car	**120,398**	**117,612**	**238,010**	**724,887**	**780,759**
Total U.S. truck	**72,061**	**69,937**	**141,998**	**408,500**	**330,281**
Total Canada truck	**21,752**	**22,583**	**44,335**	**142,927**	**93,841**
Total U.S.-Canada truck	**93,813**	**92,520**	**186,333**	**551,427**	**424,102**
TOTAL U.S.	**181,262**	**175,638**	**356,900**	**1,041,414**	**995,868**
TOTAL CANADA	**32,949**	**34,494**	**67,443**	**234,900**	**208,993**
TOTAL U.S.-CANADA CAR & TRUCK	**214,211**	**210,132**	**424,343**	**1,276,314**	**1,204,861**

*Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Trucks pull up numbers

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian car and truck production is leading the 1991 pace by 5.9 percent. So far this year, makers have assembled 1,276,314 vehicles, compared to the 1,204,861 one year ago.

Truck production continues to spark the increase; car production is down 7.2 percent.

Truck producers in the United States have assembled 408,500 vehicles this year, 23.7 percent above 1991.

Truck producers in Canada have built an estimated 142,927 trucks, 52.3 percent ahead of the year-ago total.

Last week, truck production in the United States was scheduled at 72,061, up 3.0 percent from the prior week and 50.8 percent above the year-ago week.

In Canada, last week's estimated truck production was 11,197, down 3.7 percent from the prior week but up 52.6 from last year.

Year-to-date, U.S. car production is 632,914, 4.9 percent behind 1991, while Canadian carmakers have assembled 91,973, down 20.1 percent from 1991.

U.S. automakers' estimated car production last week was up 3.3 percent from the prior week and was 34.1 percent over the year-ago week. In Canada, car production slipped 6.0 percent from the prior week and 25.0 percent from the 1991 week.

Last week's estimated daily-build rate was 42,842 cars and light trucks, 1.9 percent over the prior week and 35.2 percent over the year-ago week when 11 plants were idle because of slow sales.

Hyundai Motor Corp. was forced to halt production at its Bromont, Quebec, facility due to a shortage of parts caused by a strike at the company's factory in Korea, which supplies 55 percent of the parts.

The plant will be idle four weeks. Production is scheduled to resume March 16.

Mazda Motor Manufacturing (USA) Corp. built out 1992 models last Friday at the Flat Rock, Mich., plant. Job 1 for the 1993 MX-6 is scheduled for Feb. 24. Production of the 1993 Ford Probe, its sister car, is slated to begin in April.

Changeover for the 1993 Mazda 626 will be completed in March.

Overtime was scheduled last Saturday at the following General Motors truck facilities: Baltimore; Scarborough, Ontario; and Oshawa, Ontario.

GM's Janesville, Wis., plant worked overtime on the Suburban, Jimmy and Crew Cab lines last Friday and Saturday.

Ford Motor Co. ran daily overtime last week at the Louisville, Ky., and Kansas City, Mo., truck facilities. The Kansas City plant also worked last Saturday.

Chrysler Corp. scheduled Saturday overtime last week at the St. Louis (No. 2) plant for the sixth consecutive week. The plant produces the Chrysler Town & Country, Dodge Caravan C/V, Dodge Grand Caravan and Plymouth Grand Voyager minivans.

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Ohio bank copies VW idea

COLUMBUS, Ohio — Consumers who finance vehicle purchases or leases through Huntington National Bank and later lose their jobs will have their vehicle payments paid by the bank for up to six months.

The "Unemployment Payment Assistance Plan" covers payments up to $500 a month on any new or used vehicle. Consumers must provide an affidavit from their former employer saying the job loss is for economic reasons. Also, consumers must be eligible for unemployment benefits.

The plan, which is similar to the incentive pioneered by Volkswagen of America Inc., is good on vehicles purchased between Feb. 20 and April 30.

The bank said it is working with dealers in Ohio, Kentucky and Indiana.

GM scuttles value guide

DETROIT — General Motors has halted publication of its monthly *General Motors Used Vehicle Guide* for dealers with the February edition.

The guide had been used by

see LATE NEWS, 2

Bohn battles Porsches

Workers side with their boss

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Arno Bohn late last week unveiled a trump card in a power struggle to continue as chairman of Porsche AG after the carmaker's controlling families failed in a bid to hire Wolfgang Reitzle, a senior BMW AG executive, to replace him.

After the Porsche board on Thursday denied him the two-thirds majority needed to renew his contract, the 44-year-old Bohn threatened to leave immediately if he is not given the vote of confidence he needs by Friday.

The departure of Bohn, whose contract expires Sept. 30, would leave the company without a chief executive — or any immediate candidates — during a time of great uncertainty.

The ultimatum may be moot, however. Bohn controls 50 percent of the votes on Porsche's board, enough under German law to keep his job on a second vote by Porsche directors.

Bohn's strength stems from his *support from Porsche's white- and* blue-collar workers, who control half the seats on Porsche's supervisory board.

Last week, the powerful IG Metall union publicly urged Bohn's reappointment, saying a change of chairman now would be bad for the company's 9,000 employees. More than 800 employees demonstrated to support Bohn the day the supervisory board met.

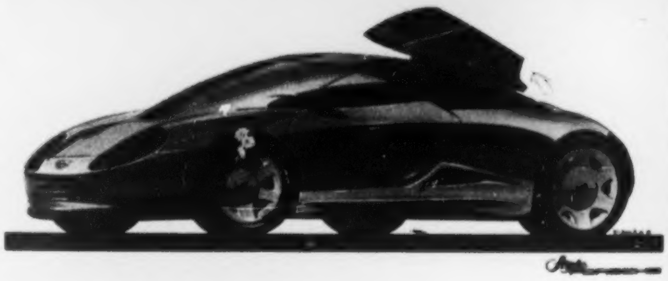
Bohn used the union sentiments in issuing his ultimatum.

"I consider the continuing speculation over the filling of the job as management board chairman of Porsche AG as damaging for the company and have demanded a decision on my reappointment by Feb. 28, at the latest," Bohn said in a statement.

"Otherwise, I am not ready to accept renewal of my contract."

In a telephone interview Friday, Bohn said he wants to remain chairman despite last week's tur-

see PORSCHE, 36



HANS G. LEHMANN

Caught in the crossfire

Porsche AG Chairman Arno Bohn, right, is battling the company's owners over product strategy. Honorary chairman Ferdinand Porsche wants a large, expensive Porsche 989 (top), while Bohn wants a higher-volume, lower-priced 986 sports car (above). Bohn's contract was not renewed, but he has support from the company's blue- and white-collar workers.

'123 Ford' program fizzles

Fewer ex-rental cars available for test lots in four cities

KATHY JACKSON
Staff Reporter

Ford Motor Co.'s test dealerships to sell only program cars may fizzle out by the end of summer.

Dealers say Ross Roberts, Ford Division general manager, told them at winter meetings that the four test stores are losing money and the factory probably will dump the project in six months.

Since the first two "123 Ford" stores opened last April, Ford has cut back on the number of program cars that it sells to and then buys back from daily rental companies.

One store says it is profitable, but an employee at the store in Louisville, Ky., said, "You don't make money selling 17 vehicles a month."

Bill Stang, vehicle distribution director for Ford, says the company will not make a decision until the first stores have been in operation at least a year. "We're kind of holding our decision until late April," Stang said.

Cancellation appears to be inevitable.

Last week, Ford officials were at a test dealership, owned by Richardson Ford and Turner Ford in Albuquerque, N.M., "to look at the situation," according to an employee at the store. "We may only have until June. Sales have peaked out; they've tapered off."

Ford opened the stores last year in an effort to dispose of the huge number of the nearly new program

see PROGRAM, 34

Roberts: brought word to dealers

Japanese raising prices to head off trouble

JOHN K. TEAHEN JR. and KRISTINE STIVEN BREESE
Automotive News

Two Japanese makes have raised prices, and others are getting ready to follow suit in an effort to dodge the political flak that surrounds the tense U.S.-Japan trade situation.

Toyota and Lexus divisions of Toyota Motor Sales U.S.A. Inc. were the first to act on prices. Both cited appreciation of the yen against the dollar in announcing their sticker hikes. It appears that will be the party line for all the Japanese makers.

The yen-dollar exchange rate casts a cloud on that argument. The yen has risen 7 percent against the dollar since last June. But the Japanese (and others) have had a price increase since then — the 1992 intro boost. Since the 1992 model year began Oct. 1, the value of the yen has risen only 3.5 percent — from 133.20 to the dollar to last Thursday's 128.70.

Insiders at the Japanese companies, who asked not to be identified, suggest another reason for the price increases.

They acknowledge that the current round of increases are very much a part of the sensitive trade situation between the United States and Japan, and they say the Japanese are raising their prices to give the domestic Big 3 a competitive break.

Said a high-level sales execu-

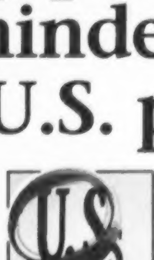
see PRICES, 36

Subsidiary plants, fuel law hinder push for U.S. parts

LINDSAY CHAPPELL
Staff Reporter

Two hard truths hang over Japanese automakers' pledges during President Bush's trade mission last month to commit to an additional $2 billion in U.S. parts purchases.

- U.S. suppliers lose some sales because of U.S. fuel economy rules.
- Japanese parts firms with U.S. plants stand to benefit more than traditional U.S. parts companies.



While the U.S. government and auto industry push Japanese automakers to buy American, U.S. fuel-economy rules are thwarting progress. The rules discourage Japan's U.S.-built models from having more than 75 percent North American (U.S. and Canadian) content.

The North American content on the 1993 Nissan Stanza replacement, for example, will be held to about 70 percent. That's because under U.S. rules, the Stanza will remain in the firm's "import" fleet if its content level is less than 75 percent. And since the car will exceed the federal standard of 27.5 mpg, it will help offset the drag on its fuel-economy averages provided by such cars as Nissan's Infiniti Q45. (See story, page 9.)

Traditional suppliers who have no Japanese business yet are likely to lose out.

Because pressure on the Japanese to buy U.S. parts is so intense, the companies are likely to go to suppliers they know best — specifically, Japanese-affiliates with U.S. plants.

Already, the large increase in Japanese spending on U.S. parts in recent years has been shared — sometimes dollar for dollar — with Japanese parts makers who have built U.S. plants. While that provides new U.S. jobs and investment, the trend also threatens the "traditional U.S. suppliers"

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Automotive News

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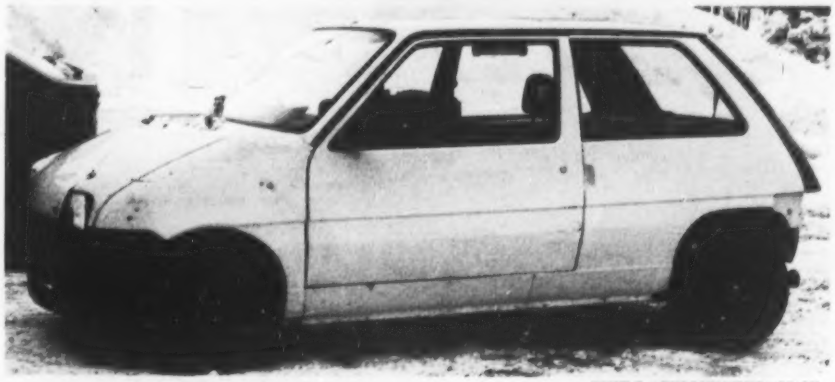
correction

A table in the Feb. 17 issue mislabeled the North American content status of the Pontiac Grand Am. The Grand Am is classified as a domestic car.



HANS G. LEHMANN/HIDDEN IMAGE

Renault's mini

The X06, Renault Group's belated entry in Europe's emerging "starter-car" segment, was recently caught during cold-weather testing in Scandinavia. Power for the mini hatchback is from a 1.1-liter four-cylinder developing 49 horsepower. The X06 will debut in 1994. PSA Group and Fiat Auto entered the segment last year with the Peugeot 105 and Fiat 500.

latenews

CONTINUED
from PAGE 1

dealers for auction prices on used company cars and rental vehicles.

GM will save $250,000 annually, according to industry officials.

Dale Hermiller, newly appointed executive director of vehicle redistribution, said it is no longer cost effective to publish the guide.

But he said the automaker is exploring other ways to make the information available to dealers, including GM's dealer communications system, its satellite network plus vehicle division branch and zone offices.

Hermiller said because the guide was published monthly, many of the prices on daily-rental vehicles and company cars sold through the auctions were out of date.

— Charles M. Thomas

Bill would link tax to inflation

WASHINGTON — The U.S. luxury tax on cars over $30,000 would be indexed to keep pace with inflation under a tax-reduction plan worked out by House Democrats late last week.

But the Democrats dropped a proposal to increase the tariff on imported minivans and sport-utilities from the current 2.5 percent to 25 percent. The full House is expected to vote on the plan next week.

Action then moves to the Senate, which is crafting its own tax bill. The final bill that emerges from Congress could bring a veto from President Bush, who opposes the Democrats' plan to raise taxes on the rich while cutting taxes for the middle class.

The 14-month-old luxury tax puts a 10 percent surcharge on the portion of a car's selling price over $30,000. The indexing provision would prevent additional cars from being covered by the tax as inflation pushes prices higher.

— Max Gates

Trade talks resume in D.C.

WASHINGTON — Vice Minister Noboru Hatakeyama of Japan's Ministry of International Trade and Industry will meet with U.S. business groups tomorrow to continue trade talks begun during President Bush's recent trip to Japan, U.S. Commerce Department officials say.

On the agenda are talks with the Motor Vehicle Manufacturers Association, the Auto Parts Advisory Council and the U.S.-Japan Business Council. The Business Council, which includes General Motors Chairman Robert Stempel and Ford Motor Co. Chairman Harold Poling, last week issued a resolution calling on the U.S. and Japanese governments to adopt trade policies that encourage sales of U.S. products in Japan. The Washington-based group and its Tokyo counterpart agreed that the "chronic high trade imbalance between the United States and Japan is a matter of serious and growing concern which needs to be forcefully addressed."

— Max Gates

Steve Miller quits Chrysler

DETROIT— R.S. "Steve" Miller has resigned from Chrysler Corp. to take a job in New York.

Miller was vice chairman and chief financial officer of the auto company. Along with President Robert E. Lutz. Miller was a leading candidate to replace Lee A. Iacocca as Chrysler chairman. Iacocca has said he will retire at the end of 1992.

Miller, 50, has been with Chrysler since 1979. Before that, he was with Ford Motor Co. for 11 years in financial posts.

Volvo survives ad scam claim

A Texas jury has ruled in favor of Volvo Cars of North America in a product liability case where a couple claimed Volvo's safety-oriented advertising was misleading.

The plaintiffs, Baptist minister R.W. Johnson and his wife, Patricia, had a rollover accident Christmas Day 1987 in the Volvo 760-GLE diesel wagon they bought in 1985. Patricia Johnson suffered a compressed vertebrae, broken ribs and other injuries. The couple sued Volvo, claiming defects including sudden acceleration, faulty seat belts and a defective transmission.

The case got new life after Volvo's "monster truck" advertising episode in late 1990, where Volvo admitted one of its station wagons had been doctored to survive being run over by a giant pickup. The Johnsons amended their lawsuit and claimed the phony ad supported their case. Volvo denied it made any misrepresentations to the Johnsons.

— Jim Henry

Ford V-6 effort gets $1.2 billion

CLEVELAND — Ford Motor Co. is investing about $1.2 billion to develop and build new high-tech V-6 engines. More than $700 million of the total will be used to revamp the Cleveland Engine Plant No. 2 at Brook Park, which will produce the engines.

Robert Rewey, vice president of Ford North American Sales Operations, said the engines will be the latest in modular engine engineering and will have four valves per cylinder to improve efficiency and fuel economy.

He said the plant will have an annual capacity of up to 400,000 of the new V-6s.

Energy bill clears Senate

WASHINGTON — The Senate passed a comprehensive energy bill Thursday that includes a requirement for increased purchases of alternative-fuel vehicles by governments and private fleets in 122 of the nation's most polluted cities.

The bill did not include new auto fuel economy standards. Sen. Richard Bryan, D-Nev., who has said he will introduce separate legislation to raise corporate average fuel economy levels to 40 mpg by the end of the century, agreed that higher CAFE standards did not belong in the energy bill.

The energy bill now goes to the House.

— Max Gates

briefly

Off-the-cuff talk ends in a boot

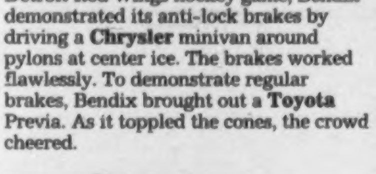
Chevrolet salesman Matt Darcy told Americans they ought to buy good value. For that, he got fired. Darcy was interviewed on "60 Minutes" while working for Gordon Chevrolet, a suburban Detroit dealership, at the Detroit auto show. He said, "If America makes a good product, I buy it. If they don't, I buy what's good for my money. I don't have to spend money because it's American." Gordon Stewart, owner of the dealership, fired Darcy over the incident last week. Said Stewart: "Darcy was saying if Americans make inferior products, then people should buy Japanese. That is extremely abusive language to a large percent of our customers, who are GM UAW workers." Stewart's store also handles Japanese-built **Geo** vehicles.

QUIET EXIT — Daihatsu America Inc. virtually will cease advertising as it prepares to leave the U.S. market within six months, according to *Advertising Age*. Kresser/Craig of Santa Monica, Calif., which handled the estimated $10 million account for the last four years, plans to reassign the account's staff to new business. The agency will be looking for another car account. "Attempting to support a national network of dealers with $10 million is ludicrous," said agency Chairman Bob Kresser of Daihatsu's spending.

HOME ICE ADVANTAGE — It wouldn't have been the same joke anywhere else. Between periods at a Detroit Red Wings hockey game, Bendix demonstrated its anti-lock brakes by driving a **Chrysler** minivan around pylons at center ice. The brakes worked flawlessly. To demonstrate regular brakes, Bendix brought out a **Toyota** Previa. As it toppled the cones, the crowd cheered.

LETTER FROM THE KING — Pontiac will produce a limited edition Grand Prix to mark Richard Petty's farewell tour on the NASCAR circuit. "Buy one of the 1,000 red, white or blue Petty cars and you'll get a personally signed letter verifying your edition number from the king (Petty) himself," said Pontiac General Manager John Middlebrook.

LEXUS LIVE — In what it believes to be the first interactive live satellite video conference between a manufacturer and its entire dealer body, **Lexus** executives recently recapped 1991 results, established 1992 objectives and answered phone-in questions from Lexus dealership employees. Questions ranged from those concerning the current political situation to queries about future sales training programs and possible product changes. All Lexus dealers are connected by satellite to the Lexus Communication System.



On the set, from left, are: Dave Illingsworth, Lexus general manager; Don Esmond, corporate sales and operations manager; and Dick Chitty, corporate service, parts and customer service manager.

PARTS

Conflicting truths cloud debate

continued from PAGE 1

that the U.S. government is trying to protect. While they are losing business with a retrenching Big 3, they are not making it up with the Japanese.

Elm International, an East Lansing, Mich., research firm, reports that 357 Japanese-owned or controlled parts plants were operating in the United States at the end of 1991. That's 89 more than in 1990. Parts from those plants count as "U.S. content" for everyone concerned — except their U.S.-based competitors.

"This political pressure for local sourcing is simply backfiring on the American parts industry," says a financial executive at one Japanese transplant automaker, who asked not to be identified. "All it does is force more Japanese parts companies to build plants in this country in order to qualify. That will create an overcapacity in the parts business, just as the automakers experienced in the assembly business."

CONFUSING DEBATE

The content rules and the "Japanese" U.S. suppliers underscore the difficulties the two sides face as they address the United States' $8.4 billion auto parts trade deficit with Japan.

And they add to the frustration already rampant in a debate where both sides are equally adamant about their claims. The U.S. says that Japanese buyers are dragging their feet. Japan's automakers raise questions about U.S. suppliers' quality. The U.S. says that the Japanese are importing a closed business system. The Japanese complain that too few U.S. firms understand the fundamentally different Japanese ways of doing business.

Underlying the debate are some seemingly conflicting facts:

Fact: President Bush returned from Tokyo last month with Japanese commitments for another $2 billion in U.S. parts purchases. That would push Japan's annual purchases of U.S. parts to $19 billion a year by 1994 — up from $10 billion in 1991 and just $2.5 billion five years ago.

Counterfact: U.S. firms are gaining on one end but losing on the other. The seemingly huge increases move in lock-step with Japanese transplant production.

Five years ago, the transplants built about 750,000 vehicles in North America. Last year they built 1.85 million. The $19 billion purchasing target assumes another 50 percent increase in transplant production.

As transplant production goes up, Big 3 sales tend to fall.

"It's not a dollar-for-dollar trade-off," charges Jack Reilly, president of Tenneco Automotive and chairman of 800-member Motor and Equipment Manufacturers Association trade group. "I might have $30 of parts in a domestic car, but only $5 in a Japanese car. Every time the domestics lose a sale to the transplants, I've lost $25 in business."

Fact: Japan's automakers are clearly bringing new business into the United States. U.S. Department of Commerce records show that in 1990, the most recent data available, the seven U.S. factories of Honda, Toyota, Nissan, Mazda and Mitsubishi purchased $7.7 billion in U.S.-made parts and materials. That's an increase of $2.6 billion from one year before.

At the same time, the group's ratio of U.S. parts-to-imports is improving. In 1989, the transplants bought $1.04 worth of U.S. parts for every $1 they imported. Last year, it was $1.54 for every $1 of imports, according to the government data.

In some cases, the figures are startling. Honda Motor Co.'s U.S. car plant in Marysville, Ohio, now spends nearly $9 on U.S. materials for every $1 in imported goods used to build Accords — not counting the value of assembly labor. That's a higher ratio than some Big 3 factories can boast.

Quips company spokesman Roger Lambert: "The Ford T-Bird isn't a hell of a lot more domestic than our car."

Counterfact: While their ratios are generally improving, the transplants' volume of imported parts hasn't declined. From 1989 to 1990, the group's imports climbed from $4.91 billion to $4.97 billion, according to the Commerce data.

Perhaps more troubling from the U.S. perspective is that the large increases in U.S. spending are being shared with Japanese competitors who have launched U.S. plants.

JOE WILSSENS/AUTOMOTIVE NEWS

Workers at Donnelly Corp. in Holland, Mich., make rear view mirrors used by Honda of America Manufacturing Inc. at its plants in Ohio.

They in turn have helped raise suspicion over Japanese "keiretsu" practices. The system refers to the common ownership and management ties among automakers and suppliers that effectively prevent outside firms from obtaining business. Honda's assembly operations in Marysville, Ohio, are served to a large degree by Honda parts plants located nearby.

Many Japanese executives say it's no different from General Motors' ownership of Delco Electronics. U.S. suppliers have complained about the closed circles, and federal agencies, including the U.S. Justice Department, have investigated them. But so far, no evidence has emerged indicating that the relationships violate U.S. fair trade law.

Fact: The transplants are now investing heavily in U.S. design and research and development facilities that will expedite local sourcing. Nissan's new $80 million r&d center in Farmington Hills, Mich., will allow a staff of some 500 engineers to help domestic suppliers create parts that are unique to the U.S. vehicles Nissan is building in Smyrna, Tenn.

The effort is paying off. Multi-Plex Inc. of Howe, Ind., has drafted new engine stampings with Nissan engineers that pulled the automaker away from its traditional Japanese supplier. The U.S.-based firm has increased its sales to Nissan from three parts in 1989 to 14 parts today, says Merle Emery, Multi-Plex president.

As Nissan and other transplants slowly evolve their products, more opportunities will open up for U.S. suppliers.

The new 1992 Toyota Camry built in Georgetown, Ky., allowed Toyota Motor Manufacturing U.S.A. Inc. to increase its U.S. suppliers from 130 to 174 last year. Research on the next-generation Accord has allowed more than 40 U.S. parts companies to meet with Honda engineers to draft their parts into the design.

Counterfact: The gains sometimes take years, and U.S. companies are already low on patience. New United Motor Manufacturing Inc., the General Motors-Toyota joint venture managed by Toyota in Fremont, Calif., was importing 61 percent of its parts and materials in 1990, six years after beginning production.

The figures underlie one issue that clouds the parts debate. While the Commerce Department figures for NUMMI sourcing count just parts and materials, the more often quoted "domestic content" figure counts more than just parts. That's the figure the EPA uses for fuel-economy purposes. So when a firm has a "domestic" content rating of 75 percent in the EPA's eyes, the number includes such costs as wages and advertising.

U.S. AUTO PARTS IMPORTS
(in $ billions)

	From Japan	Total imports
1985	3.28	16.58
1986	6.22	22.69
1987	7.58	26.84
1988	9.29	30.96
1989	11.17	33.24
1990	10.62	32.08
1991*	9.20	27.10
1991 U.S. Parts Deficit*	(8.40)	(2.90)

*estimated

Source: U.S. Department of Commerce

CHANGE IS UNDERWAY

Still, if content patterns are changing too slowly to suit American parts makers, it is still happening. Experts disagree over what will speed up the process of local sourcing for the Japanese automakers.

Daniel T. Roos, director of MIT's International Motor Vehicle Program, and co-author of the seminal *The Machine That Changed The World*, believes that "overall, the quality level among the U.S. firms still doesn't match the Japanese yet."

But he adds, "As American suppliers learn to operate in a lean production system, they will have a much higher probability of selling to the Japanese."

"Lean production," a term that Roos' group has spread throughout the auto industry, could loosely be translated to mean "Japanese production techniques." The system pivots on assembly-line control of quality issues, scant inventories, neat work environments, a small body of parts suppliers and open communications between workers, managers, engineers, designers, customers and parts makers.

Such concepts have been widely accepted by the Big 3 themselves, and many U.S. suppliers have restructured their plants to adopt similar systems. Roos believes that not enough have.

But Tenneco's Reilly disagrees with Roos, saying, "U.S. supplier quality is second to none.

"The U.S. parts industry is much more efficient than the Japanese," Reilly adds. "The Japanese know that. The U.S. is still the industry's low-cost producer." He cites a 1991 report by the Japan Productivity Center that found the average American worker was 28 percent more productive than his Japanese counterpart. AN

CAFE restrains transplants' use of U.S. parts

LINDSAY CHAPPELL
and PETER BROWN
Staff Reporters

Nissan makes small cars in Tennessee. Nissan also imports some bigger Infiniti cars from Japan.

And in order to be able to bring in those cars that consume more gasoline, Nissan feels compelled by federal law to keep the North American content of its U.S.-assembled cars below 75 percent.

While the Bush administration pressures the Japanese to buy American auto parts, federal law is actively suppressing U.S. parts purchases by transplants.

Nissan Motor Co. Ltd. and some other Japanese automakers are keeping the U.S. domestic content of their U.S.-assembled cars below 75 percent so they don't have to count the cars as "domestic" under the corporate average fuel economy law. Nissan's U.S.-assembled small cars provide high-mileage "import" cars to balance against lower-mileage cars such as the Infiniti Q45.

The American International Automobile Dealers Association also thinks the law discourages Japanese firms from raising their North American content levels. It wants the system abolished as part of a proposed free-trade pact with Mexico.

Nissan will keep its Tennessee-made Sentra subcompact at 74.6-percent domestic in order to keep it in the EPA import fleet. A compact Stanza replacement, to be built in Tennessee beginning this summer, will also stay in the low 70s for the same reason, said Earl Hesterberg, general manager of the Nissan Division.

The two cars will be sourced entirely from Nissan's complex in Smyrna, Tenn. If the EPA counted their domestic content at 75 percent or higher, Nissan would have to classify them in a different, "domestic" fleet.

That would be fine under CAFE: It would be well over the standard of 27.5 mpg that applies to "import" and "domestic" car fleets. But then the "import" fleet, which includes all Infinitis, could face problems meeting CAFE or fines for being under 27.5 mpg.

The 1993 Mazda MX-6s and 626s built in Flat Rock, Mich., are expected to be the first U.S.-built Japanese marques to be declared "domestic" for EPA purposes.

Those cars will be approximately neutral on CAFE. Says Mazda spokesman Tom MacDonald: "It is certainly going to exceed the 27.5, but it's not going to exceed it by a wide margin, which would give you a tremendous amount of banked credits."

Honda claims more than 75 percent domestic content for its Accords built in Marysville, Ohio. But since other Accords are imported from Japan, the entire line falls below 75 percent. AN

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Circle ReaderService #9

trucks

in brief

TRUCKS

PACCAR profits off a bit in 1991

BELLEVUE, Wash. — PACCAR Inc., parent company of Kenworth Truck Co. and Peterbilt Motors Co., reported a $55.2 million profit on sales of $2.2 billion for its fiscal year 1991 ended Dec. 31. That was slightly below the $63.7 million profit on sales of $2.6 billion for a year earlier.

Charles Pigott, PACCAR chairman and chief executive officer, said lower truck sales, profit margins and environmental cleanup expenses reduced 1991 profits.

They were partially offset by the firm's cost reduction program and stronger earnings of Vilpac S.A., PACCAR's Mexican affiliate.

Bendix shutters Canadian plant

ELYRIA, Ohio — Bendix Heavy Vehicle Systems Group-Garrett Automotive plans to close its London, Ontario, machining and assembly operations by the end of 1992 to reduce excess production capacity.

It will consolidate London operations with its other original equipment and aftermarket facilities in North America. About 270 employees will be affected.

Freightliner opens Canadian plant

PORTLAND, Ore. — Freightliner Corp. has begun building trucks at the rate of one a day at its new facility in St. Thomas, Ontario, according to Dieter Zetsche, Freightliner president and chief executive officer.

Production will increase by one additional unit a day each month until the company hits its target production rate of 20 units a day.

The $30 million plant builds Freightliner's FLD 120 and FLD 112 Class 8 models for Central and Eastern Canada and the Northeastern United States.

Fruehauf shifts trailer sourcing

SOUTHFIELD, Mich. — Fruehauf Trailer Corp. is shifting production of dump and platform trailers from its Fresno, Calif., facility to plants in Omaha, Neb., and Scott County, Tenn.

The move aims to focus plants on specific products or processes.

JANUARY 1992 TRUCK SALES BY GVW

	Jan. 1992	Jan. 1991	1 mo., 1992	1 mo., 1991
Class 1-3	84,459	75,006	84,459	75,006
Class 4	840	1,527	840	1,527
Class 6	322	437	322	437
Class 7	1,367	1,630	1,367	1,630
Class 8	776	620	776	620
FORD	**87,764**	**79,220**	**87,764**	**79,220**
Class 6	13	0	13	0
Class 7	23	0	23	0
Class 8	1,572	1,838	1,572	1,838
FREIGHTLINER	**1,608**	**1,838**	**1,608**	**1,838**
Class 1-3	71,685	70,298	71,685	70,298
Class 4	201	85	201	85
Class 5	—3	7	3	7
Class 6	139	284	139	284
Class 7	394	433	394	433
CHEVROLET	**72,422**	**71,107**	**72,422**	**71,107**
Class 1-3	21,674	17,096	21,674	17,096
Class 4	70	37	70	37
Class 5	25	34	25	34
Class 6	1,367	273	1,367	273
Class 7	911	854	911	854
GMC	**24,047**	**18,294**	**24,047**	**18,294**
Class 7	14	15	14	15
Class 8	767	1,048	767	1,048
KENWORTH	**781**	**1,063**	**781**	**1,063**
Class 6	35	38	35	38
Class 7	46	52	46	52
Class 8	568	762	568	762
MACK	**649**	**852**	**649**	**852**
Class 6	27	13	27	13
Class 7	20	48	20	48
MERCEDES-BENZ	**47**	**61**	**47**	**61**
Class 4	0	3	0	3
Class 5	1	10	1	10
Class 6	617	342	617	342
Class 7	2,812	1,872	2,812	1,872
Class 8	1,445	2,505	1,445	2,505
NAVISTAR	**4,875**	**4,732**	**4,875**	**4,732**
Class 7	19	8	19	8
Class 8	679	1,051	679	1,051
PETERBILT	**698**	**1,059**	**698**	**1,059**
Class 7	56	28	56	28
Class 8	871	628	871	628
VOLVO/GM HEAVY	**927**	**656**	**927**	**656**
Class 1-3	1	26	1	26
Class 4	18	0	18	0
Class 5	24	36	24	36
Class 6	26	51	26	51
Class 7	75	51	75	51
HINO	**144**	**164**	**144**	**164**
Class 1-3	60	35	60	35
Class 5	50	52	50	52
Class 6	35	16	35	16
Class 7	15	25	15	25
NISSAN DIESEL	**160**	**128**	**160**	**128**
Class 1-3	382	370	382	370
Class 4	143	43	143	43
Class 5	60	25	60	25
Class 6	61	32	61	32
Class 7	18	18	18	18
ISUZU TRUCK	**664**	**488**	**664**	**488**
Class 1-3	124	116	124	116
Class 5	39	36	39	36
Class 6	55	39	55	39
Class 7	12	45	12	45
MITSUBISHI FUSO	**230**	**236**	**230**	**236**
SCANIA Class 8	**0**	**3**	**0**	**3**
Class 1-3	0	151	0	151
Class 4	0	49	0	49
Class 5	0	25	0	25
Class 6	0	16	0	16
IVECO TRUCKS*	**0**	**241**	**0**	**241**
WESTERN STAR Class 8	**44**	**73**	**44**	**73**
Class 1-3	114,200	106,812	114,200	106,812
Class 6,7,8	16	35	16	35
OTHER TRUCKS	**114,216**	**106,847**	**114,216**	**106,847**
CLASS 1-3	**292,585**	**269,910**	**292,585**	**269,910**
CLASS 4	**1,272**	**1,744**	**1,272**	**1,744**
CLASS 5	**202**	**225**	**202**	**225**
CLASS 6	**2,697**	**1,541**	**2,697**	**1,541**
CLASS 7	**5,782**	**5,079**	**5,782**	**5,079**
CLASS 8	**6,738**	**8,563**	**6,738**	**8,563**
TOTAL TRUCKS	**309,276**	**287,062**	**309,276**	**287,062**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

Volvo GM boosts truck exports via distribution deals

Mexican firm gets sole import rights

JOSEPH BOHN
Truck Editor

Volvo GM Heavy Truck Corp. is increasing exports through a new distribution agreement in Mexico and a new arrangement with its Swedish-based parent covering other worldwide markets.

Trailers de Monterrey S.A. signed a contract with Volvo GM to become the sole importer of WhiteGMC trucks in Mexico.

The company manufactures heavy trucks, trailers and buses in Monterrey, Mexico, and will begin selling WhiteGMC's Integral Sleeper Aero ES through its nine-dealer network.

Laurence Oliphant, Volvo GM's chief negotiator, said Mexican Class 8 sales climbed sharply from 3,300 a year in the 1980s to 4,500 in 1990 and 8,000 in 1991. He expects 1992 sales of 9,000 to 10,000 units.

The prospect of a North American free-trade agreement, privatization of industries, tax reform and liberalized investment rules have ignited the Mexican economy, Oliphant said.

Both foreign and domestic investment have increased, inflation has slowed significantly, and tariffs have been reduced. Domestic content regulations and production controls also have fueled the country's economic take-off, Oliphant said.

Karl-Erling Trogen, president and chief executive officer, said Volvo GM exported 1,049 trucks during 1991, up from 445 the previous year. Most went to South America and the Middle East. Volvo GM sold another 994 trucks in Canada during 1991.

Volvo GM also expects to increase export sales as a result of making its parent company, Volvo Truck Corp. of Gothenburg, Sweden, the sales representative for U.S.-made trucks.

Volvo Truck is taking up the marketing of Volvo GM trucks through its worldwide network of importers and dealers, Trogen said.

He said Volvo Truck has a lot of expertise, since it exports over 90 percent of the trucks it produces. The WhiteGMC Autocar, which has been a big seller in the Middle East, will continue to be shipped there.

The company also is gearing up to export the WhiteGMC WG. Export versions of this truck will be equipped with Volvo drivetrains and carry the Volvo NE name because Volvo is better known than WhiteGMC.

Volvo AB of Sweden sold 54,130 trucks worldwide in calendar 1991, 4 percent fewer than a year earlier. The company is still the world's second-largest heavy-truck manufacturer, behind Germany's Daimler-Benz AG.

Subtracting the 15,461 trucks sold in the United States and Canada and exported from the United States, Volvo Truck marketed 38,689 trucks in Europe, South America, Australia and the Middle East in 1991, Trogen said.

The Middle East, East European and German markets were especially strong, while the British and Scandinavian markets were weaker than in 1990.

Volvo GM Heavy Truck has been beefing up its U.S. operations, Trogen added.

In 1991, it launched a program to help dealers add 100 new salespersons. About one-third are already on board, and the company is helping to recruit the rest.

Volvo GM is helping subsidize these salespersons during their training. Many will concentrate on small- and medium-sized fleets and owner-operator truck buyers. These are segments where the company has significantly increased its marketing efforts, Trogen said.

The company also launched new programs to beef up service and parts support. So far, Trogen said, 65 "super dealers" have committed to carrying a comprehensive inventory of spare Volvo components to supply customers and other dealers "without delay."

Order intake shows upturn in Class 8

JOSEPH BOHN
Truck Editor

Class 8 truck sales dropped by 21.3 percent in January from a year ago, though the net new-vehicle order intake indicates a sharp upturn underway.

Class 8 sales of 6,738 in January were down from 8,563 a year earlier, according to the Motor Vehicle Manufacturers Association.

But the net Class 8 truck order intake increased to 10,550, up 8.9 percent from December's 9,692 and 44.2 percent ahead of January 1991's 7,378, according to Rothschild Inc. of New York.

Net orders reflect the total number that remain after new orders have been added and cancellations been deducted.

Frank Prezelski, an analyst with Rothschild, said the order intake, which reflects trucks that will be built for sale in March and April, was "better than our expectation."

He added that January's retail sales decline is "probably the worst" of 1992, and that sales will increase throughout the year.

The medium-duty market, led by Classes 6 and 7, staged a strong sales upturn during January.

Class 4-7 sales totaling 9,953 were up sharply from 8,589 a year ago.

Class 4 sales had the only serious falloff, dropping to 1,272 from 1,744 a year ago.

Navistar beefs up 9000 series

Navistar International Corp. plans to introduce this new 9200 premium conventional tractor in the fall. It will feature a 112-inch bumper-to-back-of-cab dimension, a set back axle design and a choice of 10.0-liter diesel engine offerings. Navistar's Chatham, Ontario, plant will produce the vehicle.

European sales rise 1% despite dip in Germany

Smaller markets show healthy gains

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — New-car sales in Europe rose only 1.08 percent last month, to 1.29 million, as the major markets continued to show signs of economic weakness.

Of the four markets that account for 70 percent of all European sales. only Italy began the year with a gain, rising 1.14 percent from the same month in 1991.

As expected, sales in Germany slid 3.8 percent from a strong January a year earlier, continuing a weakening that began in the second half. France was virtually unchanged, and sales in the United Kingdom fell 6 percent.

Many of the smaller markets showed strong gains, however. Spain posted a 26.6 percent increase, while the Netherlands, Belgium-Luxembourg, Denmark, Norway and Sweden all notched healthy improvements.

The only surprise in the performance of Europe's top marques was Fiat Auto S.p.A., which slipped to fourth place from second on a 19.6 percent decline in volume, to 154,900 units.

Fiat attributed the lackluster month to mixed signs in the political arena, where government tax incentives for the purchase of cars with catalytic converters appear imminent. Such incentives have been the subject of debate for months.

Buyers also are waiting for two new models, the small Fiat Cinquecento and the Alfa Romeo 155. Both were introduced recently and are slowly appearing in Fiat and Alfa showrooms.

Volkswagen Group continued to dominate the 17-nation market with a 16.1 percent share and a 6.1 percent improvement in sales, to 207,700 units. VW even had an 8.7 percent gain in Germany, where its share was 30 percent. Nearly every other maker, except Ford, showed a decline in Germany, ranging from 13.3 percent for General Motors Europe to 22 percent for Mercedes-Benz AG.

France's Peugeot Group advanced to second place in Europe on a volume of 161,700 units.

Ford sales were up 2.3 percent despite problems in Great Britain, where it has a 25.4 percent share. And the company continued to make inroads in Italy, where sales were up 29.5 percent.

General Motors was down 0.8 percent, but managed to retain a market share of 11.9 percent. GM is still pushing to get production of the new Astra into full swing.

Among the luxury marques, Mercedes-Benz began showing signs of the dip that management had predicted this month in announcing a production slowdown.

Mercedes sales dipped 16.2 percent from 1991. Rover Group, Jaguar, Mazda and Mitsubishi were the only makers with larger declines in January. ■

EUROPEAN SALES BY MANUFACTURER

Manufacturer	January 1992	Percent Share[1]	January 1991	Change Percent
Volkswagen[2]	207,700	16.1	195,700	+ 6.1
Peugeot SA[3]	161,700	12.5	146,000	10.8
Ford[4]	159,200	12.35	155,700	+ 2.3
Jaguar	1,000	—	1,500	− 33.3
Fiat Auto[5]	154,900	12.0	192,800	− 19.7
General Motors[6]	153,900	11.9	155,100	− 0.8
Renault	132,700	10.3	123,400	+ 7.5
Mercedes-Benz	41,900	3.2	50,000	− 16.2
BMW	41,700	3.2	31,800	+ 31.2
Nissan	37,400	2.9	37,200	+ 0.1
Rover	28,300	2.2	37,800	− 25.2
Toyota	25,700	2.0	27,200	− 5.5
Mazda	21,900	1.7	26,400	− 17.0
Volvo	21,600	1.7	21,300	− 1.6
Honda	14,100	1.1	13,100	+ 7.6
Mitsubishi	11,700	0.9	15,200	− 23.0
Suzuki	9,800	0.8	9,400	+ 4.3
Lada	7,600	0.6	6,200	+ 22.6
Saab	4,700	0.4	4,800	− 2.1
Subaru	4,600	0.4	4,900	− 6.1
Daihatsu	4,400	0.4	5,300	− 17.0
Skoda	2,700	0.2	2,600	+ 3.8
Other	43,600	3.3	13,200	+ 230.3
Total	**1,288,800**	**100.0**	**1,275,000**	**+ 1.08**

1 Does not add to 100 because of rounding.
2 Includes Volkswagen, Audi and Seat brands.
3 Includes Peugeot and Citroen.
4 Includes Jaguar.
5 Includes Fiat, Alfa Romeo and Lancia.
6 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.

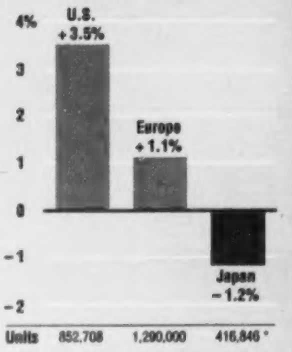
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	January 1992	Pct. change vs. 1991
Germany	307,500	− 3.80
Italy	299,000	+ 1.14
France	178,830	− 0.35
United Kingdom	153,680	− 6.02
Netherlands	89,000	+ 12.03
Spain	83,000	+ 26.62
Belgium-Lux	54,000	+ 8.67
Switzerland	27,980	+ 3.48
Austria	24,550	+ 0.03
Portugal	17,650	+ 8.82
Sweden	13,290	+ 9.03
Greece	10,500	− 4.54
Finland	9,100	− 25.04
Ireland	8,670	− 5.45
Denmark	6,800	+ 23.91
Norway	5,250	+ 21.62
Total	1,288,800	+ 1.07

Global tally

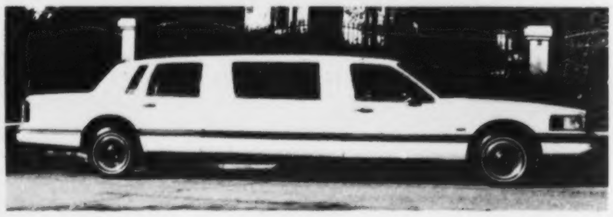
JANUARY 1992

Chart compares change in unit sales for car and light-truck market to year-ago period.



* Includes minicars and minitrucks, which are not sold in U.S. or Europe

CHARLOTTE WINTER / AUTOMOTIVE NEWS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Circle ReaderService #12

Ford of Britain experiments with group pricing for cars

MAURICE GLOVER
Special Correspondent

LONDON — In an innovative bid to spur sales by trying to ease buyers' showroom confusion, Ford of Britain said last week it will drop individual prices on several models and group them into price bands.

Under the six-month trial program, Ford said all cars in a band will cost the same — irrespective of engine size, styling configuration or level of equipment. The experiment kicks off with the Sierra and Granada ranges, but will be expanded to the entire product lineup if it is successful, Ford said.

In the Sierra range, 61 models — hatchbacks, wagons and sedans — have been grouped into just 13 price bands from the equivalent of about $19,240 to $33,160.

The biggest group puts eight hatchbacks, sedans and wagons into the showrooms at $23,835. They offer a choice of 1.6-, 1.8- or 2.0-liter engines, and two trim levels.

For example, a buyer could choose between a Sierra sedan in GLX trim with a 1.6-liter engine, a wagon in LX trim with a 1.8-liter motor, or a 2.0-liter LX hatchback.

Further upscale, 20 luxury-segment Granada and Scorpio models have been divided into five groups priced from about $34,600 to $39,600. Midway in this range, seven plush executive sedans, hatchbacks and wagons are grouped around the equivalent of $37,415.

At this level, buyers get to choose between a 2.9-liter, six-cylinder engine or a 2.0-liter four, and can have automatic transmission or air conditioning.

The move is the brainchild of Ian McAllister, the new chairman of Ford of Britain, who aims to widen his company's sales lead over Vauxhall, the General Motors subsidiary.

"This is an idea that emerged both from research we've carried out among customers and discussions which have been held with our dealers," he said in an interview. "We found that both sides felt our price structure was hard to understand because we offer so many different body, powertrain and equipment combinations."

In all, Ford produces 64 variations on its Sierra theme, compared with 29 hatchbacks and sedans in the rival Vauxhall Cavalier stable.

"A lot of our customers walk into showrooms to see what they can get for a particular sum of money. Now we can point them to a group of cars," says McAllister.

Ford says its price-banding arrangement will still allow buyers to negotiate for discounts from the list prices. ■

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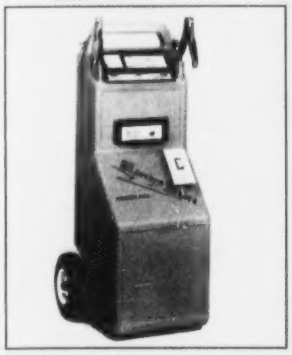
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Circle ReaderService #24

NADA revs up certification

Sales, CSI classes kick off in April

CHARLES M. THOMAS
Staff Reporter

DALLAS — The National Automobile Dealers Association's long-awaited sales certification program gets under way in four states in April to train salespersons in techniques to improve customer satisfaction.

The program will be offered initially in Cleveland; Buffalo, N.Y.; Salt Lake City; and Casper, Wyo.

"This program teaches a consultative approach to car sales," said Robert W. Nagel, NADA's Wyoming director and chairman of the subcommittee that developed the curriculum.

The program, which cost NADA $1 million and took three years to develop, is designed to improve salespersons' professionalism and self-esteem.

It also may help raise their wages. According to NADA, the average salary for salespersons is $22,000 annually. But dealers say that is low and their salespersons earn $25,000 to $40,000 annually.

The program also could help dealers retain salespersons who have a tendency to follow popular products from one dealership to another. The average dealership has an annual turnover rate of more than 50 percent for salespersons, according to NADA estimates.

The program is open to salespersons, sales managers and dealers. The curriculum includes courses in ethical and legal practices, selling techniques and consumer psychology. It combines home study with training seminars.

Not only can salespersons be certified, they can be decertified under the program. The process starts when a consumer files a complaint with NADA against a salesperson. A panel consisting of a salesperson's peers and others conduct an inquiry and can issue reprimands.

Three reprimands result in decertification, but not necessarily loss of job.

Nor is the program a quick fix for everything that ails the auto industry, though NADA officials concede that buying a car can be a nightmarish experience for consumers.

"Certification is an important investment in the future," said Nagel.

Salespersons can pay the $450 fee themselves, but NADA hopes dealers will underwrite some or all of the costs for their employees.

NADA officials estimate that 200,000 salespersons, dealers and sales managers eligible to take the courses.

Despite the economy, they expect to graduate 4,000 salespersons this year and about 5,000 a year thereafter.

Scrappage suggests car demand

JOSEPH BOHN
Staff Reporter

Recession-wary car owners aren't scrapping their old vehicles as readily as in prior years.

But they're still scrapping them fast enough to increase the pent-up demand that has been building for new vehicles.

Scrapped vehicles help create demand for new-car and truck sales, according to R.L. Polk & Co. of Detroit .

"If you're scrapping a car, it's eventually going to be replaced," said Don Mueller, Polk product manager of replacement market services.

But replacement of older or worn-out vehicles is only one component of the new-vehicle market, he added.

The other important factor is the overall growth of the vehicle marketplace.

"Our statistics bear out that in difficult economic times, the number of scrapped units represent a higher percentage of the overall number of new vehicles being sold than in a stronger economy," Mueller said.

In a forthcoming report, Polk will report that 10.9 million vehicles were scrapped during the 12 months ended July 1, 1991.

That is down only slightly from 11.1 million in the comparable period that ended in 1990 and 11.2 million for the period in 1989, according to Polk figures.

Polk is a major supplier of information relating to first-time-titled new-vehicle registrations and the total registered vehicle population.

Given the sharp falloff in the economy last year, George Hanley, Chevrolet manager of marketing information and research, said he had expected an even sharper decline.

SCRAPPAGE RATES

Scrappage rates are based on non-renewed registrations, for years ending June 30.

	1986	1987	1988	1989	1990	1991
Percent of cars scrapped	7.4	6.9	7.3	7.4	7.2	—
Percent of trucks scrapped	5.5	5.3	4.8	4.4	4.1	—
Percent of total vehicles scrapped	6.6	6.3	6.4	6.3	6.2	—
Millions of units scrapped	10.8	10.5	11.0	11.2	11.1	10.9
Trucks as percent of fleet	27.7	28.3	29.9	30.2	31.2	32.0

Source: R.L. Polk

The fact that the rate remained relatively high means people are still turning over their fleets, Hanley added.

Polk reports scrappage rates once a year for the 12-month period ending July 1.

It determines scrappage by comparing the current number of vehicles in operation with a year earlier and subtracting from the current number the new vehicles registered during the most recent 12-month period.

The figures aren't 100 percent accurate, since an unregistered vehicle may not have been consigned to the scrap heap.

That is particularly true of heavy trucks, which may not be required during slow economic periods.

Polk's Mueller said many consulting firms and forecasters use the numbers in their work.

They look at why scrappage rates went up or down in a given period and what specific market segments are causing the changes.

Backing up the broad numbers is Polk's count by make, model and engine of every vehicle on the road. Auto companies use that data in making longevity claims for their vehicles.

It is also used by the aftermarket to determine the potential replacement of specific vehicle components and parts.

Not all vehicle manufacturers are interested in scrappage data, though.

"I don't do anything with it," said Joel Pitcoff, manager of research and analysis for Ford Motor Co.

"The scrappage rates are not available until six months later. I don't know how you could use it in forecasting."

Pitcoff said Ford's chief economist doesn't use the data either.

One major continuing trend in Polk's data is that trucks make up a larger percentage of the total number of vehicles on the road.

They accounted for 32.0 percent of all vehicles in operation in 1991, compared to 27.7 percent in 1986, according to Polk data.

Meanwhile, the scrappage rate for trucks dropped steadily. In 1987, some 5.3 percent of the trucks on the road were scrapped, compared to only 4.1 percent in 1990.

That reflects improvements in durability and changes in use, said Chevrolet's Hanley.

Ten years ago, trucks were used primarily for work and utilitarian purposes.

Today, they often serve as household vehicles.

Hanley added that new-truck sales have grown more than car sales.

Dealer indicted for role in parts-theft scheme

HOUSTON — A car dealer and 10 former police garage employees are among more than a dozen people indicted for theft in connection with at least $250,000 in phony invoices and auto parts orders.

Bob Archer, president of Archer Chrysler-Plymouth-Jeep-Eagle Inc.; Aubrey Vincent, a former employee at the Archer dealership; and Salim Mann. 37, a service station owner, have been accused of being involved in theft schemes with the civilian police garage employees for more than five years.

City spokeswoman Maryann Young said that according to investigators, employees at the Houston Police Department's fleet maintenance division, with Archer's assistance, stole money from the city by taking parts and making payments on invoices for parts that never were delivered.

Since July 1989, the city has paid Archer $230,732 for auto parts.

— *The Associated Press*

calendar

GENERAL — '92

Feb. 24-28 — SAE International Congress and Exposition, Cobo Center, Detroit

Feb. 25 — The New Federal Sentencing Guidelines for Organizations, Dykema Gossett, Ritz-Carlton Dearborn, Dearborn, Mich., (313) 568-6832

March 1-5 — American Car Rental Association Convention, Mirage Hotel, Las Vegas, (202) 789-2240

March 3-5 — Computer Vision for Senior Management, National Engineering Laboratory Executive Agency, East Kilbride, Scotland, 03552 20222

March 10 — Protecting Your Relationship with the Big 3: Surviving a Quality Audit, Grant Thornton, Sheraton Southfield Hotel, Southfield, Mich., (313) 262-1950

March 16-19 — Enterprise Networking Event, Expo & Conference, Society of Manufacturing Engineers, Washington Convention Center, Washington, (800) 733-4763

March 23-25 — Heavy Duty Dialogue: Focus on the Future, Heavy Duty Manufacturers Association, ANA Hotel, Washington, (201) 569-8500

March 24-26 — International Welding Exposition, American Welding Society, McCormick Place East, Chicago, (305) 443-9353

April 13-16 — Computer-Integrated Manufacturing and Engineering Design Exposition and Conference, American Society of Mechanical Engineers, Cobo Center, Detroit, (215) 444-9690

April 22-23 — Clean Air Marketplace Conference, EPA, Washington, (703) 934-3747

April 23 — Co-op & Promotional Allowance Marketing — A Strategic Alliance for Automotive Marketers, Advertising Checking Bureau, Radisson on the Lake, Ypsilanti, Mich., (800) ACB-COOP

April 26-29 — Europe Business Outlook Conference, University of Tennessee College of Business Administration and U.S. Department of Commerce, University of Tennessee, Knoxville, Tenn., for information call (615) 549-7000

April 29-May 3 — Automotive Dismantlers and Recyclers Association Midyear Meeting, Capital Hilton, Washington, (703) 385-1001

May 12-14 — Detroit Advanced Productivity Expo and Presstech Expo & Conference, Society of Manufacturing Engineers, Cobo Center, Detroit, (800) 733-4763

June 1-5 — International Symposium on Automotive Technology and Automation, Florence, Italy, 081-681-3069

June 3-5 — Conference on Vehicle Structural Mechanics and Computer Aided Engineering, Grand Traverse Hotel, Traverse City, Mich., (313) 649-0420

June 3-5 — Interagency Motor Equipment Advisory Committee of the Southeast conference, General Service Administration, Clarion Plaza Hotel, Orlando, Fla., (404) 331-0918

June 7-11 — International Automotive Technology Congress, Institution of Mechanical Engineers, Westminster's Queen Elizabeth II Conference Centre, London, 071 222 7899

June 21-26 — Powder Metallurgy World Congress, Metal Powder Industries Federation, San Francisco Marriott, San Francisco, (609) 452-7700

June 25-30 — Beijing International Automotive Industry Exhibition, Beijing, 852-8920511

June 30-July 1 — Governor's Conference on Alternative-Fueled Vehicles, University of Wisconsin-Milwaukee and University of Wisconsin-Madison, Grand Milwaukee Hotel, Milwaukee, (800) 462-0876

Aug. 5-7 — University of Michigan Automotive Management Briefing, University of Michigan and *Automotive News*, Grand Traverse Resort, Traverse City, Mich., (313) 764-5592

Aug. 10-13 — Future Transportation Technology Conference & Exposition, Westin South Coast Plaza Hotel, Costa Mesa, Calif., (313) 649-0420

Sept. 8-13 — Automechanika (trade fair for automobile workshop and service station equipment and auto parts and accessories), Messe Frankfurt GmbH, Frankfurt Fair and Exhibition Centre, Frankfurt, Germany, (069) 75 75 6320

Sept. 9-17 — International Machine Tool Show, Association for Manufacturing Technology, McCormick Place, Chicago, (703) 827-5288

Sept. 19-24 — International Corrosion Congress, National Association of Corrosion Engineers, Westin Galleria Hotel, Houston, (713) 492-0535

Sept. 28-Oct. 1 — Passenger Car Meeting & Exposition, Hyatt Regency, Dearborn, Mich., (313) 649-0420

Oct. 18-31 — Automotive Dismantlers and Recyclers Association Convention, Hyatt Regency, Phoenix, (703) 385-1001

Oct. 19-21 — Convergence '92, SAE and Institute of Electrical and Electronics Engineers, Hyatt Regency, Dearborn, Mich., (313) 594-7648

Nov. 2-4 — Stapp Car Crash Conference, Grand Traverse Hotel, Stouffer Madison Hotel, Seattle, (313) 649-0420

DEALER CONVENTIONS — '92

April 4-7 — Iowa Automobile Dealers Association, Des Moines Marriott, Des Moines, Iowa

April 26-28 — Automobile Dealers Association of North Dakota, Radisson Inn, Bismarck, N.D., (701) 293-6822

April 26-29 — North Carolina Automobile Dealers Association, Omni Hotel, Charleston, S.C., (919) 828-4421

June 9-11 — Idaho Automobile Dealers Association, Coeur d'Alene Resort, Coeur d'Alene, Idaho

AUTO SHOWS — '92

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Feb. 26-March 1 — Denver Auto Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Greater Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 5-8 — Empire State Plaza Auto Show, Empire State Plaza, Albany, N.Y., (518) 438-0584

March 5-15 — Geneva International Motor Show, Palexpo, Geneva, (022) 798-1111

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 683-1991

March 11-15 — Atlanta Journal-Constitution International Auto Show, Georgia World Congress Center, Atlanta, (617) 536-8152

March 11-15 — Calgary International Auto & Truck Show, Round Up Centre, Stampede Park, Calgary, Alberta, (403) 287-3893

March 12-15 — International Auto Show, Oklahoma State Fairgrounds, Oklahoma City, (405) 949-9988

March 14-22 — New Jersey International Auto Show, Raritan Center Exposition Hall, Edison, N.J., (800) 345-1487 or (609) 883-5056

March 19-22 — Tulsa Auto Show, Tulsa State Fairgrounds, Tulsa, Okla., (918) 742-2626

March 20-25 — Auto Expo, Cincinnati Convention Center, Cincinnati, (513) 825-1600 or (513) 721-1818

March 25-27 — Inland Counties Auto Show, National Orange Showgrounds, San Bernardino, Calif., (213) 301-9019

March 25-29 — Fort Lauderdale International Auto Show, Greater Ford Lauderdale/Broward County Convention Center, Fort Lauderdale, Fla., (617) 630-2264 or (800) 732-2914

March 26-29 — Louisville New Car Show, Kentucky Fair and Exposition Center, Louisville, Ky. (502) 583-0279

March 27-29 — Automotive Industry Show, Northwood Institute West Palm Beach Campus, West Palm Beach, Fla., (407) 478-5570

March 31-April 6 — Winnipeg International Car & Truck Show, Winnipeg Convention Centre, Winnipeg, Manitoba, (204) 889-4924

April 18-26 — Greater New York International Auto Show, Jacob Javitts Center, New York, (718) 746-5900

April 22-26 — San Diego International Auto Show, San Diego Convention Center, San Diego, (617) 536-8152 or (214) 637-0531

April 22-26 — Dallas Auto Show, Dallas Convention Center, Dallas, (214) 637-0531

May 13-17 — Las Vegas International Motor Car Show, Sands Expo and Convention Center, Las Vegas, (702) 737-7318

May 21-25 — Arizona Auto Show, Phoenix Civic Plaza, Phoenix, (213) 444-5202

May 28-31 — Cincinnati Truck & Van Show, Cincinnati Convention Center, Cincinnati, Ohio, (513) 825-1600

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)

Corvette ZR-1	$2,000
Other Corvette	$1,000

HONDA (expires March 3)

Accord (1991)	$500

MAZDA (expires April 6)

RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold

MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)

Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750

NISSAN (1992 models, expires March 3)

Sentra	$300-500, quota
Stanza	$1,000-1,600, quota
Maxima GXE	$800-1,000, quota

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)

Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (1991, expires March 3)

Legacy	$1,200-1,700

SUZUKI (expires April 2)

Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500

TOYOTA (expires April 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (expires March 31)

1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

Factory rebate programs get a pre-spring tuneup

ARLENA SAWYERS
Staff Reporter

Many companies have fine-tuned their incentive programs.

GMC Truck announced a revision of its agenda until March 31. New consumer rebates are: 1991 Safari, $400; 1992 Safari, $500; and 1991 and 1992 Vanduras with upfitter package, $1,000.

Chevrolet is paying dealers $1,000 to $2,000 on Corvettes. The expiration dates are May 4 on 1991s, June 4 on 1992s.

In a separate military promotion, General Motors is offering $400 rebates to all active U.S.-based military personnel and their spouses who buy or lease eligible GM cars and light trucks through Sept. 30. The rebate is in addition to other consumer rebates excluding GM's college graduate, first-time buyer or overseas vehicle purchase plans.

Mazda Motor of America Inc. is offering $1,000 consumer rebates and choice of free air conditioning or free automatic transmission on its 1992 Protege, MX-6 and 626 models. Consumer rebates on 1992 pickups range from $400 to $1,200.

Also, Mazda is paying dealers $2,000 on the 1991 RX-7 and $400 to $600 on the 1992 MPV. Mazda's programs expire April 6.

Until March 3, **American Honda Motor Co. Inc.** is paying dealers $500 on 1991 Accords.

Nissan Motor Corp. in U.S.A. is paying the following dealer rebates, based on performance against quotas: 1992 Stanza, $1,000 to $1,600; 1992 Sentra, $300 to $500; and 1992 Maxima GXE, $800 to $1,000. The program expires March 3.

Mitsubishi Motor Sales of America Inc. is offering dealer rebates of up to $1,500 on 1990-92 Galants, Mirages and pickups, based on region.

Nationally, the company is paying dealers up to $1,750 on the 1992 Eclipse. Eclipse buyers are eligible for financing of 5.9 to 8.9 percent, depending on down payment.

Mitsubishi is paying consumer rebates of $500 on the 1990-1992 Mirage and $1,000 on 1991-92 pickups in its Southwest region.

The latest incentive offering from **Hyundai Motor America** includes consumer rebates of $500 to $1,000 on 1992 cars and $750 to $1,500 on 1991s until April 2.

Dealers in **American Isuzu Motors Inc.'s** Southwest and Southeast regions will receive a $500 rebate on every 1990-92 two-wheel-drive Rodeo they retail through March 31.

Through March 31, **Ford Motor Co.** is offering a $1,000 "Owner Loyalty" incentive on Ford Crown Victoria, Mercury Grand Marquis and all Lincolns. The buyers collect if they already own a Ford Motor Co. vehicle made by that division. ■

DAIHATSU

Poor U.S. sales, possible quota cut

continued from PAGE 4

down 36.6 percent. Combined Charade-Rocky sales fell 40.2 percent.

But the cycle was self perpetuating, analysts point out. Because its allocation was so small, Daihatsu was blocked from reaching the critical mass necessary to build a national marketing presence in the United States — which prevented it from selling more vehicles.

Indeed, Daihatsu executives discovered to their horror in a recent survey, the company's name was so little known in the United States that many consumers thought it was Korean.

"It is a classic Catch-22 situation," said analyst Neal Doying of Baring Securities (Japan) Ltd.

"Daihatsu has been saying for a long time, 'Give us more export allotment so we can sell more cars.' But they weren't able to advertise more because of the limited budget and so forth. So the key to them selling more cars was to have a bigger allotment."

In the assessment of Doying and others, Daihatsu gave up because they realized they would never get a larger allocation or approval to build a U.S. plant.

"And the reason they realized that is because the (ceiling) is coming down," Doying said. "I think the government is already going around and negotiating (allocations)," he said.

It is an article of faith here that a cut in the U.S. passenger-car export ceiling, to as low as 1.6 million or 1.7 million units for the fiscal year beginning April 1, will be announced soon.

At best, Daihatsu's tiny allocation would have been left untouched. But more likely, it would have been cut further, since it has sold far less than its allotment in recent years.

Daihatsu has long sought to convince MITI to give it a larger allocation. With no transplant in the United States, its only recourse was to plead for a bigger slice of the export pie.

Daihatsu's senior managing director in charge of overseas sales, Toshio Yoshioko, said in an interview late last year that Daihatsu needed an assembly plant in North America to mount a significant effort. But he also restated at the time his company's commitment to the American market.

1992 Daihatsu Charade

"We learn a lot of things by being there . . . we have a lot of confidence in our products," Yoshioko said in December.

Daihatsu will remain in the commercial-vehicle market in the United States, for which there is no export limit.

MITI for years delayed Daihatsu's entry into the U.S. market by withholding an allocation of units under the voluntary agreement. But ministry officials last week denied that they were involved in the company's decision to withdraw.

"We didn't say anything — it was all Daihatsu's decision," said a MITI spokesman.

Meanwhile, the withdrawal — and its politically correct timing — may have served a broader purpose, some suggest.

With trade friction at a fever pitch since the Big 3 chairmen visited Japan with President Bush last month, it is generally conceded here that Daihatsu's decision to quit the United States came at an appropriate time.

Industry observers here agree that the specter of a Japanese company in retreat — even one with a relatively limited commitment in North America — couldn't hurt politically.

Daihatsu's pullout also is in line with an emerging Japanese industry-wide strategy in the United States that hinges on a lower voluntary export ceiling, limited unit growth and higher prices.

"The Japanese are now changing their strategy in the United States," said Koichi Shimokawa, a business professor and auto industry specialist at Hosei University. "They are strengthening transplant production volume and capacity."

Analyst Ben Moyer of Merrill Lynch's Tokyo office agreed that the decision was probably part of a bigger picture.

"I understand the point," Moyer said. "Maybe Daihatsu is a sacrifice, but we'll never know."

Whatever the case, Moyer said, the decision to quit the U.S. market was probably for the best.

"I don't think they have any product, even in the design stages that they could expect to sell in large volumes in the U.S.," he said.

"And without another product it would be hard for them to support a distribution network." ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

GMC TRUCK (expires March 31)

G van (1991-92)	$500-1,000
Safari (1991)	$400
Safari (1992)	$500

HYUNDAI (expires April 2)

Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750

MAZDA (1992 models, expires April 6)

Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200

MITSUBISHI (expires April 30)

Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

CONTINUING PROGRAMS

CHRYSLER CORP.
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.

1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only: LeBaron sedan, Acclaim, Spirit	$1,500

FORD MOTOR CO.

1992 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
Crown Victoria, Grand Marquis, all Lincolns: Extra rebate to owners of Ford Motor Co. vehicles	$1,000
1991 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400

GENERAL MOTORS

1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (same as 1992 models)	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

SUBARU (expires March 3)

Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Warren, Mich.	2/24	
Dodge Dakota		3,000
Dodge Ram pickups		1,500
Sterling Heights, Mich.	2/24	
Dodge Daytona		1,000
Dodge Shadow		2,300
Plymouth Sundance		1,500
Pillette Road (Windsor, Ontario)	2/24	
Dodge Ram Van		1,200
Dodge Ram Wagon		600
FORD		
Norfolk, Va.	2/24	**3,200**
Ford F-series pickup		
GENERAL MOTORS		
Wilmington, Del.	2/24	
Chevrolet Beretta/Corsica		4,880
Wentzville, Mo.	2/24	
Buick Park Avenue		1,700
Oldsmobile Eighty Eight		500
Pontiac Bonneville		2,900
Total U.S. car		**14,700**
Total U.S. truck		**7,700**
Total Canadian car		**1,800**
Total units lost week of 2/24		**24,200**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

GM holds advertising to '91 level

CRAIN NEWS SERVICE

General Motors is holding the line on 1992 ad budgets, with total spending expected to be flat or slightly down compared to the estimated $1.2 billion spent in 1991.

Advertising Age, a sister publication to *Automotive News,* reports that insiders, including several at GM and its agencies, said ad spending plans are still subject to changes, but working budgets reflect GM's concerns about costs.

The decisions weren't unexpected in light of the company's plans to scale down.

While there are no massive cuts in spending, ad executives are disappointed the company isn't capitalizing on a chance to rebuild market share in light of a slew of new products and the current "Buy American" sentiment that has made some consumers more receptive to domestic nameplates.

Because GM executives put a premium on new-product launches, some of the divisions fared better than others in the budget process.

Indications are that Pontiac, Buick and possibly Oldsmobile will spend at approximately the same levels as 1991 in order to carry through key product launches, with other divisions taking spending cuts.

While GM cuts back, domestic rivals Ford Motor Co. and Chrysler Corp. are sticking to their plans to increase spending on advertising.

Chrysler ad spending is expected to increase nearly 20 percent from the estimated $550 million spent in 1991. The increase is being driven largely by the launch of the Jeep Grand Cherokee and this fall's debut of the mid-sized LH models.

Ford's overall spending increase this year is pegged at 15 percent over the estimated 1991 total of $600 million, largely reflecting a belief by some top executives that the company has been underspending, given the increased competition. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 2/17-2/22/92	Actual 2/10-2/15/92	2/1-2/22/92	Year 1/1-2/22/92	Year 1/1-2/23/91
LeBaron J	1,200	1,164	2,364	6,173	4,390
New Yorker	0	0	463	2,602	1,755
Fifth Avenue	0	0	796	3,181	5,033
Imperial	0	0	195	762	1,469
Town & Country (trk.)	250	259	745	1,332	436
Total Chrysler Division	**1,450**	**1,423**	**4,563**	**14,050**	**13,083**
Sundance	2,300	2,276	6,149	8,705	4,595
Acclaim	1,750	1,608	3,358	9,425	13,777
Voyager (trk.)	1,625	2,189	5,446	9,419	11,838
Voyager (Can. trk.)	2,778	2,601	8,183	19,908	14,197
Total Plymouth	**8,453**	**8,674**	**23,138**	**47,457**	**44,407**
Daytona	250	302	787	2,021	1,575
Shadow	2,375	2,510	7,092	12,163	4,986
Dynasty	0	0	2,458	10,112	23,367
Spirit	1,675	2,098	3,973	9,767	12,705
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	329
Caravan (trk.)	2,750	2,585	7,688	13,690	15,625
Caravan (Can. trk.)	3,666	3,825	11,089	27,256	19,006
Caravan C/V (trk.)	25	57	159	295	524
Caravan C/V (Can. trk.)	156	206	567	1,299	566
Dakota (trk.)	3,000	3,071	8,569	16,549	6,881
Ram pickups (trk.)	1,375	1,530	4,117	8,035	6,893
Ram Wagon (Can. trk.)	591	546	1,619	3,585	1,934
Ram Van (Can. trk.)	1,303	1,454	4,238	8,822	3,674
Total Dodge	**17,456**	**18,184**	**52,356**	**113,594**	**98,085**
Premier (Can.)	0	0	0	0	954
Cherokee (trk.)	3,375	3,269	8,764	15,683	10,587
Comanche (trk.)	75	64	218	416	757
Grand Cherokee (trk.)	375	460	1,162	1,484	0
Wagoneer (trk.)	50	21	95	146	352
Wrangler (Can trk.)	1,932	1,962	5,862	13,410	5,738
Total Jeep-Eagle	**5,807**	**5,776**	**16,101**	**31,139**	**18,388**
Total U.S. car	**9,750**	**9,958**	**27,635**	**64,911**	**73,652**
Total Can. car	**0**	**0**	**0**	**0**	**1,283**
Total U.S. truck	**12,900**	**13,505**	**38,965**	**67,849**	**53,893**
Total Can. truck	**10,516**	**10,594**	**31,558**	**74,280**	**45,115**
CHRYSLER CORP.	**33,166**	**34,057**	**95,158**	**206,240**	**173,943**
Escort	5,796	0	5,796	16,171	23,944
Mustang	2,800	0	2,800	7,835	8,186
Tempo	3,426	3,210	6,636	14,920	13,735
Tempo (Can.)	3,419	0	3,419	14,320	15,292
Taurus	10,003	9,360	27,292	51,748	39,445
Thunderbird	2,159	2,166	6,368	10,364	8,593
Crown Victoria (Can.)	1,711	1,754	5,795	10,243	13,263
Aerostar (trk.)	4,010	4,030	12,074	23,344	17,581
Bronco (trk.)	680	643	1,323	2,389	1,943
Explorer/Bronco II (trk.)	6,719	6,592	19,877	46,291	38,848
Mazda Navajo (trk.)	84	68	228	538	2,880
Econoline (trk.)	2,240	2,218	8,709	22,624	11,822
Heavies (trk.)	1,046	1,061	3,149	6,048	5,840
Light trucks (trk.)	9,789	10,241	28,650	63,203	32,045
Light trucks (Can. trk.)	3,045	3,067	9,182	24,319	10,435
Ranger (trk.)	4,493	1,790	10,762	27,843	33,083
Total Ford Division	**61,420**	**46,200**	**152,060**	**342,290**	**276,935**
Topaz	984	1,205	2,189	5,641	5,198
Topaz (Can.)	1,330	0	1,330	4,128	4,130
Cougar	1,441	1,434	4,253	6,910	5,780
Sable	520	956	4,114	13,091	12,338
Grand Marquis (Can.)	2,729	3,135	8,398	12,904	968
Total Mercury	**7,804**	**6,730**	**20,284**	**42,674**	**28,414**
Continental	950	962	2,890	4,476	8,836
Mark VII	243	237	698	956	1,546
Town Car	2,983	3,001	8,980	13,746	20,792
Total Lincoln	**4,176**	**4,200**	**12,568**	**19,178**	**31,174**
Total L-M Division	**11,180**	**10,930**	**32,852**	**61,852**	**59,588**
Total U.S. car	**31,305**	**22,531**	**72,016**	**145,858**	**148,393**
Total Can. car	**9,189**	**4,889**	**18,942**	**41,595**	**33,653**
Total U.S. truck	**29,861**	**26,643**	**84,772**	**192,280**	**144,042**
Total Can. truck	**3,045**	**3,967**	**9,182**	**24,319**	**10,435**
FORD MOTOR CO.	**72,690**	**57,130**	**184,912**	**404,052**	**336,523**
Skylark	1,785	1,529	4,876	9,583	18,472
Century	1,425	0	2,850	7,171	10,595
Regal (Can.)	2,000	2,061	4,061	8,607	13,135
Riviera	237	225	691	1,588	1,837
Park Avenue	1,702	1,710	5,153	8,549	17,715
LeSabre	1,739	3,214	8,247	21,054	29,469
Roadmaster sedan	1,380	1,329	4,090	9,429	319
Roadmaster wagon	400	0	777	1,887	0
Reatta	0	0	0	0	170
Total Buick	**10,668**	**10,088**	**30,765**	**67,868**	**91,712**
Eldorado	995	917	2,914	6,323	2,348
Seville	1,041	968	3,037	6,575	4,451
Brougham	0	0	0	2,170	2,482
DeVille	3,612	3,924	11,418	14,851	22,618
Allante	28	16	44	44	474
Total Cadillac	**5,676**	**5,825**	**17,413**	**29,963**	**32,373**
Cavalier	4,530	4,403	13,320	29,496	40,969
Camaro	1,438	1,426	2,864	7,006	4,029
Corsica-Beretta	0	4,387	9,030	28,576	29,342
Lumina (Can.)	6,100	6,186	12,286	25,565	19,073
Caprice	2,820	1,332	6,946	14,769	17,623
Corvette	480	471	1,401	1,851	3,550
Astro (trk.)	3,155	3,904	10,300	24,748	10,931
Blazer (trk.)	300	270	969	2,379	1,180
Lumina APV (trk.)	1,456	0	1,456	4,450	3,854
Mediums (trk.)	80	94	272	856	1,570
P-model (trk.)	475	458	1,434	2,536	1,937
Pickups (trk.)	6,750	6,767	20,502	28,084	26,444
Pickups (Can. trk.)	4,000	4,095	12,090	29,976	23,448
S10 (trk.)	1,042	1,126	3,382	19,082	33,386
S10 Blazer (trk.)	2,039	2,040	6,235	17,859	6,259
Sportsvan (trk.)	1,020	1,115	3,168	7,254	3,984
Sportsvan (Can. trk.)	1,700	1,696	4,992	10,575	2,919
Suburban (trk.)	670	597	1,991	5,738	3,353
Total Chevrolet	**38,055**	**40,367**	**112,638**	**260,910**	**233,851**
Achieva/Calais	2,820	2,453	8,451	18,488	14,063
Cutlass Ciera	3,553	0	7,114	16,810	7,707
Cutlass Ciera (Can.)	0	0	0	0	7,877
Cutlass Supreme	0	0	0	6,507	15,733
Toronado	94	84	308	876	1,054
Eighty Eight	1,758	2,031	5,891	12,399	13,864
Custom Cruiser wag.†	160	0	307	750	0
Ninety Eight	982	1,223	3,410	4,702	13,905
Silhouette (trk.)	563	0	563	1,583	1,110
Bravada (trk.)	277	334	865	2,377	3,382
Total Oldsmobile	**10,187**	**6,125**	**26,989**	**64,482**	**78,895**
Sunbird	2,030	2,013	6,079	13,893	18,313
Grand Am	4,585	4,217	12,928	32,307	27,717
Firebird	562	557	1,119	2,996	1,003
Grand Prix	3,360	3,328	6,688	15,954	11,543
Pontiac 6000	0	0	0	0	5,283
Bonneville	2,550	2,893	8,341	13,584	9,261
TransSport (trk.)	789	0	789	1,964	2,058
Total Pontiac	**13,876**	**13,008**	**35,944**	**80,698**	**75,178**
Yukon/Jimmy (trk.)	130	110	409	757	405
Mediums (trk.)	520	511	1,512	3,588	2,849
P-model (trk.)	45	65	133	344	411
Pickups (trk.)	2,502	2,547	7,381	12,588	10,621
Pickups (Can. trk.)	1,300	1,362	3,991	10,435	8,383
Syclone/Sonoma (trk.)	363	187	729	3,621	8,271
Typhoon/S15 Jimmy (trk.)	564	461	1,476	4,663	3,010
Safari (trk.)	1,309	1,134	3,520	8,258	4,814
Suburban (trk.)	600	532	1,838	2,731	3,026
Vandura (trk.)	623	547	1,762	4,506	1,926
Vandura (Can. trk.)	700	710	2,029	5,803	1,895
Total GMC	**8,656**	**8,166**	**24,780**	**57,294**	**45,611**
Total Saturn•	**3,350**	**3,350**	**10,050**	**22,834**	**5,955**
Total U.S. car	**49,396**	**46,000**	**148,344**	**333,112**	**351,864**
Total Can. car	**8,100**	**8,267**	**16,367**	**34,192**	**40,085**
Total U.S. truck	**25,272**	**22,799**	**70,686**	**159,986**	**134,781**
Total Can. truck	**7,700**	**7,863**	**23,102**	**56,789**	**38,645**
GENERAL MOTORS	**90,468**	**86,929**	**258,499**	**584,059**	**563,375**
Can. car	2,100	2,168	6,552	16,743	19,595
Can. trk.	1,300	1,345	4,010	10,375	8,397
CAMI*	**3,400**	**3,513**	**10,562**	**27,118**	**27,992**
DIAMOND-STAR*	**3,495**	**3,275**	**10,047**	**23,079**	**23,627**
Civic	1,600	1,672	5,188	12,782	12,845
Civic (Can.)	2,420	2,460	7,322	17,154	16,288
Accord	8,370	8,359	24,949	58,916	52,481
Total U.S. car	**9,970**	**10,031**	**30,137**	**71,698**	**65,326**
Total Can. car	**2,420**	**2,460**	**7,322**	**17,154**	**16,288**
HONDA	**12,390**	**12,491**	**37,459**	**88,852**	**81,614**
HYUNDAI Sonata (Can.)	**0**	**596**	**1,179**	**2,828**	**6,885**
MAZDA*	**0**	**0**	**2,098**	**11,109**	**22,748**
U.S. trk.	1,585	1,552	3,137	9,884	11,026
Can. trk.	165	167	493	1,174	1,161
NAVISTAR	**1,750**	**1,719**	**3,630**	**11,058**	**12,187**
Sentra	2,882	2,837	8,667	22,064	22,702
Pickup (trk.)	2,852	2,818	8,507	21,454	21,712
NISSAN	**5,734**	**5,655**	**17,174**	**43,518**	**44,414**
Geo Prizm	1,900	1,900	5,731	14,228	15,827
Toyota Corolla	2,350	2,237	6,958	17,316	15,700
Toyota Hilux (trk.)	800	776	2,273	4,448	0
NUMMI	**5,050**	**4,913**	**14,962**	**35,992**	**31,527**
Legacy	1,183	1,183	3,551	8,685	8,834
Pickup (trk.)	508	416	1,429	3,652	0
Rodeo (trk.)	880	730	2,490	6,373	0
Total U.S. car	**1,183**	**1,183**	**3,551**	**8,685**	**8,834**
Total U.S. trk.	**1,388**	**1,146**	**3,919**	**10,025**	**8,640**
SUBARU-ISUZU	**2,571**	**2,329**	**7,470**	**18,710**	**17,474**
Camry	4,725	4,683	14,108	35,244	33,725
Corolla (Can.)	1,500	1,568	4,656	10,735	10,232
TOYOTA	**6,225**	**6,251**	**18,764**	**45,979**	**43,957**
VOLVO 740, 940 (Can.)	**120**	**150**	**420**	**1,056**	**1,313**
AM GENERAL (trk.)	**375**	**375**	**1,125**	**2,700**	**3,250**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**7,200**	**17,280**	**21,959**
Total U.S. car	**116,956**	**106,635**	**329,292**	**747,304**	**782,398**
Total Canada car	**23,429**	**20,098**	**55,438**	**124,303**	**129,314**
Total U.S.-Canada Car	**140,385**	**126,733**	**384,730**	**871,607**	**911,712**
Total U.S. truck	**76,633**	**72,014**	**218,584**	**485,086**	**398,894**
Total Canada truck	**22,726**	**23,036**	**68,345**	**166,937**	**101,753**
Total U.S.-Canada truck	**99,359**	**95,050**	**286,929**	**652,023**	**500,647**
TOTAL U.S.	**193,589**	**178,649**	**547,876**	**1,232,390**	**1,181,292**
TOTAL CANADA	**46,155**	**43,134**	**123,783**	**291,240**	**231,067**
TOTAL U.S.-CANADA CAR & TRUCK	**239,744**	**221,783**	**671,659**	**1,523,630**	**1,412,359**

•Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output is highest of 1992

ANNE E. WRIGHT

Chief Statistician

Last week's estimated car and truck production in the United States and Canada was the highest of 1992. Total output was 239,744, an increase of 8.1 percent over the previous week and 14.3 percent over the year-ago week.

U.S. car production was estimated at 116,956 last week, up 9.7 percent from the prior week but down 2.4 percent from the year-ago week.

In Canada, last week's estimated car production was 23,429, topping the prior week by 16.6 percent and the year-ago week by 68.8 percent.

Last week's estimated U.S. truck production was 76,633, up 6.4 percent from the prior week and 13.4 percent over the same week in 1991.

In Canada, truck production was estimated at 22,726, down 1.3 percent from the prior week but up 167.6 percent over last year.

U.S. and Canadian car production continues to trail 1991. So far this year, 871,607 cars have been assembled, down 4.4 percent from the 1991 period.

Truck production in the United States and Canada is 652,023 this year, up 30.2 percent from 1991.

The daily build rate for cars and trucks in the United States and Canada was 47,949 last week, 8.1 percent above the prior week and 14.3 percent above last year.

General Motors last week reduced production at the Buick City plant in Flint, Mich., due to slow sales of the Buick LeSabre and Oldsmobile Eighty Eight. Production at the plant will be cut by approximately 10.8 percent. The plant was producing 65 cars per hour and is now producing 58 cars per hour.

The reduced rate will continue for at least three weeks and may be extended if demand for LeSabres and Eighty Eights does not increase.

Ford of Canada began producing the new 1992 Crown Victoria police vehicle last Friday at the St. Thomas, Ontario, facility.

Ford has received orders for more than 22,000 of the new police vehicles, which will be produced through the first half of the year. About 19,000 units were ordered by police departments in the United States, and 3,000 units are slated for Canadian police and government customers.

So far this year, production of the Crown Victoria is down 22.8 percent from 1991.

The addition of the police vehicles at the St. Thomas plant is not expected to require overtime.

Last week GM scheduled overtime at four truck facilities: Moraine, Ohio; Janesville, Wis.; Scarborough, Ontario; and Oshawa, Ontario.

Ford ran daily overtime last week at the Louisville, Ky., and Kansas City, Mo., truck plants.

Chrysler slated Saturday overtime at the St. Louis (No. 2) facility last week and scheduled three seven-hour shifts each day this week. ■

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Automotive

MARCH 2, 1992

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late news

GM and Poland sign FSO accord

FRANKFURT — General Motors Europe said late last week it has signed a memorandum of understanding with the Polish government to assemble Opel passenger cars in Poland with the state-owned automaker, FSO.

Pending a final agreement, GM said it will invest up to $75 million in facilities and equipment in Fabryka Samochow Osobowych. The value of FSO has not been completely appraised, but sources close to the company believe GM will control 80 percent of the venture.

Under the terms of the agreement, GM also will form a joint study team with FSO to develop recommendations for a replacement model for the Fiat 125-based Polonez, the vehicle currently produced by the factory.

GM also will help FSO upgrade its current product and manufacturing.

— Diana T. Kurylko

U.S., Canada try to avoid dispute

WASHINGTON — U.S. trade and customs officials met with Canadian embassy representatives here last Friday in an attempt to head off a formal diplomatic dispute over domestic content for automobiles shipped between the two nations.

see LATE NEWS, 2

Lutz still faces obstacles

Miller's exit may preserve Iacocca's clout at Chrysler

MARY CONNELLY
Staff Reporter

When Chrysler Corp. Chairman Lee Iacocca steps down as chief executive officer on Dec. 31, he is likely to retain a stronger presence and authority than planned because of last week's sudden departure of vice chairman Robert S. Miller Jr.

Chrysler had long anticipated that if Iacocca was succeeded from within the company, two executives would form the succession team — Miller and Chrysler President Robert Lutz.

The two were viewed as a balanced team with Miller contributing the financial strength and Lutz providing the product acumen.

But Miller's abrupt departure to become an investment banker in New York City 10 months before Iacocca's planned retirement now removes the balance from the internal ticket. Rather than ensuring that the 60-year-old Lutz alone will inherit the chairmanship, some observers familiar with the situation suggest Miller's leaving may actually make it more difficult for Lutz to succeed Iacocca.

Board members now must weigh any drawbacks to Lutz flying solo against the certain corporate upheaval if he is not named chairman.

Ironically, one of Lutz's chief contenders for the chairmanship may be former Chrysler vice chairman and Iacocca heir apparent Gerald Greenwald. The board search committee is said to be considering Greenwald as a candidate for the chairmanship and has had several discussions with him, according to those familiar with the situation.

Greenwald removed himself as a contender for the job when he abruptly resigned in 1990 to lead an unsuccessful employee buyout of UAL Corp., the parent company of United Airlines. His action angered and embittered Iacocca but within the last year the two men have reconciled.

Greenwald, like Miller, built his reputation on the financial side of the business. He is now a managing director of the New York investment banking firm Dillon, Read & Co.

Lutz: Now the only in-house candidate.

Greenwald's abrupt departure, like Miller's, created havoc in the succession scenario at Chrysler, leading Iacocca and the board to reach the current contract that keeps the chairman at the job through Dec. 31, 1992.

The 67-year-old Iacocca reached the traditional retirement age of 65 in October 1989.

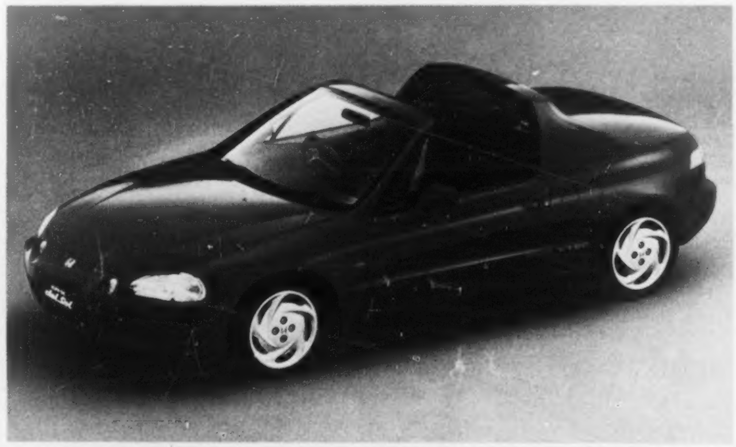
The board's options in finding a successor to Iacocca apparently are narrowing.

Unless the board turns to Lutz or Greenwald,

see CHRYSLER, 37

Autoshow
Frankfurt
Tokyo
Los Angeles
Detroit
Chicago
Geneva
'92

Honda's new CR-X bows at Geneva


Honda will roll out its CRX replacement, the CR-X del Sol coupe, at the Geneva auto show this week. But the version with an electrically powered sliding roof won't be seen in European or U.S. showrooms for some time — if at all. Stories on the car and the show are on Pages 6 and 8.

Politics play role in Japan price hikes

JOHN K. TEAHEN JR.
and JIM HENRY
Automotive News

Richard Recchia, executive vice president of Mitsubishi Motor Sales of America Inc., is the only leader of a Japanese auto importer who acknowledges publicly that politics are playing a part in the current round of price increases.

"If Mitsubishi raises prices, it will be a combination of everything, politics included," Recchia told the International Motor Press Association in New York last week. "It would be naive to think that politics didn't have some part in it."

Mitsubishi hasn't jumped on the price-hike bandwagon yet, but the

see PRICES, 35

GM reorganization hacks at bureaucracy

Stempel also names 12 doomed plants

PHIL FRAME
Staff Reporter

General Motors will construct a new corporate hierarchy over the next year aimed at holding executives more accountable for their decisions and sharpening the company's focus on vehicles.

Those are the primary goals of Chairman Robert Stempel's vision of a new GM, stripped of its lumbering bureaucracy so it can make money in North America.

GM had a $5.3 billion operating loss in the United States last year, while making significant profits almost everywhere else in the world where it operates.

Stempel announced the vision last week. But for now, the reorganization remains an abstraction. The structure will be determined by a new North American Operations Strategy Board over the next year.

The board consists of GM's top automotive executives and is chaired by President Lloyd Reuss, who gains power in the reorganization. (See Page 34.)

Reuss said GM is not specifically trying to cut layers of management with the reorganization, although that could happen. He said many of GM's management layers have been shed in recent years.

The reorganization goals were announced last week by Stempel during a news conference where the company's $4.5 billion 1991 net loss was disclosed. Stempel also named 12 of the 21 plants that he said on Dec. 18 would shut down over the next three years.

Stempel said the prime objectives of the future GM structure are:

see GM, 34

Stempel wants executives held accountable for decisions.

Reuss will be master over North American operations.

Stempel tells how other plants can survive, Page 34
Developing new products: Toyota vs. GM, Page 34
Yokich vows UAW will block concessions, Page 35

Aluminum spaceframe scores at SAE

AL FLEMING
Industry Editor

DETROIT — Automotive engineers and designers are accelerating weight-reduction efforts for the industry's next generation of cars and light trucks.

That message came through loud and clear at last week's SAE International Congress and Exposition in Detroit.

Technical seminars and press conferences exploded with talk of weight-cutting materials that will help cars meet tough fuel economy and emissions goals without sacrificing performance, interior space or safety.

While plastic, magnesium and new lightweight steel got their share of attention, behind-the-scenes talks with Big 3 and supplier sources indicate aluminum is playing a growing role in new-vehicle programs.

The hottest buzzword is "aluminum spaceframe," a major departure from the tradi-

see SAE, 33

inside Automotive News

ONE-PRICE FORDS
'ingular stickers likely for '93 'scort, other cars. **PAGE 4**

MID-FEBRUARY OPTIMISM
Sales rose for the third straight 10-day period. **PAGE 6**

PRACTICAL GENEVA
Auto show offerings focus on comfort and roominess. **PAGE 8**

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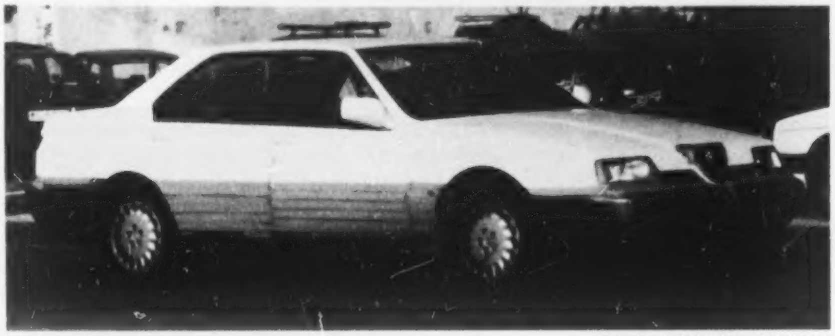
corrections

- An article on Porsche AG in the Feb. 24 issue misidentified the chairman of the supervisory board. The chairman is Ferdinand A. Porsche. Ferdinand "Ferry" Porsche is honorary chairman.
- A Feb. 10 story gave an incorrect figure for the amount to be paid by Bowles Fluidics Corp. of Columbia, Md., to three holders of a patent for spray nozzles for windshield wipers. The story should have said the company will pay $262,368 annually, including interest, in 1993, 1994, 1995 and 1996.
- Automotive Service Consultants Inc. of Birmingham, Ala., was hired to work with Oldsmobile, Buick, Pontiac and Cadillac in training their dealers on improving service. A Feb. 17 story misidentified the organization that was hired to do the consulting.



HANS G. LEHMANN/HIDDEN IMAGE

Alfa 164 replacement

Caught hiding in traffic, this running prototype of the Alfa Romeo 166 carries similar styling to the 164, the car it will replace in September. The top-of-the line 166 will have all-wheel drive and will be powered by a 24-valve V-6 engine that turns out 230 horsepower.

latenews

CONTINUED *from* PAGE 1

Customs, in a ruling still to be made official, has concluded that engines made by Honda in Ohio and shipped to Alliston, Ontario, for assembly into Civics are less than 50 percent North American content. Without the value of the engine, the Civics are considered imports subject to a 2.5 percent U.S. duty. Honda could owe $16.5 million in past duties.

Last Thursday, Canada's treasury department ruled that the engines do meet the 50 percent content requirement and can be shipped into Canada duty-free.

Canadian officials have indicated they will file a formal dispute if informal talks are not successful, said embassy spokesman Malcolm McKechnie. *— Max Gates*

GM to train Quebec workers

STE. THERESE, Quebec — Laid-off workers at the General Motors plant here got a vote of confidence in their future last week.

In the same week that General Motors announced deep cuts elsewhere in its North American operations, GM of Canada inaugurated a new center that will train laid-off Ste. Therese workers to build the new F-body cars, the Chevrolet Camaro and Pontiac Firebird.

The training center occupies 28 rooms of a nearby hotel. It will provide more than 294,000 worker-hours of training at a cost of more than $8.5 million by Dec. 15.

About 3,400 workers were laid off when production of the Oldsmobile Cutlass Ciera ended at Ste. Therese last July. Preparation for production of the new F-body cars begins next fall.

— Jeremy Sinek

Hyundai slates part-time work

BROMONT, Quebec — Hyundai workers will return to the Sonata plant here March 16 for two weeks of normal production, then will begin up to six months of three-day weeks.

The plant was closed Feb. 10 after a month-long strike at the parent company in Korea led to a shortage of parts.

A spokesman for Hyundai Auto Canada said the company does not expect the slowdown to last longer than six months.

— Jeremy Sinek

Big Pontiac job goes to Myers

PONTIAC, Mich. — Lynn Myers has been appointed general marketing manager for Pontiac. That is the highest post held by a woman in any General Motors car or truck division.

Myers: rises at GM

For Myers, 48, the new job is a return to brand marketing. She was with Oldsmobile in advertising and marketing from 1973 to 1988. She was named marketing director there in 1982 and director of planning in 1985.

She moved to the corporate marketing and product planning staff in 1988 and has been general director of North American marketing and product planning for GM since 1989.

At Pontiac, Myers will be responsible for strategic planning, marketing and advertising activities. She succeeds Joseph Hendrix, who recently was appointed assistant general sales and service manager for the Central United States.

Curry impasse may end soon

WASHINGTON — The confirmation of long-time Bush supporter Andrew Card, 44, as the new Secretary of Transportation gives new life to the career of the administrator of the National Highway Traffic Safety Administration, Jerry Curry.

One of Card's first tasks will be to resolve the impasse over who will head NHTSA and a second key agency, the Federal Aviation Administration.

Curry was nominated last fall to head the Federal Aviation Administration, replacing James Busey who moved up to the No. 2 spot at the department.

After Samuel Skinner left the Department of Transportation to become President Bush's chief of staff, Curry got into a scrape with Busey, who was then acting secretary of the department. In late January, Busey asked Curry to resign. Curry refused. Now Busey is back to being No. 2, and an industry source suggested that Card wants Curry in the Federal Aviation Administration post.

— Max Gates

Brazil speeds cut in tariffs

SAO PAULO, Brazil — The Brazilian government said last week it will bring forward - two scheduled tariff reductions on imported automobiles in retaliation for continuing price increases by domestic carmakers.

The government said a reduction in the tariff to 40 percent of a car's assessed price from 50 percent, originally scheduled for Jan. 1, 1993, will now take effect Oct. 1. A second reduction to 35 percent, scheduled for Jan. 1, 1994, will move forward to July 1, 1993.

Brazilian carmakers, including affiliates of Volkswagen AG, Ford Motor Co. and General Motors, have steadily raised prices since government price controls were lifted last September. Inflation is currently about 25 percent a month.

— Rik Turner

'Jolly John' has new store

SACO, Maine — Jolly John Pulsifer, the flamboyant Ford and Lincoln-Mercury dealer whose overexpansion forced him into bankruptcy last year, is returning to the market.

His new Saco dealership is called Jolly John Auto City.

Pulsifer, 55, last year declared about $9.5 million in debt compared to about $1.5 million in assets when he filed a Chapter 7 liquidation proceeding.

Pulsifer struck a deal with longtime Portland, Maine, Lincoln-Mercury dealer Norman Greenberg to buy the Saco Dodge-Jeep-Eagle store owned by Raymond Crepeau.

Crepeau will continue to operate his Crepeau Motors Inc. Chrysler-Plymouth dealership in Kennebunk.

Greenberg is providing Pulsifer with financing. Pulsifer is the dealer principal and chief operating officer.

briefly

Used-car license not heaven sent

The Sisters of St. Joseph in Holyoke, Mass., have applied for a used-car dealer's license so the order can attend auto auctions and buy used cars. But auto dealers shouldn't worry. The Associated Press reports that over the years, the nuns in the teaching order have moved out of the convent and into the community to be closer to their work so they need cars. The 500-member order maintains a fleet of 100 cars at their Mont Marie Motherhouse. Though the nuns buy mostly new cars, they want to have the option of buying used cars.

SCHOOL PROJECT — Thirty colleges in the United States and Canada have been selected by **Ford Motor Co.** to build a hybrid electric vehicle over the next 15 months. Twelve of the schools will receive a $10,000 grant from Ford to build the vehicle from the ground up; the rest will receive an Escort station wagon to convert. Kelly Brown, an executive engineer at Ford, says it will cost a minimum of $30,000 to complete the project, and it's possible that one of the vehicles could become a Ford production car. One of the college teams "could be in business," he said.

ONCE BITTEN, TWICE SHY — Chrysler Corp. Chairman Lee Iacocca's recent speech lambasting the Japanese automakers at the Economic Club of Detroit would be a hard act for anybody to follow. Masahiro Uchida, president of **Mazda Motor Manufacturing (USA) Corp.,** was up for the challenge, although he compared the experience to walking into a lion's den. "Frankly, with all the current controversy, I had second thoughts about coming," he said last week to a packed auditorium. But his soft-spoken manner and warm sense of humor won him a warm reception.

MORE BASHING — An irate man, apparently intent on Japan-bashing, yelled at and "charged" like a grizzly bear at a woman showing off cars on the **Subaru of America Inc.** stand last week at the Greater Cleveland Auto Show, said Chris Wackman, Subaru vice president of marketing. This was shortly after **General Motors** closed a plant nearby, Wackman said.

MESSAGE FROM SATURN — Last week's column described a **Lexus** live satellite video conference with its dealers. Lexus believed it was the first such "meeting" between a manufacturer and its entire dealer body. That prompted a priority-one message from **Saturn** headquarters, which wants you to know that it has conducted several such satellite tete-a-tetes with its dealers since November 1990.

Recchia: home not so sweet

YOU CAN'T GO HOME AGAIN — Richard Recchia, executive vice president and chief operating officer of **Mitsubishi Motor Sales of America Inc.,** is a native Detroiter, but he has become the unofficial spokesman for the Japanese auto industry. He told the International Motor Press Association last week that that has made him persona non grata in some Detroit circles. Said Recchia, "After she saw some of the newspaper articles, my mother called me and said they had confiscated my Detroit passport."

Bohn secured at Porsche helm as family takes heat for conflict

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Arno Bohn last week won his board's unanimous approval to continue running Porsche AG for the next three years, but the company's employees and other shareholders are calling for the ouster of the directors who voted a week earlier to sack him.

The 12-member supervisory board unanimously agreed in an open vote last Tuesday to renew Bohn's contract as chairman of the management board until the end of 1995. Less than a week earlier, the five Porsche and Piech family members, whose families own all the Porsche common stock, denied him the two-thirds majority necessary to extend his contract.

Bohn's backers, the six employee board members who lobbied for his continuation, said last week they are not through. They called for the resignation of the Piech and Porsche members from the board, saying they are a disruptive force.

Shareholders with no voting rights — the family members also hold 40 percent of the preferred stock — also will call for the resignations at the Porsche annual meeting on March 13.

Bohn, who only needed a majority on the second round to renew his contract, said in a telephone interview late last week that he found the unanimous vote "very encouraging."

Bohn said he took the vote as a "commitment," meaning he has the financial resources and their backing for the strategies and programs that his management board has developed.

"We are happy that Porsche has moved out of the headlines and we can concentrate on our work," Bohn said.

"This gives me four years - and that is certainly a time frame where one can do a lot in a company. I am pretty confident."

After failing to muster the necessary two-thirds vote for renewal of this contract, Bohn gave the supervisory board an ultimatum — either give him the vote of confidence he needed to stay by last Friday, or he would leave.

All six of the labor representatives on the supervisory board had backed Bohn. But the Porsche and Piech family members had been searching, quite publicly, for a replacement.

Arno Bohn said he found the unanimous vote to renew his contract "very encouraging."

Bohn said he felt no bitterness toward the supervisory board or any family members because of the episode.

"Ende gut, alles gut," he said — "All's well that ends well."

Stephen Reitman, who follows the industry for UBS/Phillips & Drew in London, said the Porsche family's search for a replacement for Bohn was pointless.

"I think that even if Bohn had been replaced, no one could have done anything else with Porsche," he said. "The company is as much a hostage to economic circumstances as much as it is to its own high cost structure."

Long-term, Reitman added, it is highly probable that Porsche will have to be sold or merged into another company. AN

Southeast Toyota faces fine, not loss of license

LINDSAY CHAPPELL
Staff Reporter

A North Carolina administrator has asked for $3 million in fines from Southeast Toyota Distributors Inc., but he declined to recommend that the company's business license be revoked.

Attorneys for the dealers say that fines are not enough.

They said they may appeal to have the license of Toyota's independent Southeastern distributor business revoked as they originally requested if the state commissioner of motor vehicles accepts the hearing officer's recommendation.

The ruling, released on Feb. 21, concluded that high-level managers at Southeast Toyota obstructed justice during an earlier state investigation into its business practices, and also unfairly distributed cars in violation of a consent decree it signed in 1988.

One current Toyota dealer and one former dealer had leveled the complaints against the Deerfield Beach, Fla., distributor, and requested that its license be revoked in North Carolina. The 1988 decree stipulated that the state's Department of Motor Vehicles could do so if other evidence of wrongdoing ever emerged.

Hearing officer Judge Robert Collier found evidence of wrongdoing, but recommended fining the company $1 million a year for three years and allowing it to continue in business.

The state's commissioner of motor vehicles must now decide whether to accept the judge's finding or whether to assign a ruling of his own.

A statement released by Southeast Toyota said the company had accepted the judgment and is "extremely pleased" that Collier would permit it to continue distributing Toyota vehicles in the state.

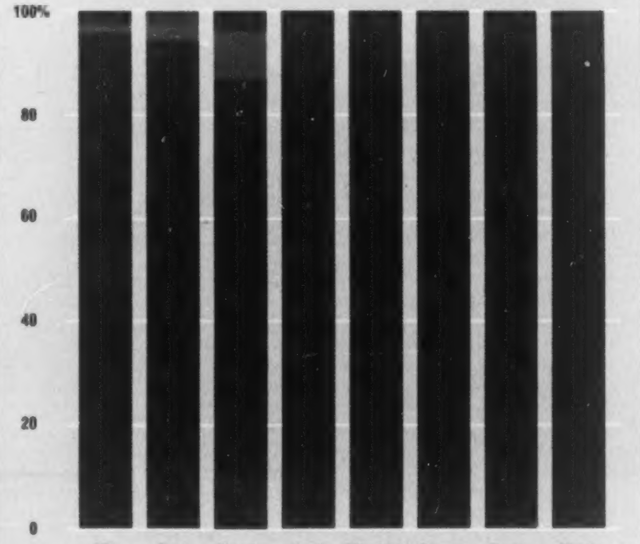
Meanwhile, a Miami attorney has filed a federal class-action lawsuit against Southeast Toyota. The suit seeks more than $100 million.

If a U.S. District judge agrees,

see TOYOTA, 36

How American are automakers?

Chart shows percent of 1991 sales by country of origin.



1991 U.S. sales by country of origin

	Japan	Other	Mexico	Canada	U.S.	TOTAL
GM	91,103	34,700	35,343	549,896	3,608,688	4,319,730
Ford	0	63,280	104,813	369,729	2,329,369	2,867,191
Chrysler	70,195	0	143,724	295,077	998,675	1,507,671
Honda	321,270	0	0	73,591	408,506	803,367
Mitsubishi	121,305	0	0	0	69,496	190,801
Nissan	408,988	0	0	0	174,826	583,814
Toyota	675,657	0	0	35,834	298,989	1,010,480
Mazda	254,852	0	0	0	88,760	343,612

U.S. sales are estimated for vehicles assembled in the United States, Canada and Mexico. Sales of other vehicles are reported by the companies.

Source: Automotive News Data Center

CHARLOTTE WINTER / AUTOMOTIVE NEWS

GM is most 'American' automaker

WILLIAM R. DIEM
Assistant Managing Editor

General Motors is the most American of the top eight automakers.

Although it sells Japanese-built Geos through apple-pie Chevrolet dealers, 83.5 percent of the cars and trucks it sold in the United States last year were assembled in the United States. Ford Motor Co. follows at 81.2 percent, and Chrysler Corp. at 66.2 percent.

The most "American" of Japanese auto assemblers is Honda. If an "American company" is one that domestically assembles half or more of the vehicles it sells in the United States, Honda qualifies. In 1991, Honda built 50.8 percent of its U.S.-sold cars at Honda of America Manufacturing Inc. in Ohio.

Being big causes GM some statistical troubles. Besides having the highest percentage of U.S.-built cars, the giant also imports more vehicles than any other automaker, principally from its Canadian factories. Within the auto industry, Canadian-built vehicles are typically classified as "domestic."

Debates over "import" vs. "domestic" and "American" vs. "Japanese" are complex. The Buy American movement appears to be fading after just a few weeks as those complexities become widely understood. The definitions of each term change fluidly and can be manipulated to support a particular point of view. For instance, the American International Automobile Dealers Association recently

see MADE IN U.S., 36

DAVID NELSON

Yoshihiro Wada said Mazda will not back off on product development for its Amati luxury line, slated to hit U.S. shores in two years.

UNDER PRESSURE

New Mazda President Yoshihiro Wada challenged by spending cuts, Ford talks

RICHARD JOHNSON
Staff Reporter

TOKYO

The new president of Mazda Motor Corp., Yoshihiro Wada, warned last week that pressure on earnings will remain "severe" this year and next and that capital spending will be reduced in each of the next two years.

But with the Amati luxury brand only two years away from its American debut, he said, the company will not back off on product development for its new line of premium models.

In his first interview with the foreign press since becoming president in late December, Wada also said that talks with Ford Motor Co. on sharing production in Europe are going "slowly."

He hinted that no decision can be expected before summer — several months after the companies had previously suggested that negotiations were likely to be wrapped up.

Still, Wada underscored Mazda's commitment to a global partnership with Ford, which owns 20 percent of Mazda.

"In the future this company could not survive alone," he said. "This alliance is very important."

Wada, 60, joined Mazda in 1983. Since August 1988, he has been executive vice president and general manager in charge of corporate planning operations. His background is finance, having joined Mazda after a 28-year career at Sumitomo Bank Ltd., where his last job was general manager of the head office.

Wada replaced Norimasa Furuta, 63, who was named vice chairman after serving as president since December 1987.

see WADA, 36

U.S. buyers must wait for CRX replacement

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. introduced its all-new CR-X del Sol coupe in Japan last week, but the targa-top two-seater isn't expected to reach America until summer at the earliest.

In addition, the CRX replacement's attention-getting electric roof may not be offered in the United States at all.

The CR-X del Sol, which also will debut at the Geneva auto show this week, will go on sale in Japan March 6 through Honda's Verno sales channel with a monthly sales target of 1,500.

"We hope it is in the United States before summer," said Honda President Nobuhiko Kawamoto. But he added that production snags at the Suzuka plant could delay its U.S. introduction.

Executive Vice President Yoshihide Munekuni said a summer launch might be feasible.

"The reason for the delay in introduction in the U.S. is the production," said Munekuni. He said raising the output of "this very special car" will take time.

But other Honda sources said the new car may not arrive in the United States until early fall. They also said it will lose the CRX designation for the American market, where it will be called the Civic del Sol. Although it is CR-X is Japan, it was CRX in the United States.

In its push to appeal to younger consumers in its home market, Honda went all the way to an open car. But to strike a balance between enclosed coupe comfort and Mazda Miata-style fresh-air excitement, Honda engineers developed an automatic, electrically controlled steel roof dubbed the Transtop.

The targa top, the most entertaining roof mechanism since the debut of the 1989 Mercedes SL, opens at a push of a button and takes only a few seconds to open. Honda also offers a manual roof system, a lightweight aluminum top that is stored in the trunk.

Kawamoto joked that he and other purists weren't sold on the roof-raising idea at first. They credited Koutaro Shige, CR-X del Sol project leader, with persistence in pushing the concept to fruition.

Munekuni said Honda still has not decided to offer a U.S. version with the Transtop.

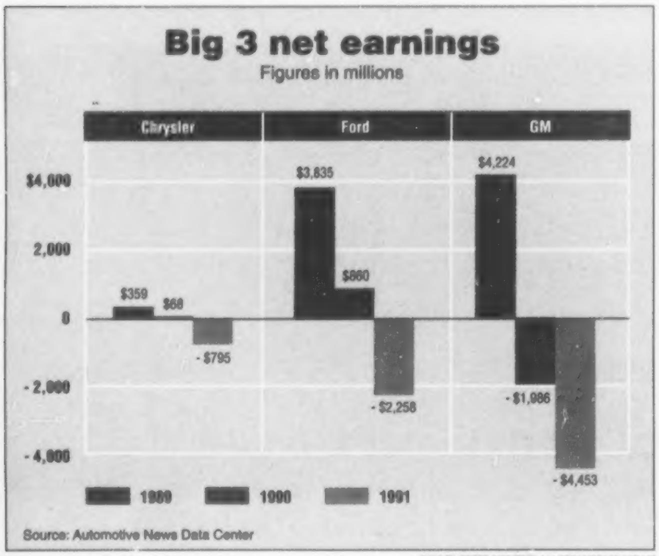
"Americans look first at the price, and the electric roof is priced higher," said Munekuni.

In Japan, the Transtop carries a premium of about 170,000 yen ($1,330 at current exchange rates). Munekuni predicted that about 45 percent of Japanese customers will choose the Transtop roof.

The CR-X del Sol is offered with the Civic's 170-horsepower, 1.6-liter, dual-cam VTEC engine and a 130-hp, 1.5-liter version. The car is 157.4 inches long, up from 149.6 inches on the previous model. Width is 66.8 inches, compared to 65.9 inches on the predecessor, and it has a curb weight of 2,403 pounds (2,513 with Transtop), up from 2,138 pounds.

Prices in Japan range from 1.37 million yen ($10,700) for the manual-transmission 1.5-liter version to 1.97 million yen ($15,400) for the SiR Transtop with 1.6-liter engine and four-speed automatic.

At the push of a button, the CR-X del Sol's trunk lid raises above the roofline and, via a system of cables, drops the electronically controlled steel roof into place over the top of the B-pillar.



Big 3 net earnings
Figures in millions

Source: Automotive News Data Center

CHARLOTTE WINTER / AUTOMOTIVE NEWS

GM loses $4.5 billion; '92 outlook also grim

CHARLES M. THOMAS
Staff Reporter

Despite a grim 1991 fourth-quarter net loss of $2.5 billion and a record loss of $4.5 billion for the year, General Motors could reap a profit sometime after the first quarter if auto sales heat up.

The Big 3 reported a combined net loss of $7.5 billion for 1991, the worst year in history.

Without a dramatic upturn in vehicle sales, GM will likely end 1992 with a loss for the third consecutive year, analysts say.

But the outlook for next year is brighter. "GM has a good chance of being profitable for all of 1993," said Jean-Claude Gruet, auto analyst with New York-based UBS Securities. "North American operations won't be profitable until at least 1994."

If there is no spring sales upturn, analysts say GM will lose money every quarter, though less than in 1991.

"The goal of company officials is just to break even," said Maryann Keller, analyst with New York-based Furman Selz Inc. "They expect GM to show significantly reduced losses this year."

But that will depend largely on a rebound in the economy. Though sales topped last year through Feb. 20, consumer confidence in February was the lowest since 1974, according to The Conference Board, a New York-based research group.

"We're not getting any clear signals that the economy is about to blast off," said Keller. "Consumer confidence isn't exactly at a level where dealers will order an additional 40 or 50 cars."

Still, GM's losses are narrowing. The fourth-quarter loss was $519.8 million before a one-time charge of $1.8 billion for future plant closings and other non-recurring items. The $519.8 million compares favorably to a loss of $1.6 billion in 1990.

GM lost about $7 billion in its North American operations in 1991, but it earned $2.1 billion in Europe and Latin America.

Worldwide factory sales to dealers totaled 7,015,000 units, a decline of 5.9 percent from 1990. But fourth-quarter factory sales were 1,878,000, an increase of 7.6 percent over 1990.

And earnings at GM's subsidiaries continued to rally. General Motors Acceptance Corp.'s earnings increased to $1.4 billion in 1991, up 15 percent.

Electronic Data Systems Corp. earned $547.5 million, up 10.2 percent over 1990. And for the first time since GM acquired EDS in 1984, revenue from non-GM customers exceeded revenue from GM.

GM Hughes Electronics Corp. earned $559 million in 1991, down from $726 million in 1990.

Mid-February sees sales hike over bleak '91

JIM HENRY
Staff Reporter

Sales increased in mid-February for the third straight 10-day period. Sales of cars and light trucks from Feb. 11-20 totaled 335,669, a gain of 5.7 percent over the same time last year.

Year-ago numbers were war-torn poor. Still, the daily selling rate for mid-February was 6.2 percent above early February. And it was the first time since December 1990 that sales have topped the year-ago total in three consecutive 10-day periods.

Some dealers reported increased floor traffic. Lots of people are "just looking," but at least they're looking, said Eli Bloom, a Pontiac and Saturn dealer in Long Island City, N.Y.

"Buy American" hoopla continues, but if it is affecting buying behavior, it's hard to find documentation. While sales for the Big 3 rose 2.2 percent, the biggest Japanese companies reported substantial gains. Sales for Toyota Motor Sales U.S.A. Inc. rose 52.6 percent to 32,515 cars and light trucks. Sales for American Honda Motor Co. Inc. rose 15.7 percent. And Nissan Motor Corp. in U.S.A. was up 10.7 percent.

Mid-February had nine selling days this year and last year.

Toyota last month announced a price increase that will take effect March 13, and that may have motivated some people to buy now. The increases range from $200 for the cheapest Toyota to $2,100 on the top-of-the-line Lexus LS400. Lexus sales jumped 151.1 percent in mid-February.

"Not one person comes in here and talks Buy American," said Joe Mattarella, general manager of Delray Toyota in Delray Beach, Fla., one of Toyota's top-selling U.S. dealerships.

"They're buying the Camry because it's got a good reputation, and it's priced well," he said.

In January, Delray Toyota sold 321 new Toyotas, more than twice as many as in January 1991. February sales were similar, Mattarella said.

Delray Toyota is part of a 15-dealership chain owned by Edward Morse, one of the nation's top-volume Chevrolet dealers. Morse's Saturn, Cadillac and Chevrolet stores also reported improvement.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Feb. 11-20, 1992	Feb. 11-20, 1991
ALFA ROMEO (imp. car)*	73	76
Acura (imp. car)	3,168	3,343
Domestic car	12,407	9,838
Imported car	5,090	4,685
Honda	17,497	14,523
AMERICAN HONDA	20,665	17,866
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,091	764
Domestic car*	3,202	3,341
Imported car*	0	22
Domestic truck*	103	105
Chrysler Division*	3,304	3,467
Domestic car*	9,016	9,408
Imported car*	602	805
Domestic truck*	11,622	11,850
Imported truck*	101	128
Dodge*	21,340	22,191
Domestic car*	938	979
Imported car*	254	181
Eagle*	1,193	1,160
Domestic truck*	4,490	4,577
Jeep*	4,490	4,577
Domestic car*	5,244	5,472
Imported car*	321	314
Domestic truck*	4,285	4,368
Plymouth*	9,850	10,154
Domestic car*	18,400	19,200
Imported car*	1,177	1,321
Domestic truck*	20,499	20,900
Imported truck*	101	128
CHRYSLER CORP.*	40,176	41,549
Imported car*	111	134
Imported truck*	53	79
DAIHATSU*	163	213
FERRARI (imp. car)*	24	24
Domestic car	35,091	34,407
Imported car	973	865
Domestic truck	34,993	31,458
Ford Division	70,957	66,730
Domestic car	3,873	6,308
Lincoln	3,873	6,308
Domestic car	10,060	8,438
Imported car	2,684	2,122
Mercury	12,744	10,560
Domestic car	49,024	49,153
Imported car	3,657	2,987
Domestic truck	34,893	31,458
FORD MOTOR CO.	87,574	83,598
Domestic car	15,195	15,922
Buick	15,195	15,922
Domestic car	6,917	4,270
Cadillac	6,917	4,270
Domestic car	25,477	29,476
Imported car	2,753	1,870
Domestic truck	26,231	26,620
Imported truck	177	94
Chevrolet	54,638	58,060
GMC	6,790	6,980
Domestic car	11,016	11,729
Domestic truck	717	575
Oldsmobile	11,733	12,304
Domestic car	12,140	10,638
Imported car	213	463
Domestic truck	529	526
Pontiac	12,882	11,627
Domestic car	4,421	854
Saturn	4,421	854
Domestic car	75,166	72,889
Imported car	2,966	2,333
Domestic truck	34,267	34,701
Imported truck	177	94
GENERAL MOTORS	112,576	110,017
HYUNDAI*†	1,806	2,253
Imported car*	314	199
Domestic truck	1,296	757
Imported truck*	1,454	1,736
ISUZU*	3,064	2,692
JAGUAR (imp. car)*	200	137
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,507	3,978
Imported car*	3,251	3,127
Domestic truck	167	286
Imported truck*	2,167	2,580
MAZDA*	7,091	9,971
MERCEDES-BENZ (imp. car)*	1,329	1,013
Domestic car	1,871	2,159
Imported car*	1,728	1,485
Imported truck*	521	796
MITSUBISHI*	4,120	4,439
Infiniti	733	559
Domestic car	3,239	2,616
Imported car*	5,169	4,574
Domestic truck	3,538	3,016
Imported truck*	3,105	3,491
Nissan*	15,051	13,697
NISSAN MOTOR CORP.	15,784	14,256
PEUGEOT (imp. car)*	31	104
PORSCHE (imp. car)*	126	69
RANGE ROVER (imp. truck)*	85	63
ROLLS/BENTLEY (imp. car)*	7	7
SAAB (imp. car)*	318	308
STERLING (imp. car)*	0	61
Domestic car	1,187	1,074
Imported car*	1,002	1,285
SUBARU*	2,189	2,359
Imported car	154	117
Imported truck	373	356
SUZUKI*†	527	473
Lexus (imp. car)	3,385	1,348
Domestic car	10,516	5,854
Imported car	11,047	8,048
Domestic truck	618	0
Imported truck	6,949	6,057
Toyota	29,130	19,959
TOYOTA MOTOR SALES	32,515	21,307
Audi (imp. car)*	324	253
Imported car*	1,924	1,923
Imported truck*	53	96
Volkswagen*	1,976	2,019
VWoA*	2,300	2,272
VOLVO*†	1,653	1,577
YUGO (imp. car)*	173	110
Domestic car	173,317	166,761
Imported car	52,039	44,241
TOTAL CAR	225,356	211,002
Domestic truck	95,278	91,118
Imported truck	15,036	15,476
TOTAL TRUCK	110,313	106,594
TOTAL CAR & TRK	335,669	317,596

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

in brief

RECREATIONAL VEHICLES

Ford fields lighter RV chassis

DETROIT — Ford Motor Co. will begin producing a new 15,200-pound gross vehicle weight version of its F Super Duty motor home chassis for the RV market.

The new chassis, available only on a 178-inch wheelbase, is priced at $15,916, according to Jerome Mittman, Ford RV sales manager.

Mittman said the chassis is aimed at Chevrolet's market. Chevrolet's chief strength is in its 14,500-pound gvw chassis. Until now, Ford has offered only a 17,000-pound gvw version of its Super Duty for the RV market.

Glaval hikes van production

ELKHART, Ind. — Glaval Inc., the industry's second-largest van converter, said its orders increased to 1,310 for January. That is nearly double the 610 of January 1991, according to Kevin Slater, Glaval vice president of sales.

Slater said February has also been tracking at twice the level of a year ago.

The converter is currently producing 85 units a day, up from 55 a year ago. It will increase production to 100 units a day by March 20 and expects to peak at 125 units a day, its maximum capacity, during April and May.

Conversion sales picking up

Big 3 helping with incentives

JOSEPH BOHN
Truck Editor

Aided by the impending spring market and wholesale and retail incentives, van conversion sales have been picking up steam.

General Motors further stimulated demand by announcing a new floorplan allowance program for dealers.

Under the program, Chevrolet and GMC dealers receive 60 days of free floorplanning on each full-sized van conversion ordered between Feb. 21 and March 20.

The program is geared to moving units out of converter inventory and onto dealers' lots.

Because of GM's shutdown of the Lordstown, Ohio, full-sized van plant on March 20 for model changeover, Chevrolet and GMC have encouraged converters to stock up on extra van chassis to carry them through the critical spring and summer selling months.

The new program will help distribute units more evenly between converters and dealers.

But it also reflects GM's view of steadily building retail activity, said Gary Soos, general manager of Custom Craft Vehicles in Milwaukee. Custom Craft is a major Chevrolet and GMC converter.

"If retail were in the toilet, they wouldn't put out a program like that," Soos said.

Custom Craft has been "seeing retail get a little better each week," he added.

"The spring market is really beginning to take hold," Soos said.

Soos believes, in fact, that there will be a shortage of van chassis in July and August.

Soos said that because GM converters had to place advanced orders due to Lordstown's shutdown, they pretty well know how many chassis they will have to work with during the 1992 model year.

Soos believes the extent of the shortage will depend on how quickly GM gets the Flint, Mich., plant running.

The Flint plant will build the vans previously built at Lordstown.

Jim Green, Chevrolet assistant RV manager, confirmed that GM will have limited capacity to supply 1992 model full-sized vans once Lordstown goes down.

According to his calculations, full-sized van production will be cut 80 percent until the Flint plant is in full operation.

The Michigan plant will begin production in August. But until then, only the Scarborough, Ontario, plant will be producing full-sized vans.

Consequently, chassis availability will be tight.

Chassis will be doled out to converters partly on the basis of how much inventory they have and how quickly they're selling their vehicles — the traditional "turn and earn" system — as well as on how many they ordered, Green said.

GM has taken a number of steps to stimulate the market.

It has been giving converters virtually free floorplanning for 180 days on full-sized van chassis ordered after Nov. 1.

And, more recently, in addition to its dealer floorplan incentive, it raised customer rebates on its vans.

Chevrolet and GMC are offering:

- $1,000 rebates on upfitted, full-sized 1991 and 1992 vans.
- $400 on 1991 model upfitted Astro and Safari models.
- $500 on upfitted 1992 model Astro and Safari vans.

All incentives run from Feb. 18 to March 31.

Ford Motor Co. also has been giving dealers 150 days of free interest on full-sized Econoline van conversions ordered prior to March 3.

Dodge has perhaps the strongest dealer incentive on conversions. Dealers who sell two van conversions in a 30-day period receive $500 on each of them. They get $1,000 on the third and fourth units they sell during the 30-day period and $2,000 for the fifth and additional units.

This program runs Dec. 21 to March 31. Dodge also has consumer rebates of $1,000 on its full-sized van conversions running in all its sales regions except the Northeast during the same period.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Dec. 1991	Dec. 1990	% change	12 mos. 1991	12 mos. 1990	% change
Travel trailers	2,500	2,400	+ 4.2	49,300	52,500	− 6.1
Park Trailers	500	600	− 16.7	6,800	7,200	− 5.6
Travel trailers—fifth wheel	1,700	1,200	+ 41.7	28,300	27,900	+ 1.4
Folding camping trailers	3,500	2,300	+ 52.2	33,900	30,700	+ 10.4
Truck campers	500	400	+ 25.0	9,600	9,700	− 1.0
Towable RV total	**8,700**	**6,900**	**+ 26.1**	**127,900**	**128,000**	**− 0.1**
Conventional (type A)	1,400	1,300	+ 7.7	23,500	29,000	− 19.0
Van Campers (type B)	200	400	− 50.0	3,500	5,900	− 40.7
Chopped vans (all)	700	700	0.0	15,200	17,400	− 12.6
Motor home total	**2,300**	**2,400**	**− 4.2**	**42,200**	**52,300**	**− 19.3**
Van conversions	10,800	6,900	+ 56.5	130,400	174,200	− 25.1
TOTAL ALL RVs	**21,800**	**16,200**	**+ 34.6**	**300,500**	**354,500**	**− 15.2**

Source: Recreation Vehicle Industry Association

Converters hang back on Chrysler minivans

JOSEPH BOHN
Truck Editor

Chrysler Corp. has made some inroads into the van conversion market with its minivan.

But it isn't likely to take a sizeable share of the market until at least the 1993 model year.

The price of the Dodge Caravan C/V is the main obstacle to its success in the van conversion market, according to Jim Lynch, Dodge special vehicle sales manager, and independent converters.

Dodge began offering a special van conversion prep package for the Caravan C/V in the 1992 model year.

Lynch: price an obstacle

It had hoped to develop new niche markets for the minivan as a result of extra production capability garnered through agreements worked out with the UAW.

But only two converters have converted any Caravan C/Vs. They are American International/Gerwin of Bristol, Ind., and Elk Enterprises Inc. of Elkhart, Ind.

Lynch said the full-sized vans, including conversion units, are heavily incentivized while minivans are not.

Chrysler has a consumer rebate of $1,000 on its full-sized van conversions and additional dealer incentives of $500 to $2,000 per unit until March 31, according to dealers.

Lynch said Chrysler's truck marketing people are studying the pricing of the minivan chassis to see what they can do to make it more competitive in the conversion market for 1993 model year.

Kevin Slater, sales manager for Glaval Inc. of Elkhart, Ind., also said the size of the Ford Aerostar and Dodge Caravan C/V make them harder to convert than the Chevrolet Astro and GMC Safari.

He said the Caravan C/V has less headroom than the GM compact vans.

Bob Wolfe, owner of Advanced Creations in Romulus, Mich., said seats and other parts are not readily available, either.

He said that even if a converter found a seat supplier, this is not the time to open a new account, go through compliance registration and do the work to get into converting the Caravan C/V.

"This isn't the time of year to prototype vans. It's the time to build them," he added.

Wolfe, like other converters, has seen a solid pickup in his business.

"Instead of dealers being oversupplied, we're fighting to get units to them. The market has really turned around in the last two weeks," Wolfe said.

He said the greatest rise in demand has been in medium to high-priced conversions. That indicates a strong revival in demand among affluent buyers.

Winnebago raises the roof

Winnebago Industries Inc. of Forest City, Iowa, has a new SL raised-roof van conversion for business and pleasure. It features standard running boards. A choice of bumper steps and mag wheels are available.

RVIA says safety rule restricts converters

RESTON, Va. — Van converters are now meeting Federal Motor Vehicle Safety Standard 208 that pertains to occupant protection in crashes.

Still, the Recreation Vehicle Industry Association felt that officials at the National Highway Traffic Safety Administration should have postponed the effective date of the standard for van converters from September 1991 to September 1992.

Ed Conway, assistant general counsel for RVIA, said the standard still restricts much of what converters can do to vans.

The association also stressed that in the future, NHTSA should give second-stage manufacturers, such as van converters who finish off incomplete chassis, more time to meet major safety standards than single-stage manufacturers.

Making the new regulations effective for both the Big 3 and converters at the same time last fall threw the conversion industry into a tizzy because Detroit didn't issue instructions on how to proceed with its chassis until the last minute, Conway said.

Converters who produce vans for the handicapped have gotten relief from the standard through the efforts of the RVIA. Conway said NHTSA had granted his petition to exempt vans for the handicapped from its crash requirements in Standard 208, but has not yet posted the proposed notice of rulemaking to provide the exemption.

Converters were refusing orders to put wheelchair lifts into vans because such installations required more modification than in a regular conversion.

Conway said that move essentially limited the ability of handicapped individuals to travel and seek work.

S. Korea pushing hard to diversify export base

OLES GADACZ
Staff Correspondent

SEOUL — South Korean automakers are leaving no stones unturned in their global search for new markets.

In 1988, when the industry's exports peaked at 546,310 units, Korean cars were selling in 102 countries. But two markets, the United States and Canada, accounted for over 80 percent of sales.

To counter a steep sales slump in North America since then, Korean automakers have pushed aggressively into new markets.

Their diversification efforts appear to be paying off. Although the industry's overseas shipments in 1991 were off 30.7 percent from the 1988 high, its vehicles are now selling in 145 countries. And its dependence on the U.S. and Canadian markets was cut to 60.4 percent of the industry's total exports last year.

Shipments in 1991 to the United States, still the industry's largest export market, fell 12.8 percent from 1990, to 171,024 units. As a result, the U.S. share of Korea's total auto exports dropped to 45.2 percent.

In sharp contrast, exports to Europe skyrocketed 146 percent last year, to 72,860 units, making Europe Korea's second leading export market. In 1990, Europe accounted for just 8.7 percent of Korean exports. Last year, exports to the region grew to 19.2 percent.

The United States, Canada, Taiwan, Australia, Poland and Britain each imported more than 10,000 Korean-made vehicles in 1991. Countries importing more than 5,000 Korean-made cars in 1991 included Greece, Italy, Germany, the Netherlands and the Philippines.

FILLING THE PIPELINE

"In general terms, you have to be impressed with the progress the Koreans have made," says Melissa Brown, who follows the industry for Barclays de Zoete Wedd Securities. "It's very important that they extend their distribution channels, and Europe is a very difficult, complex market to penetrate."

But Brown says she is not at all confident that the new markets are generating any profit for Korean carmakers. A large part of the increased shipments must be attributed to "pipeline filling," she says.

"Whenever a new company sets up distribution, you have to bring in inventory, and we've seen a number of new markets (emerge) in Europe," she says. "There are times when the aggressiveness of Koreans will pay off, but the major question is how profitable it'll be."

Hyundai Motor Co. blazed the European trail for Korean automakers in 1991 by beginning distribution in a number of new markets, Germany being the most important.

SOUTH KOREA'S VEHICLE EXPORTS

	1990	Percent of total exports	1991	Percent of total exports	Percent change
United States	196,286	57.8	171,024	45.2	− 12.8
Canada	54,888	16.2	57,592	15.2	+ 4.9
Europe	29,605	8.7	72,860	19.2	+146.0
Others	58,662	17.3	77,124	20.4	+ 31.5
Total	**339,441**	**100.0**	**378,600**	**100.0**	**+ 11.5**

Source: South Korea Ministry of Trade and Industry.

Hyundai says its shipments to Europe this year will rise 32 percent from 1991, to 90,000 units, while Kia Motors Corp. foresees exports of 7,200 units, double the 1991 figure.

Last year, the two shipped a combined total of 72,300 cars to 21 European countries, up 127 percent from 1990.

Hyundai has been a big winner in the former Communist Bloc. The company shipped 10,278 cars to Poland last year, up from 610 in 1990. But sales to war-ravaged Yugoslavia, which in 1990 surged to 8,300 units from virtually zero in prior years, tumbled to 4,665 units last year.

Sales to Italy jumped from 3,034 in 1990 to 8,409 in 1991, while sales to Greece rose from 1,584 to 9,349.

EAST EUROPE TARGETED

Automakers here plan to raise their export goals for Eastern Europe by up to 58 percent this year. According to the Ministry of Trade and Industry, South Korea's five automakers plan to ship 28,350 cars to the region in 1992, up from 17,880 last year.

Hyundai, the largest, will ship 11,000 passenger cars this year to Poland, including Excels, Scoupes and Sonatas. Hyundai also plans to export 2,000 cars to Hungary, the former Soviet Union and Yugoslavia. About 1,500 units are to be shipped to Czechoslovakia, 1,200 to Bulgaria and 300 to Romania.

Kia Motors, following its debut in the British market in 1991, isn't planning to expand in Europe until 1993. By next year, Kia hopes to have patched together a network of dealers and distributors throughout Europe to handle its newly developed Sephia subcompact and Sportage sport-utility.

Kia exported 3,500 Ford Festiva-based Prides to Britain last year, and expects to ship 5,000 units this year.

According to an unconfirmed report, Kia has orders for 800 Prides from the former Soviet Union for delivery this year, and is gearing up to begin shipping its all-new Sephia to Poland and other Eastern countries beginning next year. Kia also will export 200 trucks to Bulgaria this year.

FRENCH BAN LIFTED

Korean automakers also are setting their sights on the French market this year. In the hopes of clinching a multi-billion-dollar contract from Korea for the TGV high-speed train, the French government last month lifted its import ban on Korean cars.

France was the only state in the European Community to ban imports of Korean cars.

Korean automakers say they expect to export a combined 5,000 cars a year to France, with the first shipments likely during the second half of this year.

Korean automakers also are setting high export goals for Central and South America. Their moves come as many countries in that region are lifting restrictions on car imports and lowering tariff rates on imported cars.

Hyundai is projecting exports to Latin America of 15,000 units this year, doubling 1991 shipments.

Kia also plans to sell more than 10,000 cars in Central and South America this year, compared with 3,200 last year.

Hyundai, whose main markets in the region were Panama and Puerto Rico last year, will explore car markets in Brazil, Argentina, Peru, Venezuela and Colombia.

Kia will mobilize the Ford sales network to export Pride cars to Venezuela while building its own sales arm in Brazil and Colombia.

Brazil, Colombia, Peru, Venezuela and Argentina have steadily lowered the tariff rates on car imports since 1990. The rates now range from 15 to 35 percent. AN

Jaguar recalls XJS

DETROIT — Jaguar Cars Inc. is recalling about 11,000 1989-91 model V-12 XJS cars to check for a condition which, if unattended, could lead to an engine fire.

The company said a high-tension ignition coil could be moved and cause excessive wear on a fuel injector hose. That, in turn, could eventually leak and cause a fire.

— *The Associated Press*

Hyundai names Garavelo as official importer for Brazil

SAO PAULO, Brazil — The Garavelo Group, a major distributor of new vehicles through Brazil's unique car-buying clubs, has been named the country's official importer of Hyundai models.

The Sao Paulo-based group said it expects to receive its first shipment of 300 cars this month.

Garavelo said it expects to import 6,000 units this year, building up to 7,200 or more in 1993 and beyond. The company will market the Excel, Elantra, Scoupe and Sonata through a proprietary dealership in Sao Paulo and 150 franchised outlets in the rest of the country.

Prices will range from $17,000 for the Excel to $47,000 for the Sonata, the company said.

Garavelo said it will invest some $3 million this year on inventory and $10 million on plant, parts, promotion and training.

— *Rik Turner*

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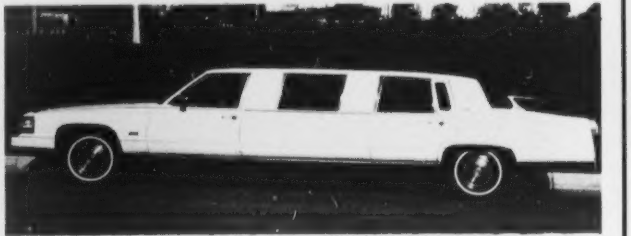

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digest

NADA WOOS MEXICO DEALERS

MONTERREY, Mexico — The National Automobile Dealers Association has extended associate membership to dealers in Mexico.

In an address delivered to the Asociacion Mexicana de Distribuidores de Automotores AC last week, Richard Strauss, NADA president, announced the new International Dealer Affiliate program.

Affiliate members receive all mailings sent to NADA members and also may participate in a wide range of educational conventions, meetings and consulting services.

AD TABLOID WORKS IN OHIO

AKRON, Ohio — A monthly dealer-advertising tabloid launched in October in Akron has been so popular with dealers it has become a weekly publication with lower ad rates.

The first weekly issue of *Dealer's Automotive* is due out March 4, said Terry Gwinn, the publication's general manager. As a monthly, the publication charged $3,266 for a full-page ad. Based on the assumption that dealers will continue to advertise at the current level, the full-page rate for the weekly publication will drop to around $2,000, Gwinn said.

About 50 of the 60 franchises included in the publication's distribution area advertise in the publication, he added.

Dealer's Automotive is owned by 35 dealers in the Akron area and contains one or two pages of editorial in each 24-page issue. The publication has a circulation of 240,000.

CANDIDATE COURTS DEALERS

INGLESIDE, Texas — Mark Crawford, candidate for the Texas state Senate, is pushing a dealer issue as one of his main campaign themes.

Crawford is echoing dealer complaints that manufacturers are cheating dealers out of money by paying them less than the retail amount when they do warranty work.

"For years, we've had a law on our books that states in no event shall any manufacturer or distributor pay its dealers an amount of money for warranty work that is less than that charged by the dealer to retail customers for non-warranty work of like kind," Crawford said in a press release.

Manufacturers generally pay dealers less for parts and labor when they do warranty work than the amount dealers charge to consumers for non-warranty retail work.

Crawford said car owners would get better warranty service and non-warranty costs would be lower if the law is enforced.

BATTERY WINNERS DUE SOON

DETROIT — The battery consortium formed by the Big 3 to invent a new battery for electric cars indicated it may soon announce the technologies it will investigate.

Frank Jamerson, chairman of the consortium's technical advisory committee, said the group met with representatives of five national laboratories and ironed out all the terms and conditions of several research contracts. None has yet been announced, but Dreisbach ElectroMotive Inc. of Santa Barbara, Calif., said its zinc-air battery proposal was one of the winners.

Jamerson told an audience at the SAE convention that the U.S. American Battery Consortium was meeting most of its deadline targets, but he admitted that it had missed goals of naming half a dozen target battery technologies last year.

TOYOTA

Distributor for Southeast faces class-action suit

continued from PAGE 3

every existing and former Toyota dealer in Florida, Georgia, Alabama and the Carolinas could choose to become a party to the Miami lawsuit.

One current North Carolina Toyota dealer, Bobby Murray Toyota-Mitsubishi Inc. of Rocky Mount, N.C., and three former dealers brought the suit against Southeast Toyota Distributors Inc., of Deerfield Beach, Fla.

The new suit is similar to others the company faces around its exclusive territory. The group alleges that in the 1980s Southeast Toyota manipulated vehicle allocations to reward or punish Toyota dealers for their actions, and coerced dealers into accepting unwanted vehicles and accessories.

Southeast Toyota management has denied such charges in previous lawsuits.

Altogether, Southeast Toyota is facing more than a dozen lawsuits from current and former dealers who allege predatory business practices by the distributor.

A complaint has also been filed in South Carolina that would revoke the company's license there.

The first lawsuit against Southeast Toyota came to trial in January in South Carolina, where a jury decided in favor of a Toyota dealer based in Florence.

That dealer may be awarded damages of up to $16.5 million. ■

MADE IN U.S.

Study of content finds GM has most, Mazda least

continued from PAGE 3

distributed a pamphlet in which it classifies Big 3 models built in Canada as "imports" and Japanese-brand models built in Canada as "North American."

This story and its accompanying chart examine where cars are assembled.

Of the Big Five Japanese brands, Toyota is next-to-last in American assembly at 29.6 percent. When an expansion of its Georgetown, Ky., plant is complete in 1994, that percentage will rise. In absolute numbers, Toyota was the largest importer from Japan in calendar 1991.

Mazda was the least American of the Big Five Japanese companies: 25.8 percent of its U.S. sales were assembled in the United States, including the Navajo sport-utility built by its partner, Ford Motor Co. At the same time, Mazda expects to be the first Japanese company to qualify cars it builds as a "domestic" fleet by EPA standards when it begins selling the 1993 MX-6 and 626 models built in Michigan.

Ford is the least Japanese of American companies. Ford sells no Japanese-assembled cars here, although it does sell Probes made by Mazda in Michigan. Ford's Pacific Rim suppliers are in Australia (Mercury Capri made by Ford Motor Co. of Australia Ltd.) and Korea (Ford Festiva, made by Kia Motors Corp.).

Among the eight automakers considered here, the Big 3 plus Honda and Toyota all import cars from Canada. Chrysler relies on Canada the most, for 19.6 percent of its vehicles.

Many Americans and some Canadians see Canada as just a different kind of state. Under the U.S.-Canadian Auto Pact of 1965, cars built in Canada can be imported without paying duty if the combined U.S. and Canadian content is 50 percent or more.

The Big 3 also import cars from their own factories in Mexico. The carmakers don't announce the combined Canadian/U.S. content of those cars, but the Mercury Tracer has more than 75 percent of such "North American" content.

The companies blend Mexican cars into their U.S.-Canadian "domestic" fleet when they report sales. But by using Mexican production and import records, the Automotive News Data Center can estimate their effect. Chrysler is the leading importer from Mexico, building 9.5 percent of its fleet there.

Assembly isn't the end of the story. Many parts of vehicles assembled in the United States are imported. In general, Big 3 vehicles assembled in the United States have a much higher percentage of U.S. content than do Japanese transplant vehicles. ■

WADA

New Mazda president has his share of challenges

continued from PAGE 3

Kenichi Yamamoto remains as chairman.

Mazda, which is in the midst of a new product binge unprecedented in the company's history, will report a 60 percent drop in profit for the fiscal year ending March 31. The company expects unconsolidated pretax profit to slide to about 20 billion yen (about $156 million at current rates), a reduction of some $47 million from earlier estimates and a 59 percent decline for the year.

"Regarding our profitability, 1992 and 1993 performance will continue to be severe," said Wada. "However, we are getting the money from our new models. These models are selling and yielding a profit. By using this profit, we can make new models."

Last year, Mazda launched the new MX-3, RX-7, 929, 626 and MX-6 models. Other debuts included offshoots of the 626 and 929 called MS-6 and MS-9 for the new Anfini channel in Japan. The company also has launched the Eunos 500, a small, upscale sedan that will be introduced in Europe this week at the Geneva auto show as the Xedos 500.

The heavy spending on new models has come at a time when all of the company's major markets are in a downturn.

Wada: expects new segment

"This year's capital spending probably will be the peak," Wada said.

But Wada said that preparations for the premium-car range to be marketed through new channels in the United States and Europe remain on course.

"We will continue with that this year and next year," he said. "The car has a long lead time, so we should take a look at five years ahead. If we shrink at this time, the impact will appear in five years."

Meanwhile, Wada said it would be "premature" to discuss how Mazda plans to differentiate its Amati franchise from Japanese competitors like Lexus and Infiniti. He said only that "Mazda cars always have a distinction from other makers."

In Japan, Mazda's ambitious steps to expand its presence at home have resulted in the addition of 1,200 sales outlets in the last 3½ years. The company has established five separate sales channels as part of a goal to attain 10 percent of Japan's car market by 1993, up from the current 7.3 percent.

The channels include the Mazda network, selling mainstream models ranging from the Familia/323 to the Sentia/929; the new Anfini channel that replaced Mazda Auto and offers sportier models such as the RX-7; the Eunos channel, with a product range geared for younger buyers, including the Eunos Roadster, the Japanese name for the MX-5 Miata; Autorama, which markets Ford Motor Co. models; and Autozam, selling minicars.

But the company has been criticized for bombarding the market with several new models at once, including spin-off versions with different names to fill out the product ranges of the various channels. Some critics contend that the multiplicity of models confuses the market.

But Wada said bluntly: "There is no confusion."

He said Mazda has positioned itself through additional channels to meet the sales demands of Japan's so-called "echo generation" during the 1990s.

With about 10 million people between the ages of 15 and 19 in Japan in 1989, he said "these people will be grown up and they will have a driver's license. In the decade of the 1990s new demand will increase substantially and these people will want something fun to drive. So a new segment will appear in this decade."

Mazda also is raising capacity to meet the new demand. Part of the response is a new plant that opened last month and which will produce Mazda's future premium cars. The plant is designed to produce 150,000 units annually, 20,000 of which are targeted for export to the United States.

Mazda's domestic vehicle sales declined 7.7 percent last year, to 556,000 units. But the company's prediction of an 11.5 percent increase this year, to 620,000 units, is by far the most optimistic forecast of all Japanese companies.

Wada believes the American and Japanese markets bottomed out in 1991, but he expects soft recoveries in both countries. In Europe, the Mazda president worries about a downturn in Germany, where Mazda is particularly strong. But he thinks the overall European market could repeat last year's sales level.

Mazda's sales in Germany trail only Nissan and Toyota among Japanese companies. Mazda's unofficial totals last year were 112,952 units, good for 2.7 percent of the market.

Mazda is facing some serious decisions about its future in Europe. Talks aimed at joint production in Europe between Ford and Mazda have sputtered for years and are now "going slowly," he said.

Previous plans to build Mazdas at a Ford plant in Germany collapsed, and the two companies are now discussing an agreement whereby Ford of Europe would build Ford-based, Mazda-badged models on consignment.

The Eunos 500 will debut in Europe as the Xedos 500 at this week's Geneva auto show.

"This project has taken three years, and it would be a lie if I said I was not disappointed," he said. "However, if by doing this hard work, it takes a lot of time, I can understand the delay."

Wada said exports from Mazda's Flat Rock, Mich., assembly plant to Europe figure into the company's strategy.

As for how those cars will be treated by the European Community — as American or Japanese — he said "that is between America and the EC."

Sources say 626 shipments from Flat Rock to Europe will begin in late 1993.

On other topics, Wada said it is "impossible to predict" whether Japan's Ministry of International Trade and Industry will lower Japan's voluntary ceiling on exports to the United States for the new year beginning April 1.

But, he said, Japan's regulators are now caught between U.S. demands for lower exports and other nations' charges that a separate deal with Washington will violate international trade rules.

"The correct or right action to take is very difficult to determine," he said.

"If we don't change this limit, there will be a reaction. And if we do change the limit, there will be a reaction. So any way we turn, there will be a reaction." ■

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)

Corvette ZR-1	$2,000
Other Corvette	$1,000

HONDA (expires March 3)

Accord (1991)	$500

ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)

Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (expires April 6)

RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold

MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)

Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750

NISSAN (1992 models, expires March 3)

Sentra	$300-500, quota
Stanza	$1,000-1,600, quota
Maxima GXE	$800-1,000, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (1991, expires March 3)

Legacy	$1,200-1,700

SUZUKI (expires April 2)

Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500

TOYOTA (expires April 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (expires March 31)

1992 models

240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500

1991 models

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

GE Capital buys Europe fleet leasing business

CHARLES M. THOMAS

Staff Reporter

GE Capital Fleet Services is on the prowl again with an agreement in principal to purchase Avis Lease's European vehicle leasing and fleet management business consisting of 120,000 vehicles in 14 European countries. GE declined to release terms of the purchase.

The leasing giant has also acquired Ballas Leasing Inc.'s 2,300-vehicle lease portfolio for $23 million through its McCullagh Leasing arm.

GE's acquisition of Avis Lease makes it the largest leasing company in Europe. It is already the leading fleet-lease company in the United States. Avis' European operations has total assets of approximately $900 million.

"The acquisition of Avis Lease is part of our strategy to expand GE Capital's focused approach in European markets," said Gary Wendt, chief executive officer of GE Capital.

Avis keeps its daily rental business in Europe, but Avis Lease will continue to use Avis Rent A Car for its pre-delivery and replacement car requirements in Europe.

In the Ballas acquisition, offices in Toledo, Ohio, will be merged into McCullagh's nationwide network of regional business centers in Detroit.

"This acquisition allows McCullagh to strengthen its regional service network in a key market," said Jim Culotta, president and general manager of McCullagh.

Minneapolis-based GE Capital Fleet Services is the largest corporate fleet management company in North America with more than 500,000 cars, trucks and specialty vehicles under lease, management and administration services.

In just six years, GE Capital Fleet Services has acquired eight fleet leasing companies. The company's strategy is to build a fleet leasing company that can deliver vehicles anywhere in the nation. Most of the acquisitions were regional firms that had served several states.

Though growth is expected to slow in coming years, fleet leasing offers revenues from value-added services combining money, knowledge, ideas and specialization for high returns.

Fleet leasing firms help customers manage their fleets by offering services such as title transfers and tax advice, fuel economy data, maintenance tracking and vehicle disposal.

GE buys more than 80,000 vehicles annually through dealers and manufacturers through an ordering dealer, who acts as its agent. ■

RELOCATE

Ford studies moving British headquarters

continued from PAGE 4

"The writing would be on the wall for Dagenham and Halewood if they move research and development out of the country," said Airlie, referring to Ford's two principal manufacturing operations in Britain.

"What eventually would be left would be a screwdriver operation," he said.

The Ford document, a copy of which was obtained from union sources by *Automotive News,* lists a series of steps "that would build towards co-location of Engineering and Vehicle Manufacturing Group, Ford of Europe, functions in Germany."

If undertaken, the relocation — referred to as Option C — would take place in five phases, the document suggests.

The first phase would include the transfer of 108 engineers from Dunton to Merkenich. The company would then transfer 215 body engineers from Dunton to Merkenich. That would be followed by the transfer of 182 chassis engineers from Dunton to Merkenich, and then 290 trim assembly and plastics workers from Avely to Merkenich. Finally, 102 paint engineers would be relocated from Avely to Niehl.

But the document warns that a "major reaction" to the transfers should be anticipated.

"Even Phase I will raise a major reaction from Ford Britain employees and unions who will believe it to be the first step, as indeed it could be, toward a much larger transfer," the unidentified author of the study says.

The reaction might be sufficiently severe to derail plans for a "phased" transfer, the author warns.

"If the decision is made (to implement Option C), this will have to be communicated upfront, and the associated disruption may force rapid rather than phased transfer," the document reads.

Ford has been exploring ways of cutting its costs in Europe amid a troubling sales downturn in Britain and tumbling profits.

The company last month reported a 1991 loss of $1.1 billion on European operations, compared with profits of $145 million a year earlier and a record $1.7 billion in 1989.

The company confirmed last month that it is studying the possibility of relocating its headquarters to the Continent as part of a plan to eliminate thousands of jobs and slash development spending by 25 percent in coming years.

Ford's two principal British plants, Dagenham and Halewood, have long been rumored as targets for closing because of their inefficiency relative to the company's Continental operations.

According to one Ford study, Dagenham-produced Fiestas require 57 man-hours of assembly compared to 33 hours at the company's plant in Valencia, Spain. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.

1991-92 models

Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only:	
LeBaron sedan, Acclaim, Spirit	$1,500

FORD MOTOR CO.

1992 models

Expires March 31, unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.

Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
Crown Victoria, Grand Marquis, all Lincolns: Extra rebate to owners of Ford Motor Co. vehicles (expires March 3)	$1,000

1991 models

Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.

Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

HYUNDAI (expires April 2)

Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750

MAZDA (1992 models, expires April 6)

Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200

MITSUBISHI (expires April 30)

Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

SUBARU (expires March 3)

Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

incentive

WATCH

Toyota hikes dealer rebates by regions

Toyota Motor Sales in U.S.A. is offering regional incentives to its dealers as well as national incentives. The company will not disclose details of its regional programs, but Detroit-area dealers are receiving up to $1,900 on pickups, while the national program tops out at $1,500. Toyota's national program expires April 2.

Ford Motor Co.'s $1,000 "Owner Loyalty" incentive on Ford Crown Victoria, Mercury Grand Marquis and all Lincolns expires March 3, rather than March 31 as previously reported by Ford. The buyers collect if they already own a Ford Motor Co. vehicle made by that division. ■

Bidwell joins board of investment firm

CLEVELAND — Bennett Bidwell, retired chairman of the Chrysler Motors subsidiary of Chrysler Corp., has joined the board of directors of McDonald & Co. Investments Inc.

Bidwell, 64, was appointed chairman of Chrysler Motors in 1988.

He retired from Chrysler in 1991.

Bidwell currently serves on the boards of Kerr-McGee Corp. and Kelly Management Group.

He is also chairman and a board member of Pentastar, the Chrysler Corp. parent for Snappy, Thrifty and Dollar rental cars. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
FORD		
Dearborn, Mich.	3/2	2,800
Ford Mustang		
Lorain, Ohio	3/2	3,800
Ford Thunderbird Mercury Cougar		
Edison, N.J.	3/2	2,800
Ford Ranger		
Michigan Truck (Wayne, Mich.)	3/2	2,900
Ford Bronco Ford F-series pickup		
Oakville, Ontario	3/2	4,800
Ford Tempo Mercury Topaz		
GENERAL MOTORS		
Oshawa, Ontario (No. 1)	3/2	
Chevrolet Lumina		3,000
Oshawa, Ontario (No. 2)	3/2	
Buick Regal		3,000
Chevrolet Lumina		3,000
Total U.S. car		6,400
Total U.S. truck		5,700
Total Canadian car		13,800
Total units lost week of 3/2		25,900

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

obituaries

Joan Behrens

MIDDLETOWN, Conn. — Joan Behrens, 73, retired president of Essex Buick-Cadillac-Jeep, died Feb. 18.

Howard Brush

MIDDLESBURY, Vt. — Howard Earle Brush, 79, owner of Brush Motors Inc. (Ford-Lincoln-Mercury-Jeep) and former president of the Vermont Automobile Dealers Association, died Feb. 11.

Robert Cutler

QUINCY, Mass. — Robert Cutler, 20-year owner of Cutler Volkswagen in Weymouth, Mass., died Feb. 14. He was 78.

George Frees

WAUWATOSA, Wis. — George Frees, 70, former owner of G.F. Motors in Chicago (Renault-Fiat-Peugeot) died Jan. 19.

Richard Laliberte

GRAND ISLE, Vt. — Richard Laliberte, 78, retired Chrysler-Plymouth dealer, died Feb. 14.

W.H. McBride

SUN CITY WEST, Ariz. — W.H. "Hal" McBride, retired owner of Home Motor Chevrolet of Santa Maria, Calif., died recently. McBride was 83.

Lester Reifschneider

OREGON CITY, Ore. — Lester Reifschneider, former owner of Lester Reifschneider Buick in Hood River, Ore., died Feb. 14. He was 84.

Franklin See

PHOENIX — Franklin See, of Frank See Chevrolet in Midland, Texas, died Feb. 13. He was 67.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 2/24-2/29/92	Actual 2/17-2/22/92	Feb. Est.	Year 1/1-2/29/92	Year 1/1-3/2/91
LeBaron J	1,200	1,206	3,570	7,379	4,351
New Yorker	600	0	1,063	3,202	1,955
Fifth Avenue	875	0	1,671	4,056	5,709
Imperial	225	0	420	987	1,668
Town & Country (trk.)	210	282	987	1,574	503
Total Chrysler Div.	**3,110**	**1,488**	**7,711**	**17,198**	**14,186**
Sundance	0	2,072	5,921	8,477	6,906
Acclaim	2,000	1,855	5,463	11,530	16,277
Voyager (trk.)	2,400	2,310	8,533	12,504	13,413
Voyager (Can. trk.)	2,767	2,954	11,126	22,851	16,287
Total Plymouth	**7,167**	**9,191**	**31,043**	**56,382**	**52,972**
Daytona	0	278	815	2,049	1,632
Shadow	0	2,581	7,298	12,309	7,336
Dynasty	3,000	0	5,458	13,112	27,202
Spirit	1,875	1,890	5,863	11,657	14,955
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	329
Caravan (trk.)	3,000	2,922	10,860	16,862	17,469
Caravan (Can. trk.)	3,677	3,511	14,611	30,778	21,916
Caravan C/V (trk.)	210	21	365	501	706
Caravan C/V (Can. trk.)	156	207	774	1,506	686
Dakota (trk.)	0	3,080	8,649	16,629	6,881
Ram pickups (trk.)	0	1,504	4,246	8,164	6,893
Ram Wagon (Can. trk.)	0	572	1,600	3,566	2,659
Ram Van (Can. trk.)	0	1,421	4,266	8,850	4,909
Total Dodge	**11,918**	**17,987**	**64,805**	**126,043**	**113,633**
Premier (Can.)	0	0	0	0	954
Cherokee (trk.)	3,500	3,435	12,324	19,243	14,589
Comanche (trk.)	35	69	247	445	1,072
Grand Cherokee (trk.)	650	766	2,203	2,525	0
Wagoneer (trk.)	50	70	165	216	515
Wrangler (Can trk.)	1,932	1,956	7,817	15,365	7,238
Total Jeep-Eagle	**6,167**	**6,295**	**22,756**	**37,794**	**24,368**
Total U.S. car	**9,775**	**9,882**	**37,542**	**74,818**	**88,000**
Total Can. car	**0**	**0**	**0**	**0**	**1,283**
Total U.S. truck	**10,055**	**14,459**	**48,579**	**78,663**	**62,101**
Total Can. truck	**8,532**	**10,620**	**40,194**	**82,916**	**53,895**
CHRYSLER CORP.	**28,362**	**34,961**	**126,315**	**236,397**	**205,159**
Escort	0	5,779	5,779	16,154	23,653
Mustang	2,823	2,800	5,623	10,658	7,933
Tempo	3,095	3,334	9,639	17,923	16,789
Tempo (Can.)	3,369	3,394	6,763	17,664	18,404
Taurus	8,752	10,072	36,113	60,569	43,420
Thunderbird	2,164	2,158	8,531	12,527	8,560
Crown Victoria (Can.)	2,521	1,730	8,335	12,783	16,420
Aerostar (trk.)	4,010	4,035	16,109	27,379	17,537
Bronco (trk.)	666	617	1,926	2,992	1,935
Explorer trk.)	6,731	6,662	26,551	52,965	44,249
Mazda Navajo (trk.)	83	84	311	621	3,295
Econoline (trk.)	4,429	2,240	13,138	27,053	13,718
Heavies (trk.)	1,043	1,055	4,201	7,100	5,810
Light trucks (trk.)	8,089	9,596	36,546	71,099	32,030
Light trucks (Can. trk.)	3,040	3,047	12,224	27,361	13,411
Ranger (trk.)	7,185	4,445	17,899	34,980	36,429
Total Ford Division	**58,000**	**61,048**	**209,688**	**399,828**	**303,593**
Topaz	1,305	1,091	3,601	7,053	6,549
Topaz (Can.)	1,431	1,355	2,786	5,584	4,903
Cougar	1,436	1,442	5,690	8,347	5,779
Sable	1,746	535	5,875	14,852	13,534
Grand Marquis (Can.)	2,295	2,730	10,694	15,200	1,646
Total Mercury	**8,213**	**7,153**	**28,646**	**51,836**	**32,411**
Continental	951	949	3,840	5,426	10,022
Mark VII	240	251	946	1,204	1,747
Town Car	2,985	3,000	11,982	16,748	23,565
Total Lincoln	**4,176**	**4,200**	**16,768**	**23,378**	**35,334**
Total L-M Division	**12,389**	**11,353**	**45,414**	**74,414**	**67,745**
Total U.S. car	**25,497**	**31,411**	**97,619**	**171,461**	**161,551**
Total Can. car	**9,616**	**9,209**	**28,578**	**51,231**	**41,373**
Total U.S. truck	**32,236**	**28,734**	**116,681**	**224,189**	**155,003**
Total Can. truck	**3,040**	**3,047**	**12,224**	**27,361**	**13,411**
FORD MOTOR CO.	**70,389**	**72,401**	**256,102**	**474,242**	**371,338**
Skylark	1,790	1,649	6,530	11,237	21,061
Century	1,445	1,419	4,289	8,610	10,601
Regal (Can.)	2,100	2,194	6,375	10,901	16,160
Riviera	237	217	908	1,805	2,213
Park Avenue/Electra	0	1,741	5,192	8,588	20,103
LeSabre	2,310	1,673	10,491	23,298	33,409
Roadmaster sedan	1,380	1,385	5,475	10,814	0
Roadmaster wagon	240	405	1,022	2,132	459
Reatta	0	0	0	0	257
Total Buick	**9,582**	**10,683**	**40,282**	**77,385**	**104,283**
Eldorado	995	924	3,838	7,247	2,835
Seville	1,041	979	4,016	7,554	5,340
Brougham	0	0	0	2,170	2,895
DeVille	2,978	3,745	14,529	17,962	25,592
Allante	33	15	64	64	538
Total Cadillac	**5,047**	**5,063**	**22,447**	**34,997**	**37,290**
Cavalier	4,530	4,567	17,887	34,063	46,632
Camaro	1,438	1,458	4,322	8,554	6,049
Corsica-Beretta	0	0	9,030	28,576	33,384
Lumina (Can.)	6,850	6,992	20,028	33,327	23,868
Caprice	2,760	2,782	9,668	17,491	20,439
Corvette	480	470	1,871	2,321	4,033
Astro (trk.)	3,178	2,852	13,175	27,623	13,391
Blazer (trk.)	550	500	1,719	3,129	1,351
Lumina APV (trk.)	1,487	1,473	2,960	5,954	4,769
Mediums (trk.)	94	51	337	921	1,020
P-model (trk.)	480	471	1,910	3,012	2,386
Pickups (trk.)	6,764	6,958	27,474	35,056	32,922
Pickups (Can. trk.)	3,850	3,903	15,843	33,729	26,803
S10 (trk.)	3,952	687	6,979	22,679	39,119
S10 Blazer (trk.)	3,353	1,880	9,409	21,033	7,476
Sportsvan (trk.)	1,153	910	4,211	8,297	4,952
Sportsvan (Can. trk.)	1,550	1,609	6,451	12,034	3,495
Suburban (trk.)	800	738	2,859	6,606	3,903
Total Chevrolet	**43,260**	**38,281**	**156,133**	**304,405**	**276,582**
Achieva/Calais	2,820	2,276	10,727	20,764	16,328
Cutlass Ciera	3,604	3,527	10,692	20,388	7,725
Cutlass Ciera (Can.)	0	0	0	0	7,877
Cutlass Supreme	2,400	0	2,400	8,907	15,787
Toronado	94	88	396	964	1,266
Eighty Eight	1,077	1,734	6,944	13,452	15,689
Custom Cruiser wag.	140	157	444	887	0
Ninety Eight	630	942	4,020	5,312	15,898
Silhouette (trk.)	557	572	1,129	2,149	1,798
Bravada (trk.)	286	117	991	2,503	4,079
Total Oldsmobile	**11,666**	**9,413**	**37,743**	**75,326**	**86,447**
Sunbird	2,030	1,986	8,065	15,879	20,563
Grand Am	4,630	4,316	17,280	36,668	32,631
Firebird	562	559	1,678	3,555	1,581
Grand Prix	3,300	3,307	9,996	19,261	14,713
Pontiac 6000	0	0	0	0	5,333
Bonneville	0	2,577	8,368	13,611	11,365
Trans Sport (trk.)	789	799	1,588	2,763	2,683
Total Pontiac	**11,371**	**13,544**	**46,963**	**91,737**	**88,869**
Yukon/Jimmy (trk.)	135	128	542	890	466
Mediums (trk.)	641	549	2,182	4,258	3,331
P-model (trk.)	50	41	179	390	471
Pickups (trk.)	2,509	1,971	9,359	14,566	11,841
Pickups (Can. trk.)	1,500	1,521	5,712	12,156	9,345
Syclone/Sonoma (trk.)	2,093	629	3,086	5,980	9,664
Typhoon/S15 Jimmy (trk.)	841	684	2,437	5,624	3,747
Safari (trk.)	1,286	1,554	5,051	9,789	5,587
Suburban (trk.)	720	606	2,624	3,517	3,446
Vandura (trk.)	490	473	2,102	4,846	2,315
Vandura (Can. trk.)	600	616	2,545	6,319	2,365
Total GMC	**10,865**	**8,832**	**35,821**	**68,335**	**52,578**
Total Saturn•	**3,350**	**3,350**	**13,406**	**26,184**	**6,865**
Total U.S. car	**46,354**	**48,248**	**193,586**	**378,318**	**401,604**
Total Can. car	**8,950**	**9,186**	**26,403**	**44,228**	**47,985**
Total U.S. truck	**32,208**	**24,683**	**102,305**	**191,585**	**161,317**
Total Can. truck	**7,500**	**7,649**	**30,551**	**64,238**	**42,008**
GENERAL MOTORS	**95,012**	**89,766**	**352,809**	**678,369**	**652,834**
Can. car	2,200	2,215	8,867	19,058	22,095
Can. trk.	1,300	1,334	5,344	11,709	9,447
CAMI*	**3,500**	**3,549**	**14,211**	**30,767**	**31,542**
DIAMOND-STAR*	**3,449**	**3,315**	**13,316**	**26,348**	**26,793**
Civic	1,600	1,712	6,900	14,494	14,536
Civic (Can.)	2,410	2,450	9,762	19,594	18,274
Accord	8,400	8,471	33,450	67,417	58,266
Total U.S. car	**10,000**	**10,183**	**40,350**	**81,911**	**72,802**
Total Can. car	**2,410**	**2,450**	**9,762**	**19,594**	**18,274**
HONDA	**12,410**	**12,633**	**50,112**	**101,505**	**91,076**
HYUNDAI Sonata (Can.)	**0**	**0**	**1,179**	**2,828**	**7,268**
MAZDA*	**0**	**0**	**2,098**	**11,109**	**26,160**
U.S. trk.	1,585	1,562	4,699	11,446	12,526
Can. trk.	165	161	654	1,335	1,329
NAVISTAR	**1,750**	**1,723**	**5,353**	**12,781**	**13,855**
Sentra	2,799	2,874	11,458	24,855	25,591
Pickup (trk.)	2,784	2,886	11,325	24,272	24,449
NISSAN	**5,583**	**5,760**	**22,783**	**49,127**	**50,040**
Geo Prizm	1,900	1,923	7,654	16,151	17,927
Toyota Corolla	2,350	2,341	9,299	19,657	17,811
Toyota Hilux (trk.)	830	748	3,051	5,226	0
NUMMI	**5,080**	**5,012**	**20,004**	**41,034**	**35,738**
Legacy	1,200	1,130	4,698	9,832	9,995
Pickup (trk.)	515	544	1,980	4,203	0
Rodeo (trk.)	885	964	3,459	7,342	0
Total U.S. car	**1,200**	**1,130**	**4,698**	**9,832**	**9,995**
Total U.S. trk.	**1,400**	**1,508**	**5,439**	**11,545**	**9,793**
SUBARU-ISUZU	**2,600**	**2,638**	**10,137**	**21,377**	**19,788**
Camry	4,724	4,721	18,828	39,964	38,031
Corolla (Can.)	1,500	1,548	6,204	12,283	11,525
TOYOTA	**6,224**	**6,269**	**25,032**	**52,247**	**49,556**
VOLVO 740, 940 (Can.)	**150**	**128**	**570**	**1,206**	**1,493**
AM GENERAL (trk.)	**375**	**375**	**1,500**	**3,075**	**3,650**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**9,600**	**19,600**	**24,200**
Total U.S. car	**108,048**	**116,028**	**436,412**	**854,424**	**886,345**
Total Canada car	**24,826**	**24,728**	**81,563**	**150,428**	**151,216**
Total U.S.-Canada Car	**132,874**	**140,756**	**517,975**	**1,004,852**	**1,037,561**
Total U.S. truck	**83,873**	**77,355**	**303,179**	**569,861**	**453,039**
Total Canada truck	**20,537**	**22,811**	**88,967**	**187,559**	**119,890**
Total U.S.-Canada truck	**104,410**	**100,166**	**392,146**	**757,240**	**572,929**
TOTAL U.S.	**191,921**	**193,383**	**739,591**	**1,424,105**	**1,339,384**
TOTAL CANADA	**45,363**	**47,539**	**170,530**	**337,987**	**271,106**
TOTAL U.S.-CANADA CAR & TRUCK	**237,284**	**240,922**	**910,121**	**1,762,092**	**1,610,490**

•Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output leads '91 by 9.4%

ANNE E. WRIGHT
Chief Statistician

So far this year, car and truck production in the United States and Canada tops 1991 by 9.4 percent. U.S. output is up 6.3 percent, and Canadian producers have assembled 24.7 percent more vehicles than last year.

Last week's estimated car production in the United States was 108,048, down 6.9 percent from the prior week and up 1.6 percent from the 1991 week. In the year-ago week, 14 U.S. and Canadian assembly plants were idle because of high inventories and poor sales. Ten car plants and four truck plants were closed.

For the year to date, U.S. car production is 854,424, down 3.6 percent from the same period in 1991.

Estimated truck production last week in the United States was 83,873, up 8.4 percent from the prior week and up 49.1 percent from the same week in 1991.

U.S. truck producers have assembled 569,861 units this year, topping the same period in 1991 by 25.7 percent.

In Canada last week, car production was estimated at 24,826, up 98 units from the prior week and 10.4 percent above the year-ago week.

Year-to-date, Canadian car production is 150,428, a dip of 0.5 percent from the same period in 1991.

Canadian truck producers' estimated assembly at 20,537 units last week, 10.0 percent below the prior week but 14.4 percent over the same week one year ago.

Thus far in 1992, Canadian truck production is 187,559, an increase of 56.4 percent over 1991.

U.S. and Canadian makers' daily build rate was 47,457 last week, down 1.5 percent from the previous week and up 16.9 percent from the year-ago week.

U.S. carmakers split last week's estimated car production as follows: General Motors, 42.9 percent; Ford Motor Co., 23.6 percent; Honda of America Manufacturing Inc., 9.3 percent; Chrysler Corp., 9.0 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.4 percent; New United Motor Manufacturing Inc., 3.9 percent; Diamond-Star Motors Corp., 3.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.6 percent and Subaru-Isuzu Automotive Inc., 1.1 percent.

Mazda Motor Manufacturing (USA) Corp.'s plant in Flat Rock, Mich., is down for changeover to production of 1993 models.

GM scheduled overtime last Saturday at four truck assembly plants: Janesville, Wis.; Moraine, Ohio; Scarborough, Ontario; and Oshawa, Ontario. The Janesville plant also worked overtime last Friday.

Ford scheduled Saturday overtime at the Kansas City, Mo., truck facility last week.

Chrysler's St. Louis (No. 2) truck plant operated two nine-hour shifts last Saturday and is scheduled to operate three seven-hour shifts this week.

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Automotive

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latenews

Kume successor may be Tsuji

TOKYO — Yutaka Kume will step down as president of Nissan Motor Co. in June and will be succeeded by Yoshifumi Tsuji, executive vice president, according to widespread press reports here.

The company did not deny the reports.

Tsuji, 64, has been executive vice president in charge of production.

— *Mary Ann Maskery*

Bowler resigns from Porsche

RENO, Nev. — Frederick J. Schwab has been promoted to president of Porsche Cars North America, replacing Brian Bowler, who resigned Friday.

A company statement said Bowler resigned "as a result of differences over the direction of the company's future efforts in the important U.S. market."

New model due for Beijing Jeep

Beijing Jeep Corp., the joint production venture between Chrysler Corp. and China's Beijing Auto Works, has begun work on the next-generation BJ-202 four-wheel-drive vehicle it produces for the Chinese military.

Visioneering Inc., a speciality toolmaker and engineering contractor based

see LATE NEWS, 2

IRS ruling threatens dealers

Tax treatment of service pacts called a killer cost

CHARLES M. THOMAS
Staff Reporter

An Internal Revenue Service advisory on extended service contracts could push hundreds of recession-weary dealers out of business. It also inflicts a crippling blow on independent vehicle service contract administrators by making their programs less competitive than factory programs.

"The IRS position could wipe out 10 percent of the dealer body," warns David Robertson, who is coordinating the lobbying efforts of two independent extended service contract administrators with the Department of the Treasury and IRS to reverse the advisory.

A spokeswoman with the President's Council on Competitiveness, chaired by Vice President Dan Quayle, said Robertson has brought the issue to the attention of both the council and the White House assistant to the president for domestic policy. But she said there has been no decision on whether to put it on the council's agenda.

The most likely alternative is that the council could recommend that it be added to the list of regulations to be reviewed under President Bush's 90-day moratorium on regulations.

Frank McCarthy, National Automobile Dealers Association executive vice president, concedes that some dealers are at risk.

"The timing couldn't be worse because dealers are just coming out of a long recession and have depleted cash flows," he said.

Under the IRS advisory, some dealers are being assessed hundreds of thousands of dollars in interest and penalties. McCarthy cited one instance in which the IRS assessed a dealer $500,000.

The IRS says an extended service contract is prepaid insurance. Hence, dealers should take the income from the sale in the first year and amortize costs over the term of the contract. Dealers were writing off the cost in the first year, too.

Ford Motor Co. triggered the issue when it changed its extended service contract program in 1985, making Ford and Lincoln-Mercury dealers the principals under their programs even though American Road Insurance Co., a subsidiary of Ford, insured the program.

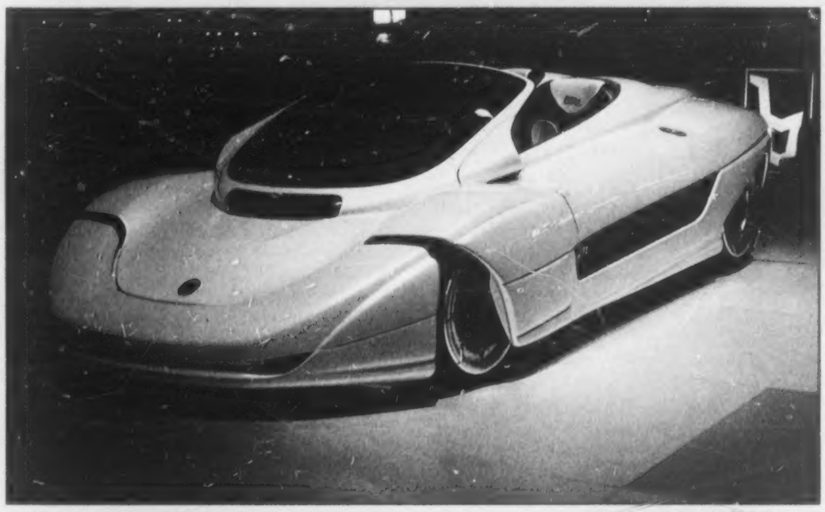
Dealers selling General Motors and Chrysler Corp. extended service contracts are unaffected because the automakers are the principals under those programs and dealers are considered agents.

But dealers who sell independently administered contracts can face IRS audits because they are considered principals.

According to Robertson, at least half of U.S. dealers sell independently administered extended service contracts.

He estimated that 95 percent of the dealers selling the contracts used accounting methods

see IRS, 37



JOE WILSSENS/AUTOMOTIVE NEWS

Bertone's Blitz

Italy's Carrozzeria Bertone last week showed this concept of an electric leisure car of the future at the Geneva auto show. Named the Blitz, the two-seater is described by Bertone as a motorcycle that can be driven without a crash helmet. A working prototype will be shown at next month's Turin show, Bertone said. Other Geneva show news is featured on Page 8.

Trade report: Chrysler 4th in U.S. parts

LINDSAY CHAPPELL
Staff Reporter

If the "Buy American" movement comes down to comparing bloodlines with a blue book from the Commerce Department, Chrysler Corp. could be in trouble.

U.S. plants run by General Motors, Ford Motor Co. and Honda Motor Co. generally use a higher percentage of U.S. parts and materials than most of Chrysler's plants, according to a recent Commerce Department agency report covering the 1990 model year that measures the import of production parts and materials.

The report indicates that Chevrolet's Beretta and Corsica were "more American" than any other cars and trucks made in this country. At the foreign trade subzone for the Wilmington, Del., plant building the cars, GM bought $1.4 billion worth of domestic parts and $800,000 of

see CONTENT, 37

Big 3 catch consortium fever in drive to edge past Japanese

First eight groups are 'just the tip'

JOSEPH BOHN
Staff Reporter

In a small room in Ford Motor Co.'s Scientific Laboratories in Dearborn, Mich., Ronald Wlosinski shows off the intricate machinery he uses to test a vinylester composite that may someday replace steel as the structure in cars.

By agreement, he is to spend only one-fourth of his time on the project. Often, though, it works out to more than that. To cover the extra time, Wlosinski frequently puts in 10-hour days. To keep up, he often travels across town to the laboratories of his colleagues at Chrysler Corp. in Highland Park and at General Motors' Tech Center in Warren.

There, on designated days, he can watch GM engineers develop a liquid molding process for the the composite crossmember Ford has given them. Or he can watch them do a brutal "tower test" in which a chunk of composite is smashed at 35 mph.

When the time comes, though, GM and Chrysler engineers will have to visit Ford to see the crash-testing of an entire composite vehicle. Meanwhile, there's still a lot of drafting and other testing to be done by all the parties.

Welcome to the world of automotive consortia. In this consortium effort, 11 part-time researchers from three companies, working on one of four related composites projects, split up their jobs according to their capabilities and the best available facilities.

Consortia, of which there are eight and counting, are the wave of the future in Big 3 research — and possibly one of Detroit's best and last chances to edge out Japanese technology.

If, for example, Wlosinski's Automotive Composites Consortium fails, so largely will the future of

see PARTNERS, 16

CONSORTIUM EFFORTS
Consortia summary ➤ 16
No effort on fuel economy ➤ 16
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Automotive News
INSIGHT

Niche du jour.

German automakers created the near-luxury segment, but the Japanese have garnered a lot of attention with a flurry of new entries. See *Automotive News Insight*, which follows Page 22.

Senate mulls import tariff on minivans, sport-utilities

MAX GATES
Staff Reporter

WASHINGTON — Washington's focus on import vehicles sharpened last week as the Senate Finance Committee approved a tax bill that would subject imported minivans and four-door sport-utilities to a 25 percent tariff.

The bill also retains the luxury tax on cars that cost over $30,000. But it adds an index provision that would adjust the $30,000 baseline to keep pace with inflation.

The increased minivan tariff has a long way to go before becoming law. But with last week's 11-9 vote, it advanced with the backing of

see TARIFF, 39

inside Automotive News

VAN SHOCKER
Chrysler plans electric-powered vans in 1993. PAGE 4

ENGINE FOR SALE
Cadillac's 4.9-liter V-8 is up for grabs. PAGE 6

HONDA PROTESTS TARIFF
U.S. puts 2.5 percent surcharge on Canada-built Civics. PAGE 8

STAYING POWER

▲ Mexico has taken the VW Beetle to its heart. PAGE 34

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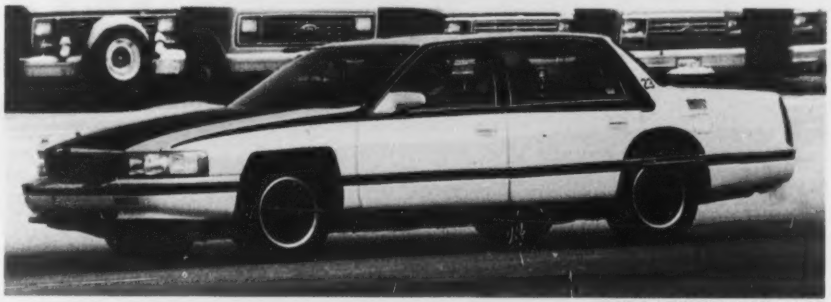
corrections

- A Feb. 17 article misidentified the makes sold by some General Motors of Canada divisions. The Geo line is sold through some Chevrolet-Oldsmobile dealers; Saturn-Saab-Isuzu Trucks is a separate franchise.
- A caption in the Feb. 24 Dealers section misidentified the location of C&O Motors Inc. The dealership is in St. Albans, W.Va.



HANS G. LEHMANN/HIDDEN IMAGE

Redesign for Cadillac DeVille

Major changes are in store for the 1994 version of Cadillac's best-selling line. This prototype, caught undergoing cold weather testing in Canada, shows more rounded body lines, a larger trunk and a longer, more sloping hood line. Tape disguises the skirted rear wheel openings; use of chrome on the exterior is limited primarily to the grille. The powerplant is expected to be a 200-horsepower version of Cadillac's new 4.6-liter Northstar V-8.

latenews

CONTINUED *from* PAGE 1

in Fraser, Mich., said it has been awarded a $45 million contract to design and engineer a prototype of the next-generation BJ-202 and for related production dies and assembly tooling.

The current vehicle, which Beijing Jeep produces alongside the Jeep Cherokee, is based on a nearly 30-year-old Soviet design. The venture produces about 45,000 of the vehicles a year.

A Visioneering spokesman said the new BJ likely will be based on the long Jeep Wrangler chassis and will offer both a 2.5-liter four-cylinder and a 4.0-liter six-cylinder engine. The price will be less than the equivalent of $12,000, the executive said.

Infiniti prices J30 at $33,000

Infiniti Division of Nissan Motor Corp. in U.S.A. has priced its 1993 J30 four-door sedan at $33,000. The J30t (touring package) is $34,700. The cars go on sale this month.

The J30, a new entry, fits between the G20 sedan at $19,100 and the Q45 sedan at $44,100 in the Infiniti lineup. Other models are the M30 two-door at $25,500 and the M30 convertible at $33,700.

Standard equipment on the J30 includes driver-side and passenger-side airbags, keyless entry system and in-dash compact disc player.

Mercedes taps Niefer successor

FRANKFURT — Mercedes-Benz AG said last week that Chairman Werner Niefer would retire on May 27 after 50 years with the company. Helmut Werner, head of the commercial-vehicles division, was named to succeed him.

Niefer, who also is deputy chief executive of parent-company Daimler-Benz AG, was thought to be heir-in-waiting to Daimler CEO Edzard Reuter. But the company said last week that the 64-year-old Reuter had been asked to stay on past normal retirement age of 65.

Reuter took over Daimler in 1987 and is responsible for launching the company on a major diversification program.

Werner, 55, is the former head of Continental AG, the German tire maker. He joined Mercedes in 1987 to take over the truck operation and is credited with its turnaround.

Separately, Dieter Zetsche, 38, former president of Freightliner Corp., was named head of passenger-car development at Mercedes. He assumes the position on April 1, replacing Wolfgang Peter, who is joining the management board of Mannesmann AG in Dusseldorf.

— Diana T. Kurylko

Ford reaches pact in Mexico

Labor negotiators at Ford Motor Co.'s Escort/Tracer plant in Hermosillo, Mexico, avoided a work stoppage by agreeing on a new two-year contract last Thursday.

The contract had expired at the end of February but production continued as the negotiations were extended. All of the plant's output is shipped to the United States.

No details were available on the new accord. The plant's 2,100 hourly workers still need to ratify it.

Ford in Mexico reached a separate two-year agreement with workers at its Chihuahua engine plant earlier this year. Another contract, covering only wage issues, expires at the end of this month at Ford's manufacturing complex near Mexico City.

— Lindsay Chappell

Hearings begin on trade bill

WASHINGTON - The House began hearings last week on the Gephardt-Riegle trade bill that would force Japan to reduce its $43 billion a year trade surplus with the United States or face limits on sales of imported and transplant-built vehicles.

The lead witness was the bill's co-author, House Majority Leader Richard Gephardt, D-Mo. He argued that while the bill may not be perfect, Congress needs to act to protect the Big 3 domestic automakers. "We cannot afford to give up on cars," Gephardt told a House Energy and Commerce subcommittee.

The Bush administration came in for its share of criticism as Democrats charged that the president has failed to enforce U.S. trade laws with the Japanese. This bill "would not be needed if the administration was doing its job. The president has never devoted his attention to the unfair practices of Japan," said Rep. John Dingell, D-Mich.

Republicans on the subcommittee labeled the bill "protectionist" and "political grandstanding." Two more hearings are scheduled.

— Max Gates

Jaguar shops for new agency

MAHWAH, N.J. — Jaguar Cars Inc. has put its advertising account up for review.

The account is estimated to be worth $15 million to $20 million in annual billings, according to *Advertising Age*, a sister publication to *Automotive News*.

The present agency, Geer Dubois Inc. in New York, will be invited to the review. The agency will continue to handle the account for the rest of the 1992 model year, said Michael Jackling, Jaguar vice president of sales and marketing. Jaguar's U.S. sales are up 18 percent so far this year after dropping 50 percent in 1991.

— Jim Henry

Distributor owes $3 million

North Carolina's motor vehicle commissioner closed the case against Southeast Toyota Distributors Inc. late last week by fining the independent distributor $3 million but allowing it stay in business.

A state hearing found Southeast Toyota guilty last month of obstructing justice during a 1987 investigation and of misallocating cars to Toyota dealers in the state in 1988. Southeast's penalty is a $1 million fine annually for the next three years.

The commissioner's decision rejects a last-minute recommendation by the state's attorney general to throw out the fine and instead revoke the distributor's business license in the state. (See story on Page 23.)

An attorney representing two Toyota dealers who had called for the hearing said an appeal is being considered.

— Lindsay Chappell

briefly

Honda flirts with trucks

Honda teased financial analysts in New York last week with talk about future products, including a minivan and sport-utility that if built would put Honda in the truck business. Fumihiko Ike, an American Honda Motor Co. executive in investor relations, said Honda is also considering a new little Honda that won't be the Beat and a new luxury Acura — a Legend plus — that could be based on the FS-X concept car from the 1991 Tokyo Auto Show. He showed analysts a photo of the Beat convertible mini-car popular in Japan but said neither it nor a derivative would be a new small Honda. "I'm not saying we are going to build these vehicles," he said. "But we are studying them."

MISS THE MOOSE — **Volvo** and **Saab** are testing ultraviolet headlights that could help Alaskans who play miss-the-moose just about every time they drive at night. Still being tested in Europe, the UV lights developed by the automakers reportedly make moose hides glow in the dark up to a mile off. But it could be years before the lights are available in the United States — if ever. There is concern over possible health hazards from the radiation discharged by the bulbs.

SUN STRUCK — Those government-automaker partnerships you've heard so much about have moved to solar cars. The Department of Energy has taken over principal sponsorship of an every-other-year Sunrayce for engineering students at 36 U.S. and Canadian universities. In 1991, **General Motors** sponsored the educational fun, but for Sunrayce '93, GM is a co-sponsor with SAE, the EPA and a few others. Racers will leave Dallas June 20, 1993, aiming to cover in seven days some 1,000 miles of back roads leading to Minneapolis.

SAFE TO SAY — **Saab Cars USA Inc.** is running an ad that says Saab is "one of the few car companies that would welcome a repeat of 1991." Saab sold 26,103 cars in 1991, down only 1 percent. The entire industry was off 12.0 percent, and Swedish rival **Volvo Cars of North America** fell 24.7 percent.

TAKE THIS JOB AND . . . On **General Motors'** "blue Monday" Feb. 24, Girvan White learned he will lose his job when GM closes its St. Catharines, Ontario, foundry in 1995. Four days later, the 53-year-old material handler picked up a check for $935,592.10 (Canadian) — his share of a $1.87 million Lotto jackpot.

CLOSE TO THE VEST — In his first meeting with the press, Transportation Secretary Andrew Card dodged questions about the future of Jerry Curry. The former general invigorated the National Highway Traffic Safety Administration when he took it over in 1989. Last November he was tapped to head the Federal Aviation Administration, a larger agency, but since then he's become embroiled with the second in command at Transportation, James Busey. In private, Curry said he expects the situation to be resolved to his "satisfaction."

Curry: No endorsement

GM officials to meet with UAW

Plant closings cast shadow over committee agenda

PHIL FRAME and LIZ PINTO
Staff Reporters

General Motors and UAW officials meet in Atlanta this week for their first face-to-face, high-level discussions since GM announced it would idle 21 U.S. and Canadian plants and trim 60,000 blue collar jobs by 1995.

The annual meeting of the National GM Jobs Committee will be Thursday at the Hyatt Regency in Atlanta. The committee comprises local union presidents and shop chairs plus GM plant managers and labor relation representatives.

The national committee is co-chaired by Donald Gardner, director of employee relations and job security for GM, and Cal Rapson, administrative assistant to Stephen Yokich, UAW vice president of the GM department.

A major topic of Thursday's meeting relates to procedures for administering the program that allows permanently laid-off UAW workers to move to openings at other plants. But UAW officials said they won't be afraid to use the meeting as a forum to express their rage over GM's cutbacks.

Bob Harlow, president of UAW Local 1776 in Ypsilanti, Mich., will be at the Thursday meeting, ready, willing and anxious to talk about GM's decision to close the Willow Run plant, idling more than 2,000 workers.

"I don't know if it's on the agenda officially, but I'm always prepared to talk about GM's decision to close Willow Run," Harlowe said.

This will be the first meeting of high-level company and union representatives since GM's cuts were announced, said Karen Messenger, financial secretary for UAW Local 664 in North Tarrytown, N.Y., which is one of the plants GM will idle.

Messenger, who is not going to the Atlanta meeting herself, said she also believes GM's cutbacks will be brought up by the UAW representatives.

"I'm sure they will use it that way," Messenger said. "Whether it falls on anyone who's listening is another question."

North Tarrytown is where GM's plastic-bodied minivans (Chevrolet Lumina APV, Oldsmobile Silhouette and Pontiac Trans Sport) are built. GM Chairman Robert Stempel said the plant would close in 1995 and minivan production shifted elsewhere.

Workers there are upset with GM decisions that they feel doomed the plant:

- The North Tarrytown UAW shop committee thought they were in line to build Trans Sports with an Opel badge for eastern Europe, Messenger said. But then GM announced the plant would close and that it would open a plant in Poland to build the vans for Europe.
- GM designed the minivans to have plastic bodies, retooled the plant and removed its metal body shop. The next generation of the vans due in the 1996 model year will have metal bodies, which would have required a big capital investment to restore a metal shop, Messenger said.

Meanwhile, near Atlanta, where the Doraville, Ga., Oldsmobile Cutlass Supreme plant is in jeopardy, UAW Local 10 is busily preparing for the Jobs Committee meeting and a big "Buy American" rally March 14 at Fulton County Stadium.

Russell Cobb, chairman of Local 10 education committee, said he hopes the rally shows GM the area's commitment to domestic manufacturers with the ultimate goal of swaying GM's decision regarding the Doraville plant. Cobb said Jesse Jackson and congressmen Ben Jones and John Lewis have been invited to address the rally.

Four more assembly plants and at least three more component plants will be idled by GM.

Chrysler plans electric minivans for 1993

PHIL FRAME
Staff Reporter

Chrysler's electric-powered TEVan, based on the company's minivans, will be sold to utility company fleets only.

Chrysler Corp. is expected to announce soon that it will build up to 300 electric-powered minivans in 1993 for use in utility-company fleets across the United States.

The first retail units are likely to be built on the next generation of Chrysler minivans due in three years.

Chrysler has suggested that it would produce its so-called TEVan, a joint-venture product with the Electric Power Research Institute, but has not said when or how they would be distributed.

In December, Chrysler applied for exemptions from National Highway Traffic Safety Administration standards that don't apply to electric vehicles, saying it planned a demonstration fleet of up to 300 vehicles. The public comment period for the exemptions expires today. NHTSA allows manufacturers to get exemptions to build up to 2,500 electric vehicles a year.

Chrysler may announce the production and distribution plans for the TEVan next month at the Greater New York International Auto Show, where the company will display its electric EPIC concept minivan that has been at other auto shows this year.

Although Chrysler has not decided whether to disclose TEVan production plans at the New York show, spokesman Jason Vines said it is the next good opportunity for such an announcement.

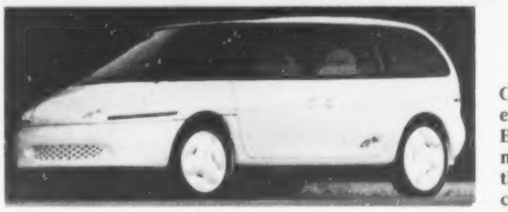
The TEVan, based on the Plymouth Voyager, will not be sold to the public. The vans will be sold to utilities selected with the help of the Electric Power Research Institute, which wants customers who are interested in promoting electric vehicle technology.

"We know who most of the proactive utilities are," said Gary Purcell, manager of the institute's program with Chrysler.

Purcell said he was not aware of an impending announcement.

He said that distribution of the Chrysler vans will not be limited to Southern California and that Chrysler and the institute want a good test of how electric vehicles work in a variety of climates.

The TEVan name is derived from the "T" in the T-115 Voyager engineering code-name and "E" for electric. Chrysler began developing the vehicle last year.


Chrysler's electric-powered EPIC concept minivan is on the auto show circuit this year.

The TEVan will have a direct-current motor that can propel the vehicle from 0 to 60 mph in about 25 seconds. The 1,500-pound battery pack has a range of 120 miles in city driving, Vines said.

The first production vans will not use the electric vehicle technology that Chrysler said it will develop in a multi-million dollar joint venture with Westinghouse Electric Corp (see story below).

Chrysler may be shooting for retail sale of electric versions of its next-generation minivan, which is due in the 1995½ or 1996 model year. Engineers are working on how to package the electric vehicle components more efficiently in a body that also will be used for gasoline-powered versions.

The TEVan will be built at the company's Windsor, Ontario, assembly plant, but may be converted to electricity elsewhere.

Westinghouse electric motor project helps minivan against GM Impact

KRISTINE STIVEN BREESE
Staff Reporter

UNIVERSAL CITY, Calif. — Chrysler Corp. accelerated its electric minivan plans last week, planning to race it in the marketplace against General Motors' electric sports car.

Jean Mallebay-Vacqueur, Chrysler's general manager of special projects engineering, announced an agreement between Chrysler and Westinghouse Electric Corp. to design a more efficient electric motor.

Clearly taking aim at GM, Mallebay-Vacqueur said the goal for the Westinghouse motor would be acceleration from 0 to 60 mph in less than 15 seconds, a range of 200 miles and a top speed of 70 mph. GM's coupe, based on the Impact concept car shown two years ago, goes from 0 to 60 mph in 8 seconds, has a 120-mile range and a top speed of 75 mph.

Although Impact offers better acceleration and top speed, Chrysler's minivan would have better range and carrying capacity.

"The minivan is our base effort because it can carry five people, not two like some of our competitors," Mallebay-Vacqueur said.

Chrysler used the occasion of the motor announcement to offer more details on its plan to sell 100,000 alternative-fuel vehicles nationwide in the 1994 model year.

This summer, dealers in California will begin selling Dodge Spirits and Plymouth Acclaims that run on a combination of methanol and gasoline. The federal government has ordered 2,500 of the cars.

This month, Chrysler will begin selling full-sized vans that run exclusively on compressed natural gas. The first 50 vans will be delivered to a California fleet March 31, and Chrysler said it plans to sell 2,500 of them annually.

While boasting of its progress and goals, Chrysler urged regulators to give the auto industry a "breathing period." And the company asked energy suppliers to prepare infrastructures to make methanol, natural gas and electricity more accessible.

Feb. sales rise 6.6%; Saturn at new peak

JIM HENRY
Staff Reporter

February sales showed strength in spots, particularly the Big 3 bastion of light trucks.

And sales continued to grow for General Motors' Saturn operation, which set another monthly record.

"Saturn is now standing on its own four tires," said Marcy Maguire, the dealer at Saturn of Bordentown (N.J.).

Helped by an extra selling day on Feb. 29, industry sales topped the 1991 figure by 6.6 percent. Nameplates with higher sales than last year outnumbered losers nearly 2 to 1.

The seasonally adjusted annual selling rate for the month was about 12.9 million cars and trucks, a 9.3 percent improvement over January, and the highest SAAR since last October.

"The ninth post-World War II recovery has started with a whimper, rather than a bang," said John Ryding, vice president for Bear Stearns & Co. Inc. He spoke at an auto industry seminar in New York last week shortly before the February figures were released.

Toyota Motor Sales U.S.A. Inc. had its best February ever. Its Lexus Division almost doubled year-ago sales.

Customers "are actually pulling out their checkbooks and spending some money," said Greg Penske, general manager of Longo Toyota and Longo Lexus in El Monte, Calif., the top-selling dealerships for both brands.

Light trucks helped the Big 3 show a 7.5 percent increase.

Robert L. Rewey, Ford's vice president of sales operations for North America, said Ford has purposely cut back on its sales to rental fleets, which disguises an increase in demand among individual consumers. A year ago, during the Persian Gulf war, fleet sales were about the only action.

"The truck market, unaffected by the transition under way in the rental business, is providing a clearer picture of the revival in demand," Rewey said.

Saturn had its best month ever, with sales of 13,035 cars..That was 27.7 percent above January, the previous high. Sales-per-outlet were around 95 for the month, keeping Saturn at the top of that list.

Like some other Saturn dealers, Maguire is preparing to open second and third dealerships, by June in her case.

Saturn began February with 137 dealerships and finished with 144. The company plans to add another 10 to 15 through March and April, said Donald W. Hudler, Saturn vice president, sales service and marketing.

As Saturn adds dealerships, the company is boosting production at its Spring Hill, Tenn., plant.

Hudler said Saturn built about 16,000 cars in February, including about 1,000 that were shipped to Canada.

He said February sales left Saturn with a slim 35- to 36-day supply of cars.

Staff Reporter Phil Frame contributed to this report.

FEBRUARY RUNDOWN > 38, 39

Mexico's Big Five positioned for more growth

DAVID VERSICAL
National Editor

MONTERREY, Mexico — That rising juggernaut to the south — the Mexican auto industry — continued its course in 1991.

Industry sales increased more than 15 percent for the fourth straight year. The "Big Five" automakers — Ford, Chrysler, Nissan, Volkswagen and General Motors — helped top a decade-old sales record by selling 614,823 cars and trucks. Each of them gained sales. Each increased production.

Together, they produced 960,883 vehicles last year. More than one third of those — 341,826 — were exported, principally to the United States and Canada. Smaller truckmakers built an additional 28,490 trucks, truck tractors and buses, bringing the total industry just 10,000 units shy of 1 million.

The year also dramatized another development: parity. In 1990, more than 23,000 sales separated fifth-place Ford from second-place Nissan. In 1991, when the U.S. Big 3's Mexican arms each increased sales by more than 20 percent, only 1,450 units separated Nissan from GM at the back of the pack. But the tightness of the race made the rankings almost meaningless: GM had 113,025 sales; Ford, 113,279; Chrysler, 113,433; and Nissan, 114,475.

VW, meanwhile, stayed well ahead of the rest. Its sales jumped 10.7 percent, to 160,611. More than half of those were for the Beetle — which is an oddity for more than its 50-year-old styling. It sells for the equivalent of about $6,700 in Mexico and competes for sales against used cars.

Beetle demand still rising > 34

Sales of imported cars in Mexico also climbed last year, but not as much as had been projected. The government's ban on imported cars was lifted in 1990, and as many as 15,000 had been expected to arrive in 1991.

Although the import volume did rise significantly, to 9,371 units, imports were kept in check by rules that require automakers to earn credits for importing by exporting Mexican-made parts and vehicles.

In addition to the Big Five, six other companies make trucks, tractor-trailers and buses in Mexico. Their performance was even stronger, up 68.8 percent last year.

Here are status reports on Mexico's five carmakers, based on 1991 sales statistics from the Mexican Automotive Industry Association and interviews with executives attending Mexico's annual dealer convention held in Monterrey Feb. 28-29.

Volkswagen

On the sales charts, Volkswagen de Mexico walloped the competition in 1991.

Its 160,611 car and truck sales were 46,136 more than second-place Nissan. But more than half (86,353) were Beetles, whose $6,700 sticker makes it by far the least expensive car on the market. Volkswagen's competitors question whether it makes any money. "It's not our most profitable car, but I also would not say we are losing money," says Martin Josephi, president of Volkswagen de Mexico.

VW's car sales kept pace with the car market last year. The company's three mainstream entries — the Beetle, Golf and Jetta — allow VW to dominate Mexico's popular car segment. In 1992, Josephi says, the company is planning a 15 percent increase in production with the addition of the resigned Golf and Jetta in May.

Josephi: Beetle bolstered

The company's weakness is trucks: VW sold 11,965 units in Mexico last year; Nissan, its closest competitor, sold three times as many. "We have not given up our hopes" of adding additional truck entries, says Josephi. But the parent company is in Europe, where trucks don't get the attention that they do in other markets, he says.

Although Mexico is the North American production base for Golf and Jetta models sold in the United States, VW built just 54,667 export units last year. Only Nissan exported fewer vehicles. Volkswagen's Mexican trade balance also limited the number of imported cars it could sell to 60, all of them Passat sedans and wagons.

Nissan

Nissan Mexicana's 1.5 percent sales increase was the smallest among Mexican carmakers last year, but its 114,475 sales were enough to set a record, says Seiroku Ochi, sub-director for commercial sales. Its product line is Mexico's narrowest: the Tsuru (Sentra) subcompact, pickups and a passenger van.

The company also is unusual because it is the only one of Mexico's Big Five that does not export to the United States, although Nissan Mexicana does produce the old Sentra exclusively for Canada. Despite those units and vehicles shipped to other Latin American countries, Nissan is the lowest-volume exporter among the five producers.

Ochi: limited by capacity

For now, capacity is a problem. "We could have sold 20,000 more if we had sufficient capacity," says Ochi. A new plant in Aguascalientes is slated to open late this year and eventually will provide 100,000 units annually. The plant will produce a version of Japan's AD wagon, primarily for export to Japan and Latin America.

More plants, says Ochi, depend on the future of free-trade talks with the United States. And expansion of Nissan's product line hinges on continued growth in the Mexican market.

While known in Mexico for reliable, fuel-efficient family transportation, Nissan has jazzed up its line with two imports, the 300ZX and Maxima. Last year, the company sold as many of the two cars as Mexico's import rules would allow: 1,667.

General Motors

General Motors' fortunes are mixed in Mexico. Its 67,820 truck sales during the 1991 calendar year led the Mexican market by a wide margin.

But the company sold 40,455 cars, fewer than anyone else. And even though it finished last in total sales among Mexico's Big Five, GM's 1991 volume jumped 20.8 percent, compared with the previous year. Only 1,450 sales separated GM from second-place Nissan.

"1991 was a really good year for the industry and a really good year for us," says Robert Hendry, the company's president.

Hendry took the job last September while the company was enroute to a 41.5 percent jump in production, compared with the previous year. Hendry says the company sold out its 1991 model year production and is exploring ways to boost capacity from its two assembly plants. A third shift is one possibility.

Hendry: a great 1991

Last year, GM's car plant in Ramos Arizpe sent 40,000 Buick Century vehicles to the United States and 46,000 Chevrolet Cavaliers to Canada. The other plant, in Mexico City, builds S-10 and Suburban trucks, which are sold only in Mexico.

GM doesn't compete in Mexico's biggest car segment — popular cars. But the Cavalier, with 18,419 units, and Cutlass, 17,927 units, made gains in the compact class. The Century (4,108 units) was the best-seller in the luxury group.

GM's Mexican trade balance also allowed the company to import more vehicles than any of its competitors. The Cadillac DeVille, Chevrolet Corvette, Oldsmobile Eighty Eight and Silhouette generated 4,750 sales, more than twice as many as any other company.

MEXICO CAR & TRUCK SALES

	1991	1990
Cars	64,647	52,503
Trucks	47,592	38,764
Imports	1,194	675
CHRYSLER	**113,433**	**91,942**
Cars	55,545	51,412
Trucks	56,034	36,179
Imports	1,700	1,913
FORD	**113,279**	**89,504**
Cars	40,455	31,249
Trucks	67,820	61,188
Imports	4,750	1,102
GM	**113,025**	**93,539**
Cars	77,686	79,945
Trucks	35,122	32,314
Imports	1,667	557
NISSAN	**114,475**	**112,816**
Cars	148,586	133,694
Trucks	11,965	10,248
Imports	60	1,129
VOLKSWAGEN	**160,611**	**145,071**
Cars	386,919	348,803
Trucks	218,533	178,693
Imports	9,371	5,376
TOTAL BIG 5	**614,823**	**532,872**
OTHER*	**28,158**	**17,443**
TOTAL INDUSTRY	**642,981**	**550,315**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR & TRUCK PRODUCTION

	1991	1990
Cars for Mexico	64,567	52,472
Cars for export	67,921	55,899
Trucks for Mexico	47,635	38,764
Trucks for export	13,998	20,318
CHRYSLER	**194,121**	**167,453**
Cars for Mexico	55,021	45,987
Cars for export	111,983	88,604
Trucks for Mexico	55,519	35,903
FORD	**222,523**	**170,494**
Cars for Mexico	38,862	32,782
Cars for export	86,801	40,993
Trucks for Mexico	66,851	62,311
GM	**192,514**	**136,086**
Cars for Mexico	77,697	79,953
Cars for export	20,454	18,497
Trucks for Mexico	35,143	32,314
Trucks for export	9,530	5,698
NISSAN	**142,824**	**136,462**
Cars for Mexico	142,411	134,357
Cars for export	54,667	48,549
Trucks for Mexico	11,823	10,290
VOLKSWAGEN	**208,901**	**193,196**
Cars for Mexico	378,558	345,551
Cars for export	341,826	252,542
Trucks for Mexico	216,971	179,582
Trucks for export	23,528	26,016
TOTAL BIG 5	**960,883**	**803,691**
Trucks for Mexico	28,485	16,875
Trucks for export	5	10
OTHER*	**28,490**	**16,885**
TOTAL INDUSTRY	**989,373**	**820,576**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Ford

Ford surpassed VW to become the Mexican industry's biggest producer last year. Car and truck output increased 30.5 percent, to 222,523 units. About half were Escorts and Tracers built in Hermosillo and sold in the United States.

Ford also posted the industry's largest gain in Mexican sales. Overall volume rose 26.6 percent, largely on the strength of trucks. With that increase, Ford joined GM as the only Mexican carmakers to sell more trucks than cars in Mexico last year.

Last year's strong gains, however, were compared to a weak 1990, when both of Ford's assembly plants were closed early in the year for changeover or labor problems.

Barreiro: luxury leader

The company leads the Mexican market's luxury segment, where it sells the Cougar and Grand Marquis. Managing Director Victor Barreiro reports a four-month waiting list for the Grand Marquis, which replaced the Taurus (U.S. Sable) last fall. The Thunderbird is the industry's only entry in the sport segment.

Those models as well as the Topaz (U.S. Tempo) and Ghia (a V-6 Tempo) are all built at Ford's plant in Cuautitlan, near Mexico City. Barreiro calls the complex, which produces trucks on one line and cars on two others, "the most complex assembly plant in the Ford world."

The high percentage of U.S. and Canadian content on the Escort and Tracer means they generate few import credits for Ford when they are sent to the United States. Ford of Mexico's 1991 imports were limited to 1,700 Lincoln Town Cars and Ford Aerostars and Explorers.

Ford's engine plant in Chihuahua has been closed for retooling. It will resume production in 1993 when it begins building Ford's new four-cylinder Zeta engine.

Chrysler

Chrysler's strategy for Mexico is simple, says Jose de la Pena, the firm's executive director for sales and marketing: Use the Shadow, which starts at the equivalent of about $12,300, to attract first-time buyers. And then build from there into more profitable segments of the market.

Sales of the Shadow and a bigger Chrysler compact, the Spirit, totaled 57,219 last year. Together, they led Chrysler to the top of Mexico's "compact" segment. Chrysler also sold 7,428 LeBaron sedans, New Yorkers and Phantoms (LeBaron coupe) to take nearly a third of the "luxury" class.

Overall Chrysler sales rose 23.4 percent last year, to 113,433. The Spirit was Chrysler's best-selling car (31,532); the Ramcharger (14,309) was its hottest truck.

Chrysler gained on the competition, says de la Pena, when it started 1992-model-year sales with a minimal price increase in midsummer, about six weeks ahead of the competition.

Chrysler de Mexico also makes the LeBaron sedan, Shadow convertible, Spirit, Acclaim, Ram Club Cab and Ramcharger for the United States. Export production rose 7.5 percent last year to 81,919 units, nearly all of it bound for the United States.

de la Pena: building

On the import end, Chrysler brings in the Imperial, Wrangler and Voyager. Sales nearly doubled in 1991, to 1,194 units.

Falling interest rates, a growing economy and a rising vehicle population will help keep the market strong, says de la Pena.

He predicts "moderate" growth for 1992. ■

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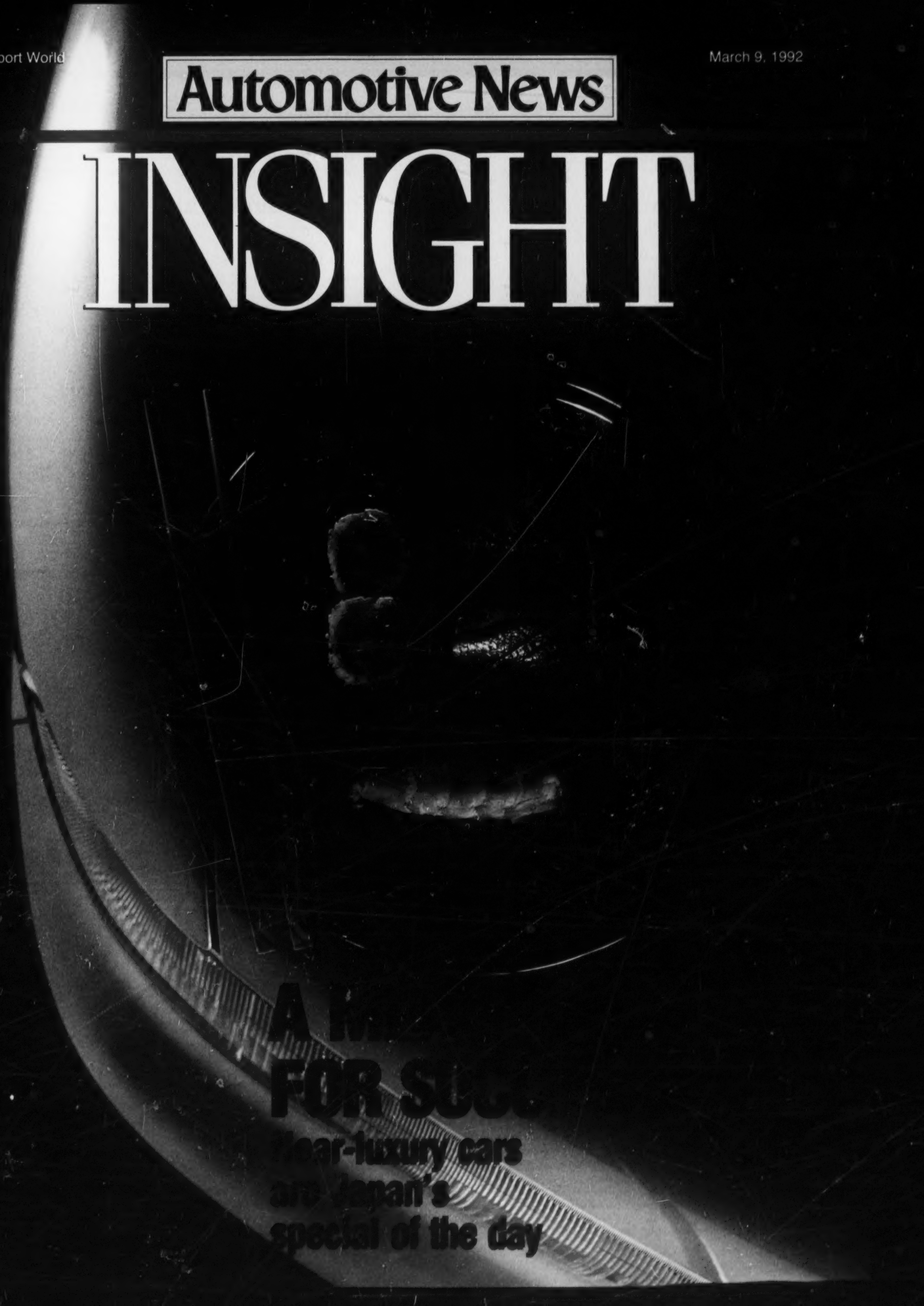

A M
FOR SUCC

Near-luxury cars are Japan's special of the day

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JOE WILSSENS

Saturn, which closely studied the Japanese automakers, now finds the Japanese studying them. See story on Page 8i.

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Japanese entrees spice up the "near-luxury" segment.

Turnabout Is Fair Play **8i**
Saturn puts the import show on the other foot.

A Star Is Born? **12i**
Mitsubishi's Richard Recchia finds himself center stage in the import debate.

Cover photograph by Joe Wilssens.

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INSIGHTS

CHINESE BUY U.S. TEST GEAR: The Shanghai Automotive Research Institute has ordered $3.1 million in fatigue and durability test systems and consulting from MTS Systems Corp. of Eden Prairie, Minn. The institute in China is building a research laboratory in Shanghai. Sale includes a road simulation system and a multi-axle durability simulation system.

MERCEDES MIRRORS U.S.: Gentex Corp. of Zeeland, Mich., maker of high-tech automatic dimming mirrors, said it has a $4.2 million in additional orders from Reitter and Schenfenacker GmbH & Co. of Esslingen, Germany. The order covers elements and subassemblies that will be used in advanced-feature mirror on several Mercedes models.

U.S. ROBOTS GOING ABROAD: ISI Robotics Inc. of Fraser, Mich., has been named supplier of stamping automation equipment to General Motors' Vauxhall plant in Ellesmere Port, England, and Steyr Nutzfahrzeuge AG's plant in Steyr, Austria. Together, the orders amount to about $2 million. GM's equipment will be used in building the new Astra car and Steyr will use its in producing mid-sized trucks.

MEXICO LURES PART MARKERS: There are about 500 auto parts manufacturers in Mexico and that number is expected to grow substantially in the years ahead, says the Mexico Investment Board. Most Japanese operations are maquiladoras, companies looking ahead to free trade and the need to expand in the country on a large scale. A study funded by the board found Japanese investors the most cautious. But the study shows more manufacturers believe production in Mexico is a key to global competitiveness.

ROBOTS HEAD FOR KOREA: Apollo Industrial Co. Ltd. of Kyongju, Korea, supplier of plastic bumpers to Hyundai Motor Co. in Seoul, is buying 21 painting robots in a $4.75 million-order from ABB Graco Robotics Inc. of Plymouth, Mich. ABB Graco is part of Asea Brown Boveri of Stockholm, Sweden.

NISSAN GOES SHOPPING: Nissan has placed its first order for aluminum wheels, including design responsibility for wheel development. Value of the order totals $12 million, with shipments to begin in spring 1993. The new wheels will be made in La Mirada, Calif., for vehicles built in Japan. Nissan Motor Co. Ltd. said the agreement with Kelsey-Hayes Group of Romulus, Mich., is the first since Nissan President Yutaka Kume announced plans to increase the company's parts procurement goal from North American suppliers. "Kelsey-Hayes provides a good example of qualified American suppliers," says Januchi Hashiuhi, director of purchasing strategy at Nissan.

MORE NISSAN BUYS: Nissan is also buying $4 million of machine tools from Ingersoll Milling Machine Co. of Rockford, Ill. The purchase is of transfer lines to be used in a new plant in Iwaki City, Japan, to machine bearing caps for a new Nissan six-cylinder engine going into post-1994 models. Nissan said the decision to buy machine tools from Ingersoll was influenced by the positive experience Nissan has had using U.S.-made machine tools at its Smyrna, Tenn., plant.

LONG HAUL TIRE: Bridgestone/Firestone Inc. of Nashville, Tenn., is adding an S speed-rated tire to its Turanza tire line. Carrying an 80,000-mile tread wear warranty, the tire is designed for U.S. sedans such as the Cadillac Seville, Ford Crown Victoria, Pontiac Bonneville and Chrysler LeBaron. The tiremaker said that in the past tires built for long tread life could not provide the comfort, quiet and all-season performance buyers of those types of cars demand.

FRENCH LICK TIRE RECYCLING PROBLEMS: A French company says it has developed a process for recycling tires into a purified rubber powder. The company says the powder has uses ranging from school playground and noise-free road surfaces to toy wheels and shoe heels. Comptoir Industriel des Metaux et Plastiques' recycling method uses only mechanical procedures to shred and separate the tires. Little power is required, the method is pollution free and two men can process about two metric tons of tires an hour, said the company, based in Crepy-en-Valois. Huge scissor-like cutters reduce the tires to smaller and smaller pieces and magnets remove metallic materials.

NON-STOP BRAKE EXPANSION: Kelsey-Hayes Group is going to manufacture and sell its car and light-truck Electronic Brake Control 10 (EBC 10) globally. The Romulus, Mich., firm said its new four-wheel system is 50 percen lighter, significantly smaller and more cost-effective than others. EBC 10 had its U.S. introduction at last month's SAE Conference and Exposition in Detroit. Kelsey-Hayes recently opened a sales and engineering office in Frankfurt, Germany, and is investigating European partnerships and joint ventures. In Japan, Kelsey-Hayes is expanding its Tokyo sales and engineering office and is in the final stages of a year-long joint-venture discussion with a Japanese manufacturer.

French-built tire shredder can process up to two metric tons of old tires per hour.

Niche du jour

Japanese entrees focus attention on the near-luxury segment

By: Kristine Stiven Breese

Last July, automotive industry research giant J.D. Power and Associates added a new category to its literature, product analysis and rankings: the near-luxury segment.

It's not that the niche, sandwiched between high-end mass-market cars and low-volume luxury cars, didn't exist before. But it wasn't until the Japanese moved into it that the industry really took notice.

As defined by Power, the segment now includes 16 different models — six Japanese, six European and four domestic nameplates. Last year it grew 4.0 percent to 350,817 units.

After a slow start, the Japanese importers are now considered the segment pace setters with the introduction of five such products in the last 18 months.

Two Infinitis (the M30 and the G20), the Lexus ES300, the Acura Vigor, the Mitsubishi Diamante and the Mazda 929 are the best known players in the segment, and the reason it exists.

"When Mitsubishi launched the Diamante last May, it became necessary to find another word for these cars, which are luxurious but not exactly 'luxury,' " says Todd Turner, an editor in J.D. Power's publications division.

Even though most agree with Turner that the segment now exists as a separate entity, there is less agreement on how to define it. Even Turner admits the parameters are somewhat fluid.

"They cost between $20,000 and $30,000 — usually," he explains. "Their engines are 2.5 liters to 3.5 liters — most of the time. They're usually six-cylinders — but not always. They're larger than the mid-sized cars, with about a 105-inch wheelbase.

"Although the Honda Accord is bigger than that, it's not near-luxury," adds Turner. "And the G20, which is considered near-luxury, has a wheelbase that's only 100.4 inches."

Turner says that when Infiniti introduces its new J30 sedan this spring, Power will bump the G20 down to an "upper middle sedan" segment.

"Obviously, the definition is not set in granite," he says.

Early rumblings by the Japanese in the segment began in late 1989 when Toyota Motor Sales U.S.A. Inc. and Nissan Motor Corp. in U.S.A. launched their Lexus and Infiniti divisions. Each brought two products to market, a V-8 flagship sedan and six-cylinder entry-level car. The flagships were priced in the $40,000 range, the entry-level models around $25,000.

In both cases, the launches pivoted on the success of the top-of-the-line model. And that's where the companies spent most of their energies.

Indeed, both entry level cars, the Lexus ES250 and Infiniti M30, were remakes of other cars in the automakers' Japanese market lineups, and came across as little more than after-thoughts to most of the automotive press.

IMPORTED CAR SALES — 1991 CALENDAR YEAR

BY SIZE CLASS DESIGNATION
(Ranked by sales per segment)

Model	Sales
Subcompact	
Toyota Tercel	102,043
Chevrolet/Geo Storm	77,186
Honda Civic/CRX	73,681
Hyundai Excel	66,376
Toyota Corolla	57,471
Mazda Protege	53,474
Mercury Tracer	45,422
Ford Festiva	42,080
Pontiac LeMans	34,700
Nissan Sentra	33,818
Subaru Loyale	30,552
Dodge/Plymouth Colt	27,280
Hyundai Scoupe	26,421
Toyota Paseo	22,838
Mazda 323	18,369
Mitsubishi Mirage	17,739
Chevrolet/Geo Metro	13,882
Isuzu Stylus	10,143
Eagle Summit	9,931
Dodge/Plymouth Vista	8,884
Nissan NX	8,211
Subaru Justy	6,741
Daihatsu Charade	6,202
Toyota Cabriolet	5,401
Suzuki Swift	4,846
Mazda MX-3	4,667
Volkswagen Corrado	4,331
Mitsubishi Precis	3,329
Yugo	3,092
Isuzu Impulse	3,059
Mitsubishi Expo LRV	1,773
Isuzu I-Mark	99
Nissan Pulsar	33
Compact	
Acura Integra	64,755
Toyota Celica	60,187
Volkswagen Jetta	38,017
Nissan 240SX/200SX	31,004
Honda Prelude	27,672
Volkswagen Golf/GTI	14,340
Volkswagen Fox	13,463
Hyundai Elantra	3,867
Mitsubishi Expo	3,074
Mazda MX-6	1,701
Subaru XT/XT6	1,573
Subaru SVX	1,513
Mitsubishi Wagon	204
Alfa Romeo Milano	6
Volkswagen Quantum	2
Intermediate	
Nissan Maxima	99,026
Honda Accord	76,209
Nissan Stanza	73,475
Toyota Camry	72,807
Mitsubishi Galant	38,742
Hyundai Sonata	20,966
Volkswagen Passat	16,134
Subaru Legacy	15,592
Infiniti G20	13,929
Mazda 626	11,702
Saab 900S	6,874
Saab 900 Turbo	4,733
Saab 900	4,646
Peugeot 405/505	3,575
Mitsubishi Sigma	150
Specialty	
Mazda MX-5 Miata	31,240
Mercury Capri	21,200
Dodge Stealth	18,352
Nissan 300ZX	14,903
Mitsubishi 3000GT	11,777
Toyota MR2	9,676
Mercedes SL Coupe/Roadster	7,446
Mazda RX-7	6,986
Toyota Supra	3,623
Jaguar XJS	2,738
Porsche 911 Carrera 2	2,101
Acura NSX	1,940
Alfa Romeo Spider	1,317
Chrysler's TC by Maserati	1,077
Ferrari*	960
Porsche 944S/Cabriolet	862
Porsche 911 Carrera 4	748
Porsche 911 Turbo	415
Lotus*	324
Lamborghini*	156
Luxury	
Acura Legend	65,689
Lexus LS400	36,955
Volvo 700 series	29,198
Mercedes 300 class	18,916
Mercedes S class	17,972
BMW 5 series	16,655
Infiniti Q45	14,622
Mercedes 190 class	13,750
Lexus SC400	11,775
Audi 100/200	7,166
Jaguar XJ6	6,638
BMW 7 series	5,508
BMW 850i	1,711
Audi 90	1,136
Audi 100/200 Quattro	1,125
Rolls Royce/Bentley*	610
Audi V8 Quattro	527
BMW M5	455
Audi Coupe Quattro	364
Maserati*	240
Aston Martin	60
BMW 635 CSi	12
Standard	
Volvo 240 series	23,999
Near Luxury	
BMW 3 series	28,618
Lexus ES250/300	22,476
Mazda 929	16,148
Mitsubishi Diamante	15,595
Volvo 940 series	14,032
Acura Vigor	11,324
Toyota Cressida	9,547
Infiniti M30	6,339
Saab 9000S	4,392
Saab 9000CD	3,042
Saab 9000 Turbo	2,294
Alfa Romeo 164	2,155
Audi 80	1,965
BMW M3	384

*Estimate

Even so, everyone needed a term to describe the cars. They weren't quite luxurious, at least not when compared to their high-end siblings. But they weren't mid-level, mass-market vehicles either.

Slowly, sporadically, the word "near" began to appear before the word "luxury" when the cars were described.

Susan Jacobs, president of Jacobs Automotive Inc., a research firm in Little Falls, N.J., says that while the Japanese get the credit, they did not actually create the segment. She says the Europeans founded it, but nobody called it that at the time.

"What first drew the attention of the Japanese to the segment was the success BMW had with the 3 series in the 1980s," she says. "They wanted to get in on the action."

Jacobs notes that American Honda Motor Co.'s Acura Division was the first Japanese company to jump in, but the momentum has been captured by Lexus and Infiniti.

Jacobs says that there are two ways to look at near-luxury: top-end Toyotas, Mitsubishis, Mazdas and Oldsmobiles, for example, "that don't have a luxury badge associated with them"; and cars at the low end of the luxury market "which are under $30,000" but have a luxury badge.

She says the second definition is the most viable one for the future, for two reasons.

Most importantly, a separate luxury division gives the company an ability to start from scratch and build an entire corporate culture around a new luxury philosophy. In that scenario, the product is almost secondary to the image and service of the brand in drawing customers.

Second, Jacobs says, simply topping off an existing line with a new high-end product will only bring in one-time buyers. Someone who buys a Mitsubishi Diamante, for example, may love the car, but when ready to buy another car, the buyer has nothing to move up into.

Mazda Motor of America hopes to play on both sides of the near-luxury game. Its new 929 is the first luxury class car the company has ever sold. And just when some of the current 929 buyers are ready to trade up, Mazda's Amati luxury channel will be open for business.

"The near-luxury segment, especially products that have a luxury nameplate, will grow because it can expand from both ends," Jacobs says. "Consumers will stretch to get into a luxury nameplate, even the low end, because of the image and service. And when the economy is weak, people who had aspired to buy the top-of-the-line car may find they have to lower their sights a bit, but they can still stay with the nameplate."

Lexus General Manager J. Davis Illingworth calls the near-luxury segment "crucial" to Lexus' future because it gives people entree into the rarefied world of luxury car buying.

Illingworth defines near-luxury as the $25,000 to $35,000 price range. While he doesn't feel the economy will keep too many interested buyers out of the LS400, he does think some people are waiting "and buying just one more car" before they upgrade to a high-end V-8 sedan. ☐

Kristine Stiven Breese is a Los Angeles-based staff reporter for Automotive News.

Turnabout Is Fair Play

Saturn puts the import shoe on the other foot

By: Lindsay Chappell

Don Hudler sounds gleeful these days.

Word is filtering up to the Saturn Corp. vice president of sales, service and marketing that his import competitors are getting itchy about the young upstart U.S. small-car line. Some Saturn dealers say they have been approached by representatives from Japanese import lines that they also handle, wanting to know more about Saturn.

Hudler

"Our Japanese competitors are starting to look at us," Hudler says. "They're asking our dealers, 'How are they really doing this? How are they pulling it off?' We tell them. The response has been: 'Gee, we're doing those things.'

"They seem to be looking for some magic formula," Hudler adds. "It's no more complicated than picking the right people, building the right product, pricing it right, treating customers right, and it works. But it's so simple, people look right past it."

Hudler's words seem to flow from a text of speeches given throughout the 1980s by executives from American Honda Motor Co., Toyota Motor Sales U.S.A. Inc. and Nissan Motor Corp. in U.S.A.

Japanese importers have smoothly lectured the American industry for a decade on the wisdom of doing things simply and well. Taking copious notes in those days were people like Hudler and the team which would launch Saturn, "the import fighter," in 1990.

Now, to hear Saturn's sales boss tell it, the shoe is on the other foot.

As of February, according to company surveys, 53 percent of Saturn's national sales were coming from import buyers. More than 70 percent were coming from outside of parent company General Motors. Hudler says the company expects that share to increase by about 5 percentage points a year.

In California, the all-important market where import sales rule the roost, Saturn sold 8,127 units in 1991. About 65 percent of its sales there were plucked away from the Asian imports.

In January, Saturn supplanted Lexus as the nation's highest sales-per-dealer car line, with average sales of 83 cars a month. That had been a position long dominated by arch-rival Honda. Saturn also passed Honda and Toyota to claim the industry's No. 2 spot on the J.D. Power and Associates Dealer Satisfaction Survey.

In a small-car market segment that the Big 3 had once about given up on for lack of profit potential, Saturn has emerged as the industry's third most profitable car line, according to J.D. Power calculations. The top two are luxury imports Lexus and Infiniti.

It may be worth asking again that stray question from import land: How is Saturn doing it?

The answer: Simply by copying the imports. Starting a decade ago, Saturn set out to identify and reach out to the typical import buyer. The $3 billion startup "literally adopted the Honda-Toyota-Nissan owner base" as its own, according to Hudler.

Through consumer studies, Saturn asked what import-buyers wanted in a product, from design to engine power. Saturn planners studied the sales transaction to see how potential buyers wanted to shop and buy. That led them to a simplified pricing policy, with costs laid out in writing, no haggling and no confusing factory incentives.

They questioned preferences in retail store design, discovering that buyers preferred open and bright shopping environments. They considered the import buyer's personality and how he views himself — a question that flavored the advertising blitz that cost the carmaker more than $59 million in its first full year.

"I acknowledge that these are easier things for a new company with no existing customer base to do than for an existing company," Hudler says. "We've ended up with an owner base that actually mirrors the Honda-Toyota-Nissan base, which is exactly what we set out to do. It's been almost scary how well it's worked."

Consider one consumer family: Tom and Ibba Surface in Nashville, Tenn. The two 30ish professionals have two kids under 8. Tom works in management for a telecommunications firm and Ibba is a structural engineer. Last summer, after years of relying on a Volvo station wagon as the family car and a variety of used cars for their second car, the couple bought a new Saturn SL.

"It had to have four doors, have room for five passengers and be cheap," Tom Surface says. "We also wanted to 'Buy American.' "

Their shopping stopped after they strolled into a Saturn dealership.

"It was a different kind of sales experience," Surface says, souding remarkably like Saturn's "different kind of company" TV ad line. "Salesmen didn't latch onto us. They quoted us a price of $9,500 that was firm, and we thought was their honest price. Somewhere else, we could have gone through the tedium of haggling with a salesman to get it down to $9,500, but then we would have always wondered whether the next guy got it for less."

Apparently, the transaction converted them. Two months later, when Ibba was blindsided at an intersection and the new car was totaled — she walked away uninjured — they went back for their second new Saturn SL. Surface says he happily paid another $900 attributed to insurance deductible, depreciation and a $200 new-model price increase.

The couple comes close to Hudler's description of Saturn's typical import buyer.

"Import buyers are typically younger than most domestic buyers," he says. "They're more knowledgeable about cars, better educated with higher incomes. Their values in a product are really driven by the price-value relationship. They want more functionality. They want a practical car, and one that's reliable."

If that somehow makes import buyers — and more specifically, Saturn buyers — different from the rest, the opportunity isn't lost on the Spring Hill, Tenn., manufacturer. Saturn is pushing its "A different kind of car, a different kind of company" advertising line hard. With ads that feature usually young, slightly free-spirited individual buyers, the company is seemingly attempting to create an alternative lifestyle kind of car line. Hudler acknowledges the direction.

That same spirit of independence, or desire to be different, may have helped start the import avalanche in the first place 20 years ago. Its appeal today seems to be striking a new chord among buyers, especially in Saturn's California markets.

"There are people in California who are in their mid-40s whose kids are growing up in a family that has never owned a domestic car," Hudler says. "The people out there aren't particularly into Japan bashing. Asian imports caught on there initially because of their fuel-economy advantage, then because of quality. If we can succeed in an environment like that, it will be a barometer for how well we do in the rest of the country."

If California is Saturn's most important trial, its second most critical region is a corridor stretching from Richmond, Va., up through New England. The company doesn't talk about it as much, but the mid-Atlantic-Northeast region also has a high saturation of import loyalty that Saturn wants to tap.

That will mean building more name recognition. Despite the hoopla that has surrounded the mammoth venture in automotive circles, the Saturn name is still an unfamiliar one to most of the general car-buying public.

Meanwhile, the company is pushing for more retail stores. There were 138 Saturn stores as of February. Plans call for 260 by year-end. Dealers have also been asked to step up plans to open second and third stores within their exclusive market areas.

"The pack we're running with is running at a sprint," he says of the import competition. "They're improving too. And it's tough to keep pace."

Since Saturn made its debut in October 1990, Honda introduced a new Accord wagon and new Civic. Toyota introduced a new Camry and will introduce a new Corolla next fall. Nissan will introduce a remodeled Stanza this year.

Hudler believes a general trend toward larger cars among the importers may spell increased opportunity for Saturn. "There will remain a basic desire for transportation in our size of products. As others move up in size, it leaves more room for us in that category.

"Our job was to go after the imports," he says. "They may be moving, but we'll never take our eyes off of them." ☐

Lindsay Chappell is an Automotive News staff reporter based in Nashville, Tenn.

PROFILE

A Star Is Born?

Mitsubishi's Richard Recchia finds himself center stage in the import debate

By: Kristine Stiven Breese

Maybe Richard Recchia is comfortable talking about imports because he comes from a family of them.

The Mitsubishi Motor Sales of America Inc. executive vice president is a first-generation Italian American who grew up in Detroit.

Recchia said growing up in the city and "coming from an immigrant family" taught him core values about fair play and hard work.

It is those values, as much as his 20 years in the auto industry, that have spurred him to speak out aggressively on fair trade and competitiveness, turning him into the unofficial spokesman for the import industry.

Recchia, 52, appeared recently on "60 Minutes" and before large industry audiences at the Automotive News World Congress and National Automobile Dealers Association convention. He used each opportunity to defend the Japanese from claims that they are to blame for the Big 3's market malaise.

During his NADA speech, Recchia criticized the "latent racial prejudice" that has emerged in the auto industry recently. He also said that the Japanese should not be blamed for "every problem in the U.S. economy . . . or rising unemployment in the U.S. auto industry."

Discussing his background in a recent interview, Recchia said his immigrant roots taught him that America should mean opportunity and equality for everybody.

"My dad and the people in our neighborhood were laborers, not big executives. We knew that this was a land of opportunity and that the harder you work, the more successful you're going to be," he said. "Everybody has the same shot. That's what we were taught from the beginning."

Even as his industry stature rises, Recchia is called by some an unlikely choice for the job of import spokesman. He runs one of the so-called second-tier import companies; Mitsubishi was the fifth-largest Japanese importer in 1991, selling 152,811 units fewer than fourth-place Mazda.

Richard Recchia credits growing up in an immigant family for his values of fair play and hard work.

And Recchia's affable and laid-back style seems more effective one-on-one and in small groups than at a podium in an auditorium. His persona is more favorite uncle than blood and thunder activist.

"Actually," he says, "a lot of this notoriety is accidental. I agreed to speak at these events months ago, and who knew then what the political situation would be now? It just all came together."

But Recchia admits that he could have tackled far less sensitive matters than the trade debate in his speeches. But he says he had no choice.

"We don't have anybody in the import industry that has the charisma or the draw of Iacocca, Stempel or Poling," he points out. "So it was imperative, when there was the opportunity to speak on an almost national scale, to use it to speak out on something I feel strongly about, as do our dealers and all people in the import industry."

Although Recchia said he didn't go after his industry spokesman role, he has been pushing NADA for years to have an import executive as keynote speaker at the annual meeting. Recchia became the first one this year.

Recchia started his automotive career in 1963 with Chrysler Corp. He worked there for 15 years, rising to general sales manager of the Automotive Sales Group.

While at Chrysler, Recchia worked with most of the executives who now run the distribution and marketing arms of the Asian importers.

Those he worked with include: Robert McCurry, Toyota Motor Sales U.S.A. Inc. executive vice president for sales and operations; Al Wagner, Toyota's group vice president of sales; Clark Vitulli, senior vice president and chief operating officer at Mazda Motor of America Inc.; George McCabe, Mazda Division group vice president and general manager; and Rod Hayden, executive vice president and chief operating officer, Hyundai Motor America.

Recchia left Chrysler in 1978 to become president of Fiat Motors of North America, importer and distributor of Fiats and Ferraris.

In the fall of 1980, Recchia packed his bags for California to take a job as consultant for Mitsubishi Motors Corp. when they were exploring an independent move into the U.S. market. Prior to that, Mitsubishi had merely been supplying cars to Chrysler.

Recchia said it was harder to make the transition from Chrysler to Fiat than from Fiat to Mitsubishi.

"There's a huge difference between working for an import company and working for one of the Big 3," he said. "In that respect, going from working with the Italians to the Japanese wasn't that big of a shock.

"I think one of the big problems in the domestic industry, that is leading to their tunnel vision, is that most of their executives don't have experience working at an import company and seeing what it takes to sell products in another country. When you interact with another ethnic group, you learn how they see this market, and you in turn see this market more clearly."

Recchia said he and "the old guys from Chrysler" who are now based in Southern California with Asian importers talk often but don't see each other except for industry events and bumping into each other on the golf course.

While Recchia likes golf, he says he would much rather mix business and pleasure by standing thigh-deep in a creek fly-fishing. He calls himself "an absolutely bona fide nut about fly-fishing," and says he would love to own a fly-fishing store or "fish my way across the country" after he leaves the auto business.

Although Recchia says he doesn't think much about life after Mitsubishi, he admits he would love to teach some day and has aspirations as an author.

"I'd love to write two books," he says. "One would be fiction. The other would be about marketing. There are a lot of business books out there, but I see a need for a book about marketing in America with an international flavor. I believe that's the future of marketing in this country." ☐

U.S.imported car sales by make, model year — 1991

	1991 Model Year	Pct. of Output	1990 Model Year	Pct. of Output	Pct. Change '91 vs. '90
ACURA	138,759	6.4	129,137	5.5	7.5
ALFA ROMEO	3,756	0.2	2,651	0.1	41.7
ASTON MARTIN*	60	0.0	55	0.0	9.1
AUDI	13,142	0.6	19,914	0.8	−34.0
BMW	55,736	2.6	56,430	2.4	− 1.2
CHEVROLET/Geo	94,816	4.4	124,214	5.3	−23.7
CHRYSLER MOTORS	67,734	3.1	63,947	2.7	5.9
DAIHATSU	6,768	0.3	12,056	0.5	−43.9
FERRARI*	960	0.0	880	0.0	9.1
FORD Festiva	37,222	1.7	52,723	2.2	−29.4
HONDA	202,020	9.3	234,332	9.9	−13.8
HYUNDAI	127,588	5.9	130,640	5.5	− 2.3
ISUZU	22,932	1.1	4,366	0.2	425.2
INFINITI	27,118	1.3	15,026	0.6	80.5
JAGUAR	11,780	0.5	17,454	0.7	−32.5
LAMBORGHINI*	156	0.0	143	0.0	9.1
LEXUS	65,391	3.0	51,894	2.2	26.0
LOTUS*	324	0.0	297	0.0	9.1
MASERATI*	240	0.0	220	0.0	9.1
MAZDA	143,821	6.6	161,616	6.9	−11.0
MERCEDES BENZ	66,258	3.1	68,375	2.9	− 3.1
MERCURY	66,046	3.1	39,075	1.7	69.0
MITSUBISHI	85,430	3.9	96,920	4.1	−11.9
NISSAN	266,535	12.3	308,049	13.1	−13.5
PEUGEOT	4,211	0.2	4,364	0.2	− 3.5
PONTIAC LeMans	33,741	1.6	33,742	1.4	0.0
PORSCHE	5,544	0.3	8,685	0.4	−36.2
ROLLS/BENTLEY*	844	0.0	1,100	0.0	−23.3
SAAB	26,445	1.2	24,573	1.0	7.6
STERLING	3,519	0.2	4,219	0.2	−16.6
SUBARU	62,358	2.9	91,749	3.9	−32.0
SUZUKI	5,050	0.2	5,749	0.2	−12.2
TOYOTA	343,531	15.9	378,037	16.0	− 9.1
VOLKSWAGEN	100,379	4.6	120,692	5.1	−16.8
VOLVO	71,100	3.3	87,300	3.7	−18.6
YUGO	3,418	0.2	6,987	0.3	−51.1
IMPORT TOTAL	**2,164,732**	**100.0**	**2,357,611**	**100.0**	**− 8.2**

Percentage rounded

U.S. imported-car sales — 5 years

	1991	1990	1989	1988	1987
Acura	143,708	138,384	142,061	128,238	109,470
Alfa Romeo	3,478	3,482	2,920	4,476	6,320
Aston Martin	60*	60*	34	65	64
Audi	12,283	21,106	21,283	22,941	41,322
Bertone	N.A.	N.A.	N.A.	325	845
BMW	53,343	63,646	64,881	73,359	87,839
Geo Storm	77,186	86,257	62,877	68,347	76,852
Geo Metro	14,214	42,488	52,792	48,088	60,359
Chrysler Conquest	—	896	5,026	9,873	11,217
Chrysler TC Maserati	1,077	3298	2,924	—	—
Daihatsu	6,202	10,630	15,118	11,460	—
Dodge Colt	14,823	20,784	30,040	42,331	41,787
Dodge Conquest	—	—	—	—	234
Dodge Vista	4,024	2,764	6,653	10,190	15,336
Dodge Stealth	18,352	3,302	—	—	—
Eagle	9,931	13,210	23,028	19,315	13,991
Ferrari	960*	960*	805	N.A.	1,054
Ford Festiva	42,080	52,520	69,328	69,167	26,750
Honda	177,562	252,377	251,569	265,122	312,218
Hyundai	117,630	137,448	183,261	264,282	263,610
Infiniti	34,890	23,960	1,723	—	—
Isuzu	13,301	5,837	16,296	24,520	39,587
Jaguar	9,376	18,728	18,967	20,727	22,919
Lamborghini	156*	156*	167	150	124
Lexus	71,206	63,534	16,302	—	—
Lotus	324*	324*	290	323	170
Maserati	240*	240*	280	733	932
Mazda	144,287	153,055	184,583	224,719	206,354
Mercedes-Benz	58,868	78,375	75,714	83,627	89,918
Mercury	66,622	45,188	66,731	15,261	14,301
Mitsubishi	92,383	99,630	79,751	69,975	67,954
Nissan	264,698	312,406	396,202	360,745	405,996
Peugeot	3,575	4,292	6,095	6,713	9,422
Plymouth Colt	12,457	18,818	28,259	37,554	37,580
Plymouth Conquest	—	—	—	—	139
Plymouth Vista	4,860	2,666	6,257	9,249	14,044
Pontiac LeMans	34,700	39,081	44,641	64,037	35,564
Porsche	4,388	9,139	9,479	15,732	23,632
Renault	—	—	—	—	—
Rolls/Bentley	450*	1,200*	1,216	2,801	1,208
Saab	26,103	26,397	31,549	38,490	45,106
Sterling	2,744	4,015	5,907	8,901	14,171
Subaru	55,707	92,729	136,111	155,946	175,864
Suzuki	4,845	6,525	6,009	524	—
Toyota	338,192	367,134	448,249	616,529	583,809
Volkswagen	91,688	129,705	128,503	143,861	130,641
Volvo	67,697	89,894	102,620	98,497	106,539
Yugo	3,092	6,359	10,576	31,545	48,812
TOTAL IMPORTS	**2,103,762**	**2,452,999**	**2,757,077**	**3,068,738**	**3,144,054**
Japanese	**1,493,974**	**1,720,684**	**1,910,993**	**2,102,725**	**2,172,791**
European	**405,447**	**503,266**	**548,017**	**568,527**	**645,339**
Korean	**194,410**	**229,049**	**297,230**	**397,486**	**325,924**
Captive Import	**300,326**	**331,272**	**398,556**	**393,412**	**348,154**

*Estimate

Imported car sales tumble 14.2% in 1991

By: Karen Detkowski

Imported car sales in the United States fell 14.2 percent in the 1991 calendar year. A total of 2,103,762 units were sold, representing the lowest sales tally for importers since 1977 when 2,071,100 cars were delivered.

Japanese car sales in the United States fell 13.2 percent from 1990 despite increases from a handful of makers and several new model introductions.

Increases in Japan makes were reported at Acura, 3.8 percent; Infiniti, 45.6 percent; Isuzu, 127.9 percent; Lexus, 12.1 percent; Chrysler's captive-import Dodge/Plymouth Vista, 82.3 percent; and a considerable increase in captive-import Dodge Stealth, which was introduced in October 1990.

European sales in the United States declined 19.4 percent from 1990, when sales were up for the first time since 1987.

The increase in 1990 was punctuated by a late-year rush as buyers moved to avoid a 10 percent luxury tax on the purchase price above $30,000 that became effective on Jan. 1, 1991.

Sterling Motor Cars and Peugeot Motors of America Inc. withdrew from the U.S. market in August 1991.

The only increase in European nameplates for 1991 came from Ford-Mercury captive-imports, 47.4 percent.

Korean makers, comprised of Hyundai, Ford captive-import Festiva and General Motors' Pontiac LeMans, reported a sales decrease of 15.1 percent.

Of the import total, Japanese makers took 71.0 percent of sales, 19.3 percent belonged to European makers, Korean makers held 9.2 percent, and captive imports possessed 14.3 percent.

Imported car sales divided by size classification shows subcompacts as the largest segment with 39.4 percent of the market.

Intermediate models totaled 21.8 percent; compacts, 12.4 percent; luxury models, 11.4 percent; near-luxury cars, 7.3 percent; specialty cars, 6.6 percent; and standard models, 1.1 percent.

The five top selling imported cars, in order, were the Toyota Tercel, Nissan Maxima, Geo Storm, Honda Accord and Honda Civic/CRX.

New models introduced in the 1991 calendar year included the Acura Vigor, Hyundai Elantra, Mazda MX-3, Mitsubishi Expo and Expo LRV, Subaru SVX and Toyota Paseo. ☐

Karen Detkowski is a statistician for Automotive News.

U.S. imported car sales

(1991 thru 1980)

1991	2,103,762
1990	2,452,999
1989	2,757,077
1988	3,068,738
1987	3,144,054
1986	3,248,579
1985	2,841,063
1984	2,441,713
1983	2,385,734
1982	2,221,517
1981	2,326,376
1980	2,396,934

U.S. imported car sales - 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 Total
Integra	5,005	5,275	6,814	6,728	6,233	6,610	5,632	5,542	4,755	4,114	3,705	4,342	64,755
Legend	4,024	4,192	5,637	5,227	6,120	5,517	5,883	5,271	5,418	7,697	6,124	4,579	65,689
NSX	112	154	252	249	252	180	201	165	112	86	73	104	1,940
Vigor	0	0	0	192	1,301	1,493	1,712	1,756	1,312	1,355	1,142	1,061	11,324
ACURA	**9,141**	**9,621**	**12,703**	**12,396**	**13,906**	**13,800**	**13,428**	**12,734**	**11,597**	**13,252**	**11,044**	**10,086**	**143,708**
Milano	0	0	1	0	1	0	1	0	1	1	0	1	6
Spider	93	109	138	197	149	179	126	108	62	65	30	61	1,317
164	159	159	201	253	220	223	155	200	156	168	141	120	2,155
ALFA ROMEO	**252**	**268**	**340**	**450**	**370**	**402**	**282**	**308**	**219**	**234**	**171**	**182**	**3,478**
ASTON MARTIN*	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**60**
80	176	208	151	207	138	119	135	145	143	168	182	193	1,965
90	162	149	116	96	82	65	62	56	37	87	114	110	1,136
V8 Quattro	57	60	44	38	36	27	16	46	46	69	56	32	527
Coupe Quattro	30	32	34	34	28	21	16	17	21	42	38	51	364
100/200	334	336	435	593	933	1,042	471	478	843	680	431	590	7,166
100/200 Quattro	84	89	81	83	63	61	72	88	104	105	102	193	1,125
AUDI	**843**	**874**	**861**	**1,051**	**1,280**	**1,335**	**772**	**830**	**1,194**	**1,151**	**923**	**1,169**	**12,283**
3 series	1,339	1,716	2,202	2,312	2,138	1,767	2,624	3,017	2,487	3,153	2,710	3,153	28,618
5 series	805	1,088	1,785	1,875	1,614	1,520	1,618	1,467	1,315	1,055	1,005	1,508	16,655
635 CSi	2	1	1	0	2	0	0	0	1	2	0	3	12
7 series	197	287	376	429	482	498	482	632	730	457	375	563	5,508
850i	158	199	223	225	126	103	96	65	65	95	89	267	1,711
M3	25	40	40	28	41	79	17	26	11	30	20	27	384
M5	22	34	45	42	34	39	22	26	34	53	86	18	455
BMW	**2,548**	**3,365**	**4,672**	**4,911**	**4,437**	**4,006**	**4,859**	**5,233**	**4,643**	**4,845**	**4,285**	**5,539**	**53,343**
Geo Storm	4,509	4,104	5,401	8,689	9,455	9,613	9,185	7,714	6,410	3,751	3,446	4,909	77,186
Geo Metro (import)	1,014	990	1,122	1,381	1,134	1,117	1,285	1,569	1,039	972	633	1,958	13,882
Geo Metro (domestic)	6,867	5,584	5,644	5,453	4,699	5,162	5,830	6,406	8,297	7,263	7,720	7,581	76,498
CHEVROLET/GEO	**5,523**	**5,094**	**6,523**	**10,070**	**10,589**	**10,730**	**10,470**	**9,283**	**7,449**	**4,723**	**4,079**	**6,867**	**91,400**
Colt	1,910	1,415	1,796	2,609	2,838	2,976	2,739	3,137	2,981	2,016	1,627	1,236	27,280
Stealth	1,328	1,406	1,682	1,734	1,841	1,558	1,663	1,585	1,413	1,583	1,314	1,245	18,352
Summit (import)	603	485	617	772	786	648	781	839	1,333	1,151	1,099	817	9,931
Summit (domestic)	386	439	520	731	753	686	743	1,034	1,035	833	680	440	8,280
Vista	490	499	624	632	709	756	745	1,062	1,030	1,022	744	571	8,884
TC	73	86	312	110	97	75	46	64	214	0	0	0	1,077
CHRYSLER MOTORS	**4,404**	**3,891**	**5,031**	**5,857**	**6,271**	**6,013**	**5,974**	**6,687**	**6,971**	**5,772**	**4,784**	**3,869**	**65,524**
DAIHATSU Charade	**448**	**425**	**536**	**574**	**500**	**739**	**655**	**485**	**497**	**506**	**408**	**429**	**6,202**
FERRARI*	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**960**
FORD Festiva	**2,616**	**2,520**	**3,678**	**3,905**	**3,487**	**2,974**	**2,966**	**2,942**	**3,146**	**5,126**	**4,783**	**3,937**	**42,080**
Civic/CRX (import)	4,838	4,338	5,631	6,427	7,607	5,426	6,628	7,388	5,469	7,144	6,896	5,889	73,681
Civic (domestic)	6,851	7,775	9,710	11,028	16,559	15,816	17,294	20,783	17,800	13,251	10,935	11,207	159,009
Accord (import)	7,414	6,759	11,977	7,068	5,672	4,684	4,150	4,132	5,665	7,479	5,981	5,228	76,209
Accord (domestic)	15,576	17,984	32,917	29,976	33,982	39,423	22,960	32,895	26,829	30,299	20,828	19,419	323,088
Prelude	1,555	1,583	2,023	2,282	2,452	2,220	2,395	3,009	2,336	2,030	2,498	3,289	27,672
HONDA	**13,807**	**12,680**	**19,631**	**15,777**	**15,731**	**12,330**	**13,173**	**14,529**	**13,470**	**16,653**	**15,375**	**14,406**	**177,562**
Excel	4,362	5,154	6,902	5,042	4,733	5,161	6,219	8,055	8,099	4,704	4,037	3,908	66,376
Sonata	1,419	1,663	2,073	1,783	1,792	2,035	2,327	2,595	1,895	1,314	1,164	906	20,966
Scoupe	1,728	1,994	3,030	2,381	2,712	3,126	2,810	2,756	2,020	1,605	1,269	990	26,421
Elantra	0	0	0	0	0	0	0	0	0	1,120	1,540	1,207	3,867
HYUNDAI	**7,509**	**8,811**	**12,005**	**9,206**	**9,237**	**10,322**	**11,356**	**13,406**	**12,014**	**8,743**	**8,010**	**7,011**	**117,630**
M30	300	444	459	530	506	469	690	1,138	802	361	350	290	6,339
Q45	560	652	846	859	1,083	2,059	2,866	2,375	731	817	792	982	14,622
G20	1,002	809	1,084	1,073	1,194	1,660	1,885	1,289	1,224	938	899	872	13,929
INFINITI	**1,862**	**1,905**	**2,389**	**2,462**	**2,783**	**4,188**	**5,441**	**4,802**	**2,757**	**2,116**	**2,041**	**2,144**	**34,890**
I-Mark	21	17	9	16	1	10	6	3	6	7	2	1	99
Impulse	245	310	338	361	385	399	179	246	209	144	132	111	3,059
Stylus	189	342	399	907	1,508	1,924	634	859	781	866	799	935	10,143
ISUZU	**455**	**669**	**746**	**1,284**	**1,894**	**2,333**	**819**	**1,108**	**996**	**1,017**	**933**	**1,047**	**13,301**
XJ6	392	379	786	538	360	621	607	854	548	654	432	467	6,638
XJS	119	189	252	271	165	270	226	383	183	272	182	226	2,738
JAGUAR	**511**	**568**	**1,038**	**809**	**525**	**891**	**833**	**1,237**	**731**	**926**	**614**	**693**	**9,376**
LAMBORGHINI*	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**156**
ES250/ES300	1,382	1,646	1,616	1,533	1,739	1,547	1,369	721	1,586	2,914	3,049	3,374	22,476
LS400	1,746	2,653	2,843	3,128	3,465	3,442	3,735	4,045	3,437	2,991	2,536	2,934	36,955
SC400/SC300	0	0	0	0	0	1,558	1,446	1,486	1,148	2,050	1,701	2,386	11,775
LEXUS	**3,128**	**4,299**	**4,459**	**4,661**	**5,204**	**6,547**	**6,550**	**6,252**	**6,171**	**7,956**	**7,286**	**8,694**	**71,206**

*Estimate

see Page 18i ▶

U.S. imported car sales — 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 Total
LOTUS*	27	27	27	27	27	27	27	27	27	27	27	27	324
MASERATI*	20	20	20	20	20	20	20	20	20	20	20	20	240
323	1,824	1,283	2,259	1,619	1,468	1,148	1,440	2,007	1,240	1,347	1,369	1,365	18,369
Protege	4,370	2,420	4,060	3,499	4,964	4,149	5,546	6,550	5,524	4,813	4,012	3,567	53,474
626 (import)	1,152	1,673	1,775	2,491	1,243	837	672	680	410	346	233	190	11,702
626 (domestic)	3,920	8,148	7,659	4,781	5,004	3,174	4,005	5,385	3,945	3,679	3,735	3,032	56,667
MX-6 (import)	17	42	129	259	205	335	202	201	122	93	48	48	1,701
MX-6 (domestic)	1,561	3,509	4,479	2,851	2,161	1,518	870	980	703	805	695	557	20,689
MX-5 Miata	1,906	2,438	4,478	4,002	4,316	3,212	2,538	2,593	1,789	1,607	1,151	1,210	31,240
MX-3	0	0	0	0	0	0	0	0	0	1,204	1,616	1,647	4,467
929	747	552	1,583	1,643	1,645	1,073	1,246	1,632	480	1,956	1,690	1,901	16,148
RX-7	407	361	702	815	844	647	776	870	605	382	273	304	6,986
MAZDA	10,423	8,769	14,986	14,328	14,685	11,401	12,420	14,533	10,170	11,748	10,392	10,432	144,287
190 class	869	1,172	1,446	1,444	1,420	1,009	936	1,103	1,265	1,123	956	1,007	13,750
300 class	1,109	1,410	1,774	1,735	1,632	1,184	1,464	1,403	1,877	1,987	1,677	1,664	18,916
S class	912	709	1,134	1,348	1,718	1,854	1,859	1,916	1,518	1,744	1,689	1,571	17,972
SL Coupe/Roadster	455	663	845	808	800	691	473	563	586	592	492	478	7,446
Tourist	32	27	35	41	74	68	26	91	112	163	79	36	784
MERCEDES BENZ	3,377	3,981	5,234	5,376	5,644	4,806	4,758	5,076	5,358	5,609	4,893	4,756	58,868
Tracer	3,232	5,118	4,284	3,349	2,654	3,351	4,510	3,538	4,425	5,396	2,312	3,253	45,422
Capri	1,223	1,378	1,690	1,795	1,909	1,899	2,239	1,733	1,251	1,877	2,512	1,694	21,200
MERCURY	4,455	6,496	5,974	5,144	4,563	5,250	6,749	5,271	5,676	7,273	4,824	4,947	66,622
Diamante	0	0	20	0	1,668	2,085	2,597	2,181	1,542	1,911	1,677	1,914	15,595
Mirage (import)	1,413	4,522	2,343	3,294	2,210	512	874	525	641	928	290	187	17,739
Mirage (domestic)	692	2,846	863	2,048	1,446	1,918	2,531	1,962	1,057	622	2,549	1,684	20,218
Galant	2,415	3,930	2,455	3,544	2,714	4,393	2,976	2,381	2,990	4,453	3,847	2,644	38,742
Sigma	27	30	22	13	18	22	8	2	3	2	2	1	150
Precis	292	290	188	213	77	93	200	436	351	441	330	418	3,329
3000GT	751	946	1,381	1,340	1,306	1,120	817	638	759	901	917	901	11,777
Expo LRV	0	0	0	0	0	0	0	154	381	443	434	361	1,773
Expo	0	0	0	0	0	0	0	255	534	934	754	597	3,074
Wagon	51	40	26	26	16	13	10	5	10	4	2	1	204
MITSUBISHI	4,949	9,758	6,435	8,430	8,009	8,238	7,482	6,577	7,211	10,017	8,253	7,024	92,383
Sentra (import)	1,689	1,590	1,816	1,980	1,907	2,582	4,086	3,649	3,653	3,667	2,903	4,296	33,818
Sentra (domestic)	6,212	8,283	11,006	12,456	11,732	9,947	11,001	8,470	9,767	7,375	8,172	8,379	112,800
Pulsar	9	5	0	6	5	5	1	1	1	0	0	0	33
NX	51	178	286	565	733	875	1,181	992	958	978	764	650	8,211
Stanza	3,946	4,625	6,592	6,286	5,677	5,658	7,446	9,475	9,596	5,856	3,813	4,505	73,475
Maxima	6,475	5,679	6,365	7,697	9,513	10,985	12,146	9,159	9,644	7,880	6,725	6,758	99,026
240SX/200SX	2,131	1,996	2,596	2,662	3,348	3,171	3,848	3,001	2,828	2,308	1,498	1,557	31,004
300ZX	944	1,018	1,351	1,236	1,321	1,117	1,237	1,662	1,729	1,617	873	798	14,903
Hawaii	0	289	272	277	264	0	301	338	230	518	1,433	770	4,692
NISSAN	15,245	15,202	18,992	20,709	22,768	24,393	30,246	28,277	28,639	22,884	18,009	19,334	264,698
PEUGEOT	347	317	347	310	299	343	279	577	444	113	66	113	3,575
PONTIAC LeMans	2,289	2,024	3,055	3,294	3,343	3,563	4,170	4,029	2,895	2,367	1,155	2,516	34,700
944S/Cabriolet	53	54	85	76	91	116	132	78	62	37	30	48	862
911 Carrera 2	110	157	298	226	244	160	127	109	151	186	177	156	2,101
911 Turbo	2	25	46	48	74	51	46	29	29	23	19	23	415
911 Carrera 4	37	66	87	78	54	62	59	69	84	82	38	32	748
928S4/GT	28	20	17	29	20	21	42	22	18	22	11	12	262
PORSCHE	230	322	533	457	483	410	406	307	344	350	275	271	4,388
ROLLS/BENTLEY*	37	38	37	38	37	38	37	38	37	38	37	38	450
900	225	400	869	925	240	205	227	235	390	190	338	402	4,646
900S	256	471	1,006	1,203	489	410	422	417	767	345	483	605	6,874
900 Turbo	210	411	775	796	300	261	212	537	449	237	259	286	4,733
9000S	151	216	521	477	340	308	623	532	197	379	302	346	4,392
9000CD	106	179	326	362	214	198	405	411	250	216	166	209	3,042
9000 Turbo	78	129	249	241	157	156	260	280	164	193	184	203	2,294
Tourist	2	4	8	10	10	11	18	12	9	4	1	33	122
SAAB	1,028	1,810	3,754	4,014	1,750	1,549	2,167	2,424	2,226	1,564	1,733	2,084	26,103
STERLING	204	211	240	247	196	286	493	481	283	103	0	0	2,744
Legacy (import)	837	1,449	3,039	2,066	1,105	1,877	1,380	798	1,156	1,028	604	253	15,592
Legacy (domestic)	2,782	2,828	4,588	3,947	3,598	6,416	6,063	3,975	6,010	5,461	1,789	1,888	49,345
Loyale	2,484	2,956	2,796	3,062	2,380	2,244	2,559	2,372	2,357	2,500	2,067	2,775	30,552
XT/XT6	169	155	283	127	108	84	101	314	46	51	25	110	1,573
Justy	792	666	733	696	499	392	583	580	534	554	349	363	6,741
SVX	0	0	0	0	0	0	0	264	352	354	295	248	1,513
SUBARU	4,282	5,226	6,851	5,951	4,092	4,597	4,623	4,064	4,445	4,487	3,348	3,749	55,707
Swift (import)	390	329	404	290	442	340	474	401	527	485	456	307	4,845
Swift (domestic)	1	33	96	59	119	57	80	83	64	33	35	24	684
SUZUKI	390	329	404	290	442	340	474	401	527	485	456	307	4,845
Corolla (import)	6,017	5,270	7,155	5,847	5,776	3,617	3,614	3,175	2,692	3,532	4,558	6,218	57,471
Corolla (domestic)	6,529	7,419	10,545	8,879	12,960	11,448	16,323	17,156	11,002	16,629	11,475	11,247	141,612
Paseo	0	0	0	0	1,251	2,847	3,766	3,651	2,957	3,199	2,514	2,653	22,838
Tercel	7,807	8,060	9,039	9,530	10,222	9,052	9,729	9,673	7,198	6,573	6,342	8,818	102,043
Celica	4,183	4,893	8,203	5,646	8,251	4,504	5,083	5,505	3,935	3,898	2,830	3,256	60,187
Supra	238	293	351	335	330	312	329	327	372	379	149	208	3,623
Camry (import)	5,364	5,625	7,002	4,655	5,669	4,150	4,232	2,092	9,608	11,389	6,021	7,000	72,807
Camry (domestic)	10,470	12,516	17,693	12,666	20,733	18,811	25,951	22,664	8,265	12,346	13,347	15,549	191,011
Cressida	832	839	917	845	907	737	799	897	970	902	478	424	9,547
MR2	816	988	1,130	1,158	1,113	715	730	754	571	707	464	530	9,676
TOYOTA	25,257	25,968	33,797	28,016	33,519	25,934	28,282	26,074	28,303	30,579	23,356	29,107	338,192
Cabriolet	297	400	548	626	586	667	637	524	399	265	253	199	5,401
Corrado	408	637	663	571	529	259	185	146	131	281	231	200	4,331
Jetta	2,586	2,353	2,767	3,609	4,677	4,331	3,619	3,683	3,360	2,716	2,290	2,026	38,017
Golf/GTI	997	951	1,170	1,241	1,560	1,398	1,355	1,392	1,389	1,171	951	765	14,340
Passat	1,201	1,620	1,418	1,272	1,292	1,187	1,536	1,863	1,383	1,434	1,037	891	16,134
Quantum	0	1	0	0	1	0	0	0	0	0	0	0	2
Fox	932	1,571	1,625	1,313	1,221	909	958	970	796	1,068	1,278	822	13,463
VOLKSWAGEN	6,421	7,533	8,191	8,632	9,866	8,751	8,290	8,578	7,458	6,935	6,840	4,993	91,688
240 series	2,082	2,454	3,273	3,271	3,063	1,657	1,005	933	1,271	1,811	1,610	1,569	23,999
700 series	2,198	2,303	2,571	2,894	2,597	4,466	3,110	2,635	1,401	1,901	1,892	1,230	29,198
940 series	955	956	1,495	986	1,020	791	1,560	2,714	757	905	954	939	14,032
Tourist	21	12	19	20	54	99	90	53	26	21	16	37	468
VOLVO	5,256	5,725	7,358	7,171	6,734	7,013	5,785	6,335	3,455	4,638	4,472	3,775	67,717
YUGO	367	245	146	127	116	228	279	318	332	303	283	348	3,092
IMPORT TOTAL	137,749	149,089	191,091	186,092	192,905	183,895	194,643	193,341	179,803	182,657	152,485	160,012	2,103,762

*Estimate

Japan may cut import limit, but impact would be minimal

By: Roger Rowand

The Japanese auto industry's fiscal year closes at the end of April, and attention is beginning to focus on Japan's annual voluntary restraints.

It is expected the Japanese Ministry of International Trade and Industry will announce a reduction of 600,000 to 700,000 cars to a maximum of 1.6 million or 1.7 million from the current car limit of 2.3 million.

It is not expected that Daihatsu Motor Co.'s plan to stop sending vehicles to this country will have any appreciable impact on import levels. In 1991, only 6,202 Daihatsu cars were sold here, down 41.6 percent from a year before.

The restraints are structured to expire as the financial year dies but have survived in one form or another since 1981.

With protectionist sentiment strengthening in the United States in a presidential election year, the restraints probably will be renewed with reductions in the number of cars that makers are permitted to send to the United States. That may be an exercise in politics, however, because imports haven't been close to voluntary restraint agreement limits for years.

The first automotive voluntary restraint agreement with a cap of 1.68 million cars was reached between the U.S. and Japanese governments in April 1981 and was to expire after three years. Extensions and boosts to 1.85 million cars and, in 1986, to 2.3 million cars followed.

Under the voluntary restraint agreements, companies were allotted import limits based on previous sales. The allotments for new entries were negotiated in Japan among vehicle makers and the government's Ministry of International Trade and Industry.

Government-mandated voluntary restraint agreements ended in 1986 when they were succeeded by corporate agreements.

Voluntary restraint agreements have been unheeded in recent years because of the transplant factories here. But because of them, many Japanese believe Japanese companies gained respect in this country. Also, voluntary restraint agreements are credited with turning the United States into a seller's market for Japanese vehicle retailers.

Japan depends upon manufacturing and industry for its existence, and the lifeblood of that industry is export.

The island nation's first automotive exports left the docks in 1951 when Isuzu shipped buses to Thailand. For years exports consisted mainly of trucks going to developing countries.

It wasn't until a substantial home market for cars had been created that auto exports became significant.

In 1965 exports topped 100,000 for the first time.

The first shipments from major auto makers landed in the United States in the late 1950s. In 1966, Toyota, the leader, imported 500 Crown M series cars.

There was little friction between the two nations until the 1973 oil embargo, when popularity of economical Japanese cars skyrocketed. □

Roger Rowand is a staff reporter for Automotive News Insight.

U.S. SALES OF JAPANESE IMPORTS VS. QUOTAS

Fiscal year ending Mar. 31	Car quota	Japanese car sales	Total car sales	Japan import share
1982	1.68 million	1,737,199	8,532,672	20.4
1983	1.68 million	1,838,160	7,978,177	23.0
1984	1.68 million	1,844,491	9,181,036	20.1
1985	1.85 million	1,809,395	10,393,230	17.4
1986	2.30 million	2,286,012	11,045,784	20.7
1987	2.30 million	2,288,876	11,463,241	20.0
1988	2.30 million	2,089,389	10,225,316	20.4
1989	2.30 million	1,964,553	10,595,072	18.5
1990	2.30 million	1,917,862	9,713,125	19.7
1991	2.30 million	1,618,148	9,295,732	17.4
1992	2.30 million	1,450,227*	8,031,000*	17.7

*Projection

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IRS

Service-pact ruling threatens dealers

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contrary to the IRS advisory.

In 1989, Ford reversed gears by by becoming the obligor on the contracts, making its dealers agents again. Ford also told dealers it will pay the interest on any back taxes owed resulting from an audit on the Ford program.

In late February, NADA notified dealers of the audits and said the IRS' position is wrong. Ironically, the government doesn't gain additional revenues from the accounting change; it does receive the revenues sooner.

NADA, Ford and Robertson, who is acting on behalf of Western National Warranty Corp. and Western Diversified Services, have steadfastly opposed the IRS' interpretation of the rule.

The IRS has audited hundreds of dealers during the past two years. Most of them are appealing their tax assessments.

But an IRS advisory in January may put the issue to rest.

After nearly two years and more than $100,000 in expenses, NADA asked the revenue service to decide a test case — William Reineke Sr., an Ohio Ford dealer and NADA director who was audited.

NADA asked the IRS to reverse its position. The association asserted that Reineke was merely an agent selling the program and that the IRS method of accounting for income from extended warranties results in a mismatch of income and expenses for tax purposes.

In January, the IRS responded that dealers were "primarily obligated" on the Ford contract from 1985 to 1989 and the money sent to Ford is prepaid insurance. The IRS did not waver from its original interpretation.

Reineke declined to say how much the dealership owes or what he will do next.

"I still think it is wrong, but my only alternative now is to go to court," he said.

Though McCarthy said he is open to any suggestions to reverse the IRS advisory, he is pessimistic. "Any chance of an appeal to reverse the ruling now is zero."

McCarthy said the association also sought a remedy through Congress. "We floated it by a couple of key people and got no place."

For now, the association recommends that dealers consult their accountants. NADA reminds dealers that the IRS can go back only three years with audits.

Meanwhile, Robertson is forging ahead. He has retained Don Alexander, a Washington-based attorney who was the commissioner of the IRS during the Nixon and Ford administrations.

Robertson wants legislation changing the IRS' interpretation of the tax code, or language inserted in the code that exempts dealers from the prepayment of premiums rule.

But progress so far has been minimal, though Robertson has brought the issue to the Bush administration.

"Though we have yet to make a change in the interpretation, the Bush administration has shown a willingness to weigh the merits of our arguments," he said.

He has marshalled the support of some state dealer associations.

For independent administrators, the stakes are high. It means dealers selling independent extended service contracts will have to keep extensive records on the prorated portion of premiums for each contract sold, which they never had to keep before the advisory.

And because the manufacturers are the principals in the factory programs, they are taxed, which gives them a competitive advantage over independent administrators.

Prices of extended service contracts offered by independent administrators and the manufacturers are similar, so independents can't simply reduce the prices of their programs to offset the impact of the tax hit taken by the dealer in the first year.

That means the added burden of providing amortization schedules to dealers will be costly to administrators.

One remedy might be to make independent administrators the obligors on extended service contracts, like the manufacturers are on their contracts.

But only a handful of states allow independent administrators to be the obligors. ■

Independents say ruling gives factories a monopoly

CHARLES M. THOMAS
Staff Reporter

Extended service contract administrators say an Internal Revenue Service tax rule changing the way dealers account for costs and income of extended warranties will create a monopoly for factory programs.

"All factory programs are structured in a way that the dealer serves as agent, so the IRS advisory doesn't apply to them," says Paul Askos, president of Western National Warranty Corp., based in Scottsdale, Ariz.

But it does affect dealers who sell independently administered service contracts. It "will eliminate the competition, so the factory programs will be the only ones available to dealers," he says.

Western National is one of two extended service contract companies seeking a remedy to the ruling, called an advisory, through the Treasury Department or legislation.

Askos says three Western National dealers have been audited and are appealing. One was assessed $187,000 in back taxes and interest.

Under the new advisory, the only alternative for extended service contract administrators "is to provide dealers with amortization schedules on their book of business," he says.

That would be costly, making the programs less competitive with factory programs, Askos says.

Even the Financial Accounting Standards Board's interpretation differs from the IRS advisory. Says Askos: "It is very clear according to FASB that the cost of service contracts should be amortized over the life of the contract and so should income." ■

digest

TOYOTA HIKES MR2 PRICE

TORRANCE, Calif. — Toyota Motor Sales U.S.A. Inc. has announced an increase of $1,610, or 10 percent, in the price of its 1993 MR2. The new model is $17,658; the 1992 version was $16,048.

The 1993 MR2 Turbo is $20,278, up $900, or 4.5 percent.

An SE four-door sedan with a V-6 engine has been added to the Camry lineup. It has a sticker of $18,528 with five-speed manual transmission and $19,328 with automatic. With automatic transmission, the Camry SE is $1,850 less than the top-of-the-line Camry XLE V-6 sedan.

Both new models go on sale this month.

ANNUAL MEETINGS SET

DETROIT — The Big 3 automakers have set the dates and locations for their annual meetings.

The General Motors annual meeting will be held at 9 a.m. Friday, May 22, at the Grand Wayne Center in Fort Wayne, Ind. It will be followed by a tour of GM's Fort Wayne truck assembly plant.

The Chrysler Corp. annual meeting will be 10 a.m. May 14 at the Chrysler Technology Center in Auburn Hills, Mich.

The Ford Motor Co. annual meeting will be May 14 at the Fairlane Grand Manor in Dearborn, Mich. No time has been set.

GM FORMS HISPANIC PACT

DETROIT — General Motors signed a joint declaration with the Hispanic Association on Corporate Responsibility acknowledging the automaker's commitment to enhance relations with Hispanics and other minorities.

In the declaration, GM promises to continue to inform its suppliers of its commitment to equal opportunity and minority-supplier development. In turn, the association will inform the Hispanic community about GM's commitment and help identify potential Hispanic dealers and suppliers.

CONTENT

Honda Marysville tops Chrysler; other transplants are far behind

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imported parts, for 99.9 percent domestic parts content.

The data comes from the Foreign Trade Zone Board annual report, a document that compiles statistics from foreign trade zone subzones around the country. Most car plants have been declared foreign trade zone subzones in order to receive tariff breaks on imported parts.

The report reveals how much U.S. material is used at most U.S. plants. GM's factories appear to use the highest percentage of U.S.-sourced materials, followed by Ford. Honda's Marysville, Ohio, assembly plant shows up with a higher percentage of U.S. content than any of Chrysler's.

A spokesman for Honda of America Manufacturing Inc. in Marysville warned that the official financial data contained in the foreign trade zone report is "not a totally reliable way of measuring U.S. content."

For one thing, the Honda foreign trade zone includes parts and materials for a motorcycle assembly plant, although it is modest in size and the company says its percentage of U.S. content is about the same as for cars.

Also, in all foreign trade zones, numbers can be inflated when parts leave the zone temporarily for additional machining. Finally, if a U.S. supplier imports parts, pays duty on them, then builds a sub-assembly it ships to a foreign trade zone, the entire value would show up as domestic content.

But the foreign trade zone figures provide a relatively uncomplicated record of which plants rely on imported parts, and it reveals how far behind the Japanese transplant automakers were in sourcing U.S. content. Except for Honda, the transplants fell below 50 percent in the 1990 model year.

Japanese carmakers, which have been under pressure to source more American-made components, commonly cite "domestic content" levels based on a formula devised by the EPA. That formula includes such overhead expenses as workers' wages, advertising and plant mortgage costs.

When such overhead is included, for example, a Toyota Corolla made in Fremont, Calif., in 1990 had an EPA domestic content of about 70 percent. Actual domestic component purchases equaled 39 percent, according to the Commerce figures.

The foreign trade zone report for 1990 does not cover a few plants. Some did not have subzone status — such as GM's Van Nuys, Calif., plant, which builds the Pontiac Firebird and the Chevrolet Camaro — and others did not use the zone they had. Ford's Louisville, Ky., plant is a registered subzone, but in 1990 the company felt it could not adequately monitor data for the zone and did not use it.

Under subzone rules, a carmaker pays no duty on imported parts until a vehicle is completed and shipped. The delay in payment helps cash flow, and the rates are lower. Duty on most imported parts is 6.9 percent, while the duty on complete vehicles is 2.5 percent.

A foreign trade zone can cut duty payments substantially.

The duty savings for Nissan Motor Manufacturing Corp. U.S.A., which imported about $811 million worth of parts in 1990, was about $36 million, and Mazda Motor Manufacturing (U.S.A.) Corp., which imported $988 million in parts, saved almost $44 million. ■

U.S. PARTS AND MATERIAL CONTENT AT FREE TRADE SUBZONE PLANTS

(Dollar amounts in millions, based on fiscal year ending Sept. 30, 1990)

Plant/Vehicle	Purchases Domestic	Purchases Import	Pct. Domestic
Chrysler			
Newark, Del.	$1,409.5	$213.8	86.9
Dodge Spirit			
Chrysler LeBaron A			
Plymouth Acclaim			
Toledo, Ohio	1,236.1	281.1	81.5
Jeep Cherokee			
Jeep Comanche			
Jeep Wagoneer			
Sterling Heights, Mich.	915.6	214.8	81.0
Dodge Shadow			
Plymouth Sundance			
Belvidere, Ill.	1,438.2	549.9	72.3
Chrysler Fifth Avenue			
Chrysler Imperial			
Chrysler New Yorker			
Dodge Dynasty			
Ford			
Chicago	2,073.7	23.9	99.1
Ford Taurus			
Mercury Sable			
Atlanta	2,204.6	58.6	97.4
Ford Taurus			
Mercury Sable			
Edison, N.J.	902.9	44.6	95.3
Ford Ranger			
Kansas City, Mo.	2,051.3	121.8	94.4
Ford Tempo			
Mercury Topaz			
Ford F series			
Dearborn, Mich.	1,019.4	87.0	92.1
Ford Mustang			
Wayne, Mich.	648.9	81.6	88.7
Ford Escort			
Wixom, Mich.	2,546.3	632.8	80.1
Lincoln Continental			
Lincoln Mark VII			
Lincoln Town Car			
Lorain, Ohio	2,506.1	701.6	78.5
Ford Thunderbird			
Mercury Cougar			
Ford Econoline			
Ford Club Wagon			
GM			
Wilmington, Del.	1,403.5	0.8	99.9
Chevrolet Corsica			
Chevrolet Beretta			
Lansing, Mich.	3,090.8	17.1	99.5
Buick Skylark			
Buick Reatta			
Oldsmobile Calais			
Pontiac Grand Am			
Flint, Mich.	3,824.1	18.7	99.5
Buick LeSabre			
Oldsmobile Eighty Eight			
Linden, N.J.	1,478.0	15.8	98.9
Chevrolet Corsica			
Chevrolet Beretta			
Willow Run, Mich.	1,349.3	16.9	98.8
Chevrolet Caprice sedan			
Chevrolet Caprice wagon			
Olds. Custom Cruiser wag.			
Wentzville, Mo.	$1,764.2	$25.6	98.6
Buick Park Avenue			
Oldsmobile Eighty Eight			
Pontiac Bonneville			
Tarrytown, N.Y.	1,543.9	25.0	98.4
Chevrolet Lumina APV			
Oldsmobile Silhouette			
Pontiac Trans Sport			
Lake Orion, Mich.	2,707.5	62.6	97.7
Cadillac DeVille			
Oldsmobile Ninety Eight			
Oklahoma City	1,585.6	76.6	95.4
Chevrolet Century			
Olds. Cutlass Ciera			
Pontiac 6000			
Janesville, Wis.	1,513.4	84.9	94.7
Chevrolet Cavalier			
Chevrolet C/K pickup			
Chevrolet Kodiak			
GMC Topkick			
GMC C/K pickup			
Lordstown, Ohio	2,409.1	219.1	91.7
Chevrolet Cavalier			
Pontiac Sunbird			
Chevrolet full-sized vans			
GMC full-sized vans			
Fairfax, Kan.	1,032.8	144.0	87.8
Pontiac Grand Prix			
Pontiac, Mich.	608.8	96.7	86.3
Chevrolet S10			
Chevrolet S10 Blazer			
GMC Sonoma			
GMC S15 Jimmy			
Diamond-Star			
Normal, Ill.	470.2	833.8	36.1
Eagle Summit			
Eagle Talon			
Mitsubishi Eclipse			
Mitsubishi Mirage			
Plymouth Laser			
Honda			
Marysville, Ohio	3,500.0	443.8	88.8
Honda Accord			
Honda Civic			
Mazda			
Flat Rock, Mich.	958.1	988.6	49.2
Ford Probe			
Mazda 626			
Mazda MX-6			
Nissan			
Smyrna, Tenn.	539.3	811.4	39.9
Nissan Sentra			
NUMMI			
Fremont, Calif.	495.1	777.8	38.9
Geo Prizm			
Toyota Corolla			
Subaru-Isuzu			
Lafayette, Ind.	194.8	236.4	45.2
Subaru Legacy			
Isuzu Pickup			
Toyota			
Georgetown, Ky.	883.7	939.3	48.5
Toyota Camry			

Source: Foreign Trades Zones Board of the U.S. Department of Commerce

U.S. CAR AND LIGHT-TRUCK SALES, FEBRUARY — 1992 vs. 1991 (ranked by car and light-truck total sales)

Make	Car Sales		1992 Share	1991 Share	Truck Sales		1992 Share	1991 Share	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991			1992	1991			1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	96,208	92,477	14.8	14.9	97,926	86,402	30.4	29.7	194,134	178,879	19.9	19.6	0.3	8.5
Chevrolet/Geo†	84,980	87,134	13.1	14.0	78,127	74,391	24.2	25.5	163,107	161,525	16.8	17.7	-0.9	1.0
Toyota	55,198	45,903	8.5	7.4	18,752	18,671	5.8	6.4	73,950	64,574	7.6	7.1	0.5	14.5
Dodge	22,446	28,878	3.4	4.6	41,376	35,006	12.8	12.0	63,822	63,884	6.6	7.0	-0.4	- 0.1
Honda	47,911	38,439	7.4	6.2	—	—	—	—	47,911	38,439	4.9	4.2	0.7	24.6
Pontiac	43,581	39,311	6.7	6.3	2,155	1,485	0.7	0.5	45,736	40,796	4.7	4.5	0.2	12.1
Buick	42,999	43,397	6.6	7.0	—	—	—	—	42,999	43,397	4.4	4.8	-0.3	- 0.9
Nissan	25,635	23,485	3.9	3.8	12,969	11,306	4.0	3.9	38,604	34,791	4.0	3.8	0.2	11.0
Oldsmobile	32,135	31,063	4.9	5.0	2,356	1,746	0.7	0.6	34,491	32,809	3.5	3.6	-0.1	5.1
Mercury	31,402	29,343	4.8	4.7	—	—	—	—	31,402	29,343	3.2	3.2	0.0	7.0
Plymouth	13,715	15,213	2.1	2.4	13,826	12,573	4.3	4.3	27,541	27,786	2.8	3.0	-0.2	- 0.9
Mazda	17,096	20,426	2.6	3.3	5,807	7,042	1.8	2.4	22,903	27,468	2.4	3.0	-0.7	-16.6
GMC	—	—	—	—	22,614	19,307	7.0	6.6	22,614	19,307	2.3	2.1	0.2	17.1
Cadillac	20,876	15,443	3.2	2.5	—	—	—	—	20,876	15,443	2.1	1.7	0.5	35.2
Jeep	—	—	—	—	16,448	10,178	5.1	3.5	16,448	10,178	1.7	1.1	0.6	61.6
Mitsubishi	14,143	19,062	2.2	3.1	1,506	3,827	0.5	1.3	15,649	22,889	1.6	2.5	-0.9	-31.6
Lincoln	13,092	16,265	2.0	2.6	—	—	—	—	13,092	16,265	1.3	1.8	-0.4	-19.5
Saturn	13,035	2,056	2.0	0.3	—	—	—	—	13,035	2,056	1.3	0.2	1.1	534.0
Chrysler	11,043	10,703	1.7	1.7	863	294	0.3	0.1	11,906	10,997	1.2	1.2	0.0	8.3
Acura	9,677	9,621	1.5	1.5	—	—	—	—	9,677	9,621	1.0	1.1	-0.1	0.6
Lexus	8,478	4,299	1.3	0.7	—	—	—	—	8,478	4,299	0.9	0.5	0.4	97.2
Subaru	7,284	8,054	1.1	1.3	—	—	—	—	7,284	8,054	0.7	0.9	-0.1	- 9.6
Hyundai	6,849	8,811	1.1	1.4	—	—	—	—	6,849	8,811	0.7	1.0	-0.3	-22.3
Isuzu	806	669	0.1	0.1	5,734	6,819	1.8	2.3	6,540	7,488	0.7	0.8	-0.1	-12.7
VW	6,099	7,533	0.9	1.2	102	378	0.0	0.1	6,201	7,911	0.6	0.9	-0.2	-21.6
Volvo	4,986	5,725	0.8	0.9	—	—	—	—	4,986	5,725	0.5	0.6	-0.1	-12.9
Mercedes	4,716	3,981	0.7	0.6	—	—	—	—	4,716	3,981	0.5	0.4	0.0	18.5
Eagle	4,288	3,467	0.7	0.6	—	—	—	—	4,288	3,467	0.4	0.4	0.1	23.7
BMW	3,761	3,365	0.6	0.5	—	—	—	—	3,761	3,365	0.4	0.4	0.0	11.8
Infiniti	2,589	1,905	0.4	0.3	—	—	—	—	2,589	1,905	0.3	0.2	0.1	35.9
Daihatsu	1,034	425	0.2	0.1	611	261	0.2	0.1	1,645	686	0.2	0.1	0.1	139.8
Saab	1,464	1,810	0.2	0.3	—	—	—	—	1,464	1,810	0.2	0.2	0.0	-19.1
Suzuki	425	362	0.1	0.1	940	1,318	0.3	0.5	1,365	1,680	0.1	0.2	0.0	-18.8
Audi	1,093	874	0.2	0.1	—	—	—	—	1,093	874	0.1	0.1	0.0	25.1
Jaguar	642	568	0.1	0.1	—	—	—	—	642	568	0.1	0.1	0.0	13.0
Porsche	410	322	0.1	0.1	—	—	—	—	410	322	0.0	0.0	0.0	27.3
Alfa Romeo	371	268	0.1	0.0	—	—	—	—	371	268	0.0	0.0	0.0	38.4
Yugo	317	245	0.0	0.0	—	—	—	—	317	245	0.0	0.0	0.0	29.4
Range Rover	—	—	—	—	258	202	0.1	0.1	258	202	0.0	0.0	0.0	27.7
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
Peugeot	48	317	0.0	0.1	—	—	—	—	48	317	0.0	0.0	0.0	-84.9
Sterling	—	211	—	0.0	—	—	—	—	0	211	0.0	0.0	0.0	-100.0
TOTAL	**650,999**	**621,597**	**100.0**	**100.0**	**322,370**	**291,206**	**100.0**	**100.0**	**973,369**	**912,803**	**100.0**	**100.0**	**0.0**	**6.6**
TOTAL BIG 3	**429,800**	**414,750**	**66.0**	**66.7**	**275,691**	**241,382**	**85.5**	**82.9**	**705,491**	**656,132**	**72.5**	**71.9**	**0.6**	**7.5**
TOTAL JAPAN	**190,276**	**172,650**	**29.2**	**27.8**	**46,319**	**49,244**	**14.4**	**16.9**	**236,595**	**221,894**	**24.3**	**24.3**	**0.0**	**6.6**
TOTAL EUROPE	**24,074**	**25,386**	**3.7**	**4.1**	**360**	**580**	**0.1**	**0.2**	**24,434**	**25,966**	**2.5**	**2.8**	**-0.3**	**- 5.9**
GM	237,606	218,404	36.5	35.1	105,252	96,929	32.6	33.3	342,858	315,333	35.2	34.5	0.7	8.7
Ford	140,702	138,085	21.6	22.2	97,926	86,402	30.4	29.7	238,628	224,487	24.5	24.6	-0.1	6.3
Chrysler	51,492	58,261	7.9	9.4	72,513	58,051	22.5	19.9	124,005	116,312	12.7	12.7	0.0	6.6
Toyota/Lexus	63,676	50,202	9.8	8.1	18,752	18,671	5.8	6.4	82,428	68,873	8.5	7.5	0.9	19.7
Honda/Acura	57,588	48,060	8.8	7.7	—	—	—	—	57,588	48,060	5.9	5.3	0.7	19.8
Nissan/Infiniti	28,224	25,390	4.3	4.1	12,969	11,306	4.0	3.9	41,193	36,696	4.2	4.0	0.2	12.3
VW/Audi	7,192	8,407	1.1	1.4	102	378	0.0	0.1	7,294	8,785	0.7	1.0	-0.2	-17.0
†Geo	*20,251*	*17,947*	*3.1*	*2.9*	*2,031*	*1,670*	*0.6*	*0.6*	*22,282*	*19,617*	*2.3*	*2.1*	*0.1*	*13.6*
*Made by Japan***	*223,572*	*205,835*	*34.3*	*33.1*	*48,266*	*50,395*	*15.0*	*17.3*	*271,838*	*256,230*	*27.9*	*28.1*	*-0.1*	*6.1*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 2 MONTHS — 1992 vs. 1991

Make	Car Sales		1992 Share	1991 Share	Truck Sales		1992 Share	1991 Share	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991			1992	1991			1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	175,159	169,164	14.5	14.4	183,225	162,935	29.8	29.0	358,384	332,099	19.6	18.2	1.4	7.9
Chevrolet/Geo†	154,128	169,420	12.7	14.4	150,013	144,774	24.4	25.8	304,141	314,194	16.7	17.2	-0.6	- 3.2
Toyota	101,556	88,159	8.4	7.5	36,956	36,855	6.0	6.6	138,512	125,014	7.6	6.8	0.7	10.8
Dodge	41,684	59,894	3.4	5.1	76,535	64,341	12.4	11.5	118,219	124,235	6.5	6.8	- 0.3	- 4.8
Honda				6.3	—	—	—	—	92,986	74,673	5.1	4.1	1.0	24.5
Buick	84,313	81,867	7.0	7.0	—	—	—	—	84,313	81,867	4.6	4.5	0.1	3.0
Pontiac	78,322	71,810	6.5	6.1	4,095	2,826	0.7	0.5	82,417	74,636	4.5	4.1	0.4	10.4
Nissan	50,804	46,328	4.2	3.9	23,319	22,944	3.8	4.1	74,123	69,272	4.1	3.8	0.3	7.0
Oldsmobile	59,499	59,797	4.9	5.1	4,513	3,311	0.7	0.6	64,012	63,108	3.5	3.5	0.0	1.4
Mercury	58,197	52,266	4.8	4.4	—	—	—	—	58,197	52,266	3.2	2.9	0.3	11.3
Plymouth	26,731	33,019	2.2	2.8	26,805	23,700	4.4	4.2	53,536	56,719	2.9	3.1	-0.2	- 5.6
Mazda	32,541	36,330	2.7	3.1	13,029	15,642	2.1	2.8	45,570	51,972	2.5	2.8	-0.4	-12.3
GMC	—	—	—	—	44,358	36,440	7.2	6.5	44,358	36,440	2.4	2.0	0.4	21.7
Cadillac	35,609	33,957	2.9	2.9	—	—	—	—	35,609	33,957	2.0	1.9	0.1	4.9
Jeep	—	—	—	—	32,994	23,462	5.4	4.2	32,994	23,462	1.8	1.3	0.5	40.6
Mitsubishi	23,700	28,497	2.0	2.4	3,243	6,479	0.5	1.2	26,943	34,976	1.5	1.9	-0.4	-23.0
Lincoln	24,532	28,820	2.0	2.5	—	—	—	—	24,532	28,820	1.3	1.6	-0.2	-14.9
Chrysler	22,307	20,300	1.8	1.7	1,580	511	0.3	0.1	23,887	20,811	1.3	1.1	0.2	14.8
Saturn	23,239	3,576	1.9	0.3	—	—	—	—	23,239	3,576	1.3	0.2	1.1	—
Acura	19,042	18,762	1.6	1.6	—	—	—	—	19,042	18,762	1.0	1.0	0.0	1.5
Lexus	15,524	7,427	1.3	0.6	—	—	—	—	15,524	7,427	0.9	0.4	0.4	109.0
Subaru	12,905	15,118	1.1	1.3	—	—	—	—	12,905	15,118	0.7	0.8	-0.1	-14.6
Hyundai	12,868	16,320	1.1	1.4	—	—	—	—	12,868	16,320	0.7	0.9	-0.2	-21.2
VW	12,511	13,954	1.0	1.2	277	699	0.0	0.1	12,788	14,653	0.7	0.8	-0.1	-12.7
Isuzu	1,473	1,124	0.1	0.1	10,580	12,606	1.7	2.2	12,053	13,730	0.7	0.8	-0.1	-12.2
Volvo	10,496	10,981	0.9	0.9	—	—	—	—	10,496	10,981	0.6	0.6	0.0	- 4.4
Mercedes	9,117	7,358	0.8	0.6	—	—	—	—	9,117	7,358	0.5	0.4	0.1	23.9
Eagle	8,106	7,018	0.7	0.6	—	—	—	—	8,106	7,018	0.4	0.4	0.1	15.5
BMW	7,398	5,913	0.6	0.5	—	—	—	—	7,398	5,913	0.4	0.3	0.1	25.1
Infiniti	5,032	3,767	0.4	0.3	—	—	—	—	5,032	3,767	0.3	0.2	0.1	33.6
Suzuki	962	753	0.1	0.1	2,182	2,504	0.4	0.4	3,144	3,257	0.2	0.2	0.0	- 3.5
Saab	2,524	2,837	0.2	0.2	—	—	—	—	2,524	2,837	0.1	0.2	0.0	-11.0
Daihatsu	1,403	873	0.1	0.1	786	524	0.1	0.1	2,189	1,397	0.1	0.1	0.0	56.7
Audi	2,173	1,717	0.2	0.1	—	—	—	—	2,173	1,717	0.1	0.1	0.0	26.6
Jaguar	1,273	1,079	0.1	0.1	—	—	—	—	1,273	1,079	0.1	0.1	0.0	18.0
Yugo	894	612	0.1	0.1	—	—	—	—	894	612	0.0	0.0	0.0	46.1
Porsche	829	552	0.1	0.0	—	—	—	—	829	552	0.0	0.0	0.0	50.2
Alfa Romeo	613	520	0.1	0.0	—	—	—	—	613	520	0.0	0.0	0.0	17.9
Range Rover	—	—	—	—	542	412	0.1	0.1	542	412	0.0	0.0	0.0	31.6
Other*	334	334	0.0	0.0	—	—	—	—	334	334	0.0	0.0	0.0	0.0
Peugeot	151	664	0.0	0.1	—	—	—	—	151	664	0.0	0.0	0.0	-77.3
Sterling	0	415	—	0.0	—	—	—	—	0	415	0.0	0.0	0.0	-100.0
TOTAL	**1,210,935**	**1,175,975**	**100.0**	**100.0**	**615,032**	**560,965**	**100.0**	**100.0**	**1,825,967**	**1,736,940**	**100.0**	**100.0**	**0.0**	**5.1**
TOTAL BIG 3	**791,826**	**790,908**	**65.4**	**67.3**	**524,118**	**462,300**	**85.2**	**82.4**	**1,315,944**	**1,253,208**	**72.1**	**72.2**	**-0.1**	**5.0**
TOTAL JAPAN	**357,928**	**321,811**	**29.6**	**27.4**	**90,095**	**97,554**	**14.7**	**17.4**	**448,023**	**419,365**	**24.5**	**24.1**	**0.4**	**6.8**
TOTAL EUROPE	**48,313**	**46,936**	**4.0**	**4.0**	**819**	**1,111**	**0.1**	**0.2**	**49,132**	**48,047**	**2.7**	**2.8**	**-0.1**	**2.3**
GM	435,110	420,427	35.9	35.8	202,979	187,351	33.0	33.4	638,089	607,778	34.9	35.0	0.0	5.0
Ford	257,888	250,250	21.3	21.3	183,225	162,935	29.8	29.0	441,113	413,185	24.2	23.8	0.4	6.8
Chrysler	98,828	120,231	8.2	10.2	137,914	112,014	22.4	20.0	236,742	232,245	13.0	13.4	-0.4	1.9
Toyota/Lexus	117,080	95,586	9.7	8.1	36,956	36,855	6.0	6.6	154,036	132,441	8.4	7.6	0.8	16.3
Honda/Acura	112,028	93,435	9.3	7.9	0	0	—	—	112,028	93,435	6.1	5.4	0.8	19.9
Nissan/Infiniti	55,836	50,095	4.6	4.3	23,319	22,944	3.8	4.1	79,155	73,039	4.3	4.2	0.1	8.4
VW/Audi	14,684	15,671	1.2	1.3	277	699	0.0	0.1	14,961	16,370	0.8	0.9	-0.1	- 8.6
†Geo	*39,062*	*36,939*	*3.2*	*3.1*	*3,639*	*3,896*	*0.6*	*0.7*	*42,701*	*40,835*	*2.3*	*2.4*	*0.0*	*4.6*
*Made by Japan***	*406,068*	*367,045*	*33.5*	*31.2*	*94,467*	*103,293*	*15.4*	*18.4*	*493,866*	*459,863*	*27.0*	*26.5*	*0.6*	*7.4*

*Includes 1992 estimated sales of 160-Ferrari, 44-Rolls/Bentley, 54-Lotus, 40-Maserati, 26-Lamborghini, and 10-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

TOP 10 SELLERS, FEBRUARY 1992

		Sales
1.	Chevrolet C/K Pickups	30,284
2.	Ford F-series Pickups	29,967
3.	Honda Accord	29,829
4.	Ford Taurus	28,043
5.	Toyota Camry	24,521
6.	Ford Explorer	22,542
7.	Ford Escort	20,156
8.	Ford Ranger	20,059
9.	Ford Tempo	19,121
10.	Pontiac Grand Am	18,923

Source: Automotive News Data Center

Japan sales continue slide; Feb. off 3%

MARY ANN MASKERY

Staff Reporter

TOKYO — New-vehicle sales in Japan fell 3.3 percent in February to 458,618 units, marking the 10th straight month of year-to-year decline as demand remained weak in the mainstream small-car category.

According to preliminary data reported last week by the Japan Automobile Dealers Association, sales in the segment from 660 cc to 2.0 liters slid 12.3 percent last month to 256,456 units. But demand for cars in the near-luxury and luxury classes above 2.0 liters surged 44.4 percent, to 63,359, continuing an upturn that began last summer. The figures do not include mini-vehicle sales, which are reported separately.

Analysts said they expect the market to remain weak until at least midyear.

"Given the condition of the economy, there is no reason to expect a change in the small-car segment soon," said Neal Doying, who follows the industry for Baring Securities in Tokyo. "The large-car segment can continue to increase without having a major impact on the total market."

Toyota Motor Corp., the market leader, reported a 1.1 percent decline in sales from a year earlier to 198,118 units. The Corolla, the company's biggest seller, fell 8.3 percent to 22,299.

Nissan Motor Co. Ltd. sales fell 4.2 percent to 111,736; Honda Motor Co. declined 9.1 percent to 30,216; and Mazda Motor Corp. was down 6.8 percent to 34,748.

Mitsubishi Motors Corp. reported another month of strong sales, up 9.4 percent to 38,699 units, based largely on sales of recreational vehicles and the recently remodeled compact Mirage. The Diamante, which helped pace the growth in Mitsubishi sales last year, showed a 34 percent decline.

Suzuki Motor Co., the only other company to report an increase in sales for February, was up 14.7 percent to 3,923 units.

Import sales dropped for the 14th consecutive month, to 12,720 units, as demand continued weak for German makes. Volkswagen sales were down 24.8 percent, to 1,803, prior to new-model introductions expected in April, while Audi declined 17.5 percent to 779 units. Mercedes-Benz was down 5 percent to 2,543.

BMW, which reported a turnaround in January, said sales fell 17.2 percent in February to 1,961 units. The company said it could not sustain January's momentum because of a shortage of right-hand-drive 3-series models.

General Motors sales rose 8.1 percent to 785 units; Chrysler Corp. rose 3.8 percent to 108; and Ford Motor Co. declined 10.2 percent to 221. Honda of America imports shot up 65 percent from a year earlier, to 1,125 units. ■

DOMESTIC CAR SALES, FEBRUARY & YTD

	Feb. 1992	Feb. 1991	2 Mos., 1992	2 Mos., 1991
Summit	419	439	799	825
Talon	2,359	2,129	4,304	4,289
Premier	424	414	1,070	816
Total Eagle	**3,202**	**2,982**	**6,173**	**5,930**
Horizon	0	80	0	171
Laser	1,833	1,861	3,560	3,660
Sundance	5,003	3,115	9,512	6,455
Acclaim*	5,550	9,298	11,259	20,829
Total Plymouth	**12,386**	**14,354**	**24,331**	**31,115**
LeBaron A*	3,061	1,420	6,545	2,901
LeBaron J	3,145	3,528	5,434	5,466
Fifth Avenue (fwd)	2,742	3,769	5,648	7,112
Imperial	442	786	1,254	2,028
New Yorker C	1,653	1,114	3,426	2,634
Total Chrysler	**11,043**	**10,617**	**22,307**	**20,141**
Omni	0	80	0	184
Shadow	6,308	5,003	11,645	9,938
Monaco	141	228	352	423
Daytona	1,064	1,113	1,936	2,172
Spirit*	4,835	8,242	9,703	18,974
Dynasty	7,781	11,751	13,725	23,059
Total Dodge	**26,129**	**26,417**	**37,361**	**54,750**
CHRYSLER CORP.	**46,760**	**54,370**	**90,172**	**111,936**
Escort*	20,156	23,371	39,487	43,817
Mustang	6,876	5,534	11,369	10,973
Tempo	19,121	16,922	32,478	30,429
Taurus	28,043	26,460	52,862	47,798
Thunderbird	8,894	6,651	12,573	11,156
Probe	3,702	6,918	6,669	10,475
Crown Victoria	6,134	4,092	12,714	9,380
Total Ford Div.	**92,926**	**89,957**	**168,152**	**164,028**
Topaz	5,996	4,191	10,046	8,127
Sable	7,386	8,297	15,866	14,149
Cougar	4,792	4,063	7,064	7,589
Grand Marquis	7,564	6,296	16,124	11,450
Total Mercury	**25,738**	**22,847**	**48,100**	**41,315**
Continental	3,316	5,075	5,298	8,712
Town Car	9,202	10,363	18,223	18,645
Mark VII	574	827	1,011	1,463
Total Lincoln	**13,092**	**16,265**	**24,532**	**28,820**
Total L-M Div.	**38,830**	**39,112**	**72,632**	**70,135**
FORD MOTOR CO.	**131,756**	**129,069**	**240,784**	**234,163**
Roadmaster	3,063	469	5,699	484
Somerset/Skylark	6,611	8,093	11,514	17,338
Century*	9,354	10,100	18,122	16,971
Regal	7,100	6,955	12,989	15,125
LeSabre	11,087	8,505	25,031	15,912
Reatta	15	100	52	423
Electra/Park Ave.	4,893	7,719	9,193	13,109
Riviera	876	1,456	1,713	2,505
Total Buick	**42,999**	**43,397**	**84,313**	**81,867**
Allante	84	146	194	392
Seville	2,903	1,410	5,890	4,731
DeVille	14,933	10,828	23,794	22,795
Brougham	1,051	1,962	2,211	4,020
Eldorado	1,905	1,097	3,520	2,109
Total Cadillac	**20,876**	**15,443**	**35,609**	**33,967**
Geo Metro	7,558	5,584	16,032	12,451
Geo Prizm	5,244	7,269	10,713	13,871
Cavalier*	18,299	23,992	34,655	48,729
Camaro	4,533	3,111	9,042	5,944
Celebrity	0	123	1	3,770
Corsica/Beretta	14,400	17,091	25,425	25,465
Lumina	17,927	12,778	28,843	26,728
Caprice	8,348	10,775	14,813	19,495
Corvette	1,222	1,317	2,287	2,350
Total Chevrolet	**77,531**	**82,040**	**141,811**	**158,803**
Calais	886	6,559	1,754	11,558
Achieva	6,146	0	9,084	0
Cutlass Ciera*	8,907	7,003	17,544	13,116
Cutlass Supreme	5,654	6,600	10,820	12,613
Eighty Eight	6,491	5,509	13,562	12,359
Custom Cruiser	516	640	843	1,127
Ninety Eight	3,105	3,945	5,067	7,715
Toronado	430	802	825	1,304
Total Oldsmobile	**32,135**	**31,063**	**59,499**	**59,797**
Sunbird	5,622	7,842	11,856	14,443
Firebird	1,476	1,332	2,857	2,987
Grand Am	18,923	14,086	29,480	24,469
Pontiac 6000	136	2,709	304	4,236
Grand Prix	8,774	7,163	14,970	13,241
Bonneville H	7,709	4,155	15,948	8,121
Total Pontiac	**42,640**	**37,287**	**75,415**	**67,497**
Total Saturn	**13,035**	**2,056**	**23,239**	**3,576**
GENERAL MOTORS	**229,216**	**211,286**	**419,886**	**405,497**
Civic	10,473	7,775	20,484	14,626
Accord	23,697	17,984	44,729	33,560
HONDA	**34,170**	**25,759**	**65,213**	**48,186**
MX-6	1,068	3,509	1,720	5,495
626	3,566	8,148	7,524	11,643
MAZDA	**4,634**	**11,657**	**9,244**	**17,138**
Eclipse	4,664	6,458	7,407	10,252
Mirage	1,130	2,846	2,184	3,538
MITSUBISHI	**5,794**	**9,304**	**9,591**	**13,790**
NISSAN Sentra	**8,826**	**8,283**	**16,766**	**15,881**
Corolla	9,365	7,419	17,933	13,948
Camry	17,974	12,516	30,018	22,986
TOYOTA	**27,339**	**19,935**	**47,951**	**36,934**
SUBARU Legacy	**3,940**	**2,828**	**6,222**	**5,610**
SUZUKI Swift	**19**	**33**	**43**	**34**
DOMESTIC TOTAL	**492,454**	**472,524**	**905,872**	**889,169**
IMPORT TOTAL	**158,545**	**149,073**	**305,063**	**286,806**
INDUSTRY TOTAL	**650,999**	**621,597**	**1,210,935**	**1,175,975**

*Includes units produced in Mexico.

TARIFF

Senate weighs 25% tax

continued from PAGE 1

Sen. Lloyd Bentsen, D-Texas. Bentsen is chairman of the Finance committee and one of Congress' most powerful critics of Japan's trade practices.

Under the proposal, minivans and four-door sport-utilities would be reclassified as trucks. As a result, tariffs would rise to 25 percent, up from the current level of 2.5 percent. The change would add between $1,500 to $6,000 to sticker prices, according to the American International Automobile Dealers Association.

Spokesmen for import firms contend the changes would hurt consumers by raising prices higher and limiting selection.

At Range Rover of North America Inc., officials said the tariff hike would trim sales and "result in lost jobs and closed dealerships."

Range Rover dealers sell only one product: a British made sport-utility that costs about $40,000.

"It is inconceivable that the higher prices and reduced selection this bill would cause could be deemed to be a positive step," the company said in a statement.

Interest in raising the tariff on minivans has increased since last December when the U.S. Department of Commerce concluded that Mazda and Toyota were "dumping" minivans in the U.S. market at less than fair market value.

The Commerce decision, which won't be final until late spring, resulted from dumping charges filed by domestic automakers. The Big 3 hold about 90 percent of the U.S. minivan market. Imports accounted for about 15 percent of all minivan and sport-utility sales in the United States in 1991.

Increased tariffs on minivans and sport-utilities is also part of the Gephardt-Riegle trade bill. That measure would set limits on U.S. sales of Japan's imports and transplants unless Japan reduces its current $43 billion trade surplus with the United States.

The proposed 25% tariff on imported minivans and sport-utilities could add $6,000 to a Range Rover's sticker price.

Meanwhile, the U.S. Treasury Department is still reviewing its 1989 decision to keep the tariff on minivans and four-door sport-utilities at 2.5 percent and set the tariff on two-door trucks at 25 percent. At that time, Treasury overruled Customs officials who had recommended raising the tariffs on minivans and four-door sport-utilities.

The increased tariff was not part of the House tax bill approved in late February. For the tariff to become law, it must now be approved by the full Senate, then survive House-Senate Conference Committee negotiations to produce a bill that both chambers would pass.

The House bill includes the same luxury tax provisions as the Senate proposal.

If the tariff hike is part of the final tax bill, it likely faces a veto by President Bush. The proposed tariff increase is opposed by U.S. Trade Representative Carla Hills, one of the administration's staunchest advocates of free trade. AN

LIGHT-TRUCK SALES, FEBRUARY & YTD

	Feb. 1992	Feb. 1991	2 Mos., 1992	2 Mos., 1991
Town & Country	863	294	1,580	511
Total Chrysler	**863**	**294**	**1,580**	**511**
Vans	3,948	3,914	7,145	5,952
Ram Wagon	1,751	1,542	3,429	2,105
Caravan	17,118	16,047	32,575	30,556
Caravan C/V	455	486	878	1,009
Ram 50 (import)	398	325	733	751
Ramcharger	377	505	786	1,057
Dakota	9,749	5,998	17,803	11,324
Pickups	7,580	6,189	13,186	11,587
Total Dodge	**41,376**	**35,006**	**76,535**	**64,341**
Voyager	13,826	12,573	26,805	23,700
Total Plymouth	**13,826**	**12,573**	**26,805**	**23,700**
Wrangler	3,609	2,283	6,783	5,159
Cherokee	12,434	7,329	25,449	16,710
Grand Wagoneer	0	139	0	652
Comanche	405	427	762	941
Total Jeep	**16,448**	**10,178**	**32,994**	**23,462**
CHRYSLER CORP.	**72,513**	**58,051**	**137,914**	**112,014**
Vans	9,274	8,258	16,411	14,836
Aerostar	12,083	11,107	20,934	19,443
Club Wagon	2,435	1,438	4,040	2,562
Ranger	20,059	18,119	38,905	35,839
Bronco	1,566	1,943	3,096	3,868
Bronco II/Explorer	22,542	16,818	45,747	33,439
Pickups	29,967	28,719	54,092	52,948
FORD MOTOR CO.	**97,926**	**86,402**	**183,225**	**162,935**
Vans	6,100	5,320	11,198	9,915
Sportsvan	688	457	1,213	827
Geo Tracker (domestic)	2,031	1,667	3,639	3,893
Geo Tracker (import)	0	3	0	3
Astro	9,195	7,047	15,694	13,700
Lumina APV	3,370	2,948	6,902	5,886
S10	13,748	14,798	28,418	28,757
S10 Blazer	8,564	8,776	17,817	19,155
Blazer	1,083	1,017	1,804	1,665
Suburban	3,064	2,769	5,140	5,473
Pickups	30,284	29,589	58,188	55,500
Total Chevrolet	**78,127**	**74,391**	**150,013**	**144,744**
Vans	2,552	1,825	5,340	3,339
Safari	2,451	2,296	4,849	4,201
S15/Sonoma	3,664	3,193	7,529	6,168
S15 Jimmy	2,351	2,043	4,658	4,307
Jimmy	251	253	433	477
Suburban	1,152	1,094	1,972	2,087
Pickups	9,899	8,337	18,940	15,324
P Model	105	165	307	298
W4	180	101	330	239
Total GMC	**22,614**	**19,307**	**44,358**	**36,440**
Silhouette	1,061	1,112	2,087	2,126
Bravada	1,295	634	2,426	1,185
Total Oldsmobile	**2,356**	**1,746**	**4,513**	**3,311**
Trans Sport	2,155	1,485	4,095	2,826
Total Pontiac	**2,155**	**1,485**	**4,095**	**2,826**
GENERAL MOTORS	**105,252**	**96,929**	**202,979**	**187,351**
DAIHATSU Rocky	**611**	**261**	**786**	**524**
Pickup (domestic)	1,173	845	2,121	1,424
Pickup (import)	787	1,819	1,511	3,320
Amigo	558	541	1,062	1,034
Trooper	339	2,255	708	4,286
Rodeo (domestic)	2,877	1,359	5,178	2,542
ISUZU	**5,734**	**6,819**	**10,580**	**12,606**
Pickup	3,084	3,504	7,133	7,241
MPV	2,241	2,694	4,826	6,662
Navajo (domestic)	482	844	1,070	1,739
MAZDA	**5,807**	**7,042**	**13,029**	**15,642**
Pickup	884	2,751	1,949	4,550
Montero	622	1,057	1,294	1,886
Van	0	19	0	43
MITSUBISHI	**1,506**	**3,827**	**3,243**	**6,479**
Pickup (domestic)	10,479	8,849	18,127	17,456
Pathfinder	2,302	2,336	4,338	4,987
Axxess	0	119	0	253
Van	0	2	0	2
Hawaii	188	0	854	244
NISSAN	**12,969**	**11,306**	**23,319**	**22,944**
RANGE ROVER	**258**	**202**	**542**	**412**
Samurai	230	371	433	785
Sidekick (domestic)	261	188	480	367
Sidekick (import)	449	759	1,269	1,352
SUZUKI	**940**	**1,318**	**2,182**	**2,504**
Pickup (domestic)	1,611	0	2,568	0
Pickup (import)	9,950	10,818	20,460	21,757
Previa	3,701	4,151	7,047	7,449
4Runner	2,852	3,039	5,674	6,306
Land Cruiser	638	663	1,207	1,343
TOYOTA	**18,752**	**18,671**	**36,956**	**36,855**
VOLKSWAGEN Vanagon	**102**	**378**	**277**	**699**
IMPORTS	**46,679**	**49,824**	**90,914**	**98,965**
INDUSTRY TOTAL	**322,378**	**281,298**	**615,032**	**580,965**

Sales charts compiled by Karen Dabkowski

Ford begins recall

DEARBORN, Mich. — Ford Motor Co. has begun notifying customers to bring in about 755,700 trucks for modifications to automatic transmissions that slip out of park.

The recall covers 1990 Rangers, 1990-91 Aerostars and 1991 Explorers with the A4LD transmission. Ford said the park mechanism may not take hold, and the vehicle may roll as if in neutral.

Owners were initially notified in October and cautioned to use the parking brake. AN

MEXICO

Free trade pact gets Big Five support

continued from PAGE 3

compete with them, they see it asan opportunity to rise from the hibernation that has marked the industry since government decrees began regulating it 30 years ago.

The first set of rules chased such names as Fiat, Volvo and Peugeot from Mexico. Today's Big Five were allowed to import vehicles only two years ago. Last year, imported models accounted for just 1.5 percent of their 614,823 sales.

"We can't be isolated" from the economic blocks being formed around the world, argues Victor Barreiro, managing director of Ford Motor Co. in Mexico and the company's first Mexican-born president. He sees a U.S.-Mexico free-trade agreement as a necessity if the United States hopes to compete against the Pacific basin and Europe.

Automakers also hope a trade deal will make their operations more efficient. For example, the product mix at Ford's plant in Cuautitlan includes about 11,000 Thunderbirds and Cougars annually for Mexico. Meanwhile, a huge Ford plant in Ohio turns out the same cars at well below capacity. With a unified market, production could be consolidated into one plant for both markets.

More importantly, Mexico's makers see free trade as a key to foreign investment. That will help all sectors of the economy and raise the standard of living for a majority of Mexicans who now don't earn enough to buy a new car. That includes auto workers, who take home about $100 a week.

While manufacturers unanimously support the idea of free trade, most dealers are less than ecstatic. Last year, dealers representing the Big Five racked up an average of 735 car and truck sales each: about 200 more than the average U.S. dealer. Bankruptcies are almost unheard of, and stores commonly stay in family hands generation after generation.

"Our dealers are absolutely scared of this movement," says Ari Kahan, immediate past president of the Mexican dealers association. He acknowledges that dealers feel threatened by the prospect of more players in the market, but the group is pushing for it anyway.

"The world is going that way," he says. "We cannot close our eyes."

Automakers themselves want any free-trade deal to give them special treatment as a reward for sticking it out in Mexico over the years. And they caution that free trade should be phased in gradually over 10 to 15 years.

In the meantime, the Mexican market is expected to continue to grow — with or without a free-trade deal.

The Mexican dealer association is forecasting another 14 percent gain in car and truck sales for 1992. Ford's Barreiro says the Mexican market will reach 1 million sales by 1996.

But fortunes can change quickly in Mexico. It took double-digit sales increases in the last four years for the Mexican market to recover from the early 1980s, when plunging oil prices sent the economy into a tailspin.

If the memory of those lessons were lost on the gathering at Monterrey, Richard Strauss, the president of the U.S. National Automobile Dealers Association, offered this maxim of life in an open market: "Even in the best of times, you must always be prepared for the inevitable downturn." ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
SUBARU (expires April 2)	
Legacy (1991)	$1,200-1,700
Legacy (1992, invoiced before Feb. 4)	$500
Legacy (1992, invoiced after Feb. 4)	$1,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

GM ADS

Campaign names Japanese rivals

continued from PAGE 3

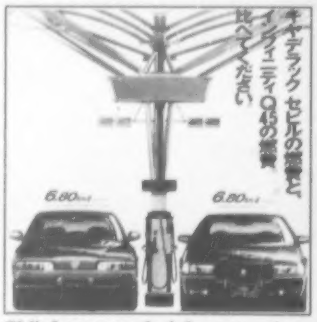
indirect swipe at Coca-Cola in a series of TV ads. But the ads were quickly dropped by the networks, prompting charges from Pepsi that they had knuckled under to pressure from Coca-Cola.

"The Pepsi ad came the closest, but even that skirted it," said David Bodkin, GM's director of Asian public affairs. "This leaves nothing to the imagination."

Old hands in Japan still recall a Nissan Sunny ad from almost 25 years ago, in which Nissan sought to point out that its basic-transportation model was larger than the rival Toyota Corolla. The ad read "our Sunny looks bigger than the neighbors' car."

Toyota reacted angrily, and no Japanese auto ad has overtly gone after a competitor since.

"We know it's done in the United States a lot," said Nissan spokesman Toshiaki Yasuda. "But no major Japanese company has ever done a campaign like that. It has to do with Japanese practice or values."



GM's Japanese ads defy convention.

As long as the GM ad does not distort the truth, Yasuda said, there would be no reason to make a formal complaint.

"There is no law against it, just a kind of tacit agreement within the advertising industry," he said.

GM is projecting sales of about 500 Sevilles in the 1992 model year, up from 175 in 1991. The Seville sells for 7.45 million yen in Japan (under $60,000 at current rates).

The company sold about 1,000 Cadillacs in Japan in 1991, mostly Eldorados and Fleetwoods.

General Motors Japan is forecasting sales of 12,000 North American vehicles in 1992, up from 10,300 last year. ■

Legacys, Loyales get cash incentives

incentive WATCH

Subaru of America Inc. announced an incentive program that pays dealers $500 to $1,200 on 1992 Legacys depending on when the vehicle was invoiced and $1,200 to $1,700 on 1991 Legacys depending on region.

The program also includes customer rebates of $500 on 1992 Legacys and $500 on 1991 and 1992 Loyales.

The payments expire April 2. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
SUBARU (expires April 2)	
Loyale (1991-92)	$500
Legacy (1992)	$500
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only: LeBaron sedan, Acclaim, Spirit	$1,500
FORD MOTOR CO.	
1992 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
1991 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires April 2)	
Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

Saturn trims frills to save $9.8 million

THE ASSOCIATED PRESS

SPRING HILL, Tenn. — Turning utilities off on weekends and cutting out overnight mail are among moves officials at General Motors' Saturn Corp. hope will trim costs by $9.8 million this year.

"In today's economic conditions, there isn't a business anywhere that isn't paying attention to cost," Saturn spokesman Bill Betts said.

The cost cutting comes in the wake of GM's record $4.5 billion 1991 loss and its plans to idle 21 plants and trim its U.S. and Canada work force by 80,000 by 1995.

Saturn, which has formed five task forces in an effort to make the $1.9 billion plant profitable by next year, was spared from the cuts. But Saturn hopes to save millions with the new moves.

Among the cuts implemented are:

- Turning off utilities during weekends and other downtime for savings of $4 million.
- Reducing travel by $2.7 million.
- Phasing out a student intern program, saving $1.4 million.
- Eliminating nearly all overnight mail between its Troy, Mich., office and Spring Hill, saving $1 million.
- Reducing by 50 percent the number of facsimile and copy machines in Michigan and Tennessee, saving about $625,000.
- Eliminating paid car washes for cars given to some Saturn employees who evaluate them. Also, fuel and other operating costs incurred while on vacation will now be the employees' responsibility, saving $100,000. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
FORD		
Wayne, Mich.	3/9	5,000
Ford Escort		
GENERAL MOTORS		
Arlington, Texas	3/9	
Buick Roadmaster		1,400
Cadillac Brougham		480
Chevrolet Caprice		1,200
Oklahoma City	3/9	
Buick Century		1,400
Oldsmobile Cutlass Ciera		3,600
Tarrytown, N.Y.	3/9	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Willow Run, Mich.	3/9	
Buick Roadmaster		350
Chevrolet Caprice		1,200
Olds. Custom Cruiser wagon		100
Oshawa, Ontario (No. 1)	3/9	
Chevrolet Lumina		3,000
Oshawa, Ontario (No. 2)	3/9	
Buick Regal		3,000
Chevrolet Lumina		3,000
Total U.S. car		15,530
Total U.S. truck		2,840
Total Canada car		9,000
Total units lost week of 3/9		27,370

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

York gets board seat at Chrysler

MARY CONNELLY

Staff Reporter

Jerome York, Chrysler Corp. executive vice president and chief financial officer, has assumed greater stature in the company because of the departure of Vice Chairman Robert S. "Steve" Miller Jr.

Last week York was elected to the company's board of directors, effective April 1. York, 53, is one of three company executives on the Chrysler board. The others are Chairman Lee Iacocca and President Robert Lutz.

York's election to the board came just a week after he inherited some of Miller's responsibilities. Under the corporate restructuring precipitated by Miller's decision to become an investment banker, Chrysler Financial Corp. and Chrysler Technologies Corp. began reporting to York.

York now is poised to follow Miller as the company's financial quarterback. York is even mentioned as having a possible role in the Iacocca succession drama. The Chrysler chairman has said he will step down on Dec. 31 at age 68.

Miller, along with Lutz, was a candidate to succeed Iacocca. In addition to seeing a wider role for York if Lutz is named chairman, some have even suggested that York may have caught Iacocca's eye as a possible successor.

York's corporate background is varied. An engineer by training, he joined Chrysler in 1979. He has served as vice president of Dodge Division, vice president of Truck Operations and vice president of Advanced Manufacturing Operations. He was named vice president and controller in May 1989 and executive vice president and chief financial officer in May 1990.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the Unites States unless noted. Vehicles are cars unless noted.

	Est. 3/2-3/7/92	Actual 2/24-2/29/92	Feb. Total	Year 1/1-3/7/92	Year 1/1-3/9/91
LeBaron J	1,050	1,203	3,573	8,432	4,351
New Yorker	500	573	1,149	3,675	1,945
Fifth Avenue	1,450	1,005	1,999	5,636	5,675
Imperial	225	216	459	1,203	1,657
Town & Country (trk.)	250	294	1,152	1,906	571
Total Chrysler Div.	**3,475**	**3,291**	**8,332**	**20,852**	**14,199**
Sundance	850	0	6,275	9,327	6,669
Acclaim	1,500	1,905	5,368	12,935	18,815
Voyager (trk.)	2,000	2,264	9,020	14,368	14,944
Voyager (Can. trk.)	2,814	3,095	11,942	25,993	18,272
Total Plymouth	**7,164**	**7,264**	**32,605**	**62,623**	**58,700**
Daytona	125	0	864	2,174	1,632
Shadow	1,000	0	7,743	13,369	7,222
Dynasty	2,700	3,169	6,217	15,981	27,287
Spirit	1,500	1,831	5,819	13,113	17,305
Viper	0	0	2	0	0
Monaco (Can.)	0	0	0	0	329
Caravan (trk.)	2,750	2,892	11,620	19,504	19,380
Caravan (Can. trk.)	3,624	3,361	14,907	34,086	24,513
Caravan C/V (trk.)	50	47	230	388	687
Caravan C/V (Can. trk.)	162	203	855	1,715	1,142
Dakota (trk.)	2,950	0	9,297	19,579	8,831
Ram pickups (trk.)	1,400	0	4,541	9,564	8,843
Ram Wagon (Can. trk.)	550	0	1,600	4,116	3,381
Ram Van (Can. trk.)	1,410	1	4,267	10,261	6,123
Total Dodge	**18,221**	**11,504**	**67,962**	**143,850**	**126,675**
Premier (Can.)	0	0	0	0	964
Cherokee (trk.)	3,500	3,476	12,732	22,719	14,617
Comanche (trk.)	75	42	266	527	1,075
Grand Cherokee (trk.)	700	712	2,335	3,287	0
Wagoneer (trk.)	50	74	194	290	514
Wrangler (Can trk.)	1,932	1,975	8,024	17,340	8,800
Total Jeep-Eagle	**6,257**	**6,279**	**23,551**	**44,163**	**25,970**
Total U.S. car	**10,900**	**9,902**	**39,468**	**85,845**	**92,558**
Total Can. car	**0**	**0**	**0**	**0**	**1,293**
Total U.S. truck	**13,725**	**9,801**	**51,387**	**92,134**	**69,462**
Total Can. truck	**10,492**	**8,635**	**41,595**	**93,511**	**62,231**
CHRYSLER CORP.	**35,117**	**28,338**	**132,450**	**271,490**	**225,544**
Escort	5,798	0	5,768	21,952	28,537
Mustang	0	2,833	5,609	10,668	7,933
Tempo	3,275	3,223	9,727	21,326	19,752
Tempo (Can.)	0	3,386	6,752	17,681	17,987
Taurus	7,223	8,792	36,148	67,832	51,709
Thunderbird	0	2,149	8,508	12,512	11,989
Crown Victoria (Can.)	2,452	2,538	8,393	15,252	19,111
Aerostar (trk.)	4,010	4,030	16,129	31,409	21,473
Bronco (trk.)	0	612	1,870	2,938	1,935
Explorer (trk.)	6,690	6,655	26,475	59,579	49,691
Mazda Navajo (trk.)	148	75	303	761	3,594
Econoline (trk.)	4,480	4,477	13,186	31,581	15,565
Heavies (trk.)	1,054	1,049	4,195	8,160	6,650
Light trucks (trk.)	9,289	7,922	37,077	80,221	39,206
Light trucks (Can. trk.)	3,040	3,040	12,061	30,401	13,375
Ranger (trk.)	4,457	7,214	17,909	39,466	41,351
Total Ford Division	**51,916**	**57,995**	**210,110**	**451,739**	**349,858**
Topaz	1,125	1,133	3,429	8,006	8,007
Topaz (Can.)	0	1,436	2,792	5,589	4,788
Cougar	0	1,451	5,693	8,362	7,901
Sable	3,270	1,773	5,897	18,149	15,767
Grand Marquis (Can.)	2,124	2,302	10,714	17,331	2,889
Total Mercury	**6,519**	**8,095**	**28,525**	**57,437**	**39,352**
Continental	972	874	3,764	6,321	11,201
Mark VII	245	224	933	1,433	1,955
Town Car	3,048	2,750	11,747	19,561	26,338
Total Lincoln	**4,265**	**3,848**	**16,444**	**27,315**	**39,494**
Total L-M Division	**10,784**	**11,943**	**44,969**	**84,752**	**78,846**
Total U.S. car	**24,956**	**25,202**	**97,223**	**196,122**	**191,089**
Total Can. car	**4,576**	**9,662**	**28,651**	**55,853**	**44,775**
Total U.S. truck	**30,128**	**32,034**	**117,144**	**254,115**	**179,465**
Total Can. truck	**3,040**	**3,040**	**12,061**	**30,401**	**13,375**
FORD MOTOR CO.	**62,700**	**69,938**	**255,079**	**535,491**	**428,704**
Skylark	1,683	1,501	6,241	12,631	23,037
Century	1,773	1,444	4,288	10,382	10,601
Regal (Can.)	1,850	1,855	6,132	12,506	19,169
Riviera	279	221	883	2,066	2,512
Park Avenue/Electra	1,788	0	5,192	10,378	21,793
LeSabre	3,054	2,108	10,289	26,150	33,069
Roadmaster sedan	1,380	1,337	5,432	12,151	0
Roadmaster wagon	400	291	1,073	2,583	2,576
Reatta	0	0	0	0	353
Total Buick	**12,207**	**8,757**	**39,530**	**88,847**	**113,110**
Eldorado	891	936	3,779	8,079	3,265
Seville	1,122	997	3,972	8,632	6,108
Brougham	0	0	0	2,170	3,310
DeVille	3,684	3,424	14,975	22,092	28,562
Allante	41	36	67	108	600
Total Cadillac	**5,738**	**5,393**	**22,793**	**41,081**	**41,845**
Cavalier	4,805	4,508	17,865	38,846	52,515
Camaro	1,451	1,437	4,321	10,004	7,890
Corsica-Beretta	4,800	0	9,030	33,376	33,429
Lumina (Can.)	6,000	6,334	19,515	38,811	28,936
Caprice	2,860	2,750	9,656	20,341	22,748
Corvette	480	462	1,873	2,869	4,516
Astro (trk.)	3,617	2,796	12,793	30,858	15,527
Blazer (trk.)	602	564	1,733	3,745	1,368
Lumina APV (trk.)	1,366	1,461	2,853	7,294	6,018
Mediums (trk.)	98	78	221	1,053	1,660
P-model (trk.)	480	477	1,918	3,489	2,876
Pickups (trk.)	3,520	6,214	28,919	38,026	38,509
Pickups (Can. trk.)	4,100	4,135	16,511	38,114	29,357
S10 (trk.)	4,298	4,512	7,538	27,927	45,038
S10 Blazer (trk.)	3,385	3,138	8,194	24,213	8,142
Sportsvan (trk.)	1,050	1,094	4,152	9,288	6,086
Sportsvan (Can. trk.)	1,300	1,338	6,579	13,122	4,835
Suburban (trk.)	560	532	2,591	6,898	3,844
Total Chevrolet	**44,772**	**41,850**	**155,362**	**347,758**	**314,296**
Achieva/Calais	2,800	2,556	10,465	23,302	19,540
Cutlass Ciera	3,366	3,610	10,698	23,760	7,725
Cutlass Ciera (Can.)	0	0	0	0	9,657
Cutlass Supreme	2,370	2,307	2,308	11,184	17,957
Toronado	255	99	401	1,224	1,454
Eighty Eight	1,915	916	6,783	15,206	16,502
Custom Cruiser wag.	120	154	458	1,021	2,534
Ninety Eight	234	322	3,712	5,238	17,874
Silhouette (trk.)	559	582	1,116	2,733	2,770
Bravada (trk.)	205	418	1,123	2,840	4,719
Total Oldsmobile	**11,824**	**10,964**	**37,064**	**86,508**	**100,741**
Sunbird	1,755	1,964	7,999	17,568	23,285
Grand Am	4,807	4,129	16,788	40,974	37,538
Firebird	549	563	1,679	4,105	2,023
Grand Prix	1,659	3,390	10,025	20,950	14,751
Pontiac 6000	0	0	0	0	5,333
Bonneville	2,685	0	8,368	16,296	13,873
Trans Sport (trk.)	768	801	1,557	3,543	3,442
Total Pontiac	**12,223**	**10,847**	**46,416**	**103,436**	**100,245**
Yukon/Jimmy (trk.)	165	152	559	1,072	467
Mediums (trk.)	637	631	2,171	4,885	3,774
P-model (trk.)	47	45	163	432	489
Pickups (trk.)	992	2,136	8,993	15,194	15,360
Pickups (Can. trk.)	1,450	1,496	5,813	13,602	10,994
Syclone/Sonoma (trk.)	1,022	1,521	2,516	6,430	12,608
Typhoon/S15 Jimmy (trk.)	880	595	2,191	6,258	4,087
Safari (trk.)	1,641	1,605	5,370	11,749	6,711
Suburban (trk.)	795	783	2,687	4,375	3,539
Vandura (trk.)	310	522	2,134	5,188	2,549
Vandura (Can. trk.)	1,000	1,025	3,048	7,744	2,944
Total GMC	**8,939**	**10,511**	**35,645**	**76,929**	**63,522**
Total Saturn+	**4,115**	**4,115**	**16,458**	**31,084**	**7,775**
Total U.S. car	**57,121**	**45,599**	**195,087**	**434,604**	**445,050**
Total Can. car	**7,850**	**8,189**	**25,647**	**51,317**	**57,762**
Total U.S. truck	**26,997**	**30,667**	**100,592**	**217,831**	**190,583**
Total Can. truck	**7,850**	**7,994**	**31,951**	**72,582**	**48,130**
GENERAL MOTORS	**99,818**	**92,430**	**353,277**	**775,614**	**741,534**
Can. car	2,200	2,215	8,882	21,273	24,523
Can. trk.	1,400	1,413	5,457	13,222	10,695
CAMI*	**3,600**	**3,628**	**14,339**	**34,495**	**35,218**
DIAMOND-STAR*	**3,300**	**3,297**	**13,165**	**28,499**	**29,864**
Civic	1,660	1,708	7,008	16,282	16,904
Civic (Can.)	2,200	2,428	10,010	21,812	20,465
Accord	8,294	8,225	33,273	75,536	65,431
Total U.S. car	**9,954**	**9,933**	**40,281**	**91,818**	**82,335**
Total Can. car	**2,200**	**2,428**	**10,010**	**21,812**	**20,465**
HONDA	**12,154**	**12,361**	**50,291**	**113,630**	**102,800**
HYUNDAI Sonata (Can.)	**0**	**0**	**0**	**2,828**	**7,945**
MAZDA*	**470**	**383**	**2,481**	**11,942**	**29,546**
U.S. trk.	1,585	1,545	4,659	12,991	14,322
Can. trk.	165	167	656	1,502	1,496
NAVISTAR	**1,750**	**1,712**	**5,315**	**14,493**	**15,818**
Sentra	2,850	2,929	12,115	27,835	28,216
Pickup (trk.)	2,784	2,803	11,862	27,075	27,085
NISSAN	**5,634**	**5,732**	**23,977**	**54,910**	**55,301**
Geo Prizm	1,900	1,874	7,628	18,025	20,038
Toyota Corolla	2,350	2,414	9,363	22,071	19,919
Toyota Hilux (trk.)	850	852	2,969	6,098	0
NUMMI	**5,100**	**5,140**	**19,960**	**46,194**	**39,957**
Legacy	1,184	1,230	4,659	11,046	11,218
Pickup (trk.)	410	900	2,018	4,648	0
Rodeo (trk.)	727	559	3,403	8,093	0
Total U.S. car	**1,184**	**1,230**	**4,659**	**11,046**	**11,218**
Total U.S. trk.	**1,137**	**1,459**	**5,421**	**12,741**	**10,799**
SUBARU-ISUZU	**2,321**	**2,689**	**10,080**	**23,787**	**22,017**
Camry	4,725	4,704	18,809	44,669	42,418
Corolla (Can.)	1,500	1,559	6,263	13,842	12,960
TOYOTA	**6,225**	**6,263**	**25,072**	**58,511**	**55,378**
VOLVO 740, 940 (Can.)	**150**	**150**	**570**	**1,306**	**1,673**
AM GENERAL (trk.)	**375**	**375**	**1,500**	**3,400**	**4,000**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**9,600**	**22,000**	**25,050**
Total U.S. car	**119,713**	**107,447**	**440,259**	**973,536**	**982,264**
Total Canada car	**18,476**	**24,203**	**80,023**	**168,281**	**171,378**
Total U.S.-Canada Car	**138,189**	**131,650**	**520,282**	**1,141,817**	**1,153,642**
Total U.S. truck	**79,981**	**81,926**	**305,134**	**647,715**	**532,616**
Total Canada truck	**22,947**	**21,249**	**91,720**	**211,218**	**135,927**
Total U.S.-Canada truck	**102,928**	**103,175**	**396,854**	**858,933**	**668,543**
TOTAL U.S.	**199,694**	**189,373**	**745,393**	**1,621,251**	**1,514,880**
TOTAL CANADA	**41,423**	**45,452**	**171,743**	**379,499**	**307,305**
TOTAL U.S.-CANADA CAR & TRUCK	**241,117**	**234,825**	**917,136**	**2,000,750**	**1,822,185**

+Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

2 million reached; leads '91

ANNE E. WRIGHT

Chief Statistician

U.S. and Canadian car and truck production reached 2 million last Friday, 12 days ahead of 1991.

Year-to-date production of cars and trucks in the United States and Canada is 2,000,750 units, 9.8 percent ahead of the 1,822,185 built last year at this time.

February production of cars and trucks in United States and Canada totaled 917,136, up 10.6 over January and 21.4 percent more than the year-ago month.

In February 1991, the Big 3 idled an average of 16 plants per week because of sluggish sales and high inventories. This year, they idled an average of nine plants per week in February.

At Ford Motor Co., an average of three plants per week were down this February and six last February. General Motors idled an average of five per week this year and six last year. Chrysler Corp. averaged one idle plant per week this year and three per week last year.

U.S. and Canada car production in February was 520,282, up 6.1 percent over February 1991. U.S. producers assembled 4.3 percent more cars, while Canadian output climbed 17.4 percent.

February truck production in the United States and Canada was 396,854, up 49.6 percent over last year.

U.S. truckmakers' output was up 46.0 percent, and Canadian truck output was up 62.8 percent.

Last week, U.S. and Canada car producers scheduled 138,189 units, up 5.0 percent over the prior week and 13.4 percent more than the same week last year.

Year-to-date car production in the United States and Canada through last week trailed the year-ago total by 1.9 percent.

Estimated U.S. and Canadian truck production last week was 102,928, virtually equal to the prior week and 24.3 percent above the same week one year ago.

So far this year, truck production is up 30.4 percent over 1991.

Last week's estimated daily-build rate was 48,223 cars and light trucks in the United States and Canada, up 2.7 percent over the prior week and 17.8 percent above the year-ago week.

GM will idle six plants this week in response to slow sales and high inventories.

They are: Arlington, Texas; Oklahoma City; Willow Run, Mich.; Oshawa, Ontario (Nos. 1 and 2) car plants and the Tarrytown, N.Y., truck plant.

GM also reduced production at the Lake Orion, Mich., car facility to one shift this week and next.

Overtime was scheduled at four GM truck plants last Saturday: Baltimore; Janesville, Wis.; Scarborough, Ontario, and Oshawa Truck in Oshawa, Ontario.

Ford ran Saturday overtime at the Kansas City, Mo., truck plant last week.

Chrysler's St. Louis and Windsor, Ontario, truck plants worked overtime last Saturday.

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latenews

BMW working on smaller car

FRANKFURT — BMW AG confirmed last week that it is developing a smaller car based on its year-old 3 series to compete with Volkswagen's six-cylinder Golf. The new generation Golf is the top-selling vehicle in Europe.

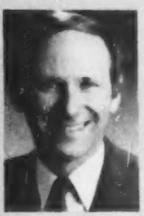
Wolfgang Reitzle, BMW's chief of research and development, said the new entry-level vehicle would be based on the 3 series, but have a redesigned body and house specialized mechanicals. BMW said it is too early to discuss the new car in detail or to say when it will be introduced.

The lower end of the luxury market has been targeted by Japanese makers as well as other European marques. Earlier this month, Mazda Motor Corp. introduced its Xedos luxury marque in Europe and Toyota Motor Co. launched the Carina E, which will be built in Britain.

— Diana T. Kurylko

Opel's Hughes named GM VP

DETROIT — Louis Hughes, chairman and managing director of Adam Opel AG, has been elected a vice president of General Motors, the parent firm of Opel.



Hughes

Hughes, 43, joined GM in 1966. He held a number of posts in the treasurer's office, and in 1982 was promoted to assistant treasurer with general responsibility for international activities involving financing and new business ventures.

see LATE NEWS, 2

Toyota dealers feel IRS bite

Mazda stores also periled by service contract ruling

CHARLES M. THOMAS
Staff Reporter

Thousands of import dealers, including Toyota and Mazda retailers, are vulnerable to Internal Revenue Service audits on the sale of extended service contracts.

Thirty Toyota dealers have been the target of IRS audits or inquiries, and some have been assessed back taxes, penalties and interest on sales of the automaker's Extra Care extended service contract, Toyota Motor Sales U.S.A. Inc. confirmed last week.

Extended service contracts naming dealers as principals are considered pre-paid insurance under a final ruling by the revenue service last month. Hence, dealers must expense their cost over the term of the contract instead of the year in which the contract is sold.

Though the ruling targeted Ford Motor Co.'s program, other extended service contracts sold by independent administrators and other automakers are affected.

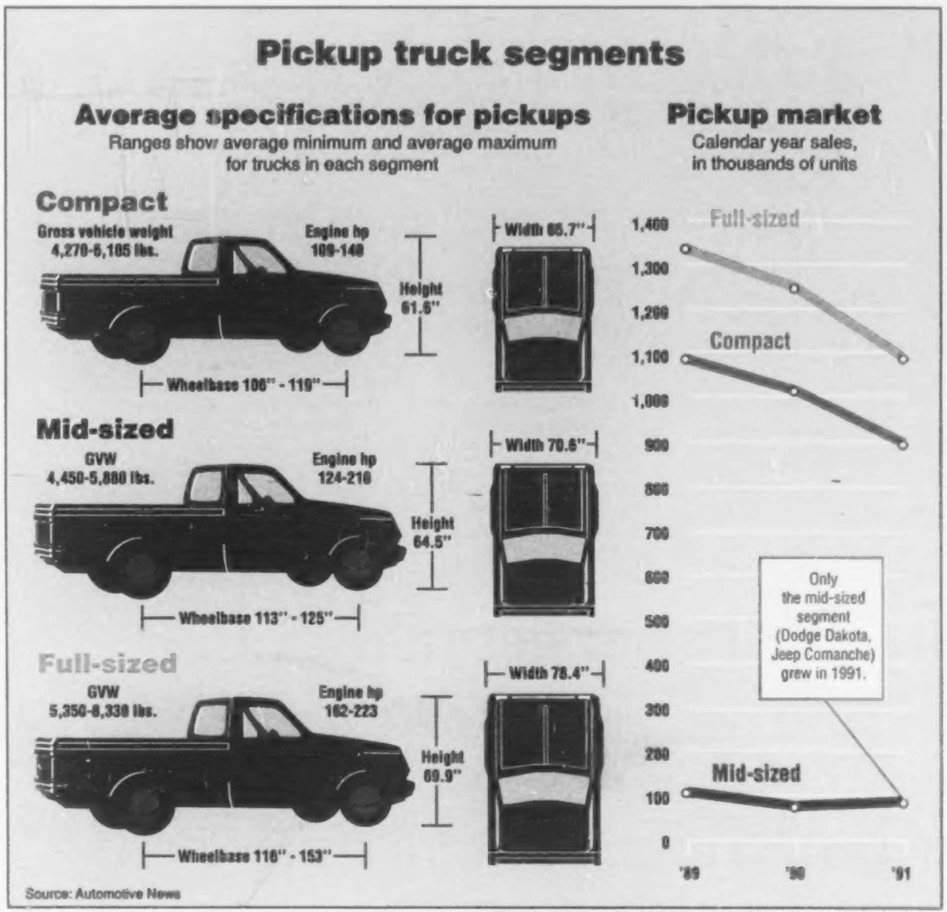
"Toyota is aware of the IRS position on service contracts, and we believe it is unfair," said Toyota spokesman John McCandless. "It has the potential to put many dealers out of business and needs to be reviewed more carefully."

He said Toyota will support dealers in the event of an IRS inquiry, but declined to say if the automaker will pay interest and penalties for dealers. So far, the company hasn't paid interest and penalties assessed to dealers.

Michael Petrizzo, director of service parts marketing for Mazda Motor of America Inc., said the company changed its insurer last June to American Road Insurance Co., a subsidiary of Ford Motor Co. Under the new extended service contract, Mazda is the principal.

But under the prior extended service contract

see IRS, 35



Source: Automotive News

DAVID BURHANS, MARTHA GRATTAN, CHARLOTTE WINTER / AUTOMOTIVE NEWS

Ford plans new truck to battle Toyota

KRISTINE STIVEN BREESE,
KATHY JACKSON
and MARY ANN MASKERY
Staff Reporters

Ford Motor Co. is preparing a new mid-sized pickup truck to battle Toyota's planned entry in that developing segment.

Toyota Motor Sales U.S.A. Inc. confirmed last week it will begin selling its long-anticipated mid-sized pickup sometime during the 1993 model year. The word came one year after Toyota said the project was on hold indefinitely.

Meanwhile, Ford is working on a mid-sized pickup of its own, according to a highly placed Ford executive.

Toyota's entry and the prospect of Ford's arrival promise to reshape the U.S. pickup market. The 2 million unit segment is dominated by compact models, such as the Ford Ranger and Toyota's current pickup, or full-sized models, such as Ford's F series and General Motors' C/K line.

The only in-between models are Chrysler Corp's Dodge Dakota and

see TRUCKS, 3

Dealership decline is steepest since '82

JOHN K. TEAHEN JR.
Senior Editor

It wasn't the worst of years for dealer mortality, but 1991 brought the biggest loss the industry has sustained since 1982.

The annual *Automotive News* census finds that the number of new-car dealerships in the United States declined by 904 during recession-plagued 1991.

At the beginning of this year, 23,368 outlets were doing business, down 3.7 percent from the 24,272 in operation when 1991 dawned.

It was the most brutal year since 1982 when 974 establishments bailed out of the dealership business.

The *Automotive News* tally includes Big 3 dealerships and those handling foreign-badged cars. Both segments shared in the decline.

Numerically, the Big 3 lost more new-car dealerships last year than the imports did. But the imports' downturn was greater on a percentage basis.

The Big 3 bid farwell to 628 outlets — 252 at Chrysler Corp., 244 at General Motors and 152 at Ford Motor. That total of 648

see CENSUS, 22

CAR DEALERSHIPS IN UNITED STATES

	Jan. 1, 1992	Jan. 1, 1991
Chrysler Corp.	4,923	5,175
Ford Motor Co.	5,144	5,296
General Motors	8,804	9,048
Total	18,871	19,519
Minus intercorporate duals	515	535
Net Big 3	**18,356**	**18,984**
Import exclusives	3,941	4,138
Import-only duals	1,071	1,150
Total new-car dealerships	**23,368**	**24,272**

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Bush gives auto industry break on vapor recovery

MAX GATES
Staff Reporter

President Bush's announcement last week that the auto industry had won a 15-year battle over capturing gasoline vapors at the pump marked another in a series of White House moves aimed at boosting the auto industry.

Bush, in an address to the Economic Club of Detroit four days before Michigan's primary, said that the EPA has decided to not require carmakers to equip cars with onboard vapor recovery canisters.

In the same speech, Bush pledged to veto any new legislation increasing fuel economy requirements "that will destroy the auto industry and cost American jobs." He also reaffirmed his support of a free-trade agreement with Mexico and said more needs to be done to limit anti-trust rules from impeding U.S. corporate efforts to compete globally.

Although Bush has steadfastly supported free — and fair — trade with Japan, a series of events in Washington have recently tightened the screws on Japanese automakers since the president's con-

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Automotive News

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Cuts expected in wake of Bowler departure. **PAGE 4**

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Toyota stretches capacity for hot Camry. **PAGE 4**

GM's 3-2-2 UPROAR
Suppliers say they need more help for cost cuts. **PAGE 6**

SALES UP IN EUROPE
Market rises 4.5% despite 5.5% drop in Germany. **PAGE 8**

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Production, weekly by model	

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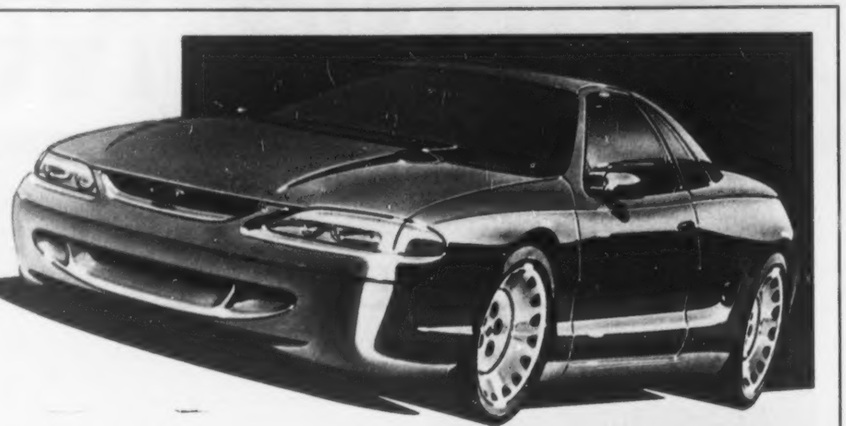
corrections

■ An article about Beijing Jeep in the March 9 issue erroneously implied that the venture sells its BJ-2020 vehicles only to the Chinese military. The vehicles are sold to several Chinese government users, including the military.

■ An article in the March 9 issue about management changes at Mercedes-Benz AG provided incomplete information on the retirement of Chairman Werner Niefer. He will retire May 27, 1993.

■ A March 9 story about a Federal Trade Commission subpoena for records from the Japan Automobile Manufacturers Association in Washington misquoted a JAMA attorney. The group said it does not possess confidential correspondence between Japanese makers' U.S. and Japanese operations.



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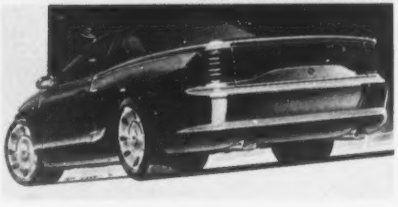


Mustang redo

Ford Motor Co. is revamping the Mustang for the 1995 model year with an entirely new skin. Power will be provided to the rear wheels by V-6 and V-8 engines. Stopping hardware will include four-wheel-disc brakes with anti-lock assistance. Engineers familiar with the program say the new car features major refinements to the previous platform.

latenews

CONTINUED
from PAGE 1

In 1985, he was transferred to GM of Canada as vice president of finance. He moved to Zurich in 1987 as vice president of finance for GM Europe. He was named head of Opel in 1989.

BMW hires political insider

WOODCLIFF LAKE, N.J. — BMW of North America Inc. has hired Craig Helsing, a former GOP official, as vice president for corporate affairs and customer relations, which includes responsibility for lobbying in Washington.

Helsing, 41, replaces Friedrich Hanau, 64, who has been semi-retired since the end of 1990. Helsing worked most recently for the Department of Commerce, as assistant secretary of legislative and inter-governmental affairs.

He was also senior adviser to Lee Atwater, deputy campaign manager for the 1984 Reagan-Bush campaign.

— Jim Henry

Porsche reports profits slide

STUTTGART, Germany — Porsche AG reported Friday that earnings for the first half of its fiscal year, ending Jan. 31, plunged 97 percent from a year earlier, to the equivalent of $1.97 million, as worldwide sales continued to worsen.

The luxury sports car maker said revenue fell 23.3 percent, to the equivalent of $677.8 million, as unit sales fell 25 percent, to 10,562 units.

In the United States, Porsche's biggest market, sales plunged 54 percent from the year-ago period, to 1,798 units.

Despite the gloomy results, Chairman Arno Bohn told the annual shareholders' meeting that Porsche will remain in the black in fiscal 1992 because of lower production costs.

Meanwhile, the company's controlling shareholders, the Porsche and Piech families, told shareholders they would "consider" reducing the number of seats they hold on the 12-member supervisory board.

The families' non-committal statement was in response to demands from non-voting stockholders that they surrender their five seats.

— Diana T. Kurylko

Brown, Fisher get new duties

Brown

Fisher

DETROIT — Editor Peter Brown will take on the additional duty of associate publisher of *Automotive News* effective immediately, Keith Crain, publisher and editorial director, announced last week. Brown has been editor of *Automotive News* since February 1989.

In a related move, Edward Fisher has been promoted to advertising director for *Automotive News*. He had been assistant sales manager since January 1989.

In his new post, Fisher replaces M. Reid MacGuidwin, who retains the title of vice president/director of marketing. MacGuidwin, 66, will continue to work on special projects until he retires at the end of the year.

Under the new structure, the advertising sales department will report to Fisher, who will report to Brown. Brown reports to Crain, who is also vice chairman of Crain Communications Inc. "We are pleased that we have the depth of talent in this organization that allows us to make this smooth, natural transition," Crain said.

Brown, 43, joined Crain Communications in September 1984 as the first editor of *Crain's Detroit Business*, a sister publication to *Automotive News*. He was named associate publisher of *Crain's Detroit Business* in December 1987.

Brown came to Crain Communications from the *Detroit Free Press*, where he had been a reporter and copy editor. He holds a bachelor of arts degree from Ohio Wesleyan University and a master's from the University of Michigan.

Prior to joining *Automotive News*, Fisher, 44, was Detroit advertising sales manager for *Southern Living*, a consumer publication based in Birmingham, Ala. He also has been a media supervisor at the Young & Rubicam advertising agency and a media planner at D'Arcy, McManus & Masius. He has a bachelor's degree from Wayne State University.

MacGuidwin

MacGuidwin joined *Automotive News* in January 1972 as an advertising sales representative. He was promoted to marketing manager and then to director of marketing with responsibility for advertising sales. In 1988, he was named a vice president of Crain Communications, which publishes *Automotive News* and 24 other business and consumer publications.

Before joining Crain, MacGuidwin was Detroit regional sales manager for *Automotive Industries* magazine. He also held sales positions at *Design News* and *Chemical Week* magazine. AN

briefly

The winner gets a limo

The presidential candidates have been talking a lot about cars, including which ones they'd like to own and drive. A survey by The Associated Press said Jerry Brown's dream car would be "a non-polluting, energy-efficient, American-made car." Bill Clinton recently purchased his dream car: a 1966 **Ford** Mustang convertible. Paul Tsongas wants a **Jeep** Cherokee. Pat Buchanan would like a "1930s Gatsby-style convertible," while David Duke would choose a **Chevrolet** Corvette. President Bush declined to state a preference, but a campaign adviser was quick to take a jab at challenger Buchanan. "The fact that he calls for 'America first' but drives a **Mercedes** probably won't be lost on the good people of Michigan," he said.

THE PHANTOM SPEAKS — The banter never ends in the battle for sales leadership in full-sized trucks. **Ford Motor Co.** executives, still smoldering over remarks made by **Chevrolet** officials last year, sent a masked man to the *Automotive News* office last week. "Chevy says that Ford is selling a phantom model," the masked man said, referring to a statement by Jeff Hurlbert, Chevy general marketing manager, that Ford could not possibly have sold 34,000 F-series trucks in the final 10 days of December. But based on registrations compiled by R.L. Polk and Co., Ford says that phantom vehicle was the F series, and it outsold Chevy's C/K by 21,145 units during the 1991 calendar year. The masked man advised Chevy officials to go see *Phantom of the Opera* if they want to see a real phantom.

TRADE WAR — If a free trade agreement with Canada and Mexico is a good idea, opening borders with Japan would be even better, suggests U.S. Rep. Sam Gibbons, D-Fla., chairman of the House subcommittee on trade. Not so, says U.S. Trade Representative Carla Hills. Free trade agreements are effective for breaking down tariffs and duties, Hills told Gibbons, but "in the case of Japan . . . it would be difficult to get at the impediments through an FTA." Hill suggests continued backroom jawboning over impediments like *keiretsu*.

ONLY BARGAIN IN NEW YORK — Parking places are at a premium in land-starved Japan. How bad is it? Seth Petok, manager of **Nissan Finance of America Inc.** in Manhattan, said it cost him $200 when his car got towed from a no-parking zone in New York. In Tokyo, he said it could have cost him $1,400.

AUTHOR, AUTHOR — Former **Chrysler Corp.** manufacturing honcho Dick Dauch is stamping out a different product these days — a book titled *Passion for Manufacturing*. The book, being published and distributed by the Society of Manufacturing Engineers, will draw on Dauch's 27 years at Chrysler, **General Motors** and **Volkswagen of America.** Scheduled for early 1993, the book will present Dauch's management and manufacturing philosophies and his call for a stronger voice for manufacturing if companies wish to compete globally. In April 1991, Dauch left Chrysler, where he was executive vice president of worldwide manufacturing.

Dauch: by the book

Japanese farm out production

System is vulnerable to quality problems

MARY ANN MASKERY
Staff Reporter

TOKYO — Japanese automakers are buttressing their reputation for being the world's most efficient producers by a little-known expedient — paying other companies to build many of their vehicles.

Among the 50 models that Japan's major producers farm out to contract assemblers are some of the industry's best known exports:

- Toyota's Previa minivan and MR2 sports coupe.
- Nissan's 300ZX sports car and Bluebird/Stanza sedans.
- Mitsubishi's Pajero/Montero sport-utility.
- Isuzu's Rodeo and Amigo sport-utilities.

Industry analysts and economists call the system of contract assembly — which turned out 22.5 percent of Japan's total vehicle production last year — an "escape valve" and "safety net" that maximizes profit for the primary producers by assigning much of the cost and risk of manufacturing to others.

"The system is a fantastic advantage" for Japanese carmakers compared with their American competitors, said John Krafcik, a contributor to the Massachusetts Institute of Technology study on lean production, *The Machine that Changed the World*.

By out-sourcing assembly as well as parts, Krafcik said, Japanese companies benefit from lower costs for labor, tooling and inventory while simultaneously enjoying greater production flexibility.

In essence, he and others explain, the subcontractors are taking on many of the risks normally borne by the manufacturer.

"They can load their own assembly plants to maximum effect, and give the low volume stuff to the others," said Krafcik, who has since joined Ford Motor Co. "It is the ultimate buffer."

James Womack, a co-author of the landmark MIT study, said the main advantage of Japan's subassembly system is the simpler management system it gives the primary producer.

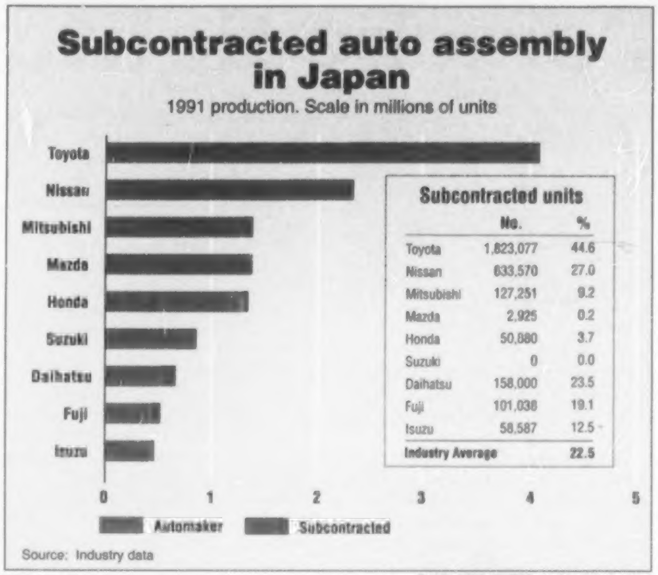
"By out-sourcing work, Toyota has fewer employees on the books and can choose them selectively and give them a sense of what they are doing and why," he said last week. "In the great vastness of GM, it is difficult to figure out what you are doing."

But, he stresses, there is no point to subcontract assembly if quality suffers.

"If you drop the ball on quality, it does not matter how low your cost of production is. Look at Hyundai," he said, referring to the Korean carmaker's admitted quality problems.

Michael Smitka, an associate professor of economics at Washington & Lee University who has done a study of Japanese manufacturing, said the initial benefits

see OUTSOURCE, 35


Subcontracted auto assembly in Japan

1991 production. Scale in millions of units

Subcontracted units

	No.	%
Toyota	1,823,077	44.6
Nissan	833,570	27.0
Mitsubishi	127,251	9.2
Mazda	2,925	0.2
Honda	50,880	3.7
Suzuki	0	0.0
Daihatsu	158,000	23.5
Fuji	101,038	19.1
Isuzu	58,587	12.5
Industry Average		**22.5**

Source: Industry data

CHARLOTTE WINTER / AUTOMOTIVE NEWS

Chung set to engineer Hyundai's U.S. revival

Quality questions tower over maker

KRISTINE STIVEN BREESE
Staff Reporter

FOUNTAIN VALLEY, Calif. — Just as its zippy concept car did at the Detroit auto show, the arrival of Hyundai Motor America's new president signals something's up at the Korean importer.

The sleek HCD-1 prototype exposed the design creativity that had been lurking at Hyundai while the company has turned out a series of plain sedans. And one of the project's chief supporters in Korea is now Hyundai's new U.S. boss, D.O. Chung.

Chung says a car like the HCD-1 is important because it carries benefits that can't be measured in dollars and cents.

But Hyundai needs more than an image. U.S. sales have plummeted, largely because Hyundai spun out on quality after racing into the United States six years ago.

The quality challenge in the United States helps explain why Chung was hand-picked by chairman Se Yung Chung to fill the newly created position of vice president of quality in Korea last year. Looking back, Chung thinks the "special mission" was simply a homework assignment for the new U.S. job. Now his animated style and honest appraisal of where Hyundai stands has raised hopes that Hyundai's worst days will soon be behind.

TIM PETROS

D.O. Chung, shown with a model of the HCD-1, believes engineers hold the key to restoring Hyundai's U.S. image and sales.

Hyundai profits fall ➤ 23

Chung, 51, arrived in the United States in late January to take over from H.W. Baik, who returned to Korea to become vice president of export operations at Hyundai Motor Co.

Chung was trained as an engineer, and his reputation as a "car guy" has already helped endear him to the company's product team. One of his first moves was to switch reporting channels and have Hyundai's product planning, product development and strategic planning departments report directly to him.

"President Chung is much more involved in the day-to-day operations of the company — especially with our department," says Mike

see CHUNG, 18

AMERICAN FIRST AID FOR ISUZU

Sullivan prescribes more product sharing with GM

RICHARD JOHNSON
Staff Reporter

TOKYO

Forty-five days into his landmark assignment at Isuzu Motors Ltd., General Motors career-man Donald Sullivan is not exactly taking his time settling into the job.

Instead, he has hit the ground in a mad dash, working to stop the bleeding at Japan's sixth-largest vehicle maker, which is 37.5 percent owned by General Motors.

"My biggest problem has been finding enough time to sleep," he said in an interview last week.

Among his first impressions: the existence of a surprisingly wide communications gap between the two companies, and — here it is again — unabashed wonderment at the Japanese work ethic.

Sullivan, 48, came to Isuzu in late January as executive vice president, or *de* facto chief operating officer. As such, he is the highest-ranking *gaijin,* or foreigner, at any Japanese automaker. Responsible for corporate, product and production planning, and engineering, he reports directly to Isuzu's new president, Kazuhira Seki.

The first job, he said, is to make a recovery plan established last October "more robust" by reining in costs and pushing for more product sharing with GM in North America — especially on the truck side.

Isuzu suffered a consolidated pretax loss of 54.14 billion yen ($413 million) for the year ended last October, after earning a small profit the year before.

But Sullivan said losses will be cut during the current fiscal year, and said the company will return to profitability in 1993.

Some of Sullivan's other objectives:

- Supply more cars to GM, for which it now builds the Geo Storm. For example, Sullivan said, he wants to build the replacement for the Pontiac LeMans.
- Collaborate more closely with Fuji Heavy Industries Ltd. at the jointly-owned, money-losing Subaru-Isuzu Automotive assembly plant in Lafayette, Ind.
- Prune Isuzu's range of truck offerings.

"My first priority, frankly, is to work toward a truck summit between General Motors and Isuzu," Sullivan said. "I think that's the greatest area of opportunity."

Meanwhile, any doubts about how a hard-charging, 26-year GM veteran would be received by Isuzu staffers have been eased.

"This organization has reached out to me — the genuineness of it just kind of makes me go 'Aw shucks,' " he said. "No hidden agendas, no surprises. It's been: 'How can we help you?' "

And there has been that first brush with Japanese drive.

"Before you go, people tell you about the work ethic here and they say it will surprise you," said Sullivan. "But I thought, 'I can outwork the average two people, I always have and I always will.'

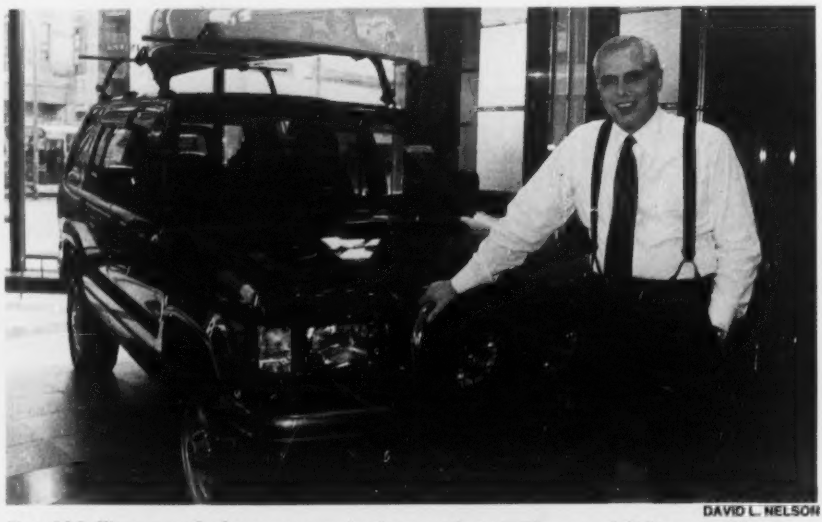
"Well, the work ethic here *did* surprise me. Man, I feel like I'm knocking off at noon. I think they work too hard," he said.

Sullivan was uniquely qualified for the posting, having worked with Isuzu in several previous GM positions. His last GM post was group director of Product and Business Planning and program management at the C-P-C Group. Prior to that, he was at GM Europe.

Still, Sullivan has had a tough, crash course in Isuzu Motors.

"I thought I knew this organization," he said. "I'd been over to visit maybe a dozen times. But the wide-aisle walking tours that you get as a U.S. visitor are quite different from the Isuzu one-on-one immersion class

see SULLIVAN, 33


DAVID L. NELSON

Donald Sullivan says the large communications gap between Isuzu and GM surprised him.

GM cut deal with China just in time, executive says

RICHARD JOHNSON
Staff Reporter

HONG KONG — General Motors got into China just before the door slammed shut on automotive joint ventures for at least five years, says GM's point man in the emerging Asia-Pacific region.

The company formed a joint venture in January to produce light trucks with Jinbei Automotive Co. in Shenyang. It settled on trucks after studying, and rejecting, a venture to build the Opel Astra or even North American J-cars at the Second Automotive Works plant in Wuhan, said Ronald Gilchrist, executive vice president of General Motors Overseas Corp. and head of the Hong Kong regional office.

Instead, GM will settle for being part of the "second wave" of passenger-car projects later in the decade, Gilchrist said in an interview here last week.

Gilchrist, who played a key role in setting up the landmark Beijing Jeep joint venture for American Motors in the early 1980s, said economic development in China has exceeded the expectations he had at that time.

"Even though now we are doing a project to put GMC trucks on the road," he said, "it's rewarding to see the number of (Jeep) Cherokees and the number of imported vehicles. When we started, there were hardly any cars on the road, let alone imported vehicles."

see CHINA, 33

'93 Escort will debut with no price hike

ARLENA SAWYERS
Staff Reporter

DETROIT — Hoping to spotlight value, Ford Division will hold the line on prices of 1993 Escorts and will go national with its one-price Escort LX program.

Ross Roberts, Ford Division general manager, said last week that the company will not raise prices when the freshened 1993 Escorts are introduced May 21. Escort base sticker prices range from $8,355 to $11,871.

At the same time, the one-price Escort program, which has been limited to Ford's West, Southeast and Northeast regions, will become national.

Under the one-price program, 1993 Escort LX models with manual transmission will be priced at $10,899; with automatic transmission, the price will be $11,631. Air conditioning, power steering, rear defroster, dual remote control mirrors and AM/FM stereo radio are standard.

Roberts said the 1993 Escort may be introduced with a $500 customer rebate depending on market conditions.

The national 1993 one-price Escorts are $400 more than the 1992 one-price Escorts in the three test regions.

The one-price Escort is a marketing concept fueled by customer demand, Roberts said. It is also a way Ford Division can focus its marketing on product, rather than price.

"That's what the customers told us they wanted," said Roberts. "It takes the hassle out."

Ford has test marketed one-price Escorts in the three regions since last fall.

In those regions, all Escort LX models with manual transmissions are priced at $10,499, with a customer rebate cutting it to $9,999. The price of the Escort LX with automatic is $11,230; there is no customer rebate.

The lack of a sticker price increase on Escort models coupled with the one-price program means Ford has reduced the overall Escort price 0.2 percent, or about $25, said Keith Magee, Ford Division general marketing manager.

Though the new price will represent an increase in the test regions, the overall price reduction in non-test regions is $440 or 3.6 percent, he said.

For instance, in non-test regions, a comparably equipped LX wagon with manual transmission is almost $11,800, he said.

Roberts said the Escort market share so far this calendar year is 3.3 percent compared to 3 percent for calendar 1991.

Magee said Ford Division and Ford dealer ad associations will incorporate the one-price strategy into their advertising this summer.

Ford Division also has a spring ad campaign that promotes its vehicles as world class in engineering and quality.

The TV spots and newspaper ads feature Ford Division's entire car and truck line and carry the new tagline, "Ask anyone who's driven a Ford lately."

The tagline is to be the answer to Ford's well-known themeline: "Have you driven a Ford lately?"

The newspaper ads broke Feb. 24 in national newspapers. The TV campaign began last week.

Europe up despite dip in German car sales

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Despite continuing weakness in Germany and the United Kingdom, European new-car sales in February rose 4.5 percent from a year earlier on the strength of renewed demand in several major markets.

According to *Automotive News* estimates, sales in the 17-nation market rose to 1.1 million units last month despite a 5.5 percent decline in Germany, Europe's biggest market, to 324,000 units.

The United Kingdom, another crucial market, slid 12 percent to 109,400 units. But that was offset by gains in other major markets, including France, Italy and Spain.

Sales for the two-month period rose to 2.42-million units from 2.36 million a year earlier.

For the two months, German car sales were down only 1.1 percent, to 655,200 units, causing analysts to review prior forecasts. DRI/Europe in London is now projecting German sales this year of 3.45 million units, up from an earlier forecast of 3.34 million units.

NEW—CAR SALES BY COUNTRY IN EUROPE

Country	2 months 1992	Pct. change vs. 1991
Germany	655,200	– 1.1
Italy	523,300	4.0
France	339,700	1.9
United Kingdom	263,100	– 0.6
Spain	169,700	27.2
Netherlands	125,500	5.8
Belgium-Lux.	106,000	19.3
Austria	50,600	6.5
Switzerland	48,700	– 0.4
Portugal	40,200	24.3
Sweden	24,900	– 0.7
Greece	20,200	– 0.0
Finland	16,000	– 16.2
Denmark	13,900	27.7
Ireland	13,500	– 10.4
Norway	9,500	10.3
Total	**2,420,000**	**2.6**

"Germany keeps coming in strong," said Edmund Chew, a DRI analyst based in Frankfurt. "We thought it (the boom) was a one-time spend and that people had run out of money."

Sales in the United Kingdom continued weak through February, falling 8.6 percent to 263,100 units, as buyers deferred car purchases in anticipation of a cut in the special car tax (story on Page 10). The reduction, which was announced last week, should boost sales this year, analysts agree.

DRI has raised its forecast for sales in Britain this year by 40,000 to 50,000 units, to a total of 1.75 million.

EUROPEAN SALES BY MANUFACTURER

Manufacturer	2 months 1992	Percent share[1]	2 months 1991	Change percent
Volkswagen[2]	402,300	16.6	377,900	6.5
Fiat Auto[3]	300,600	12.4	333,600	– 9.9
General Motors[4]	297,100	12.3	281,600	5.5
Peugeot S.A.[5]	289,500	12.0	268,400	7.9
Ford[6]	282,700	11.7	287,400	– 1.6
(Jaguar	1,900	0.1	2,500	– 24.0)
Renault	256,800	10.6	232,800	10.3
Mercedes-Benz	78,400	3.2	84,600	– 7.3
BMW	77,300	3.2	61,100	26.5
Nissan	72,500	3.0	67,200	7.9
Rover	53,000	2.2	67,600	– 21.6
Toyota	52,400	2.2	52,700	– 0.6
Mazda	42,700	1.8	47,000	– 9.1
Volvo	37,800	1.6	36,500	3.6
Honda	26,700	1.1	23,700	12.7
Mitsubishi	25,400	1.0	29,600	– 14.2
Suzuki	17,300	0.7	16,900	2.4
Lada	15,900	0.7	13,800	15.2
Subaru	8,700	0.4	8,800	– 1.1
Saab	8,700	0.4	8,800	– 1.1
Daihatsu	8,000	0.3	9,100	– 12.1
Skoda	5,300	0.2	6,800	– 22.1
Others	60,900	2.5	41,900	45.6
TOTAL	**2,420,000**	**100.00**	**2,357,700**	**2.6**

[1] Does not add to 100 because of rounding.
[2] Includes Volkswagen, Audi and Seat brands.
[3] Includes Fiat, Alfa Romeo and Lancia.
[4] Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
[5] Includes Peugeot and Citroen.
[6] Includes Jaguar.

In the other major European markets, the industry showed signs of definite recovery.

Sales in Italy were strong, rising 4 percent to 523,300 units for the two months. France was up 1.9 percent to 339,700 units, while Spain jumped 27.2 percent to 169,700 units.

Among Europe's Big Six, Volkswagen Group sales through February were up 6.5 percent from a year earlier to 402,300 units, as share increased to 16.6 percent.

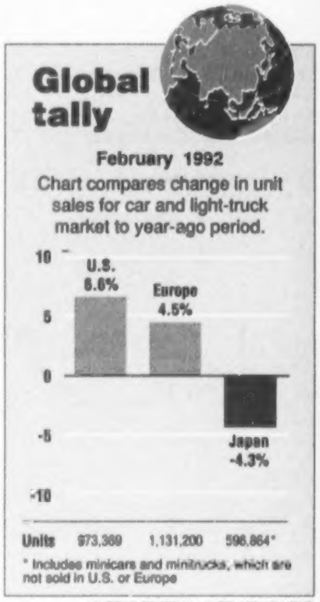
Fiat Auto was down 9.9 percent in the period to 300,600 cars, and is expected to continue to slip for several months.

Capacity-stricken General Motors leap-frogged from fifth place to third in February, with a 5.5 percent increase for the two-month period to 297,100 units.

GM began production at a new plant in Hungary plant last week (story on Page 35), and will be bringing its new east German plant in Eisenach on line in October with an annual capacity of 150,000 units.

The Hungary plant begins producing engines in July and will produce 200,000 powerplants at full capacity.

Both French manufacturers showed increases through February. Peugeot Group said its sales were up 7.9 percent to 289,500 units, while Renault's sales rose 10.3 percent to 256,800.



MARTHA GRATTAN / AUTOMOTIVE NEWS

JOE WILSSENS/AUTOMOTIVE NEWS

Spectators at the Geneva auto show got a good look at the wider, kidney-shaped grille BMW is using to distinguish its V-8-powered 7-series sedan from six-cylinder versions.

BMW brings back V-8 power for 7 series

JACK KEEBLER
Staff Reporter

BMW aims to do something this fall it hasn't done since the mid-1960s.

It plans to sell a passenger car with a V-8 engine.

At the Geneva auto show, BMW introduced two new eight-cylinder, multi-valve engines in the 7-series sedan. The new V-8s will fit between the existing range of six-cylinder engines and the V-12 offered in the 7 series.

The big sedans that carry the new engines are distinguished from six-cylinder-powered sedans by wider, kidney-shaped grilles similar to that used to distinguish the V-12-powered 750iL.

In Europe, the company claims the 730i does 0 to 62 mph in 8.5 seconds. The 740i is said to hit 62 mph in 7.4 seconds. Top speed for the 730i is posted at 145 mph. The 740i top speed is 150 mph.

The V-8-powered models will be in German dealerships in late summer, according to BMW AG. U.S. dealers should see the V-8-engined cars in late fall, a BMW of North America Inc. spokesman said.

Insiders at BMW speculate that some time late next year the company will offer a V-8 in the 5-series sedan. Outsiders say the 3.0-liter V-8 would make an interesting addition to the 2.5-liter six currently offered in the 3 series.

The new all-aluminum V-8s displace 3.0 liters, which provides 218 horsepower and 214 pounds-feet of torque, and 4.0 liters, with 286 hp and 295 pounds-feet of torque. The engine bank angles are 90 degrees. The cylinders breathe using two camshafts to activate two intake and two exhaust valves. Valve lash is handled by hydraulic tappets.

Mazda, Suzuki raise prices again

Mazda Motor of America Inc. last week announced its third price increase since the end of the 1991 model year, and American Suzuki Motor Corp. applied the second boost to its 1992 stickers.

Mazda placed price tags on two of its 1993 lines and added $700 to the 1992 edition of its 929 sedan.

The MX-6 and RX-7 coupes have been redesigned for 1993. Prices climbed $2,085 on the MX-6 base model and $720 on the LS. The RX-7 Turbo, the only 1993 in that line, is $4,200 more than the 1991 version. There is no 1992 RX-7.

Part of the increases on the MX-6 and RX-7 result from the addition of a driver-side airbag as standard. *Automotive News* estimates that the hikes on the 929, the MX-6 and the RX-7 amount to an average of $325 when spread across the full line of Mazda cars on a sales-weighted basis.

Last week's hike followed increases averaging $570, or 3.1 percent, last September and $125, or 0.8 percent, last October. The three actions have added an average of $1,020 to Mazda car prices.

That figure is expected to increase when the 1993 model 626 sedans go on sale this spring. Also, there was no mention last week of price revisions on other models.

Suzuki last week raised prices $100 on its Swift GA and GT hatchbacks and sedans. Samurai sport-utilities also went up $100, and Sidekick sport-utilities rose $100 to $150. Suzuki said the increases are due primarily to changes in the exchange rate.

PRICE INCREASES

	Current price	Increase
MAZDA		
MX-6 2-dr.	$15,550	$2,085
LS 2-dr. (V-6)	17,825	720
RX-7 Turbo 2-dr.	31,300	4,200
929 4-dr.	28,500	700
MX-6 and RX-7 are 1993 models.		
SUZUKI		
Swift GA 3-dr.	6,999	100
GT 3-dr.	9,699	100
GA 4-dr.	7,799	100
GT 4-dr.	9,199	100
Samurai		
JA soft top (2wd)	6,399	100
JL soft top (4wd)	8,299	100
Sidekick (2wd)		
JS 2-dr. soft top	10,799	100
Sidekick (4wd)		
JX 2-dr. soft top	12,139	140
JX 4-dr. hard top	12,649	150
JLX 4-dr. hard top	13,849	150

GM service test racking up gains

Gross profits rise 9% on average

PHIL FRAME
Staff Reporter

The General Motors dealers involved in a Columbus, Ohio, pilot program to boost customer service satisfaction have seen gross profits on service rise an average of 9 percent in three months.

The GM Goodwrench Service Plus program involves reorienting dealership service departments from high-priced warranty work to lower-priced but higher-volume maintenance work — the mainstay of independent shops.

The 14 participating dealers collectively invested about $350,000 in the campaign and many already are seeing a return, even though customer-directed programs didn't start until September.

"Many of these dealers have told us that they have recognized a payback in the first 90 days," said Richard Sherman, executive director of service marketing for GM's customer sales and service staff.

Sherman: goal is selling cars

Service Plus officially started when training of dealership personnel began last June. The element of the program aimed at customer retention started three months later and advertising began in December.

"Every dealer is realizing greater sales and more customers coming back," said Marty Zwolan, manager of service marketing.

The main elements of the program are:

- Pricing that is competitive with independent repair and maintenance shops
- Free alternative transportation for customers who can't wait for service
- Convenient hours
- A lifetime guarantee on parts and labor for most work.

GM developed a database of each dealer's customers. From that, recent new-vehicle buyers are invited to the dealership for a service orientation clinic so they can see the changes that have taken place.

The early results are encouraging, Sherman said.

Besides gross service profits going up 9 percent, the number of repair orders written at the 14 participating dealerships are up 9 percent, Zwolan said. The number of hours per repair order are up 25 percent, and the effective labor rate is up 20 percent.

Dealers also are seeing improvements in shop utilization, return on parts investment and technician efficiency, Sherman said.

There also has been a marked increase in the percentage of a dealer's customers who return to the dealership for non-warranty service — from 27.6 percent in November to 37.5 percent now.

Customer surveys show that the new business is coming from people who took their vehicles to independent shops, did the work themselves or didn't have it done at all, Zwolan said.

Eight of the 22 Columbus-area GM dealers decided not to participate in the program.

To participate, dealers must pay for training service department employees on how to change the shop environment to be more like an independent shop, Sherman said. There's also an internal investment in changing labor rates so that less-experienced technicians do lower-priced maintenance work while difficult, high-tech work is done by technicians at a higher labor rate.

Dealers pay for the alternative transportation offered to customers, and commit to paying for any labor claims related to the lifetime parts and labor guarantee, Sherman said. Dealers also incur the costs of opening their service department for longer hours and maintaining the customer database set up by GM.

The average cost for a dealer is $25,000, but the figure varies widely depending on the size of the dealer's customer base, Sherman said.

"We're giving them advertising support — significant, heavy advertising support," Sherman said. "We're giving them support on the parts pricing, with the customer management system, with the development of the service orientation clinic, and with the lifetime parts guarantee."

GM expects its return will come from increased vehicle purchases by customers who are overwhelmingly satisfied with the service they have received from their GM dealer, Sherman said.

Sherman doesn't flinch at the cost of offering the program nationally to GM's 9,000 dealers, but said it is too early for such a decision to be made.

"The better we can improve the service experience, the more likely we are to get a customer back who is thinking about repurchase," Sherman said. "That's what this is all about long term. There's a tactical piece, which is more service and parts business, but we're still in the business of selling more cars and trucks."

What's included

Service Plus involves 10 categories of service:

- Air conditioning
- Shocks/struts
- Cooling system
- Transmission
- Brakes
- Fuel delivery system
- Emission control system
- Ignition system
- Front-wheel drive
- Lube/oil/filter

Protected parts

Parts covered by the lifetime warranty are:

- Air conditioning accumulator, condenser and compressor
- Brake pads and shoes
- Constant velocity joint/boot seal kit
- Ignition module, coils, wire sets and individual wires
- Exhaust gas recirculation valve
- Fuel injectors, throttle body injectors and fuel pump
- New or remanufactured generators and starter motors
- Oxygen sensors
- Shocks and struts
- Water pumps

in brief
SERVICE

Subaru to fix rust problems

DETROIT — Subaru of America Inc. is recalling 147,000 front-wheel-drive cars that might be dangerously corroded by road salt.

The cars affected are three-doors, four-doors and coupes made from 1985 to 1987.

Continuous exposure to road salt could cause rear suspension damage, which might affect operation and control of the cars, the company said.

There have been no reported accidents or injuries.

The cars will be inspected and rustproofed if needed.

— *The Associated Press*

Honda recalls 175,964 Accords

TOKYO — Honda Motor Co. will recall 175,964 Accords because of a defect in the power steering mechanism.

The defective crank pulleys, which connect to the drive generator and pump for power steering, may cause loosening of a belt and prevent the battery from recharging, Honda said.

The cars include 159,533 Accords produced by Honda in Japan from Sept. 13, 1989, to Feb. 20, 1991.

About 97,600 of those cars were exported to 17 nations.

Also being recalled are 16,431 Accord coupes produced by Honda of America Manufacturing Inc. from Jan. 29, 1990, to May 13, 1991.

— *The Associated Press*

Service work up in Jan.

Parts and service business at new-car dealerships began the year on a positive note, rising from the volume recorded at the beginning of 1991.

As measured by the Automotive News Service Index, parts and service business in January was 102.2 percent of that in the same month a year earlier.

January was the second consecutive month in which the index topped the previous year.

The largest gain for the month was in shop parts sales, up 4.2 percent. Sales of all parts and accessories rose 4.1 percent, while total labor sales and gross profit on all labor and parts and accessory sales increased slightly.

Only repair orders written were off for the month, down 1 percent.

Dealerships that reported increased business cited more aggressive advertising, tighter rein on costs, increased labor rate and a push to increase CSI scores.

One dealership credited the addition of a part-time mechanic and helper trainee, while another noted that more of its customers opted for expensive repairs in lieu of buying a new car.

Dealerships that reported a decline in business generally tended to blame the recession. One respondent wrote, "No customers — no reason — recession?"

Figures used in the Automotive News Service Index are compiled from a cross-section of new-car dealerships.

SERVICE INDEX
102.2★

	Jan., '92 vs. Jan., '91
Gross Profit on All Labor and P&A Sales	+ 0.6%
Repair Orders Written	– 1.0%
Total Labor Sales (Customer & Warranty)	+ 0.8%
Shop Parts Sales (Customer & Warranty)	+ 4.2%
Sales of All P&A	+ 4.1%

★ Survey by Automotive News shows that dealers' service and parts business in January 1992 was 102.2 percent of business in January 1991.

Chrysler opens Atlanta parts center

HIGHLAND PARK, Mich. — Chrysler Corp. has opened a new 250,000-square-foot parts distribution center in Atlanta.

The center, located on a 40-acre site near Hartsfield International Airport, serves about 550 Chrysler-Plymouth, Dodge and Jeep-Eagle dealerships in eight Southeastern states.

It is Chrysler's 18th parts distribution center.

SPX, Prestone unveil recycling system

DALE JEWETT
Service Editor

WARREN, Mich. — SPX Corp. will build and market to auto dealers and service locations an automotive coolant recycling system developed by the maker of Prestone.

The system has two machines. One removes old coolant from a vehicle and replaces it in 12 to 15 minutes; the other recycles and reinhibits up to 40 gallons of used coolant in one hour.

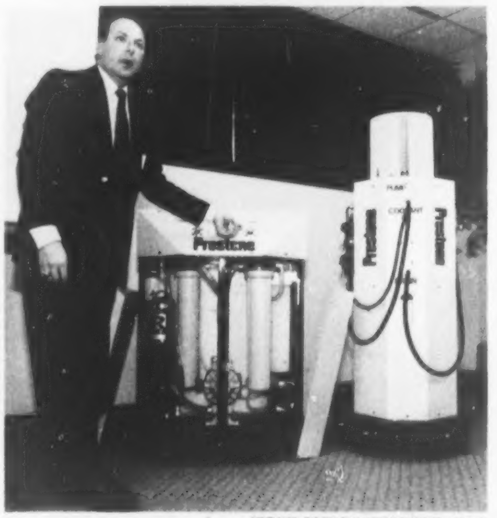
SPX's Robinair Division will build the machines, which will be marketed through the corporation's divisions, including Bear Automotive, Kent-Moore, Kent-Moore Tool and Equipment, OTC, and Robinair.

Their customers include the Big 3 and Hyundai, Isuzu, Mitsubishi, Nissan and Toyota.

The drain-and-fill machine is expected to be priced around $1,000, and the recycling unit will be priced between $3,000 and $4,000, said William Clogg, general manager of Robinair Division. The machines should be available this fall to coincide with the traditional coolant-changing season, he said.

Currently, 10 states regulate the disposal of used auto coolant, Clogg said, and several others are considering such regulations.

While the primary component of automotive coolant, ethylene glycol, is biodegradable, it picks up metals such as lead, zinc and iron from the engine's cooling system, said Tom Nathanson, vice president of technology for Prestone Technology Systems Inc.



JOE WILSSENS/AUTOMOTIVE NEWS

Prestone's coolant recycling and drain-and-fill machines are demonstrated by Tom Nathanson, vice president of technology for Prestone Technology Systems Inc.

About 200 million gallons of concentrated coolant are sold every year, Nathanson said.

The air-pump-driven recycling machine uses a proprietary Prestone system and a series of filters to separate and remove the contaminants. It uses Prestone chemistry to reinhibit the ethylene glycol, restoring it to coolant that meets SAE and American Society of Testing and Materials standards for new antifreeze.

The drain-and-fill machine will remove 90 to 95 percent of a vehicle's used coolant and refill the system with new or recycled coolant using the vehicle's water pump. The service technician does that by cutting the vehicle's upper radiator hose and installing an adaptor.

A service operation that charges $39 for a cooling system drain and refill would make a profit of about 50 percent, Clogg said.

GM, Chrysler thrive in Canada

JEREMY SINEK
Staff Correspondent

TORONTO — Canada was a profitable place for two of the Big 3 to build and sell vehicles in 1991.

While all three makers sustained big losses in the United States, General Motors of Canada and Chrysler Canada increased their profits last year.

And although Ford Motor Co. of Canada lost money, much of the company's 1991 deficit was caused by weakness in markets outside Canada.

GM reported net income of $323.3 million ($271.2 million U.S.), seven times as much as the $39 million it earned in 1990. Last year's sales were $19.3 billion ($16.2 billion U.S.).

George A. Peapples, GM of Canada president and general manager, credited the gain to cost-cutting programs, reduced reliance on incentives, higher option content in the vehicles it produced and reduced depreciation and amortization charges.

Relatively strong demand for the GM vehicles produced in Canada kept capacity utilization high.

GM's earnings rose despite a pre-tax restructuring charge of $131.8 million ($110.6 million U.S.) for the cost of closing the Scarborough, Ontario, van plant in the spring of 1993.

Ford of Canada blamed lower production and sales in North America and overseas for its loss of $209 million ($176 million U.S.) on sales of $12.2 billion ($10.2 billion U.S.) in 1991. In 1990, the subsidiary lost $57 million ($48 million U.S.).

In North America, a small increase in Canadian revenue was wiped out by a 16 percent drop in sales to Ford operations in the United States.

Ford's Canadian operations lost $85 million ($71 million U.S.), compared with a profit of $11 million ($9.2 million U.S.) in 1990.

Most of the loss — $123.5 million ($104 million U.S.) — was suffered by Ford of Canada subsidiaries in Australia and New Zealand.

Chrysler Canada's earnings more than doubled, to $34.2 million ($28.7 million U.S.), on sales of $8.3 billion ($7.0 billion U.S.).

Operating profits more than doubled, to $95.0 million ($80.3 million U.S.) from $37.6 million ($31.8 million) in 1990. Production rose 3.9 percent, to 406,893 vehicles, and retail sales rose 4.5 percent, to 207,571.

President G. Yves Landry attributed the strong performance to the effectiveness of Chrysler's massive cost-reduction program. The Canadian operation also benefitted from the success of minivans produced in Windsor, Ontario. ▰

BIG 3 RESULTS IN CANADA*

	1991	1990
GM	271.2	39.0
Ford	(76.0)	(48.0)
Chrysler	28.7	13.5

*In millions of U.S. dollars; currency converted at current exchange rate of $0.84 U.S. per $1 Canadian.

CANADIAN CAR AND TRUCK SALES

FEBRUARY 1992

	February 1992	February 1991	2 mos. 1992	2 mos. 1991
BMW (imported car)	273	256	554	504
N.A. Car	5,437	6,845	10,244	15,232
Imported Car	1,645	1,610	3,215	2,883
N.A. Truck	7,933	6,607	14,399	13,030
Imported Truck	58	109	123	163
CHRYSLER	15,273	15,171	27,981	31,308
N.A. Car	8,082	8,142	16,513	19,259
Imported Car	578	495	1,024	927
N.A. Truck	6,572	5,494	14,225	11,940
FORD	15,232	14,131	31,762	32,126
N.A. Car	16,765	16,059	34,668	35,939
Imported Car*	625	996	1,555	1,187
N.A. Truck	9,134	7,229	18,084	15,910
Imported Truck	276	288	624	571
GM	26,800	24,572	54,951	53,607
N.A. Car	2,033	1,400	3,860	2,454
Imported Car	3,539	5,096	6,982	9,248
HONDA	5,572	6,496	10,842	11,702
N.A. Car	189	416	375	677
Imported Car	814	1,228	1,630	2,189
HYUNDAI	1,003	1,644	2,005	2,866
JAGUAR (imported car)	30	45	60	89
Imported Car	67	26	101	46
Imported Truck	22	13	36	38
LADA	89	39	137	84
LAND ROVER (imported truck)	16	10	28	31
N.A. Car	197	530	436	817
Imported Car	2,394	1,762	4,334	2,778
Truck**	1,208	1,096	2,296	1,872
MAZDA	3,799	3,388	7,066	5,467
MERCEDES-BENZ (imported car)	232	213	447	448
N.A. Car	842	570	1,568	923
Imported Car	1,424	1,653	2,736	2,447
Truck**	804	1,002	1,587	1,654
NISSAN	3,070	3,225	5,891	5,024
PEUGEOT (imported car)	4	10	6	12
SUBARU (imported car)	530	651	991	1,122
N.A. Car	21	67	75	109
Imported Car	713	438	1,285	865
N.A. Truck	172	228	466	454
Imported Truck	264	321	439	624
SUZUKI	1,170	1,054	2,265	2,042
N.A. Car	1,692	1,514	2,737	2,422
Imported Car	3,332	3,843	6,000	6,441
Imported Truck	1,080	1,485	1,977	2,539
TOYOTA	6,104	6,842	10,714	11,402
Imported Car	1,606	2,264	3,179	4,631
Imported Truck	63	39	119	85
VOLKSWAGEN	1,669	2,303	3,298	4,716
N.A. Car	67	303	159	383
Imported Car	155	119	306	319
VOLVO	222	422	465	702
N.A. Car	35,325	35,846	70,655	78,215
Imported Car	18,161	20,705	34,405	36,126
TOTAL CAR	53,486	56,551	105,060	114,341
N.A. Truck	23,811	19,558	47,174	41,334
Imported Truck	3,791	4,363	7,229	7,577
TOTAL TRUCK	27,602	23,921	54,403	48,911
TOTAL CANADA SALES	81,088	80,472	159,463	163,252

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Trucks pull sales ahead in Canada

ANNE E. WRIGHT
and JEREMY SINEK
Automotive News

Sales of light vehicles in Canada inched ahead 0.8 percent in February, but car and truck results headed in different directions.

Trucks sales rose 15.4 percent over last year to 27,602, while cars slipped 5.4 percent to 53,486.

The year-to-year comparisons are skewed in part by a small sales boom in early 1991 that was sparked by the enactment of Canada's goods and services tax on Jan. 1. Fleet buyers delayed car purchases so they could take advantage of the lower prices.

For the first two months of this year, light-truck sales rose 11.2 percent, and car sales dropped 8.1 percent. The overall market was off 2.3 percent from 1991.

General Motors was the only Big 3 maker to post higher car and light-truck sales for both February and the year-to-date. February sales were up 9.1 percent, pushing GM's car and truck sales 2.5 percent ahead for the year. In trucks alone, GM was up 13.5 percent.

Stew Low, a spokesman for GM of Canada, attributed the truck gain to incentives. "In January, February and early March last year, there was very little incentive activity in trucks in particular," he said. "This February, in virtually all the segments, there were very competitive incentive programs."

Chrysler Canada sold 7,991 trucks in February, an increase of nearly 19.0 percent over 1991 and a record for the month. But Chrysler's car sales slipped 13.9 percent in February.

Ford Motor Co. of Canada reported increases in cars and trucks for February and an overall 7.8 percent gain. Though Ford truck sales were up 19.1 percent for two months, slipping car sales left the firm 1.1 percent behind 1991.

Norm Clark, president of Canada's Motor Vehicle Manufacturers Association, sees the truck trend as another sign of economic recovery.

"Going into the recession, the truck market probably dipped earlier than the car market," Clark said. "It may be coming back a bit quicker." ▰

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U.S. NEW-CAR OUTLETS

Domestic and Import

	No. of retail outlets	Pct. gain or loss from previous year
Jan. 1, 1992	23,368	−3.7
Jan. 1, 1991	24,272	−1.8
Jan. 1, 1990	24,724	−0.8
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1987	25,156	+1.3
Jan. 1, 1986	24,823	+0.4
Jan. 1, 1985	24,724	+0.0
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1971	30,314	−1.7
Jan. 1, 1970	30,842	−0.8

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CENSUS

Biggest dealership drop since 1982

continued from PAGE 1

was reduced to 628 by a change in the number of intercorporate duals. Those are dealerships handling the cars of two or more of the Big 3 in the same showroom.

The GM and Ford dips were the largest since 1982; Chrysler's was the stiffest since 1980.

Chrysler's dealership total has declined two years in a row after seven consecutive gains that followed its brush with death in the early 1980s.

The import-only stores fell to 5,012 on Jan. 1, down from 5,288 a year earlier.

The 5,012 consist of 3,941 exclusives, which handle a single imported make, and 1,071 duals, which stock a combination of imported lines but no Big 3 makes. Both totals are down from a year ago.

Although most of the Japanese-brand dealerships handle cars built in the United States and Canada by transplant operations, those dealerships are counted under the import banner.

All figures listed in this article and in the accompanying tables refer to the net change in dealership totals.

On Jan. 1, the Big 3 had 18,356 dealerships, down 3.3 percent from 18,984 a year earlier. The import-only total of 5,012 was down 5.2 percent.

BIG 3 LOST 345

The first half and second half were turnabout situations for the two segments.

The Big 3 lost 345 dealerships in the first half and cut the attrition to 283 in the second. The import-only stores showed a gain of 17 in the first half and a loss of 293 in the second.

The reason for the 1991 falloff is obvious. Big 3 car sales in 1991 dropped 14.2 percent from a lackluster 1990, and profit was only a word in the dictionary for most retailers. Many dealerships failed, or their owners decided it was time to run for their lives.

Also, the Big 3 decided it wasn't absolutely necessary to fill every open point in these days of depressed sales.

Sales of Japanese cars dipped only 4.4 percent, but the Europeans took a bath with a plunge of 26 percent from 1990.

2 MAKES EXIT U.S.

Two imports withdrew from the U.S. market last year, but the departure of Peugeot and Sterling had little effect on dealership totals.

Only 32 of Peugeot's 151 dealerships and none of Sterling's 124 were exclusives. The rest were part of dual outlets that kept operating.

Many of the Peugeot and Sterling spots continue to provide parts and service for those makes, but they are not counted as new-car franchises because they do not sell new cars.

Last year brought the third consecutive downturn in car sales, and those three years have cost the auto industry 1,545 new-car dealerships. The dip of 189 in 1989 was followed by 452 in 1990 and 904 last year.

The doldrums of the early 1980s exacted a much heavier toll on dealers — 1,558 in 1980, then 633 in 1981 and 974 in 1982 for a three-year drop of 3,165.

19 IMPORTS LOSE DEALERS

Apparently, the survivors of the decade-ago washout are stronger and better able to cope with a protracted period of depressed sales.

On the franchise side, 19 of the 31 imported makes in the census lost dealers during 1991.

Aside from the wipeouts of Peugeot and Sterling, the biggest loss was suffered by Porsche, down 40.

Declines of 20 or more franchises were reported by Volkswagen, Audi, Saab, Daihatsu, Maserati and Alfa Romeo.

Daihatsu has announced that it will withdraw from the U.S. market at the end of the 1992 model year.

Ten imports added franchises last year, with Hyundai posting the biggest gain.

The South Korean make boosted its total by 73. Eight of the gainers were Japanese, led by a 44-outlet pickup by Suzuki.

Among the domestics, Saturn, up 76, and Eagle, up 67, reported the only increases.

Chevrolet and Ford, the largest dealer organizations, took the biggest hits. Chevrolet lost 150 franchises, and Ford lost 134. The lightest losses among the domestics were recorded by the two most expensive Big 3 cars, Lincoln (15) and Cadillac (20).

Both the imports and the domestics have more than twice as many franchises as dealerships, which emphasizes the importance of dualing in the retail auto industry.

The 11,005 import franchises (excluding captives) result in 5,012 dealerships handling only imported cars. The 38,482 Big 3 franchises provide a network of 18,356 dealerships.

95 PERCENT HAVE IMPORTS

At the beginning of this year, an imported car could be purchased at an estimated 22,164 of the 23,368 new-car dealerships in the United States — 95 percent.

That is largely because of the captive imports handled by the Big 3.

A captive is a line that is sold only by the Big 3 company or division that imports it. All Ford Motor Co. and all Chrysler Corp. dealerships stock captives. So do all Pontiac dealerships and 89 percent of the Chevrolet dealerships. *Automotive News* estimates that 16,167 Big 3 stores carry a captive.

Domestic duals with independent imports (with no captive involved) also are included in the number of outlets at which an imported car can be purchased.

IMPORT EXCLUSIVES

(Dealerships handling one import make and nothing else)

	Number of exclusives	Number of dealers	Percent of exclusives
Honda	795	987	80.5
Toyota	705	1,193	59.1
Nissan	518	1,103	47.0
Mitsubishi	331	520	63.7
Acura	299	300	99.7
Mazda	236	908	26.0
Subaru	171	722	23.7
Lexus	118	147	80.3
Volvo	118	394	29.9
Infiniti	103	109	94.5
BMW	102	358	28.5
Mercedes-Benz	95	396	24.0
Volkswagen	83	716	11.6
Hyundai	73	495	14.7
Saab	63	315	20.0
Alfa Romeo	27	173	15.6
Suzuki	19	332	5.7
Isuzu	17	599	2.8
Daihatsu	15	211	7.1
Yugo	15	157	9.6
Jaguar	14	133	10.5
Ferrari	12	40	30.0
Lotus	4	63	6.3
Maserati	3	19	15.8
Rolls/Bentley	2	48	4.2
Lamborghini	2	21	9.5
Audi	0	218	0.0
Aston Martin	0	12	0.0

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10 YEARS OF DEALERSHIP CHANGES

Car franchise totals, Jan. 1 of each year

	1992	1991	1990	1988	1986	1984	1982
AMC	0	0	0	0	1,368	1,440	1,547
Renault*	0	0	0	0	1,318	1,356	0
American Motors-Renault	**0**	**0**	**0**	**0**	**2,686**	**2,796**	**1,547**
Chrysler	2,909	3,002	3,093	3,106	3,049	2,888	2,639
Dodge	2,859	2,940	3,014	3,011	2,927	2,744	2,453
Eagle	1,639	1,572	1,521	1,303	0	0	0
Imperial	0	0	0	0	0	0	421
Plymouth	2,893	2,981	3,069	3,079	3,009	2,831	2,537
TC by Maserati	292	307	322	0	0	0	0
Chrysler Corp.	**10,592**	**10,802**	**11,019**	**10,499**	**8,985**	**8,463**	**8,050**
Ford	4,318	4,452	4,527	4,580	4,682	4,677	4,834
Lincoln	1,621	1,636	1,647	1,637	1,598	1,552	1,465
Mercury	2,657	2,713	2,755	2,758	2,747	2,680	2,663
Merkur	0	0	0	747	783	0	0
Ford Motor Co.	**8,596**	**8,801**	**8,929**	**9,722**	**9,810**	**8,909**	**8,962**
Buick	2,895	2,930	2,945	2,935	2,960	2,945	2,950
Cadillac	1,600	1,620	1,615	1,610	1,615	1,595	1,595
Chevrolet	4,600	4,750	4,850	4,910	5,050	5,155	5,430
Geo	4,100	4,143	4,083	0	0	0	0
Oldsmobile	3,050	3,105	3,135	3,155	3,190	3,175	3,190
Pontiac	2,915	2,960	2,975	2,975	2,980	2,980	3,040
Saturn	134	58	0	0	0	0	0
General Motors	**19,294**	**19,566**	**19,603**	**15,585**	**15,795**	**15,850**	**16,205**
UNITED STATES	**38,482**	**39,169**	**39,551**	**35,806**	**37,276**	**36,018**	**34,764**
Acura	300	300	303	218	0	0	0
Honda	987	974	956	916	873	822	801
American Honda	1,287	1,274	1,259	1,134	879	822	801
Daihatsu	211	235	235	132	0	0	0
Isuzu	599	591	572	547	242	217	193
Mazda	908	876	850	794	767	757	767
Mitsubishi	520	500	415	148	89	83	0
Infiniti	109	80	58	0	0	0	0
Nissan	1,103	1,113	1,111	1,108	1,101	1,101	1,105
Nissan Motor	1,212	1,193	1,169	1,108	1,101	1,101	1,105
Subaru	722	732	752	806	819	798	759
Suzuki	332	288	288	0	0	0	0
Lexus	147	121	88	0	0	0	0
Toyota	1,193	1,189	1,160	1,090	1,079	1,081	1,093
Toyota Motor	1,340	1,310	1,248	1,090	1,079	1,081	1,093
JAPAN	**7,131**	**6,999**	**6,788**	**5,759**	**4,976**	**4,859**	**4,718**
BMW	358	377	394	419	433	414	382
Mercedes-Benz	396	408	414	423	421	416	409
Porsche**	218	258	278	317	327	0	0
Audi	316	341	356	409	408	413	428
Porsche	0	0	0	0	0	330	325
Volkswagen	716	744	794	872	877	906	1,006
VW of America	1,032	1,085	1,150	1,281	1,285	1,649	1,759
GERMANY	**2,004**	**2,128**	**2,236**	**2,440**	**2,466**	**2,479**	**2,550**
Saab	315	340	361	367	345	325	307
Volvo	394	407	411	415	407	405	402
SWEDEN	**709**	**747**	**772**	**782**	**752**	**730**	**709**
Aston Martin	12	14	14	15	13	14	14
DeLorean	0	0	0	0	0	0	340
Jaguar	133	137	139	146	167	189	221
Lotus	63	71	71	67	47	25	28
Rolls-Royce/Bentley	48	53	53	57	59	65	67
Sterling	0	128	173	179	0	0	0
TVR	0	0	0	0	41	12	0
UNITED KINGDOM	**256**	**403**	**450**	**464**	**327**	**305**	**670**
Hyundai	495	423	323	224	0	0	0
SOUTH KOREA	**495**	**423**	**323**	**224**	**0**	**0**	**0**
Alfa Romeo	173	193	132	141	144	106	130
Bertone	0	0	0	150	125	141	0
Ferrari	40	40	40	42	42	46	43
Fiat	0	0	0	0	0	0	499
Lamborghini	21	16	13	19	10	0	0
Lancia	0	0	0	0	0	0	141
Maserati	19	42	46	65	44	41	27
ITALY	**253**	**291**	**231**	**417**	**365**	**334**	**840**
Peugeot	0	170	196	272	286	316	327
Renault*	0	0	0	0	0	0	1,347
FRANCE	**0**	**170**	**196**	**272**	**286**	**316**	**1,674**
Yugo	157	175	185	327	156	0	0
YUGOSLAVIA	**157**	**715**	**185**	**327**	**156**	**0**	**0**
TOTAL FRANCHISES	**49,487**	**50,505**	**50,732**	**46,491**	**46,604**	**45,041**	**45,925**
DEALERSHIPS							
Domestic	18,356	18,984	19,382	19,530	19,946	20,076	20,834
Import-only	5,012	5,288	5,342	5,408	4,877	4,645	4,869
TOTAL DEALERSHIPS	**23,368**	**24,272**	**24,724**	**24,938**	**24,823**	**24,721**	**25,703**

*Renault is counted with American Motors in 1983-87 census totals. It was a captive of Chrysler Corp.'s Eagle in 1988.

**Porsche was distributed by Volkswagen of America until Aug. 31, 1984.

Captives are included in total of parent make unless the captive was a separate franchise as in the case of TC by Maserati, Merkur and Geo.

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Loss of 904 dealerships in '91 wasn't industry's worst year

JOHN K. TEAHEN JR.
Senior Editor

Although the auto industry in the United States lost 904 dealerships last year, that decline was no worse than 13th on the Retailers' Roll of Agony.

Since World War II, the annual loss has exceeded 3,000 establishments on two occasions and has topped 1,500 on seven others.

In that period, the dealer total has plunged from 45,580 in 1947 to 23,368 at the beginning of this year, a drop of 48.7 percent. There has been a decline in 38 years; a rise in only seven.

The wildest swings occurred during the decade following the war when the manufacturers were trying to get their retail organizations back in shape. Five times from 1947 through 1956, the industry lost 1,500 or more dealerships. Twice, the toll was more than 3,000, including a peak of 3,281 in 1953.

But that decade also brought the biggest gain of the postwar era — 3,081 in 1948.

Only three of the heaviest losses have occurred since the mid-1960s. The recession of the early 1980s was vicious. It cost the industry 1,558 dealerships in 1980 and 974 in 1982. Last year's dip of 904 was the final member of that triumvirate.

Economic recessions have been a major reason for the steepest declines since the mid-1950s. Also, several domestic makes (Nash, Hudson, Kaiser, Willys, Studebaker, Packard, DeSoto, Edsel) have left the arena. And dozens of imported nameplates have come and gone. Each had an effect on dealer totals.

The table accompanying this article lists the biggest yearly losses in new-car dealerships in the United States since World War II.

Figures through 1957 are for domestic makes only. Figures since 1958 include both domestics and imports. That is when imported cars became an important factor in the U.S. market.

THE ROUGHEST YEARS

Biggest losses of new-car dealerships in the United States

Year	Loss
1953	3,281
1956	3,036
1949	2,352
1980	1,558
1958	1,550
1954	1,536
1960	1,533
1966	1,530
1951	1,529
1961	1,342
1959	1,222
1982	974
1991	904

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U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Feb. Total	Jan. Total
Saturn	103	—	103	83
Lexus	68	—	68	56
Toyota	47	16	63	55
Honda	49	—	49	46
Ford	22	23	45	38
Chevrolet	18	17	35	30
Nissan	23	12	35	32
Acura	32	—	32	31
Mitsubishi	28	3	31	23
Mazda	19	7	26	26
Infiniti	24	—	24	23
Dodge	8	14	22	19
Pontiac	15	1	16	12
Buick	15	—	15	14
Hyundai	14	—	14	13
Cadillac	13	—	13	9
Volvo	12	—	12	14
Mercury	12	—	12	10
Mercedes	12	—	12	11
Oldsmobile	10	1	11	10
Isuzu	1	10	11	9
Jeep	—	11	11	11
BMW	10	—	10	10
Subaru	10	—	10	8
Plymouth	5	5	10	9
GMC	—	10	10	9
VW	9	0	9	9
Lincoln	8	—	8	7
Daihatsu	4	3	7	3
Jaguar	5	—	5	5
Saab	5	—	5	3
Suzuki	1	3	4	6
Chrysler	4	0	4	4
Audi	3	—	3	3
Range Rover	—	3	3	3
Eagle	3	—	3	2
Yugo	2	—	2	3
Porsche	2	—	2	2
Alfa Romeo	2	—	2	1
Peugeot	0	—	0	1

Saturn outlets post highest sales average

KAREN DETKOWSKI

Statistician

In February, sales-per-dealer averages increased for 28 makes and declined for only three, according to *Automotive News* sales-per-dealer calculations.

Saturn dealers were on top again, just as they were in January. Sales are increasing faster than the network of dealerships, contributing to an increase in Saturn's sales-per-dealer score. For February, it was 103 units, up from 83 in January.

Lexus dealers also had good news. An 8.2 percent increase in February sales showed up as 12 more sales per dealer than in January.

"The last weekend in February was our best of the year," said Lexus general manager J. David Illingworth.

'More of the people who are shopping are buying."

All makes in the top 10 increased their sales-per-dealer averages in February.

Only Volvo, Suzuki and Yugo sold fewer new vehicles per outlet than in January.

Volvo attributed its decline to a low consumer confidence index that reduced shopping and purchasing activity.

A spokesman said a delay in shipments from Canada delayed retail deliveries as well.

Although sales of Suzuki's Swift subcompact increased in February, sales of its Sidekick and Samurai sport-utilities were off 18.7 for the month. ■

Interest rates hurt Korean earnings

Hyundai off 20% despite rise in sales

OLES GADACZ

Staff Correspondent

SEOUL — Hyundai Motor Co., South Korea's biggest vehicle maker, said last week that 1991 net income dropped 20.4 percent from a year earlier despite robust increases in revenue and worldwide unit sales.

Hyundai attributed the profit decline, to 53.76 billion won (about $72.6 million at current rates), to sharply higher borrowing costs last year. The industry's second biggest producer, Kia Motors Corp., also said late last month that high interest rates had hurt its 1991 earnings.

Hyundai said worldwide revenue jumped 20 percent last year, to the equivalent of $7.57 billion, as domestic sales and exports continued strong.

Passenger-car sales increased 14.1 percent, to 640,628 units, generating revenue of $4.95 billion, the company said.

Propelled by the new Elantra and opening of new markets in Germany, Eastern Europe and Scandinavia, passenger-car exports climbed 10.7 percent to 253,856 units, Hyundai said. Exports generated $1.5 billion in revenue, Hyundai said.

Domestic passenger-car sales rose 16.4 percent to 386,772 units, and generated $4.95 billion in revenue, Hyundai said.

While competitors were hit by a softening of the domestic market for commercial vehicles in 1991, Hyundai said its truck and bus sales rose 7 percent to 125,817 units. Exports, at 485 units, were negligible.

Two other vehicle makers also reported last week.

Asia Motors: Unit sales for the fully owned subsidiary of Kia Motors were virtually unchanged from the year before, at 54,145, but revenue rose 11.8 percent to the equivalent of $1.3 billion.

Net income fell 20 percent to $14 million, the company said.

Bus and van sales held steady at 10,857 units while truck and specialty vehicles sales dropped to 32,986 and 4,877 units, respectively. But sales of the company's sport-utility, the Rocsta, rose 49 percent to 5,425 units.

Ssangyong Motor: A producer of sport-utilities and commercial vehicles, Ssangyong sales rose only slightly in 1991 due to sluggish demand for trucks and buses and the entry of new competitors into the 4x4 segment.

Turnover rose just 6.5 percent in 1991 compared to 60.9 percent in 1990, to reach $543 million, the company said.

Net income improved to $12.6 million, representing a gain of 60.9 percent over 1990 earnings.

Unit sales rose 6.6 percent, to 24,173 units, Ssangyong said.

But demand for the company's Korando 4x4 sport-utility slowed as customers found alternative offerings in Asia Motors' Rocsta and Hyundai Precision's Galloper.

Nevertheless, over half of the company's 1991 revenues were generated by the Korando. Sales of the 4x4 rose 8.1 percent from a year earlier to 20,486 units. ■

Hyundai credit lines restored

SEOUL — In an apparent signal that the government has loosened its chokehold on the Hyundai Group, banks and regulators last week permitted the huge conglomerate to resume raising funds via new bond issues and to make new investments using bank loans.

Following a squabble over taxes between Hyundai founder Chung Ju-Yung and the government, financial regulators early this year shut the group off from its major lines of credit. It was then forced to raise capital on more expensive secondary markets and to take out costly short-term loans.

The squabble took a new turn in January, when Chung announced plans to form a new political party.

Despite the sometime bitterness of the dispute between Chung and tax authorities, bankers and analysts here agree that the government is unlikely to sanction measures that would damage Hyundai's financial health.

Hyundai ranked as the country's top exporter in 1991, shipping an estimated $7.7 billion worth of products abroad — nearly 11 percent of the nation's total.

Auto exports accounted for $2.5 billion of the total.

Hyundai's largest exports were ships ($2 billion) and cars.

Despite the tax squabble, Hyundai was ranked as the most successful bidder for government-financed projects in 1991, topping the list with 87.7 billion won ($118.5 million) worth of public works. Hyundai placed 11th in 1990 with 51.9 billion won.

— *Oles Gadacz*

Diamond-Star begins management changes

LINDSAY CHAPPELL

Staff Reporter

A management shift has begun at Diamond-Star Motors Corp. now that founding partner Chrysler Corp. is out of the picture.

With Mitsubishi Motors Corp. now owing 100 percent of the assembly plant in Normal, Ill., an evolutionary transition is planned in management structure and personnel, said Tsuneo Ohinouye, Diamond-Star's president and chief executive officer.

Last week, Diamond-Star named Kohei Ikuta executive vice president of corporate planning, administration, and sales and marketing.

The new position is intended to bring the plant closer to Mitsubishi's U.S. sales arm, Mitsubishi Motor Sales of America Inc. Since 1987, Ikuta had been North American general manager in Mitsubishi Motors Corp.'s Office of International Business.

Ikuta will serve on Diamond-Star's board of directors.

Until Chrysler sold its 50 percent interest in the company last fall, half of Diamond-Star's eight-man board consisted of Chrysler appointees. Now, the board has seven members, all Mitsubishi appointees.

Ikuta will coordinate interaction between the assembly plant and Mitsubishi Motor Sales of America, as well as Chrysler, which remains a customer. He also will assist in export operations, an area Diamond-Star hopes to expand, Ohinouye said.

Ohinouye indicated that other changes are planned for the plant but he did not specify: "We may have to think about modifying our organization a little. It won't happen in a broad area. But our management area will change as some of us go back to Japan. Some will retire.

"We don't expect drastic change," he added, "just minor modifications to the structure. The major segment of the organization will remain unchanged."

FEW CHRYSLER MEN LEFT

Fewer than a dozen Chrysler employees remain at the plant, which builds the Mitsubishi Eclipse and Mirage, and Chrysler's Eagle Talon, Plymouth Laser and Eagle Summit.

Chrysler appointee Donald Shoene, executive vice president of finance, retired late last month and was replaced by Katsuhiko Kawasoe, executive vice president of human resources.

Ohinouye said that when Chrysler begins supplying Diamond-Star with engines and transmissions in the mid-1990s, other Chrysler personnel could be brought into the Diamond-Star organization.

Chrysler's $100 million sale of its Diamond-Star interest last year included various production agreements and a commitment to supply Chrysler with Diamond-Star vehicles through 1998.

The transplants traditionally rotate their Japanese personnel out of a plant after five years. A number of Mitsubishi personnel who helped build and launch Diamond-Star will reach the five-year point next year.

"Some of the successors will be younger and be positioned differently," Ohinouye said. "That could result in some kind of management change."

A plant spokeswoman said that about 50 Japanese personnel from Mitsubishi are currently on assignment at the company, not counting a larger number of technical advisers who work at the plant for short periods. ■

> “We don't expect drastic change, just minor modifications.”
>
> TSUNEO OHINOUYE
> DIAMOND-STAR PRESIDENT

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Subcompacts, luxury cars shine for imports

KRISTINE STIVEN BREESE
Staff Reporter

Sales of imported cars outpaced the overall car market in February. Imported units rose 6.4 percent while combined sales of imported and domestic cars jumped 4.7 percent.

Subcompacts were a bright spot. And there was also some healthy movement in luxury car sales.

Nissan's subcompact Sentra enjoyed a a 28.3 percent increase in February. While U.S.-built Sentras showed a modest 6.6 percent gain, sales of imported Sentras more than doubled.

Sales of Toyota's least-expensive car, the Tercel dropped 7.5 percent in February.

But Corolla sales jumped from 12,689 in February 1991 to 15,882 last month, a gain of 25.2 percent. Sales rose for both imported and U.S.-built Corollas.

Honda Civic sales were up 24.6 percent, with imported and domestic Civics contributing to this year's gain.

Like its rivals, Honda has been relying more on domestic-built cars and decreasing its dependence on imports.

Mazda also had success in the subcompact segment.

Sales of its Protege jumped 116.1 percent last month to 5,230.

But Mitsubishi's Mirage dropped 62.7 percent below last February's total.

The Mirage is due to be replaced this fall.

And even Daihatsu, which announced in February that it will from the U.S. market at the end of the 1992 model year, posted an increase. Sales of its Charade subcompact rose 143.3 percent for the month.

Sales of luxury imports also picked up.

Lexus, Acura, Audi, BMW, Infiniti, Jaguar, Mercedes-Benz and Porsche all posted gains compared with February 1991.

Lexus Division of Toyota Motor Sales U.S.A. Inc. now has three models in its lineup that weren't available a year ago.

The Lexus SC400 and SC300 coupes added 2,372 incremental units to total sales of last month. The ES300 sedan boosted sales of Lexus' entry-level model to 3,115 units, 89.2 percent better than its prededessor, the ES250, did last February.

Lexus sales in February totaled 8,748, up 97.2 percent over 4,299 in 1991.

Sales of Mercedes' 190 and 300 series and the new S-class improved for the month.

The Mercedes S-class total was 1,188 units, 67.6 percent better than last year.

BMW's 3 series did well, with sales up 22.6 percent. The 5 series and 7 series also picked up. But sales of the 850i coupe totaled only 116, down 41.7 percent from last year.

Acura was up only 56 units for the month, an increasse of less than 1 percent.

The Integra, Legend and NSX were down from last year, but the Vigor picked up the slack. The Vigor went on the market last spring. AN

M-B slips in study of quality perception

PRINCETON, N.J. — The Mercedes-Benz name delivers less of a wallop than it did a couple of years ago, but it still is one of the 10 strongest brand names in terms of consumer quality perception.

That is one of the findings of the third annual Equitrend "brand equity" study conducted by Total Research Corp. of Princeton, N.J.

In the study, consumers are asked their quality perceptions of products and services they are regularly exposed to.

Mercedes-Benz placed seventh this year; it was third in 1991 and first in 1990.

Topping the 1992 list are Disney World/Disneyland, followed by Kodak.

The automotive brand with the second best quality image is Cadillac, which placed 32nd on the list.

Equitrend measures the quality perception of 147 brands in 48 product categories.

The study is based on the premise that aside from price and distribution, consumer perception of quality is the most powerful factor in brand success or failure.

The results are based on telephone interviews of a national sample of 2,000 people age 15 and over.

The survey was conducted in January and February 1992. AN

Workers' ideas help GM save $488 million

DETROIT — General Motors' employee-suggestion plan resulted in net first-year savings of more than $488 million in 1991, despite depressed production and sales levels, the company announced.

GM said it paid $72 million to employees who submitted more than 211,000 suggestions last year.

GM President Lloyd Reuss said the plan plays an important part in helping the automaker step up efforts to become more competitive this year.

Since the plan's creation, GM has realized nearly $6 billion in net first-year savings and paid out more than $925 million to employees.

The program marked its 50th anniversary March 7. AN

IMPORTED CAR SALES, FEBRUARY & YTD

	Feb. 1992	Feb. 1991	2 Mos., 1992	2 Mos., 1991
Integra	4,752	5,275	9,191	10,280
Legend	3,731	4,192	7,473	8,216
NSX	110	154	228	266
Vigor	1,084	0	2,150	0
ACURA	**9,677**	**9,621**	**19,042**	**18,762**
Spider	91	109	151	202
164	280	159	462	318
ALFA ROMEO	**371**	**268**	**613**	**520**
ASTON MARTIN	**5**	**5**	**10**	**10**
80	167	208	322	384
90	53	149	156	311
V8 Quattro	28	60	53	117
Coupe Quattro	20	32	42	62
100/200	759	336	1,433	670
100/200 Quattro	66	89	167	173
AUDI	**1,093**	**874**	**2,173**	**1,717**
3 series	2,104	1,716	4,129	3,055
5 series	1,111	1,088	2,126	1,893
635 CSi	0	1	0	3
7 series	398	287	826	484
850i	116	199	248	357
M3	11	40	33	65
M5	21	34	36	56
BMW	**3,761**	**3,365**	**7,398**	**5,913**
Geo Storm	6,370	4,104	10,530	8,613
Geo Metro (Import)	1,079	990	1,787	2,004
Geo Metro (Domestic)	*7,558*	*5,584*	*16,032*	*12,451*
CHEVROLET/GEO	**7,449**	**5,094**	**12,317**	**10,617**
Colt	1,465	1,415	2,796	3,325
Stealth	1,415	1,406	2,601	2,734
Summit (Import)	1,086	485	1,933	1,088
Summit (Domestic)	*419*	*439*	*799*	*825*
Vista	766	499	1,326	989
TC	0	86	0	159
CHRYSLER CORP.	**4,732**	**3,891**	**8,658**	**8,295**
DAIHATSU	**1,034**	**425**	**1,403**	**873**
FERRARI	**80**	**80**	**160**	**150**
FORD Festiva	**3,282**	**2,520**	**7,007**	**5,136**
Civic/CRX (Import)	4,594	4,338	9,806	9,176
Civic (Domestic)	*10,473*	*7,775*	*20,484*	*14,626*
Accord (Import)	6,132	6,759	12,050	14,173
Accord (Domestic)	*23,697*	*17,984*	*44,729*	*33,560*
Prelude	3,015	1,583	5,917	3,138
HONDA	**13,741**	**12,680**	**27,773**	**26,487**
Excel	3,068	5,154	6,134	9,516
Sonata	709	1,663	1,578	3,082
Scoupe	1,059	1,994	2,053	3,722
Elantra	1,953	0	3,103	0
HYUNDAI*	**6,849**	**8,811**	**12,868**	**16,320**
M30	327	444	632	744
Q45	1,044	652	2,034	1,212
G20	1,218	809	2,366	1,811
INFINITI	**2,589**	**1,905**	**5,032**	**3,767**
I-Mark	0	17	0	38
Impulse	250	310	482	555
Stylus	556	342	991	531
ISUZU	**806**	**669**	**1,473**	**1,124**
XJ6	159	379	629	771
XJS	483	189	644	308
JAGUAR	**642**	**568**	**1,273**	**1,079**
LAMBORGHINI	**13**	**13**	**26**	**26**
ES250/300	3,115	1,646	5,553	3,028
LS400	2,991	2,653	5,508	4,399
SC400/300	2,372	0	4,463	0
LEXUS	**8,478**	**4,299**	**15,524**	**7,427**
LOTUS	**27**	**27**	**54**	**54**
MASERATI	**20**	**20**	**40**	**40**
323	1,603	1,283	2,978	3,107
Protege	5,230	2,420	8,987	6,790
626 (Import)	89	1,673	240	2,825
626 (Domestic)	*3,566*	*8,148*	*7,524*	*11,643*
MX-6 (Import)	19	42	49	59
MX-6 (Domestic)	*1,068*	*3,509*	*1,720*	*5,495*
MX-5 Miata	1,617	2,438	2,899	4,344
MX-3	2,001	0	4,060	0
929	1,612	552	3,553	1,299
RX-7	291	361	531	768
MAZDA	**12,462**	**8,769**	**23,297**	**19,192**
190 class	1,220	1,172	2,312	2,041
300 class	1,854	1,410	3,320	2,519
S class	1,188	709	2,623	1,621
SL Coupe/Roadster	439	663	824	1,118
Tourist	15	27	36	59
MERCEDES-BENZ	**4,716**	**3,981**	**9,117**	**7,358**
Tracer	3,852	5,118	6,962	8,350
Capri	1,812	1,378	3,135	2,601
MERCURY	**5,664**	**6,496**	**10,097**	
Diamante	1,391	0	2,795	0
Mirage (Import)	1,618	4,522	2,064	5,935
Mirage (Domestic)	*1,130*	*2,846*	*2,184*	*2,538*
Galant	2,719	3,930	4,735	6,345
Sigma	1	30	1	57
Precis	159	290	312	582
3000GT	918	946	1,768	1,697
Expo LRV	395	0	771	0
Expo	1,148	0	1,659	0
Wagon	0	40	4	91
MITSUBISHI	**8,349**	**9,758**	**14,109**	**14,707**
Sentra (Import)	3,843	1,590	7,994	3,279
Sentra (Domestic)	*8,826*	*8,283*	*16,766*	*15,881*
Pulsar	0	5	0	9
NX	707	178	1,329	229
Stanza	3,900	4,625	8,079	8,571
Maxima	6,446	5,679	12,655	12,154
240SX/200SX	1,335	1,996	2,658	4,127
300ZX	578	1,018	1,323	1,962
Hawaii	0	116	0	116
NISSAN	**16,809**	**15,202**	**34,038**	**30,447**
PEUGEOT	**48**	**317**	**151**	**664**
PONTIAC LeMans	941	2,024	2,907	4,313
944S/Cabriolet	66	54	109	109
911 Carrera 2	184	157	362	270
911 Turbo	40	25	135	32
911 Carrera 4	104	66	189	104
928S4/GT	16	20	34	49
PORSCHE	**410**	**322**	**829**	**552**
ROLLS/BENTLEY	**22**	**22**	**44**	**44**
900	357	400	566	625
900S	413	471	715	730
900 Turbo	255	411	432	621
9000S	189	216	351	367
9000CD	160	179	302	279
9000 Turbo	90	129	158	207
Tourist	0	4	0	6
SAAB	**1,464**	**1,810**	**2,524**	**2,837**
STERLING	**0**	**211**	**0**	**415**
Legacy (Import)	826	1,449	1,632	2,287
Legacy (Domestic)	*3,940*	*2,828*	*6,222*	*5,610*
Loyale	1,930	2,956	3,933	5,440
XT/XT6	0	155	0	324
Justy	269	666	561	1,457
SVX	319	0	557	0
SUBARU	**3,344**	**5,226**	**6,683**	**9,508**
Swift (Import)	406	329	919	719
Swift (Domestic)	*19*	*33*	*43*	*34*
SUZUKI	**406**	**329**	**919**	**719**
Corolla (Import)	6,517	5,270	12,723	11,287
Corolla (Domestic)	*9,365*	*7,419*	*17,933*	*13,948*
Paseo	3,065	0	5,887	0
Tercel	7,458	8,060	14,654	15,867
Celica	3,351	4,893	6,469	9,076
Supra	116	293	236	531
Camry (Import)	6,547	5,625	12,080	10,989
Camry (Domestic)	*17,974*	*12,516*	*30,018*	*22,986*
Cressida	282	839	614	1,671
MR2	523	988	942	1,804
TOYOTA	**27,859**	**25,968**	**53,605**	**51,225**
Cabriolet	690	400	943	697
Corrado	280	637	560	1,045
Jetta	2,338	2,353	4,892	4,939
Golf/GTI	958	951	2,032	1,948
Passat	860	1,620	1,963	2,821
Quantum	1	0	1	0
Fox	973	1,571	2,121	2,503
VOLKSWAGEN	**6,099**	**7,533**	**12,511**	**13,954**
240 series	1,428	2,454	3,185	4,536
700 series	1,447	2,303	3,021	4,501
940 series	2,098	956	4,260	1,911
Tourist	13	12	30	33
VOLVO*	**4,986**	**5,725**	**10,496**	**10,981**
YUGO	**317**	**245**	**894**	**612**
IMPORT TOTAL	**158,545**	**149,073**	**305,063**	**286,886**

*Estimate * Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

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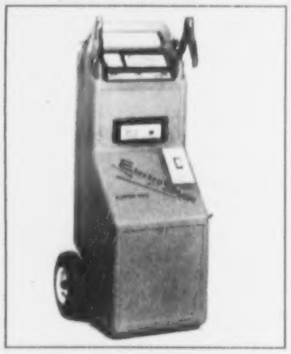

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DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Mar. 1, 1992	Days' Supply Feb. 1, 1992
ALFA ROMEO (imp.)	1,200	83	152
Acura (imp.)	40,400	104	107
Domestic car	96,300	70	72
Imported car	54,600	99	102
Honda	150,900	79	81
AMERICAN HONDA	191,300	69	76
BMW (imp.)	8,300	55	97
Summit	4,900	202	248
Talon	10,400	110	167
Premier	1,200	69	64
Wrangler (trk.)	21,900	151	162
Cherokee (trk.)	29,100	58	63
Comanche (trk.)	2,000	124	157
Total Jeep-Eagle	16,500	128	151
Total Jeep-Eagle (imp.)	7,600	174	222
Total Jeep-Eagle (trk.)	53,000	80	84
Laser	11,200	153	173
Sundance	14,600	73	73
Acclaim	14,800	66	68
Voyager (trk.)	46,000	83	83
Total Plymouth	40,600	82	85
Total Plymouth (trk.)	46,000	83	83
LeBaron A	7,100	58	59
LeBaron J	7,000	55	73
Fifth Avenue	6,400	59	63
Imperial	1,900	106	59
New Yorker C	3,500	53	61
Town & Country (trk.)	1,700	51	54
Total Chrysler	25,900	59	63
Total Chrysler (imp.)	36,100	191	217
Total Chrysler (trk.)	1,700	51	54
Shadow	16,500	65	72
Monaco	600	99	86
Daytona	5,700	133	178
Spirit	14,600	75	78
Dynasty	11,400	37	58
Vans (trk.)	13,600	86	108
Ram Wagon (trk.)	2,000	29	34
Caravan (trk.)	26,400	68	70
Caravan C/V (trk.)	1,500	81	78
Ram 50 (imp. trk.)	4,600	291	341
Ramcharger (trk.)	1,100	70	80
Dakota (trk.)	33,400	86	110
Pickups (trk.)	25,600	84	127
Total Dodge	48,800	60	74
Total Dodge (imp.)	10,000	177	204
Total Dodge (trk.)	103,600	77	93
Total domestic car	131,800	70	79
Total imported car	53,700	191	200
Total domestic truck	204,300	79	88
CHRYSLER CORP.	389,800	80	89
Imported car	1,600	39	57
Imported truck	513	21	39
DAIHATSU	2,113	32	51
Escort	52,100	65	87
Mustang	19,500	71	124
Tempo	25,600	33	63
Taurus	55,200	49	52
Thunderbird	15,300	43	112
Probe	28,200	190	260
Crown Victoria	20,600	84	74
Vans (trk.)	34,000	92	122
Aerostar (trk.)	33,800	70	95
Club Wagon (trk.)	6,000	62	91
Ranger (trk.)	67,100	84	97
Bronco (trk.)	6,100	97	102
Explorer (trk.)	60,500	67	65
Pickups (trk.)	119,300	100	111
Total Ford Div.	216,500	58	80
Total Ford Div. (imp.)	10,300	78	72
Total Ford Div. (trk.)	326,800	83	94
Topaz	11,800	49	83
Sable	17,300	59	59
Cougar	11,400	59	122
Grand Marquis	20,400	67	61
Total Mercury	60,900	59	70
Total Mercury (imp.)	13,900	61	102
Continental	6,000	45	72
Town Car	15,700	43	39
Mark VII	2,300	100	125
Total Lincoln	24,000	46	48
Total L-M Div.	84,900	55	32
Total domestic car	301,400	57	65
Total imported car	24,200	68	68
Total domestic truck	326,800	83	94
FORD MOTOR CO.	652,400	71	89
Somerset/Skylark	17,200	65	97
Century	16,300	44	54
Regal	24,500	86	132
LeSabre	13,900	31	35
Roadmaster	22,000	180	163
Reatta	100	157	70
Electra/Park Ave.	18,100	92	111
Riviera	3,400	97	106
Total Buick	115,500	67	78
Allante	1,300	387	307
Seville	6,600	57	52
DeVille	25,500	43	79
Brougham	8,500	202	204
Eldorado	9,300	122	124
Total Cadillac	51,200	61	98
Geo Prizm	20,500	98	87
Cavalier	47,400	65	77
Camaro	12,700	70	78
Corsica/Beretta	23,400	41	70
Lumina	54,800	76	148
Caprice	24,900	75	101
Corvette	4,600	94	110
Vans (trk.)	41,700	171	187
Sportsvan (trk.)	1,300	47	74
Geo Tracker (trk.)	12,400	153	42
Astro (trk.)	28,800	78	85
Lumina APV (trk.)	16,200	120	108
S10 (trk.)	73,700	134	117
S10 Blazer (trk.)	34,900	102	76
Blazer (trk.)	2,000	46	47
Suburban (trk.)	4,400	36	33
Pickups (trk.)	101,900	84	114
Total Chevrolet	188,300	61	81
Total Chevrolet (imp.)	31,000	197	334
Total Chevrolet (trk.)	317,300	102	107
Calais/Achieva	18,800	67	135
Cutlass Ciera	23,600	66	68
Cutlass Supreme	24,800	110	143
Eighty Eight	26,900	104	99
Ninety Eight	17,300	139	221
Toronado	2,100	122	138
Sihouette (trk.)	4,200	99	104
Bravada (trk.)	2,700	52	69
Total Oldsmobile	113,500	139	106
Total Oldsmobile (trk.)	6,900	73	86
Sunbird	2,100	122	70
Firebird	113,500	88	137
Grand Am	15,900	71	103
Pontiac 6000	7,300	124	93
Grand Prix	38,500	51	106
Bonneville	400	74	69
Trans Sport	6,100	71	94
Total Pontiac	177,700	74	91
Total Pontiac (imp.)	5,700	151	69
Total Pontiac (trk.)	6,100	71	94
Vans (trk.)	16,000	157	122
Safari (trk.)	10,400	106	79
S15/Sonoma (trk.)	18,600	127	121
S15 Jimmy (trk.)	11,200	119	117
Jimmy (trk.)	2,500	249	386
Suburban (trk.)	3,900	85	155
Pickups (trk.)	39,100	99	115
Total GMC (trk.)	101,700	112	115
Total Saturn	22,400	73	56
Total domestic car	668,000	65	85
Total imported car	36,700	215	243
Total domestic truck	432,000	103	108
GENERAL MOTORS	1,137,300	81	97
HYUNDAI (imp.)	32,900	129	115
Imported car	6,200	192	267
Truck (dom./imp.)	43,870	191	224
ISUZU	50,070	191	230
JAGUAR (imp.)	2,200	87	95
Domestic car	19,300	104	120
Imported car	33,900	68	77
Truck (dom./imp.)	25,750	111	90
MAZDA	78,950	86	90
MERCEDES-BENZ (imp.)	10,200	54	70
Domestic car	19,300	104	178
Imported car	43,300	130	186
Imported truck	10,300	171	144
MITSUBISHI	72,900	131	177
Infiniti (imp.)	7,000	73	63
Domestic car	25,400	104	116
Imported car	95,900	143	132
Truck (dom./imp.)	47,900	92	117
Nissan	169,200	110	124
NISSAN MOTOR CORP.	176,800	107	120
PEUGEOT (imp.)	100	30	30
PORSCHE (imp.)	1,200	71	77
RANGE ROVER (imp. trk.)	700	66	63
SAAB (imp.)	5,200	89	120
Domestic car	31,000	197	341
Imported car	24,700	185	198
SUBARU	55,700	191	256
Car (dom./imp.)	2,900	180	136
Truck (dom./imp.)	12,400	137	268
SUZUKI	15,300	147	227
Lexus (imp.)	5,600	17	21
Domestic car	30,600	28	32
Imported car	25,700	47	49
Imported truck	41,300	55	59
Toyota	97,600	33	46
TOYOTA MOTOR SALES	98,200	31	44
Audi (imp.)	7,900	181	182
Volkswagen (imp.)	29,500	121	148
VWoA	37,400	128	161
VOLVO (imp.)	20,200	101	106
YUGO (imp.)	900	48	27
Domestic car	1,257,200	64	79
Imported car	571,500	90	103
TOTAL CAR	1,828,700	70	85
Domestic truck	987,600	90	89
Imported truck	169,300	91	97
TOTAL TRUCK	1,156,900	90	91
TOTAL STOCK	2,985,600	77	87

Inventories shrink to 77 days

JIM HENRY
Staff Reporter

The industry's supply of cars and light trucks shrank to 77 days as of March 1, down from 87 a month earlier.

Relatively strong sales in February helped reduce the stockpile, despite stronger production schedules at most U.S. assembly plants.

Car stocks fell from 85 days to 70. The domestic supply was 64 days; the import stock was 90.

Light-truck supplies declined for individual models but held at 90 days, just one less than on Feb. 1. Domestics (90 days) and imports (91) were even in days' supply.

Stocks of the Jeep Cherokee declined from 63 to 58 days, for instance, as Cherokee sales jumped 69.7 percent for the month. Chrysler Corp. light trucks greeted March with a 79-day supply, compared to 88 days on Feb. 1.

Inventories fell for each of the Big 3, after swelling in January.

Chrysler Corp.'s stock of light vehicles dipped from 89 days to 80 days.

Ford Motor Co. dropped from 89 days to 71, and General Motors from 97 days to 81.

Daihatsu America Inc., which announced last month that it is ceasing imports, shrank from a 51-day supply to 32 days. Daihatsu sales in February jumped 180 percent over January.

Inventories also fell for the biggest Japanese-based companies. American Honda Motor Co. Inc. had a 69-day supply on March 1, down from 76 on Feb. 1. Its Acura Division was fat by comparison, at 104 days.

Nissan Motor Corp. in U.S.A. weighed in at 107 days, down from 120. Toyota Motor Sales U.S.A. Inc. had a 31-day supply, down from 44 days.

TRUCKS

Ford, Toyota eye new segment

continued from PAGE 1

Jeep Comanche. They accounted for about 89,000 sales a year, most of them Dakotas.

A Ford entry would mark an ironic twist to Toyota's on-again, off-again plans for the segment. Toyota's U.S. executives, led by Executive Vice President Robert McCurry, had long talked about their hopes of entering the full-sized segment.

When Toyota announced last March that the project was on hold, the company also said the model would be smaller than a full-sized truck. It was widely believed that Toyota scaled back its plans out of fear of attacking Detroit's last exclusive bastion of profitability.

Now, Ford sources indicate that a mid-sized Ford entry would be a response to Toyota's plans for the segment.

"We're certainly paying attention to the Toyota rumors," Allan Gilmour, president of the Ford Automotive Group, said last month. Gilmour would not say whether Ford was working on the truck.

A group of Ford designers met with Gilmour in January, saying that Ford would be kept out of a potentially lucrative segment if Toyota offers a mid-sized entry. Dealers have also told Ford that they want to bolster their current lineup by adding a cross between a full-sized and compact pickup. It would have more car-like handling and possibly be derived from an F-series platform.

Few details are known about either the Ford or Toyota models. But sources say Toyota's entry will likely carry a V-6 engine initially, with a V-8 option possible as soon as the 1994 model year. It is also expected to be like a full-sized pickup in its ability to carry a 4-by-8-foot sheet of plywood between the wheel wells. The existing mid-sized trucks carry such loads above the wheel wells.

HANS LEHMANN/HIDDEN IMAGE

Toyota's pickup is expected to be similar in size to the Dodge Dakota.

Toyota executives in the United States have said that annual volume would be in the 80,000-unit range. Toyota Motor Corp. spokesman Andrew Pheiffenberger in Tokyo characterized reports of 100,000 annual sales as "too much."

Pheiffenberger said the model will be built in Japan at first. If so, it would be subject to the 25 percent U.S. tariff on imported pickups.

But Pheiffenberger added that Toyota also will explore assemblying the model in the United States. Last year, Toyota began building compact pickups at its New United Motor Manufacturing Inc. joint-venture plant in Fremont, Calif.

Toyota's confirmation surprised some insiders. Japanese trade tensions are much higher now than they were a year ago, when the company announced the project had been put on hold.

Indeed, the drama surrounding the pickup has been commonly cast as a battle between McCurry's ambitions and more politically sensitive considerations in Tokyo.

That was reflected again last week.

A spokeswoman in Torrance, Calif., said, "Toyota will have a new intermediate-sized pickup truck sometime in the 1993 model year, and it will be built in Japan."

But in Tokyo the language was much more guarded.

"We are moving ahead with preparations on an intermediate-sized pickup on the assumption that we can do something in 1993," said Pheiffenberger.

"However, no final decision has been made. Toyota is still studying a number of factors, including the economic conditions in the U.S. market, and also the current (political) mood."

The words on the record

A larger pickup has been an on-again, off-again gleam in the eyes of Toyota Motor Sales U.S.A. executives. Some key comments during the last 18 months:

- **September 1990** — Robert McCurry, executive vice president: Any larger Toyota pickup Toyota builds won't arrive for at least two or three years. Ford Motor Co. and General Motors are too solidly entrenched in the full-sized market for Toyota to capture their customers. Toyota's entry would give owners of Japanese pickups something to move up to.
- **January 1991** — McCurry: a decision is due within 60 days.
- **February 1991** — Al Wagner, senior vice president: "There's no question we're planning a large truck, it's just a matter of when."
- **March 1991** — Toyota: a soft market and uncertain economy have forced an indefinite delay. The pickup will be between a compact and a full-sized model.
- **October 1991** — George Borst, vice president: A decision on a larger pickup is due "soon."
- **March 1992:** Toyota: Mid-sized pickup will go on sale during the 1993 model year.

Mid-sized truck segment measures up

In the past, *Automotive News* has divided pickups into just two sales categories: full-sized and compact. However, it is fairly easy to rejuggle the lineup to find a mid-sized segment made up of Dodge Dakota and Jeep Comanche.

The Dakota has a natural claim to the segment, being Dodge's middle offering between the Ram 50 and Ram 150, and the company calls it mid-sized in its marketing. Comanche, which gets little marketing support, is a tad bigger than Dakota in most dimensions and much smaller than the full-sized offerings.

Joining the little Dodge in the compact category are the Chevrolet S-10 and its GMC clone, the Ford Ranger, and pickups from Isuzu, Mazda, Mitsubishi, Nissan and Toyota. The average base-model wheelbase is 106.0 inches, and all models in the category are within 3 inches of that.

The average wheelbase for the two base-model mid-sized trucks is 112.6 inches.

At the full-sized end are the Ford F series, GM's C/K and Sierra clones, and the Dodge Ram 150. Their average base-model wheelbase is 116.4 inches.

Wheelbase alone can't determine segment, because a given nameplate has longer variations. In fact, the longest version of a compact pickup, the Ford Ranger SuperCab, has a longer wheelbase (125.0 inches) than any of the standard-model full-sized machines.

However, width is an excellent tool since it changes little with different versions of the same chassis, and there are no overlaps between classes. Entries in the compact class clump around their average width of 65.7 inches. The mid-sized average is 70.6 and the full-sized average is 78.4.

digest

HIGH COURT SLAPS GM, FORD

WASHINGTON — The U.S. Supreme Court has unanimously upheld a 1987 Michigan law that will require General Motors and Ford Motor Co. to repay some $25 million in withheld workman's compensation to employees injured before March 1982. The court rejected the automakers' arguments that the Michigan law abused their due process rights.

In this case, the auto companies had reduced workman's compensation payments by the amount the workers received in other benefits.

Ford's share is $7 million plus interest, which will go to 270 workers. The company said the decision retroactively increases workman's compensation rates for 1982 through 1987.

REPORT: U.S. NOT SO OPEN

WASHINGTON — The Bush administration has opposed bills in Congress to limit Japanese auto imports, saying it is firmly committed to a policy of open markets. But the rest of the world doesn't see the United States as open, according to a new report from the staff of the General Agreement on Tariffs and Trade, the 103-nation world trade organization headquartered in Geneva.

The report said the United States has been one of the most frequent users of anti-dumping and countervailing duty actions, forms of protectionism aimed at keeping cheap imports out of the country. For example, the number of anti-dumping investigations doubled last year, the trade group said.

Between 1988 and 1990, the U.S. Commerce Department ruled in almost every case — 68 out of 71 — that dumping was occurring, the report said. The result: Foreign manufacturers hold back products or price them higher.

FORD HIKES MEXICO WAGES

HERMOSILLO, Mexico — Ford Motor Co. has given workers at its Escort/Tracer assembly plant here an across-the-board 15 percent wage increase as part of a new two-year labor contract.

The agreement was ratified last week by the plant's 2,100 hourly workers and is retroactive to March 1.

A Ford spokesman said the contract also grants some adjustments in plant benefits, but said details were not yet available.

The Hermosillo plant exports Escorts and Tracers to the United States.

Ford's Mexican plants negotiate new contracts every two years, and conduct wage talks annually.

The spokesman said the 15 percent increase is "on a par with what industries have been paying there." A separate wage contract will expire later this month at Ford's manufacturing complex near Mexico City.

GM WINS SAUDI CONTRACT

PONTIAC, Mich. — The U.S. Army awarded a $25.7 million contract to General Motors' Truck and Bus Group to produce military vehicles for Saudi Arabia. GM will produce 600 trucks with a chassis-style cab with an ambulance body, the Army said.

HUNGARY ROLLS OUT ASTRA

SZENTGOTTHARD, Hungary — The first Opel Astra built in Hungary was completed last Friday. Initially, annual car assembly on one shift is planned at approximately 15,000 Astra units. In July, the production of gasoline engines for Opel and Vauxhall cars will begin at the Szentgotthard plant, with an annual capacity of over 200,000 units.

OUTSOURCE

Small firms build 22.5% of cars for Japan's Big 6

continued from PAGE 3

from subcontracting in the automotive industry were reduced labor and capital costs.

But in the end, he said, the Japanese were able to claim the most important benefit of all from the outsourcing system — faster technical change.

"While the U.S. industry was locked into rigid union rules and sluggish management, subcontracting permitted the Japanese auto firms to tap the entrepreneurial abilities of suppliers," Smitka said. "This was central to how the Japanese 'did it.' "

Japanese executives say the system goes back to the early postwar period, when the industry was regrouping.

"We established these companies to help each other mutually with development and technology," Toyota Chairman Eiji Toyoda said in a recent interview.

"The work involved different categories of jobs. It was not efficient for everything to be done by one company. We felt it was more efficient to establish separate companies for small volume work."

Toyota, which uses a network of eight independent subassemblers, produced 1,823,100 vehicles outside its own plants in Japan last year — 45 percent of total output.

Hirosuke Terada, Toyota's general manager of planning and production control, said subsidiary assembly work provided part of the "driving force" for the company's postwar expansion.

"It would have been difficult for one company alone to make such drastic changes," he said.

DOES SYSTEM IMPERIL QUALITY?

Toyoda said the system offers some advantages, particularly in difficult times "when we can help each other." But there also are disadvantages, he conceded, although he declined to cite any.

According to Krafcik and others who have studied the system, however, the dangerous downside to the system is quality control — outsourced vehicles tend to have more problems than those produced in-house.

In Toyota's case, for example, J.D. Power & Associates ranks the Previa minivan as having 132 defects per 100 vehicles in its 1991 Initial Quality Survey, which is conducted during a vehicle's first 90 days of ownership. The Previa is produced by Toyota Auto Body Co., a partly owned affiliate.

The Previa rating compares unfavorably with Power's average rating for all Toyota products — 90 — and is 85 points worse than Toyota's top-rated model, the Lexus LS400. The MR2, another farm-out that is assembled by Central Motor Co., is ranked by Power as having 119 problems per 100.

On the other hand, Toyota's lowest-rated product — the Supra, with 133 problems per 100 — is produced in one of the company's main plants.

Not surprisingly, Toyota insists there is no difference in quality between cars built in the main plants and the subsidiaries.

"Quality is quite the same," Terada said. "Others may express concern that quality is less, but I would deny that concern. Standardization of quality is applied to each plant."

But Honda Motor Co. Executive Vice President Shoichiro Irimajiri concedes that quality can be a problem if the subassembler is not firmly controlled.

"If production is kept simple, the system will work very well," he said. "If it becomes complex, varieties develop in the plant, staff is added and the advantage will disappear."

Honda works at keeping it simple. It assigns production of mini-vehicles (engines under 660cc), including the two-seat sporty Beat, to Yachiyo Industry Co., a Honda-related parts maker for 30 years that graduated into body assembly work eight years ago.

Honda owns a 40.3 percent interest in Yachiyo.

"The biggest advantage in such a system is reduced costs and small overhead," Irimajiri said.

In developing light-weight vehicles, he said, "cost competitiveness is a first priority."

At Honda's plants, 25 to 30 percent of the work force are non-line staff. But at Yachiyo, which employs 2,119 workers, only 10 percent are administrative staff.

"It is a lean organization," Irimajiri said.

But out-sourcing is not so useful when a quick model change is required, he said.

"When the engine has to be developed at the same time and simultaneous engineering is necessary, we can work together if it is in-house. Outside work can be more difficult," Irimajiri said.

SHORT-TERM ADVANTAGES

Nissan Executive Vice President Atsushi Muramatsu also said the system has a downside.

"If the volume is small and for a short period of time, there is an advantage," he said. "But for regular mass production, you cannot guarantee quality."

Muramatsu sees "no great advantage" to the system other than the historical motives.

"Wage levels may be lower for the subcontractors, but they face the same labor shortage," he said.

In terms of raising money, he said, the costs are higher for the subcontractors, "and eventually that cost comes back to us."

But the "eventually" part may be the final advantage.

"If the parent company wants to minimize fixed costs and reduce risks in event of a downturn, they can allow the fixed costs to accumulate at the subcontractor," said Ben Moyer, who follows the industry for Merrill Lynch in Tokyo.

"It allows for a better productivity figure, a lower break-even point, assuming labor costs are counted at a fixed percentage, and a better productivity per employee ratio," Moyer said.

Toyota's subcontract assemblers, for example, tend to operate on a lower profit margin than Toyota, Moyer said.

IRS

Service-pact ruling ensnares imports

continued from PAGE 1

program, Mazda's dealers were principals so they could be vulnerable to IRS audits. Petrizzo said he is unaware of any dealers who have been audited.

"We are looking into the old contract and its implications for our dealers," he said.

Ford, which had a similar program until 1989, has said it will pay the interest assessed on dealers who are audited on sales of its extended service contract from 1985 to 1989.

Dealers selling extended service contracts from General Motors and Chrysler Corp. are unaffected by the IRS ruling.

The interpretation by the IRS turns on whether the dealer is primarily obligated to customers or whether the obligation is between the manufacturer and the customer or the insurer and the customer.

Ford triggered the issue by changing its extended service contract program in 1985 making dealers the principals even though the program was insured by the subsidiary American Road company.

Under pressure from the IRS and dealers, Ford removed dealers as principals under the program in 1989. But by then, the IRS had already begun auditing Ford dealers.

The National Automobile Dealers Association, Ford and several independent extended service contract administrators opposed the ruling. But in February, the revenue service issued a technical advisory on a test case in Ohio reiterating its position.

David Roberston, who is coordinating lobbying efforts on behalf of two extended service contract administrators, estimates the IRS ruling could push 10 percent of the nation's dealers out of business.

Even NADA executive vice president Frank McCarthy concedes that some dealers are at risk.

The IRS assessed one dealer $500,000 while other assessments have ranged from $100,000 to $200,000, according to NADA and other sources.

More than 160 Ford dealers have been audited by the IRS so far. Dealers in Washington and Oregon have been special targets.

The Washington State Automobile Dealers Association is surveying dealers on whether they will contribute to a fund to research legal options.

Dealers believe the IRS plans to audit every dealer in the state.

Janet L. Cunningham, executive vice president of the Washington association, said the IRS is auditing "tons of dealers, not just big dealers but dealers in out-of-the-way places."

Toyota said it is reviewing the IRS decision and how it will affect dealers. Most of the audits of Toyota dealers have been in Washington and Oregon.

"We are studying alternatives," said the Toyota spokesman. "It is our desire that our dealers and customers have the best extended service contract program — one that relieves the dealer from this tax situation yet complies with state insurance regulations governing the sale of this product."

Mark Miller, owner of Mark Miller Toyota in Salt Lake City, said the issue as it concerns Toyota dealers first emerged at the NADA convention last month.

"I certainly hope Toyota will change the extended service contract and help dealers," he said. "They need to change the contract or dealers will stop selling it."

Meantime, independent administrators of extended service contracts fear the ruling will drive them out of business by making their programs noncompetitive with factory programs.

Dealers are usually the principal under the terms of extended service contracts offered by independent companies.

Robertson said 50 percent of the nation's dealers sell extended service contracts from independent administrators and 95 percent of them use accounting methods contrary to the IRS advisory.

Ironically, the government doesn't gain any additional revenues by requiring dealers to amortize the expense of the contract over the life of the agreement, rather than in the first year.

However, Robertson estimates that the government could raise $10 million in back taxes, penalties and interest by auditing dealers.

Robertson met with government officials last week in a last-ditch lobbying effort for legislation to change the the IRS' interpretation of the tax code or to insert into the code language that exempts dealers from the prepayment of premiums rule.

The best he can hope for now is that the President's Council on Competitiveness recommends a moratorium on the advisory under President Bush's 90-day moratorium on regulations.

GM's debt rating falls a notch

NEW YORK — Standard and Poors last Friday downgraded its debt ratings for General Motors and some subsidiaries.

The rating agency cited GM's "massive losses, higher debt levels and growing unfunded pension and retiree medical liabilities."

Standard and Poors lowered its ratings on the senior debt of General Motors, General Motors Acceptance Corp. and GM Hughes Electronics from A to A-minus.

Lowering a company's debt rating can raise its borrowing costs.

The agency said that while GM's operating efficiency and products will likely improve, the gains could be offset by market and competitive factors.

GM "continues to enjoy well-above-average financial flexibility," S&P said.

At year-end, GM had about $90 billion in consolidated debt outstanding, the rating service said.

incentive WATCH

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,000-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,[illegible]0
Stylus XS (Calif. only)*	$[illegible]50[illegible]
Rodeo 4x2	[illegible]-$600
Rodeo 4x4	$7[illegible]0
Trooper (except Calif.)	$750-[illegible]250
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires April 2)	
Legacy (1991)	$1,200-1,700
Legacy (1992, invoiced before Feb. 4)	$500
Legacy (1992, invoiced after Feb. 4)	$1,000
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

BUSH

Autos beat oil on vapor catcher

continued from PAGE 1

troversial trip to Tokyo with Big 3 executives. They include:

- In late February Attorney General William Barr said he would use U.S. antitrust laws to stop unfair trade practices by U.S. trading partners, including the Japanese.
- Treasury Department officials have begun reconsidering their 1989 decision to classify imported minivans and sport-utilities as cars, with a 2.5 percent tariff. Reclassifying the vehicles as trucks would raise the tariff to 25 percent.
- U.S. Customs announced that Honda of America did not meet U.S.-Canadian content requirements for tariff-free shipment of Civics built in Canada and shipped to the United States. Honda officials and Canadian politicians blasted the decision, which would cost Honda $16.5 million in back tariffs.
- Early this month, the Federal Trade Commission subpoenaed documents from the U.S. office of the Japan Automobile Manufacturers Association here as part of a probe of possible discrimination against U.S. parts makers by Japanese transplant manufacturers.

Some observers see these actions as a series of unrelated moves, a reflection of Bush's inattention to trade issues and decisions by individual bureaucrats to pursue their own course.

But others see a planned effort to improve the president's image on trade, particularly auto and auto parts trade with Japan. The moves are designed to counter continuing criticism from congressional Democrats and Republican challenger Buchanan as the recession drags on, car sales slump, layoffs grow and the presidential primary season advances.

Contrary to press predictions last week, Bush did not use Friday's speech to announce a program that would allow companies with pollution problems to earn credits from the government by buying up and scrapping older, higher-polluting cars.

That program would not only help remove a major source of air pollution from the highways, it would boost the market for used and new car sales, proponents say. The plan is reportedly still in the works, however, and may be announced next week.

The EPA had estimated that the on-board fuel recovery units would cost about $25 per car. In announcing the decision, Bush cited a Department of Transportation review that indicated the canisters would be more dangerous than recovery units installed on gasoline pumps.

The Clean Air Act amendments of 1990 called for on-board canisters unless they were determined to be a safety risk. Now, the government will require so-called Stage II vapor collectors on gas pumps in most states.

Bush said the decision stemmed from the 90-day moratorium on new federal regulations that he announced in his state of the union speech in January.

A Washington-based Chrysler Corp. representative said he is not bothered by the political overtones of the decision.

"If the ultimate result is good, I guess I don't care what motivates it," said John Guiniven.

Auto executives in Detroit were happy (see story at right); the decision did not please oil industry representatives.

"I think it's very unfortunate, because the proposed on-board refueling canisters represent the most cost-effective technology for capturing gas vapors," said William O'Keefe, chief executive of the American Petroleum Institute in Washington.

O'Keefe noted that on-board canisters are called for in the 1990 amendments to the Clean Air Act and have been endorsed by EPA administrators.

On Feb. 20, the American Petroleum Institute, joined by the Natural Resources Defense Council and others, sued EPA in federal court in Richmond to force it to choose on-board canisters.

"We're in court now and we'll stay in court. Unfortunately, that's what will probably be required — to get the court to tell EPA to do what Congress told it to do," O'Keefe said.

The junker car proposal is expected to be less controversial.

Owners of older cars would be paid $700 to $1,000 for voluntarily turning them in. At the same time, companies that buy up the cars could avoid penalties for other forms of air pollution that they produce.

The junker rule was proposed again by the National Automobile Dealers Association in a meeting with Bush's chief of staff Samuel Skinner in February. It was supported by a DRI/McGraw-Hill study paid for last fall by the auto industry.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only:	
LeBaron sedan, Acclaim, Spirit	$1,500
FORD MOTOR CO.	
1992 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
1991 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires April 2)	
Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500
SUBARU (expires April 2)	
Loyale (1991-92)	$500
Legacy (1992)	$500

Bush eases auto rules; Big 3 cheer

PHIL FRAME
Staff Reporter

DETROIT — Big 3 executives reacted warmly last Friday to the news that the domestic industry will get some regulatory relief from the federal government.

In a speech to the Economic Club of Detroit, President Bush announced that auto companies will not be required to design cars with fuel vapor recovery canisters to cut pollution during refueling.

The decision had been widely anticipated. "Obviously, the Department of Transportation had pretty well set that up ahead of time because of the safety issue," said Robert Stempel, General Motors chairman. "I was pleased to hear him put that in there. And hopefully, that will put it to bed once and for all."

The EPA will require vapor recovery systems at the gas pumps. Harold Poling, Ford Motor Co. chairman, noted that the pump system will do more to improve the atmosphere because it will catch all vapors from the start. On-board devices would not have been retrofitted into older cars.

Chrysler Corp. President Robert Lutz also reacted favorably to the announcement.

"We'll take regulatory relief anywhere we can get it," he said. "The canister issue is more of a safety issue than a cost issue."

Bush was in Detroit in advance of this week's primary election in Michigan, and he loaded his speech on domestic and foreign issues with auto-related topics. He said:

- He will not sign any corporate average fuel economy legislation that would hurt American industry or lead to higher unemployment.
- He will continue to back the battery consortium to promote electric cars.
- He said he strongly supports a free-trade agreement with Mexico. He said it would not lead to the export of jobs to Mexico and would make Mexico more prosperous and a better market for U.S. goods, including cars.

In his most passionate comment, Bush bristled at suggestions that he had intervened in GM's decision to close an assembly plant in Michigan rather than a plant in his adopted home state of Texas.

"I made no such intervention," Bush said, shaking with rage. "It is a bald-faced lie!"

Stempel said he thought Bush had a good position on CAFE. "I thought he was upbeat and pretty positive," said Stempel.

Bush referred to his recent trip to Japan, saying he took some flak for it but it is paying off already with new American business in the computer, glass and paper markets.

He asked business leaders in the audience to work with the government in retraining workers and help them adapt to a changing economy.

Nissan adds dealer spiffs

Nissan Motor Corp. in U.S.A. announced factory-to-dealer rebates through May 4, dealers said.

The incentives range from $500 to $1,000 on 1992 cars and $1,000 to $1,300 on 1992 trucks. The program also includes a $1,000 payment on the 1991 240SX.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Belvidere, Ill.	3/16, 3/23, 3/30	
Chrysler Fifth Avenue		1,000
Chrysler Imperial		100
Chrysler New Yorker Salon		600
Dodge Dynasty		3,000
Newark, Del.	3/16	
Chrysler LeBaron J		1,100
Dodge Spirit		1,200
Plymouth Acclaim		1,550
Sterling Heights, Mich.	3/16, 3/23	
Dodge Daytona		1,000
Dodge Shadow		1,900
Plymouth Sundance		1,700
GENERAL MOTORS		
Doraville, Ga.	3/16	
Oldsmobile Cutlass Supreme		2,400
Pontiac, Mich. (West)	3/16	
Chevrolet S10		1,650
GMC Sonoma		480
Chevrolet S10 Blazer		1,300
GMC Yukon		
Total U.S. car		**15,550**
Total U.S. truck		**3,570**
Total units lost week of 3/16		**19,120**

†Plant closed for retooling until spring 1992.
Source: Automotive News Data Center

NHTSA opens Chevy, GMC surge probe

MAX GATES
Staff Reporter

WASHINGTON — Government engineers have opened a preliminary investigation of engine surges in Chevrolet S10 Blazers and GMC Jimmy sport-utilities. They have been blamed for 13 accidents, including one fatality.

A total of 803,000 1989-91 vehicles could be involved. The probe involves trucks with 4.3-liter engines. According to 15 complaints received by the National Highway Traffic Safety Administration, the engines may surge on startup or as the vehicle comes to a stop.

NHTSA also has intensified its probe of leaking exhaust gases in 1989-91 Suzuki Sidekicks/Geo Trackers. NHTSA has received five complaints of smoldering carpets and back-seat cushions from hot exhaust leaks in the Sidekick/Tracker models. The investigation covers 83,000 vehicles.

NHTSA has intensified its probe of damaged brake lines in 1990-91 Ford Crown Victoria police cars. According to 26 complaints, the braking power of the cars may be reduced when brake lines become perforated from rubbing against the frame. ■

Hills opposes auto, parts quota

WASHINGTON — U.S. Trade Representative Carla Hills last week said she opposes using quotas on autos and auto parts to reduce the United States' $43 billion a year trade deficit with Japan.

Agreements guaranteeing U.S. companies a share of foreign markets only "sets ceilings on what U.S. companies can achieve," said Hills, the Bush administration's chief advocate of open markets.

Hills testified before the House subcommittee on trade in opposition to the Gephardt-Riegle bill, which would require Japan to reduce its trade surplus with the United States or face limits on auto imports. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the Unites States unless noted. Vehicles are cars unless noted.

	Est. 3/9-3/14/92	Actual 3/2-3/7/92	3/1-3/14/92	Year 1/1-3/14/92	Year 1/1-3/16/91
LeBaron J	1,150	1,165	2,315	9,697	4,351
New Yorker	600	595	1,195	4,370	1,945
Fifth Avenue	1,375	1,437	2,812	6,998	5,675
Imperial	125	170	295	1,273	1,667
Town & Country (trk.)	270	300	570	2,228	631
Total Chrysler Div.	**3,520**	**3,667**	**7,187**	**24,566**	**14,269**
Sundance	1,450	1,400	2,850	11,327	6,669
Acclaim	1,875	1,879	3,754	15,189	21,484
Voyager (trk.)	2,040	2,207	4,247	16,615	16,490
Voyager (Can. trk.)	2,000	2,814	4,814	27,993	20,158
Total Plymouth	**7,365**	**8,300**	**15,665**	**71,124**	**64,801**
Daytona	225	207	432	2,481	1,632
Shadow	2,000	1,745	3,745	16,114	7,222
Dynasty	2,800	2,798	5,598	18,879	27,287
Spirit	1,875	1,774	3,649	15,262	19,296
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	329
Caravan (trk.)	2,550	2,836	5,386	22,140	21,467
Caravan (Can. trk.)	3,000	3,624	6,624	37,086	27,422
Caravan C/V (trk.)	78	103	181	519	778
Caravan C/V (Can. trk.)	100	162	262	1,815	1,482
Dakota (trk.)	3,000	3,062	6,062	22,691	10,808
Ram pickups (trk.)	1,450	1,531	2,981	11,145	10,814
Ram Wagon (Can. trk.)	300	550	850	4,416	3,340
Ram Van (Can. trk.)	1,200	1,410	2,610	11,461	6,084
Total Dodge	**18,578**	**19,802**	**38,380**	**164,009**	**137,961**
Premier (Can.)	0	0	0	0	954
Cherokee (trk.)	3,500	3,558	7,058	26,277	14,617
Comanche (trk.)	50	63	113	565	1,075
Grand Cherokee (trk.)	750	865	1,615	4,202	0
Wagoneer (trk.)	25	31	56	296	514
Wrangler (Can trk.)	1,500	1,932	3,432	18,840	8,758
Total Jeep-Eagle	**5,825**	**6,449**	**12,274**	**50,180**	**25,918**
Total U.S. car	**13,475**	**13,170**	**26,645**	**101,580**	**97,228**
Total Can. car	**0**	**0**	**0**	**0**	**1,283**
Total U.S. truck	**13,713**	**14,556**	**28,269**	**106,678**	**77,194**
Total Can. truck	**8,100**	**10,492**	**18,592**	**101,611**	**67,244**
CHRYSLER CORP.	**35,288**	**38,218**	**73,506**	**309,879**	**242,949**
Escort	0	5,797	5,797	21,951	34,091
Mustang	2,704	0	2,704	13,372	11,588
Tempo	3,252	3,280	6,532	24,583	19,891
Tempo (Can.)	3,397	0	3,397	21,078	21,675
Taurus	7,073	7,265	14,338	74,947	55,548
Thunderbird	2,003	0	2,003	14,515	14,929
Crown Victoria (Can.)	2,414	1,695	4,109	16,909	20,830
Aerostar (trk.)	4,010	4,035	8,045	35,444	21,465
Bronco (trk.)	567	0	567	3,505	1,935
Explorer (trk.)	6,719	6,572	13,291	66,180	55,344
Mazda Navajo (trk.)	108	134	242	855	3,632
Econoline (trk.)	4,062	4,480	8,542	35,643	19,640
Heavies (trk.)	1,045	1,053	2,098	9,204	6,650
Light trucks (trk.)	10,319	9,318	19,637	90,569	42,271
Light trucks (Can. trk.)	3,040	3,040	6,080	33,441	16,358
Ranger (trk.)	7,225	4,471	11,696	46,705	44,918
Total Ford Division	**57,938**	**51,140**	**109,078**	**508,901**	**390,765**
Topaz	1,153	1,120	2,273	9,154	7,878
Topaz (Can.)	1,403	0	1,403	6,992	5,708
Cougar	1,301	0	1,301	9,663	10,586
Sable	3,425	3,255	6,680	21,559	17,161
Grand Marquis (Can.)	2,418	1,501	3,919	19,126	5,639
Total Mercury	**9,700**	**5,876**	**15,576**	**66,494**	**46,972**
Continental	976	971	1,947	7,296	12,379
Mark VII	244	246	490	1,678	2,164
Town Car	3,045	3,048	6,093	22,606	29,111
Total Lincoln	**4,265**	**4,265**	**8,530**	**31,580**	**43,654**
Total L-M Division	**13,965**	**10,141**	**24,106**	**98,074**	**90,626**
Total U.S. car	**25,176**	**24,982**	**50,158**	**221,324**	**215,326**
Total Can. car	**9,632**	**3,196**	**12,828**	**64,105**	**53,852**
Total U.S. truck	**34,055**	**30,063**	**64,118**	**288,105**	**195,855**
Total Can. truck	**3,040**	**3,040**	**6,080**	**33,441**	**16,358**
FORD MOTOR CO.	**71,903**	**61,281**	**133,184**	**606,975**	**481,391**
Skylark	1,680	1,506	3,186	14,134	25,368
Century	0	1,743	1,743	10,352	12,979
Regal (Can.)	0	0	0	10,656	19,159
Riviera	279	250	529	2,318	2,509
Park Avenue/Electra	1,768	1,782	3,570	12,158	23,435
LeSabre	3,391	2,279	5,670	28,766	33,069
Roadmaster sedan	0	1,376	1,376	12,147	0
Roadmaster wagon	0	391	391	2,574	2,958
Reatta	0	0	0	0	441
Total Buick	**7,138**	**9,327**	**16,465**	**93,105**	**119,918**
Eldorado	891	876	1,767	8,955	3,256
Seville	1,122	1,052	2,174	9,664	6,116
Brougham	0	0	0	2,170	3,692
DeVille	1,677	3,624	5,301	23,709	29,536
Allante	53	22	75	142	664
Total Cadillac	**3,743**	**5,574**	**9,317**	**44,640**	**43,264**
Cavalier	4,569	4,750	9,319	43,360	58,083
Camaro	1,458	1,473	2,931	11,484	7,980
Corsica-Beretta	4,800	4,073	8,873	37,449	39,589
Lumina (Can.)	0	1	1	32,812	32,839
Caprice	0	2,851	2,851	20,332	25,408
Corvette	480	478	958	3,281	4,986
Astro (trk.)	3,073	2,394	5,467	32,708	18,019
Blazer (trk.)	410	336	746	3,889	1,559
Lumina APV (trk.)	0	1,445	1,445	7,373	5,999
Mediums (trk.)	98	71	169	1,074	1,736
P-model (trk.)	480	368	848	3,857	3,311
Pickups (trk.)	6,981	2,768	9,749	44,255	38,693
Pickups (Can. trk.)	3,800	3,980	7,780	41,794	28,708
S10 (trk.)	4,950	3,850	8,800	32,039	45,849
S10 Blazer (trk.)	3,396	2,572	5,968	26,786	8,814
Sportsvan (trk.)	941	795	1,736	9,974	6,931
Sportsvan (Can. trk.)	1,400	1,488	2,888	14,710	6,168
Suburban (trk.)	740	719	1,459	7,797	4,230
Total Chevrolet	**37,576**	**34,412**	**71,988**	**374,974**	**338,884**
Achieva/Calais	2,800	2,768	5,568	26,070	22,696
Cutlass Ciera	0	3,329	3,329	23,723	9,085
Cutlass Ciera (Can.)	0	0	0	0	11,437
Cutlass Supreme	2,400	2,338	4,738	13,552	20,108
Toronado	255	211	466	1,435	1,458
Eighty Eight	1,976	1,616	3,592	16,883	17,372
Custom Cruiser wag.	0	132	132	1,033	2,814
Ninety Eight	723	294	1,017	6,021	18,439
Silhouette (trk.)	0	569	569	2,743	2,758
Bravada (trk.)	205	177	382	3,017	4,719
Total Oldsmobile	**8,359**	**11,434**	**19,793**	**94,477**	**110,886**
Sunbird	1,991	1,752	3,743	19,556	26,699
Grand Am	4,860	4,247	9,107	45,274	42,275
Firebird	542	527	1,069	4,625	2,016
Grand Prix	1,896	1,671	3,567	22,858	17,778
Pontiac 6000	0	0	0	0	6,233
Bonneville	2,685	2,686	5,371	18,982	16,571
Trans Sport (trk.)	0	777	777	3,552	3,417
Total Pontiac	**11,974**	**11,660**	**23,634**	**114,847**	**114,989**
Yukon/Jimmy (trk.)	130	117	247	1,154	549
Mediums (trk.)	637	536	1,173	5,421	4,454
P-model (trk.)	36	52	88	473	552
Pickups (trk.)	2,449	914	3,363	17,556	14,991
Pickups (Can. trk.)	1,400	1,421	2,821	14,973	11,289
Syclone/Sonoma (trk.)	1,020	917	1,937	7,345	10,920
Typhoon/S15 Jimmy (trk.)	879	758	1,637	7,015	4,380
Safari (trk.)	1,396	1,036	2,432	12,540	7,513
Suburban (trk.)	510	495	1,005	4,585	4,245
Vandura (trk.)	419	310	729	5,607	3,007
Vandura (Can. trk.)	700	711	1,411	8,155	3,536
Total GMC	**9,576**	**7,267**	**16,843**	**84,824**	**65,436**
Total Saturn•	**4,115**	**4,115**	**8,230**	**35,179**	**8,685**
Total U.S. car	**46,431**	**54,212**	**100,643**	**478,206**	**492,278**
Total Can. car	**0**	**1**	**1**	**43,468**	**63,435**
Total U.S. truck	**28,750**	**21,976**	**50,726**	**240,760**	**196,648**
Total Can. truck	**7,300**	**7,600**	**14,900**	**79,632**	**49,701**
GENERAL MOTORS	**82,481**	**83,789**	**166,270**	**842,066**	**802,062**
Can. car	2,200	2,204	4,404	23,477	27,504
Can. trk.	1,400	1,435	2,835	14,657	12,084
CAMI*	**3,600**	**3,639**	**7,239**	**38,134**	**39,588**
DIAMOND-STAR*	**3,303**	**3,248**	**6,551**	**32,747**	**33,832**
Civic	2,140	1,791	3,931	18,533	18,982
Civic (Can.)	2,200	2,452	4,652	24,264	22,617
Accord	7,800	7,852	15,652	82,894	73,991
Total U.S. car	**9,940**	**9,643**	**19,583**	**101,427**	**92,973**
Total Can. car	**2,200**	**2,452**	**4,652**	**24,264**	**22,617**
HONDA	**12,140**	**12,095**	**24,235**	**125,691**	**115,590**
HYUNDAI Sonata (Can.)	**0**	**0**	**0**	**2,828**	**8,542**
MAZDA*	**651**	**470**	**1,121**	**12,593**	**31,971**
U.S. trk.	0	1,478	1,478	12,884	15,927
Can. trk.	165	165	330	1,667	1,661
NAVISTAR	**165**	**1,643**	**1,808**	**14,551**	**17,588**
Sentra	2,640	2,615	5,255	30,240	30,986
Pickup (trk.)	2,580	2,611	5,191	29,482	29,690
NISSAN	**5,220**	**5,226**	**10,446**	**59,722**	**60,676**
Geo Prizm	1,900	2,026	3,926	20,051	22,055
Toyota Corolla	2,350	2,260	4,610	24,331	22,008
Toyota Hilux (trk.)	850	791	1,641	6,889	0
NUMMI	**5,100**	**5,077**	**10,177**	**51,271**	**44,063**
Legacy	1,200	1,156	2,356	12,218	12,400
Pickup (trk.)†	515	468	983	5,221	0
Rodeo (trk.)†	885	802	1,687	9,053	0
Total U.S. car	**1,200**	**1,156**	**2,356**	**12,218**	**12,400**
Total U.S. trk.	**1,400**	**1,270**	**2,670**	**14,274**	**11,886**
SUBARU-ISUZU	**2,600**	**2,426**	**5,026**	**26,492**	**24,286**
Camry	4,752	4,675	9,427	49,371	46,787
Corolla (Can.)	1,500	1,536	3,036	15,378	14,279
TOYOTA	**6,252**	**6,211**	**12,463**	**64,749**	**61,066**
VOLVO 740, 940 (Can.)	**150**	**150**	**300**	**1,506**	**1,834**
AM GENERAL (trk.)	**375**	**375**	**750**	**3,825**	**4,450**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**4,800**	**24,400**	**29,500**
Total U.S. car	**111,818**	**118,457**	**230,275**	**1,084,098**	**1,097,044**
Total Canada car	**15,682**	**9,539**	**25,221**	**175,026**	**193,346**
Total U.S.-Canada Car	**127,500**	**127,996**	**255,496**	**1,259,124**	**1,290,390**
Total U.S. truck	**84,123**	**75,520**	**159,643**	**727,377**	**561,149**
Total Canada truck	**20,005**	**22,732**	**42,737**	**231,008**	**147,048**
Total U.S.-Canada truck	**104,128**	**98,252**	**202,380**	**958,385**	**708,197**
TOTAL U.S.	**195,941**	**193,977**	**389,918**	**1,811,475**	**1,658,193**
TOTAL CANADA	**35,687**	**32,271**	**67,958**	**406,034**	**340,394**
TOTAL U.S.-CANADA CAR & TRUCK	**231,628**	**226,248**	**457,876**	**2,217,509**	**1,998,587**

•Estimate †Breakout by model not available for 1991.

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output runs 11% above '91

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian car and truck production this year is 11.0 percent ahead of the year-ago period.

Car production in the two countries is 1,259,124, trailing 1991 by 2.4 percent.

Truck producers have assembled 958,385 units in 1992, up 35.3 percent.

Last week, the estimated build by U.S. car producers was 111,818, down 5.6 percent from the prior week but up 7.1 percent from the year-ago week.

So far this year, 1,084,098 cars have been assembled in the United States, 1.2 percent below the same period in 1991.

Canadian car producers' estimated production last week was 15,682, up 64.4 percent from the prior week but down 27.4 percent from the year-ago week.

Year-to-date car production in Canada is 175,026 down 9.5 percent from 1991.

Last week's production by U.S. truck producers was estimated at 84,123, up 11.4 percent from the prior week and 110.3 percent from the year-ago week when five plants were down because of slow sales.

Year-to-date, U.S. truck production is 727,377, up 29.6 percent from the year-ago period.

In Canada, estimated truck production last week was 20,005, down 12.0 percent from the prior week but up 37.6 percent from the year-ago week.

So far this year, 231,008 trucks have been assembled in Canada, up 57.1 percent from 1991.

Last week's estimated daily build rate was 46,326 cars and light trucks in the United States and Canada, up 2.4 percent from the prior week and up 28.3 percent from the year-ago week.

Toyota Motor Manufacturing U.S.A. Inc. began building the Camry wagon in Georgetown, Ky., March 10.

The Kentucky plant will be the sole producer of the wagon, which also will be exported. Production is expected to reach 220 wagons a day by July, bringing total Georgetown output to 900 cars a day.

Toyota expects to build about 35,000 of the wagons this year, with about 15,000 to be sold in the United States.

General Motors scheduled overtime last Saturday at three truck facilities: Janesville, Wis.; Scarborough, Ontario; and Oshawa, Ontario.

Ford Motor Co. ran daily overtime last week at the Kansas City, Mo., and Louisville, Ky., truck plants.

Chrysler Corp. idled three car plants this week to adjust inventory levels: Newark, N.J.; Belvidere, Ill.; and Sterling Heights, Mich.

The Belvidere facility will resume production the week of April 6. The Newark plant will resume operations the week of March 23, and the Sterling Heights plant will return to work March 30.

Chrysler's St. Louis truck plant worked overtime last Saturday. ■

Automotive

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NEWSPAPER

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Eaton faces a full plate

After Iacocca: new vehicles, fewer dealers

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Chairman-designate Robert Eaton is positioned to determine Chrysler Corp.'s shape into the next century. His experience as the enormously successful president of General Motors Europe suggests how he might succeed Lee Iacocca.

A legendary stickler for product quality, Eaton, 52, brings added rigor to the debut of Chrysler's new mid-sized cars this fall. He has delayed launches at GM when quality wasn't up to his standards.

Even before Eaton was named vice chairman and chief operating officer, the company appeared poised to regain financial and marketplace health. He will succeed Iacocca as chairman and chief executive officer next Jan. 1. Iacocca will remain as chairman of the executive committee of the board of directors.

Said Eaton: "I intend to do everything I can to build the strongest team, to build the strongest products, the best customer satisfaction, the highest quality and the lowest cost."

JOE WILSSENS/AUTOMOTIVE NEWS

Bob Eaton, right, accepts a handshake from Lee Iacocca and a smile from Bob Lutz.

Does Robert Eaton deserve the reputation he's bringing to Chrysler? **Page 35**

Jerome York, Chrysler's chief financial officer, emerges as a powerful lieutenant. **Page 34**

Robert Lutz: "Am I disappointed? Of course. Who wouldn't be under the circumstances." **Page 35**

He will also make several major decisions that will still be pending upon Iacocca's retirement:

- How many brands? Chrysler is considering eliminating the Eagle or the Plymouth brand.
- How many dealers? The company is considering reducing its network of 5,000 dealers.
- How many Japanese vehicles to sell? Eaton is likely to have an impact on Chrysler's relationship with Mitsubishi Motors Corp., which has been changing because of Iacocca's anti-Japanese trade stance and Chrysler's withdrawal from a joint-venture assembly plant in Illinois. At GM, Eaton was critical of the sale of Japanese vehicles through the Chevrolet Geo brand, arguing that it generates little profit and makes the automaker appear hypocritical in the trade debate.
- How to approach Europe? Chrysler has been adding export sales there and recently began

see CHRYSLER, 34

latenews

Chrysler mulls prime-time exit

CHICAGO — Chrysler Corp. may drop out of prime-time network TV advertising as part of a sweeping reorganization of its media strategy.

"We are seriously questioning whether we want to continue advertising on prime time," John Damoose, Chrysler vice president of marketing, said last week.

Damoose said Chrysler is moving money into more targeted media in response to both the growth of alternative media and the fragmentation of the automotive market, according to *Advertising Age*, a sister publication to *Automotive News*.

Money moved out of prime time would likely end up in network sports and news, print media, promotional programs and so-called niche media, Damoose said.

— Crain News Service

House drops tariff hike

WASHINGTON — The House voted 211-189 Friday afternoon to approve a tax bill

see LATE NEWS, 2

Cut in Japanese quota: End of an era

Big 3, UAW scoff at 'empty' gesture

RICHARD JOHNSON
Staff Reporter

TOKYO — The announcement last week that Japanese carmakers will cut their self-imposed ceiling on car exports to the United States by 28 percent, to about 1.65 million units a year was quickly dismissed by U.S. automakers and union leaders as an "empty" or "meaningless" gesture.

But Japanese carmakers view the cut — which reduces the ceiling to about the number of cars actually shipped in recent fiscal years — as the end of an era, triggering sweeping changes in their industry.

Japan's Ministry of International Trade and Industry cut the allocation from 2.3 million cars, where it had been since 1985. The new level is a 5 percent cut from the 1.73 million cars exported to the United States in the last fiscal year.

The voluntary curbs cover only passenger cars. Japan's exports of light trucks to the United States, which are not subject to a cap, slipped 5.3 percent in calendar 1991, to 704,328 units.

"When the U.S. market gets healthy again, I don't think MITI can be expected to raise the ceiling," said a Honda Motor Co. official. "We won't ever see a high number again."

As a result, Japanese carmakers are expected to accelerate local production plans, increase exports to the United States from outside Japan, raise prices when market

see EXPORTS, 36

Saturn stores post top '91 sales average

JOHN K. TEAHEN JR.
Senior Editor

For the first time in 15 years, a Big 3 make is king of the hill in new-car sales per dealer.

Saturn, the newest of the General Motors entries, averaged 776 deliveries per outlet in 1991 to beat Honda by more than 100 units. Honda was the car champion in 1989 and 1990.

The last time a domestic car finished on top was 1976, when Chevrolet edged Toyota by three sales per store.

In combined car and truck sales per dealership, Toyota was the leader for the third year in a row. But Saturn made it close even though its retailers don't sell trucks. Toyota dealers averaged 789 car-truck sales to Saturn's car-only count of 776.

Saturn is doing even better thus far in 1992. It led the *Automotive News* car and car-truck sales-per-dealer rankings in January and February.

Saturn's sales per dealer also were No. 1 for the first two months of 1992.

CAR SALES PER OUTLET

	1991	1990
1. Saturn	776	43
2. Honda	673	742
3. Toyota	563	609

Aside from Saturn's victory in the car column, the Big 3 didn't have much to cheer about in 1991 sales averages. Buick, up four units, was the only other domestic car to post an increase. Saturn went on sale Oct. 25, 1990, and averaged 43 deliveries per outlet for 1990.

see DEALERS, 20

Saturn gaining fans and kudos; dealers added; output climbs

LINDSAY CHAPPELL
Staff Reporter

NASHVILLE, Tenn. — Saturn, the General Motors venture that skeptics have loved to nitpick, is quietly piling up praise from buyers, dealers and independent surveys.

Part of the glee stems simply from a rapidly growing dealer body that is finally getting the product it needs. But there are other, more critical signs of success, particularly in the retail and distribution end. Saturn's average of 776 new-car sales per dealer led the industry in 1991, the first time in 15 years a domestic nameplate finished on top. (See related story on Page 1.)

The operation appears to be on target in capturing would-be import buyers. Saturn has turned embarrassing recalls into textbook cases of pleasing the customer. And in a growing list of other measures, such as dealer satisfaction and sales satisfaction, Saturn is in the same league as industry-leading luxury brands. But one huge question mark looms: quality. The first Saturns finished below the industry average in last

see SATURN, 36

Automotive News

IRIMAJIRI EXIT A SURPRISE
Honda Motor exec was in line for president's job. **PAGE 4**

NEW SAAB 900 DUE IN '93
Saab readies its first all-new car since 1989. **PAGE 6**

VWoA ELIMINATES 300 JOBS
Three sales zones also cut in latest restructuring. **PAGE 6**

MAZDA ADDS CAR IN JAPAN

▲ The mid-sized MS-8 sedan joins the Anfini lineup. **PAGE 8**

RUSSIAN GOLD RUSH
Prospectors are panning for profit in vehicle sales. **PAGE 19**

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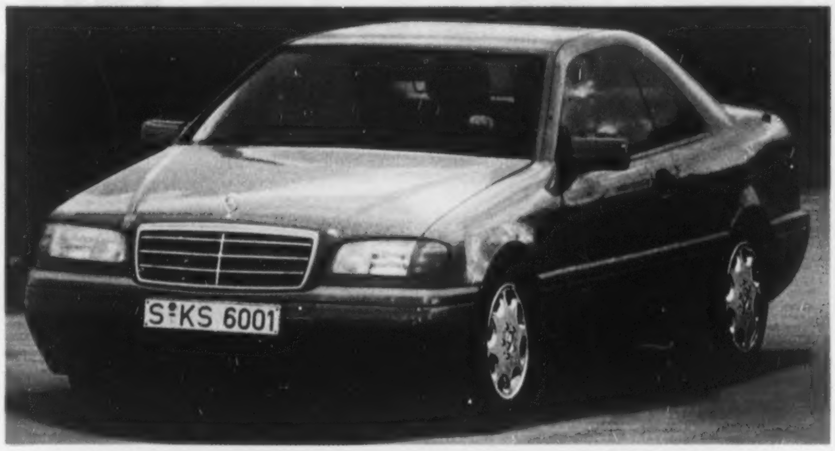
corrections

- A March 16 story incorrectly stated the number of U.S.-built Toyota Camrys exported to Taiwan. The number is about 7,000 annually.
- A March 16 story on the Mercury Villager failed to include the Toyota Previa in a list of minivans with driver-side airbags.
- Suzuki reported an incorrect total for its February light-truck sales in the March 9 issue. The correct figure is 1,201.



HANS G. LEHMANN/HIDDEN IMAGE

'Baby' Benz grows up

Mercedes is testing prototypes of its new 190. Code-named W202, the car is more aerodynamic and just a couple of inches longer and wider than the current 190 sedan, with the increase going for more rear-seat legroom. The sedan will bow at next spring's Geneva auto show. This retouched spy photo shows a 190 coupe that is expected to follow, possibly along with convertible and wagon versions. Details on Mercedes' plans for the car appear on Page 31.

latenews

CONTINUED *from* PAGE 1

that retains the luxury tax on over-$30,000 automobiles but drops a proposed 25 percent tariff on imported minivans and four-door sport-utilities.

After working out differences last Thursday and Friday, the two chambers were expected to vote by President Bush's Friday deadline for action. But Bush was expected to veto the bill because it contains a tax increase on wealthy Americans.

Under the final bill, the $30,000 luxury threshold would be raised to keep pace with inflation. Conferees killed a Senate measure to raise the tariff on minivans and four-door sport-utilities from the current 2.5 percent to 25 percent.

— Max Gates

Japan simplifies GM imports

WASHINGTON — The Japanese government has cut some paperwork to allow General Motors to export more U.S.-built Pontiac Grand Am SE sedans and coupes. Similar action on other U.S.-made vehicles may follow soon.

The move will shorten the inspection time for Grand Ams going into Japan and will enable GM to ship the cars in batches of more than 2,000.

The GM cars are the first U.S.-made models to be granted the expedited inspection status, which is currently held by about 20 European models.

A GM spokesman called the move a "step in the right direction" but said there are more barriers to overcome before the Big 3 achieve their stated goal of selling more cars in Japan.

Brake problem prompts recall

DEARBORN, Mich. — Ford Motor Co. said it is recalling about 517,600 trucks to repair a front brake problem.

The affected vehicles are 1988 to 1991 F-250 and F-350 trucks. The affected trucks are equipped with one of three engines — 5.8-liter V-8 (4x4 only), 7.5-liter V-8 or 7.3-liter diesel V-8 — and have gross vehicle weight ratings over 8,500 pounds.

Ford said that under severe driving conditions the trucks could lose front braking effectiveness due to overheated brake fluid. The rear brakes remain operational. The problem is most worrisome in trucks in mountainous regions or towing near capacity.

Ford recalls 2,700 cars

DEARBORN, Mich. — Ford Motor Co. is recalling about 2,700 cars to repair safety and emissions problems.

Ford is recalling about 500 1992 Ford Taurus/Mercury Sable wagons to inspect and possibly replace the rear liftgate latch assembly. The liftgate may not completely latch and could open while the car is being driven.

Ford is also recalling about 2,200 1992 Ford Thunderbirds and Mercury Cougars with the 3.8-liter V-6 to replace the electronic engine control processors. Exhaust emissions on those vehicles may exceed federal or California standards.

Mitsubishi hikes prices

CYPRESS, Calif. — Mitsubishi Motor Sales of America Inc. last week raised prices a sales-weighted average of 2 percent or $357. The hike is effective today, and vehicles shipped to dealers from port stocks by March 31 will be price-protected.

Mitsubishi attributed the increase to recent pricing actions taken by its competitors. Other Japanese importers have blamed their pre-spring hikes on the appreciation of the yen against the dollar. Most observers say the increases are an answer to the stepped-up trade friction between the United States and Japan.

By nameplates, the increases are: $200 on Mirage, $269 on Galant, $128 on Eclipse, $745 on Diamante, $900 on 3000GT and $660 on Montero.

Prices of Expo and Expo LRV sport wagons and Mighty Max pickups were not raised.

Chrysler signs British dealers

LONDON — Chrysler Corp.'s British sales arm said late last week that it has signed 63 of the 80 dealers it needs for its scheduled product launch next January. The company, Chrysler Jeep Imports U.K. Ltd., has targeted first-year combined sales of 2,000 Jeep Wranglers and Cherokees and Dodge Vipers.

The company has said that right-hand-drive Cherokees and Wranglers, with 2.5-liter and 4.0-liter engines, will be in showrooms by January. They are slated to be joined by right-hand-drive Grand Cherokees and Plymouth Voyagers by late 1995.

The company said the British market's first-year allocation of 50 Vipers has been pre-sold, despite the car's price of $85,000.

— Vaughan Freeman

Honda, Rover, VW add spiffs

American Honda Motor Co. Inc. is paying $500 rebates to dealers on sales of 1991 Accords and 1991 Preludes. No expiration date was announced. Also, in California, Honda is paying dealers $500 on sales of 1992 Accords through April 2.

Until March 31, Volkswagen United States is paying dealers $2,000 on sales of 1991 Cabriolets.

Range Rover of North America Inc. is offering a special lease plan on the 1992 Range Rover (excluding the County and LSE models) through April. The payment is $499 a month for 48 months with 10 percent down or $599 a month for 48 months with no money down. The suggested retail price of the Range Rover is $38,900 (see incentive tables on Page 36).

briefly

C'mon, say it: President Perot

More than five years after being ousted from **General Motors,** Texas entrepreneur H. Ross Perot has his sights on another executive post: president of the United States. Perot told the National Press Club last week that his supporters are working to get him on the November ballot in all 50 states as an independent. His platform includes racial harmony, balancing the budget, paying off the $4 trillion national debt and reforming education. On business issues, he says the United States desperately needs an industrial policy that will help, rather than hinder, business. And he says North American free-trade negotiations will end up "moving the highest paying jobs to Mexico." Perot criticized the revolving door that puts former U.S. government trade negotiators on the payroll of foreign countries. "We don't have anybody who knows how to horse trade," he said of U.S. failures in trade talks with the Japanese. "The negotiations are so well run on their side and so poorly run on our side that you could make a tragi-comedy out of it."

Perot: no baby kisser

ANOTHER COMPARISON — Satisfied with its new ad campaign in Japan that compares the **Cadillac** Seville to the **Infiniti** Q45, **General Motors Japan** has now moved on to its bread-and-butter car. Ads debuting last week compare the **Pontiac** Grand Am with the **Toyota** Mark II hardtop 2500 Grande G. Japan is not used to this kind of advertising. Maybe GM first should have introduced the concept of drag racing.

BRING THREE FORMS OF I.D. — U.S. Rep. Robert Torricelli (D-N.J.) spoke at **BMW of North America Inc.** last week, touting his proposal for a government study into recycling cars, an area where BMW is active. Torricelli joked that he asked Karl Gerlinger, BMW president, if he could buy a car — with a check drawn on the now-infamous Congressional bank. "Business must be good," Torricelli said. "He turned me down."

GERMANS SAY 'SHOW ME' — "They made my day," **GM** President Lloyd Reuss said when told that **Mercedes-Benz** representatives had asked to visit the paint finish operations at GM's Wentzville, Mo., assembly plant that builds H-body cars.

MISSED THE CUT — Allan Gilmour, executive vice president at **Ford Motor Co.,** was asked at an Automotive Press Association luncheon in Detroit to comment on the elevation of **GM's** Robert Eaton to the vice chairman post at **Chrysler Corp.** It was too bad, he said, that "I wasn't on the short list."

YOURS IS NOT TO QUESTION WHY — Some Volvo dealers are turned off by Volvo's new, graphic crash ads, said Joseph Nicolato, president of **Volvo Cars of North America.** However, the scary safety message is effective in reaching the aging yuppies Volvo is trying to attract, Nicolato told the International Motor Press Association. Dealers don't fit "Volvo demographics or psychographics," Nicolato said. "They just sell 'em."

Japanese lose minivan share

Decline could affect Big 3 dumping case

MAX GATES
Staff Reporter

WASHINGTON — Japan's share of the U.S. minivan market has declined slightly in the past 11 months, despite charges by the Big 3 that dumping by Toyota and Mazda threatened their minivan sales.

Japanese imports, primarily the Toyota Previa and Mazda MPV, have accounted for 10.9 percent percent of U.S. minivan sales since the first quarter of last year. During the same 11-month period in 1990-91, the Japanese share was 11.4 percent.

Most of the year-to-year decline is explained by the Nissan Axxess, which was dropped from the market in 1990. Previa sales rose 1.5 percent over the last 11 months, and the MPV gained 1.8 percent.

Still, the relative flatness of Previa and MPV sales could affect the outcome of the Big 3 minivan dumping case against the Japanese.

If the Department of Commerce's preliminary dumping finding is upheld, the International Trade Commission must then determine if the Big 3 have been hurt by the Japanese pricing practices. The commission can consider a wide range of factors, including recent sales and market share patterns, in making its decision, a commission spokesperson said.

When the Big 3 filed their dumping petition last May, they pointed with alarm to Japan's 2 percentage point increase in market share, to 12.2 percent, during the first quarter of 1991. And they said things would get worse with last summer's arrival of the Mitsubishi Expo.

In the 11 months since then, though, Japanese sales have leveled off. And Commerce has sided with Mitsubishi in ruling that the Expo is not a minivan.

"So much for the notion of 'Japan Inc.' that is impervious to outside forces. We're dealing in this marketplace just like they are, and it's tough," said Clark Vitulli, chief operating officer of Mazda Motor of America Inc.

Toyota and Mazda also have stuck their minivans, especially the lowest-priced ones, with significant price increases. Mazda's lowest-priced MPV now costs 10.7 percent more than it did last May. Toyota's entry-level Previa has gone from $14,698 to $17,518, a 19.2 percent increase.

Price increases on domestic models, meanwhile, have been much smaller. And the Big 3 have tended to put their biggest hikes on their top-of-the line models.

Sales from segment leader Chrysler have risen 12.8 percent for the 11-month period, while Ford and General Motors minivan sales have dropped.

In its ruling last December, Commerce said Mazda was selling its minivans at 7.19 percent below fair market price and Toyota was selling at 0.95 percent below fair market price. Commerce is scheduled to make its final ruling May 18.

After that, the trade commission must decide if the Big 3 have been hurt, or could be hurt in the future, by the Japanese pricing.

The commission has scheduled a hearing for May 21 and will issue its ruling by July 2.

If it determines that the Big 3 have been hurt by the Toyota and Mazda pricing, the government will assess penalties against the Japanese minivan makers.

U.S. MINIVAN SALES

	April '91-Feb. '92	April '90-Feb. '91
Big 3	716,382	716,177
Japan	88,274	93,070
Other	4,157	5,841
TOTAL	**808,813**	**815,088**

Source: Automotive News Data Center

latex examination gloves
ambidextrous/unisize
100 each
BIOHAZARD

JOE WILSSENS/AUTOMOTIVE NEWS

Dr. D. Mohammadi at GM's Detroit-Hamtramck assembly plant wears latex gloves, goggles, mask, hair cover and an impenetrable-material gown to guard against contracting the AIDS virus.

AIDS: NO ONE IS IMMUNE

Big 3, Mazda stress education; other transplants lag

LIZ PINTO
Staff Reporter

In 1988, Bruce White, a 36-year-old AIDS patient and 16-year GM employee, told his coworkers he had the deadly disease. The news caused a panic at GM's Hydra-matic transmission plant in Flint, Mich., where White worked.

White's coworkers shunned him and many refused to work near his station. Before the situation was diffused, White locked himself in the restroom to protest his treatment.

"Because most of us had never been around a person with AIDS before, many people panicked," said David Yettaw, president of Local 599 at the plant. "But GM called in a doctor to meet with people and explain exactly how the disease is — and is not — transmitted and none of us were at risk of catching it. After that, things calmed down."

The company didn't have to invent a response to save the plant's morale and productivity.

Four years earlier, GM encountered its first incident of AIDS in a small Mississippi plant, which led the company and the UAW in 1986 to begin developing a corporate policy and educational program on the acquired immune deficiency syndrome, a contagious, incurable disease.

AIDS is caused by the human immunodeficiency virus, HIV. The virus attacks and weakens the immune system, leaving a person susceptible to a wide variety of infections and cancers which

see AIDS, 18

Ford is asking its California dealers to sell the Thunderbird LX for $15,859.

Ford experiments with bargain-priced Thunderbird LX

KATHY JACKSON
Staff Reporter

Ford Motor Co. wants to upgrade the image of its Thunderbird and is using trendy California to test the notion.

In California, Ford has eliminated the base Thunderbird model and sells only the LX, the Sport and the Super Coupe.

Dave Smith, regional marketing manager for Ford Division, said the "LX was always a step up — more content (than the base); what this means is that the customer will buy a Thunderbird that starts out being well equipped at a good price."

The program involves only the LX model with a California-only preferred equipment package.

The package adds cast aluminum wheels, electronic climate control, rear window defroster, floor mats and cornering lamps. Dealers can purchase the car for $14,500; they are encouraged by the factory to sell the cars at about $15,859.

There are no customer rebates in the test program.

In other parts of the country, a comparably equipped LX costs the dealer $16,794 and has a suggested retail price of $19,518.

"It's a hell of a buy," said Barry Adams, general sales manager at Homer Heller Ford in Escondido, Calif. Adams said his LX models are going out the door at $15,759 or less. "I don't think there's a better buy in the marketplace."

Adams said profits are down from about $2,200 for each LX model previously sold to about $1,200 since the new program began in January, but he said Thunderbird sales at his store are up 50 to 60 percent, and the vast majority of the sales are LX models.

see T-BIRD, 37

What a deal

The "California Special" package adds the following to the Thunderbird LX:

- Cast aluminum wheels
- Electronic climate control
- Rear window defroster
- Floor mats
- Cornering lamps

Special promotion dealer cost: **$14,500**

California dealer cost without special promotion: **$15,944**

Comparably equipped dealer cost in other 49 states: **$16,794**

Suggested California retail price: **$15,859**

Suggested California retail price without special promotion: **$18,518**

Comparably equipped suggested retail price in other 49 states: **$19,518**

Buick considers giving dealers choice of ad group fee plans

PHIL FRAME
Staff Reporter

Buick is studying a proposal to change the way it handles ad association fees charged to dealers.

If it is approved, Buick dealers would have the option of selecting from two methods of ad fee collection, according to a dealer source familiar with the proposal.

One option is patterned after the out-of-court settlement of a lawsuit filed by two Ohio General Motors dealers and the Ohio Automobile Dealers Association.

The other option would sweeten Buick's present ad fee plan that gives dealers a bonus based on the amount of local advertising purchased.

Now, 1 percent of vehicle invoice price goes to local dealer marketing groups. The local marketing group uses 75 percent of the money, and individual dealers may use the remainder for local promotion.

Buick gives individual dealers a $1 bonus for every $4 they spend on local ads, based on proof that the ads ran and approval by the manufacturer.

Buick is thinking of sweetening that bonus formula. One idea is to give dealers $2 for every $4 spent on local ads, although a new formula has not been adopted.

Under the plan being studied, dealers could choose the present structure with a new bonus formula, or opt for the formula established in the settlement of the lawsuit in the U.S. District Court of Columbus, Ohio.

The settlement, which a judge approved last week, rolls the 1 percent fee into the price of vehicle models and options rather than adding it to the invoice.

It also makes membership in ad associations optional. If dealers choose to remain in ad associations, they may use up to 40 percent of their association fees for local promotion activities. Dealers who do not join associations can direct the manufacturer how to spend the other 60 percent.

"My initial reaction is that the Buick plan is better — that's how the arithmetic works out," said a dealer who did not want to be identified.

Chevrolet and GMC Truck already have adopted the Ohio plan nationwide. Other GM divisions are studying how to address the situation.

12 TOP GLOBAL VEHICLE PRODUCERS

Position 1991	Position 1990		1991	1990*	1989	1988	1987
1	1	General Motors	7,015,000	7,454,000	7,946,000	8,108,000	7,765,535
2	2	Ford Motor Co.	5,359,000	5,872,389	6,408,044	6,517,186	6,115,000
3	3	Toyota Motor Corp.	4,719,000	4,889,414	4,447,889	3,854,721	3,643,977
4	5	Volkswagen AG	3,128,328	3,057,598	2,927,000	2,848,000	2,771,000
5	4	Nissan Motor Co.	3,082,491	3,063,186	3,008,750	2,713,234	2,284,896
6	6	Fiat Group	2,461,000	2,697,800	2,436,100	2,141,500	1,969,800
7	7	Peugeot-Citroen SA	2,057,553	2,219,900	2,216,100	2,080,000	1,952,500
8	8	Honda Motor Co.	1,975,000	1,993,000	1,863,000	1,783,416	1,582,000
9	9	Mitsubishi Motors Corp.	1,907,694	1,793,387	1,249,510	1,273,662	1,257,016
10	10	Renault SA	1,790,709	1,783,341	2,049,600	1,850,667	1,831,390
11	12	Mazda Motor Corp.	1,551,255	1,607,054	1,488,807	1,224,192	1,192,319
12	11	Chrysler Corp.	1,480,819	1,645,457	2,381,712	2,566,920	2,260,290
		TOTAL	**36,527,849**	**38,076,526**	**38,422,512**	**36,961,498**	**34,625,723**

*Revised

World vehicle output drops 4.1% in 1991

ROGER ROWAND
Staff Reporter

World vehicle production in 1991 declined 4.1 percent from 1990 as sales tumbled in North America, Europe and Japan, the major markets.

The 12 top world producers assembled 1,548,677 fewer vehicles in the 12 months as their total output dipped to 36,527,849 units from the 38,076,526 cars, trucks and buses built in 1990.

General Motors, Ford Motor Co. and Toyota Motor Corp. kept their 1-2-3 rankings, while Volkswagen AG slipped by Nissan Motor Co. Ltd. to take fourth place.

Fiat Group, Peugeot SA, Honda Motor Co., Mitsubishi Motors Corp. and Renault SA finished in sixth through 10th places, just as they did in 1990.

Mazda Motor Corp. moved up to 11th, ahead of Chrysler Corp. ■

GM, Toyota merge Aussie units

PEDR DAVIS
Special Correspondent

SYDNEY, Australia — After four years of talks, General Motors and Toyota Motor Corp. agreed last week to merge some of their Australian operations.

The two companies first set up a joint-venture holding company, United Australian Automotive Industries, in May 1988. At the time, it was expected UAAI would take over and begin merging the two companies' production in 1989.

The full merger never took place, and the two have been attempting ever since to work out a partnership agreement.

In the final agreement, UAAI will own both Toyota Motor Corp. Australia and General Motors-Holden's Automotive Ltd. UAAI in turn is equally owned by GM and Toyota. UAAI will be responsible for all future planning and corporate activities for both brands, but Holden's and Toyota will handle their own marketing. Holden's and Toyota will continue to sell vehicles through separate dealer networks with their own brand names.

Toyota will continue to design four-cylinder cars sold with Toyota and Holden badges, and Holden's will be responsible for six-cylinder models. In all, three shared model lines will be sold.

Toyota Australia will have sole franchise rights to imported Toyota commercial vehicles. Holden's will continue to import commercial and four-wheel-drive models from Japan's Isuzu Motors Ltd., which is 37.5 percent owned by GM.

Separately, GM said it would spend $120 million Australian (about $91 million) to install the second stage of a base-coat/clear-coat paint facility at its plant in Elizabeth, South Australia. The first phase was completed in 1989.

UAAI also announced the appointment of Ian Webber to the position of non-executive chairman. He is former chief engineer of Chrysler Australia and the first managing director of Mitsubishi Motors Australia Ltd. ■

Revamped RX-7 aims at richer, older men

KRISTINE STIVEN BREESE
Staff Reporter

MARINA DEL REY, Calif. — As Mazda Motor of America Inc. introduces its third new product in six months, its demographic targets continue to climb higher.

Like they did with last fall's 929 replacement, Mazda market planners are predicting that buyers of the 1993 RX-7 will be richer, older and better-educated than owners of the earlier model.

Mazda expects typical buyers of the new RX-7 to be about 44 years old, with a median income of $95,000. Three-quarters of them will be college-educated and 55 percent will be married.

By contrast, buyers of the current model are about 35 years old and make $59,000 annually. Sixty-five percent went to college and only 39 percent are married.

But the biggest difference will be gender, Mazda says. While the old RX-7 was bought by more women (52 percent) than men, Mazda expects that only 20 percent of the buyers of the new car will be female.

George McCabe, Mazda's group vice president and general manager, says that much of the male skew will come from the car's increased price tag. The new car will start at $31,300, $4,200 above the base price of the old turbo model, last offered as a 1991 model.

In addition, McCabe says Mazda's product offering has expanded in recent years so that female buyers now have more sporty choices than before, such as the MX-6, Miata and MX-3, introduced last fall.

Mazda also believes the 1993 RX-7 will attract more male buyers because of its increased performance.

Mazda is launching the "pure sports car" with ads that rely heavily on racing images and Mazda's own motorsports successes. The ads are clearly geared more to a male audience.

While the former model came with a choice of two engines — a 160-horsepower normally aspirated powerplant and a 200-hp turbocharged rotary — the new model has only one. The 1993 RX-7's two-rotor engine with twin turbochargers generates 255 hp at 6,500 rpm and 217 pounds-feet of torque at 5,000 rpm.

A driver-side airbag is standard on Mazda's redesigned RX-7; a passenger-side airbag will be added in 1994.

The car comes with two option packages. The $1,000 "R1" package includes high-performance tires and dual air coolers. The $3,000 touring package includes leather interior, cruise control, power sunroof and a custom stereo.

The company expects to sell 9,000 RX-7s in the 1992 calendar year and 10,000 to 12,000 a year after that. ■

ROSEN SYSTEMS, INC.
PUBLIC AUCTION

DYNAMOMETER · SUN ENGINE ANALYZERS · HUNTER ALIGNMENT SYSTEMS · PAINT BOOTHS/OVENS · AIR COMPRESSORS · LARGE QTY. FINE TRADITIONAL OFFICE FURNITURE · COPIERS · *and much more to be sold*

TUES. & WED. APRIL 7TH & 8TH 10:00 AM

This is a secured party sale on the premises formerly known as
HENRY BUTTS OLDSMOBILE INC.
4000Midway Road, Carrollton (Dallas), Texas

DAY 1 – TUESDAY

DYNAMOMETER
- **Clayton** Mdl. CT-250 in-ground chassis, s/n CT-3642-R, 120 max. mph, 250 max. h.p., 34" min. axle size, 106" max. axle size

ALIGNMENT
- (5) **Hunter** Mdl. C111 4-wheel independent alignment sys., digital controls, 10" to 16½" wheel size, w/ramp type hyd. rack & portable cabinets

SUN ENGINE ANALYZERS
- **Sun** Mdl. Interrogator 1805 computer & Mdl. Sleuth One-101, w/strobe, accessories & cabinet; (3) Mdl. VAT-40 volt-amp test stands, portable

PAINT BOOTHS/OVENS
- (2) **Blackhawk** downdraft type paint spray/bake ovens, 13'W x 23'D x 9'H, w/spray temp. settings, bake temp. settings, bake timer, **Duyer** Mdl. Mark II 25 manometers, **Maxon** LP gas regulators, 10 h.p. blower motors, sprinklers & explosion proof lighting
- (2) Infrared portable heat lamps

CHAMPION AIR COMPRESSORS/DRYERS
- (4) **Champion** Mdl. HRA25D-25 50 h.p. (2x25) piston type air compressors, horiz. tank mounted, auto. tank drain; (5) Mdl. HR10D-25 20 h.p. (2x10) piston type air compressors, horiz. tank mounted; (4) Mdl. 80200 compressed air dryers, rated cap. 200 SCFM at 100 PSIG & 100°F inlet air, MWP 200 PSIG; (3) Mdl. 8070 compressed air dryers, rated cap. 70 SCFM at 100 PSIG & 100°F inlet air, MWP 175 PSIG

AC TEST/RECYCLE
- (3) **GM** Mdl. 10985 microprocessor air cond. recovery/recycle service stations
- **Kent Moore** Mdl. J-38100-C microprocessor air cond. recovery/recycle service stations

AMMCO BRAKE EQUIPMENT
- (2) **AMMCO** brake turning stations, w/Mdl. Hustler 7000 lathe, Mdl. Safe-Turn 3000 lathe & Mdl. 4000 brake lathe w/infimatic feed, cab. & access.; (2) brake fluid bleeding units

DAY 1 – TUESDAY

VALVE GRINDER
- **Sioux** Mdl. 6024 valve face grinding machine, w/wheel dresser, cabinet & access.

WELDERS
- (2) **Hobart** Mdl. Beta-Mig 200 amp DC wire feed arc
- **Miller** Mdl. MW 4150 Auto-Arc 150 amp mig

CAR WASH EQUIPMENT
- **GM** auto. car wash, chain conveyor pull-thru type, w/ wheel washers, side & top wash cloth brushes, forced air dryer, cont. chamois sys., polish/sealer wax spray unit, (2) **Cat.** Mdl. 530 5 h.p. hi-pressure pumps
- **Hanna** auto. car wash, chain conveyor pull-thru type, wheel, side & top wash units, forced air dry unit
- **Midwest Consolidated Industries** auto. car polisher, w/(4) 48" vert. cloth brushes, (1) 80" horiz. cloth brush, 15 h.p. hydraulic drive unit
- (2) **Unimac** Mdl. 202 car wash rag washing machines, stainless steel, (2) agitators w/extractors
- (2) car mat washers, brush type, stainless steel
- (3) **Magic Mist** car fragrance dispenser
- (3) **Hanna** Mdl. HF151 15 h.p. central vacuum sys., w/ squirrel cage vac. unit, collector tank & PVC vac. lines

FORKLIFT
- **Towmotor** approx. 4,500 lb. gas forklift truck, solid tire, 2-stage mast, overhead guard, manual transmission

FLUID DISTRIBUTION
- **Graco** fluid commander modular distribution system, w/ hose reels, pumps, meters & central control unit

TIRE/WHEEL EQUIPMENT
- (2) **AMMCO** Mdl. 740 tire bead & seating machines
- **AMMCO** Mdl. 502 tire mounting machine
- (4) **Coats** Mdl. 1001 direct drive wheel balancers w/access.
- **Hofmann** Mdl. IPK finish balancer on-the-car wheel bal. sys.
- **Nortron** Mdl. 7403 computer wheel balancer

DAY 1 – TUESDAY

FLOOR SWEEPERS
- **FMC** Mdl. 66HD floor mach., s/n 66-1874, gas., rider type
- **Graco** Mdl. Saturn I-32 electric floor sweeper/polisher, s/n H7-3244, walk behind, w/charger
- **Lavapavimenti** Mdl. 32 electric floor sweeper/polisher, s/n 606, walk behind, w/charger
- (2) **Dayton** Mdl. 32666 16" floor polisher

ADJUSTABLE SHELVING
- (30) Sect. 48"W x 72"D x 8'H; (246) sect. 48"W x 48"D x 8'H; (24) sect. 48"W x 48"D x 7'H; (5) sect. 48"W x 36"D x 7'H; (15) sect. 36"W x 24"D x 12'H; (368) sect. 36"W x 24"D x 8'H; (60) sect. 36"W x 24"D x 7'H; (242) sect. 36"W x 12"D x 8'H; (58) sect. 36"W x 12"D x 7'H

MISCELLANEOUS EQUIPMENT
- (4) **Weaver Photoscope** Mdl. WX-45-46 headlight testers
- (3) **Assoc.** Mdl. 6009 battery chargers/boosters
- (6) **Lincoln** Mdl. 93774 portable engine stands, 5/8-ton cap.
- (6) **Lincoln** Mdl. 93714 transmission jacks, 1/4-ton cap., 38-1/2 to 77" lift, 4-wheel, hydraulic
- (3) **Lincoln** Mdl. 93802 3/4-ton floor cranes, 28" to 108" lift, hydraulic
- **Lincoln** Mdl. 93711 floor type transmission jack, 8-3/4" to 26-3/4" lift, manual screw type
- **Ausco** Mdl. 5-51703 H-frame shop press, 15 ton hyd., 6" cyl. travel, 20-3/4" between housings, dial type press. ga.
- **AMMCO** Mdl. 2700 H-frame shop press, 30-ton hyd., s/n 3338, 26-1/2" between housings, dial type press. ga.
- **Lincoln** Mdl. 93616 H-frame shop press, 15-ton hyd., 23" between housings
- (7) **Walker** and **Milwaukee** 2 to 4-ton hyd. floor jacks

AND MUCH MORE – CALL FOR LIST

SHOP & FACTORY
- (76) Mechanic's benches, 2-dr. cabinet type, port., (55) w/ swivel base vises; (46) safety rag cans; (720 **Dayton** 28" wall mt. fans; (95) **Reelcraft** pneu. hose reels; (88) **Power-Plant** electric cord reels; (11) foreman's desks; (7) 2-dr. supply cabinets; 12' port. stairs; (8) park benches; (7) port. heavy duty work tables; **Craftsman** 2½ h.p. lawn edger; (2) **Genie Jet Vac** w/d shop vacuums; (7) Asst'd. tape dispensers, ... etc.

PARTS
- Parts include windshield wiper blades; **Monroe** shocks; oil, air & transmission filters; brake parts; antifreeze; (22) new tires; asst'd. auto parts for Sterling, Oldsmobile, Hyundai, Isuzu, Suzuki & Daihatsu

DAY 2 -- WEDNESDAY

OFFICE FURNITURE
- (68) High quality trad. dbl. pedestal & exec. desks
- (48) Metal L-shape, double and single pedestal desks; (36) modular type metal desks
- Trad. semi-round reception station, leather inlay; (3) mod. semi-round reception stations

DAY 2 -- WEDNESDAY

OFFICE FURNITURE (cont'd.)
- Trad. exec. gaming tables, leather inlay; (3) small chests, 4-dwr., by **Covnell**; (2) trad. sofa tables; trad. conf. table, 25' x 5', 5-pedestal, 5-sect.; (2) trad. bowed front 2-dr. cab.; (2) oriental black coffee tables; (52) trad. end & lamp tables, some leather inlay; (25) trad. round single pedestal tables; (23) rectangular office tables, metal
- (6) Oriental type rugs, 14' x 8' to 34' x 14'
- (85) Sect. uphol. office partitions incl. cab. and fluor. lights
- (66) High quality executive leather swivel arm chairs
- (18) High quality executive upholstered swivel arm chairs
- (418) Traditional upholstered side arm chairs
- (80) Traditional upholstered swivel arm chairs
- (22) Traditional upholstered wing back chairs
- (16) Assorted steno chairs
- (94) Assorted stacking chairs
- (8) Traditional hutches, china cabinets
- (12) Trad. uphol. sofas, (8) w/matching side arm chairs

FILE SYSTEMS
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- **Supreme Conserve-N-Aisle** mechanical assist lateral filing system, 32" aisle space

FILE CABINETS
- (69) Asst'd. 2,4 & 5 drawer lateral & letter

TELEPHONE SYSTEMS
- **Northern Telecom Mdl. Meridian SL-IMS** multi-line telephone system including: switchboard, mainframe key system, (160) hand sets, **Corvus** computer system hardware, **Racal-Vadic Mdl.** VA212 auto dialers
- **Executone** multi-line internal paging/telephone system

COPIERS
- **Sharp** Mdl. SF-760; **Monroe** Mdl's. RL-912, RL-810C, RL-735Z, RL-715RE & (3) RL-7172; (3) **Xerox** Mdl. 455 telecopiers

BUSINESS MACHINES
- (12) Typewriters; (60) Calculators; (4) Cash Registers
- **Texas Instruments** Mdl. Omnilaser 2015 page printer
- **Panasonic** Mdl. K-P1595 printer
- **SSI** computer printer
- (3) **Digital** Decwriter III
- **3M** Mdl. 1980AA Whisperwriter
- **Farrington** credit card imprinter
- (5) **Safeguard** combination safes, rotary drop type
- **Major** single door combination safe

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trucks

in brief

TRUCKS

Kenworth plant rising in Wash.

BELLEVUE, Wash. — Paccar Inc. began construction of a new Kenworth truck manufacturing facility this month.

The $80 million, 250,000-square-foot plant is located on a 40-acre site in Renton, Wash. Construction is scheduled to be completed by March 1993.

The new facility will employ about 800 and initially will produce 20 trucks a day.

C.M. Pigott, Paccar chairman and chief executive officer, said the plant reflects the firm's strategy to prepare for greater growth. Paccar does not plan to close its Kenworth plant in Tukwila, Wash., Pigott said.

2 programs added for Isuzu dealers

BREA, Calif. — Isuzu Truck of America Inc. has introduced used-truck and leasing programs to help dealers' sales efforts.

Isuzu developed its lease program with Associates Leasing Inc., a subsidiary of Associates Commercial Corp. of Dallas.

It will enable smaller operators to put new Isuzu trucks with various bodies into service, said James A. Smith Jr., Isuzu's director of marketing and sales administration.

Isuzu is also providing a warranty, incentives for salespersons and advertising to support used truck sales, said Bill Dresmann, Isuzu national used-truck manager.

Volvo GM moves Western office

GREENSBORO, N.C. — Western WhiteGMC, the Volvo GM Heavy Truck Corp. operating company responsible for sales, marketing, parts, and service in 16 Western states, has moved its headquarters to Salt Lake City from Ogden, Utah.

The company, in operation since December 1989, has 27 dealers.

Mack wins postal contract

ALLENTOWN, Pa. — Mack Trucks Inc. won a contract to deliver 345 trucks to the U.S. Postal Service.

The vehicles are MR600P and MR600S series tractors, said Sam Carr, Mack manager of international and original equipment sales.

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GM plots several changes for '93 trucks

JOSEPH BOHN
Truck Editor

GMC Truck and Chevrolet will introduce chassis cab versions of their respective Sierra and C/K 3500 series Crew Cabs this fall. They will offer a pickup box delete option.

General Motors' 6.5-liter turbodiesel engine will be offered in the Crew Cabs for the first time.

In other 1993 model changes, an all-new GMC Vandura and Chevrolet Van 3500 HD will provide 10,100- to 14,500-pound gross vehicle weight for commercial and recreational vehicles. This is the GP chassis which GM derived by marrying a chopped G-van cab to its P3500 chassis. The 1993 3500 HD Chassis Cab also will offer an optional rear suspension package, with a shorter wrecker spring for more frame cutoff room for wrecker, car carrier and dump truck bodies, according to Ray Rota, general sales manager.

The 3500 HD will have more underhood and underbody corrosion protection. It will have cup holders on the instrument panel and a rear axle ratio change.

The GMC TopKick and Chevrolet Kodiak medium-duty models will offer Caterpillar's 3116 engine with 200 and 275 horsepower ratings. The 1993 TopKick and Kodiak also will offer a new Allison MD series electronic transmission designed to match up with the Caterpillar 3116 for ratings up to 250 hp. The MD electronically controlled automatic transmission features six-speed close ratio and six-speed wide ratio models.

The TopKick and Kodiak will also offer increased front axle ratings with Eaton's new 16,000-pound front axle. The front axle will be available with 16,000-pound and 18,000-pound front suspensions and is designed for heavy dump, refuse and snow plow applications.

The 1993 models will feature simpler controls on hydraulic brakes for the inexperienced drivers who are becoming more common among fleet operators.

A Wabco supplemental exhaust brake will be available with the Caterpillar 3116 engine and air brakes. The exhaust brakes improve brake lining wear as well as braking power.

A power ventilation system, now available only with air conditioning, will be standard on all models. It draws in cool outside air and distributes it within the cab.

Scotchgard seat fabric protection on cloth bench seats and noncycling circuit breakers also will be standard on the 1993 TopKick and Kodiak. The circuit breakers will replace current fuses.

GMC and Chevrolet will add a diesel model to their LoPro medium-duty series. It will be powered by the Caterpillar 3116 and feature ratings of 170 to 215 hp. These trucks are used for ambulances, recycling and pickup and delivery applications.

The GMC Forward and Chevrolet Tiltmaster W4 series will feature improved seat belt anchorages, front disc brake metering valves and a device that prohibits tampering with the speedometer.

The W5 and W6 series will have oil lubricated rear axle bearings and a new dual cone synchronizer for manual transmissions to improve shifting.

All W7 series with full air brakes will have a new lighter weight front axle, the same dual cone synchronizer as the W5 and W6 and weatherhead air piping connectors. The latter will increase the U.S. component content of the Isuzu-built trucks.

Asbestos brake linings and exhaust pipe gaskets will be eliminated from the 1993 Forward and Tiltmaster.

Cab supplier plans new operation

JACK SEMPLE
Special Correspondent

COVENTRY, England — Motor Panels Inc., a designer and manufacturer of Class 8 truck cabs in Europe and the United States, plans to open a product development center in the Detroit area in May.

The center will give the company full-service capability from design through manufacturing of medium- and heavy-truck cabs and components, according to Gene Denney, president and chief executive officer of the company's U.S.-based operations in Norwalk, Ohio.

Denney said the Detroit-area center will initially have a dozen employees. He anticipates employing up to 50 people within a year.

The center will enable the firm to get into the medium-duty Class 5-7 markets, Denney said.

It will also enable the firm to build a common cab for "two or three" manufacturers, Denney said. It has no specific customers for its Detroit-area operation at present.

Motor Panels produces cabs for Mack Trucks Inc. and Western Star Trucks at its plants in Norwalk, Ohio, and Kings Mountain, N.C.

In Coventry, England, the firm produces truck cabs for DAF NV of Eindhoven, Netherlands, and does high-roof conversions for Ford of Britain's transit van. The company also designed and produces body panels for Land Rover Ltd.'s Discovery model.

The first new cab designed in Detroit is likely to be a cabover with a strong European influence.

The Detroit center will be linked with Motor Panels' Conventry headquarters through a satellite communication system. Motor Panels has 100 engineers in Coventry and has invested heavily in computer-aided design and manufacturing there.

The Mack tractor is built at Motor Panels' plant in North Carolina.

The company's new U.S. operation will give truck manufacturers an opportunity to outsource even more of their development work.

Typically, manufacturers all offer the same off-the-shelf componentry from a variety of independent suppliers. Those who choose to outsource the design and production of their cabs will become little more than assemblers.

Denney called U.S. cab designs "on the whole, terribly old."

He said his firm would be able to reduce the cost of meeting upcoming legal requirements for safer cabs for cash-strapped truck manufacturers.

He has been itching to develop his company as a full-service supplier for years, but has been thwarted by a series of corporate crises. Motor Panels changed hands several times before being sold to Mayflower Corp. of London in 1991.

FEBRUARY 1992 TRUCK SALES BY GVW

	Feb. 1992	Feb. 1991	2 mos., 1992	2 mos., 1991
Class 1-3	96,783	84,765	181,242	159,771
Class 4	1,143	1,637	1,963	3,164
Class 6	304	404	626	841
Class 7	1,654	1,613	3,021	3,243
Class 8	890	628	1,666	1,248
FORD	**100,774**	**89,047**	**188,518**	**168,267**
Class 6	17	0	30	0
Class 7	101	0	124	0
Class 8	1,885	1,864	3,457	3,702
FREIGHTLINER	**2,003**	**1,864**	**3,611**	**3,702**
Class 1-3	77,886	74,312	149,571	144,610
Class 4	241	79	442	164
Class 5	6	19	9	26
Class 6	134	318	273	602
Class 7	442	564	836	997
CHEVROLET	**78,709**	**75,292**	**151,131**	**146,399**
Class 1-3	22,504	19,270	44,178	36,366
Class 4	110	37	180	74
Class 5	34	32	59	66
Class 6	1,280	344	2,647	617
Class 7	609	730	1,520	1,584
GMC	**24,537**	**20,413**	**48,584**	**38,707**
Class 7	8	20	22	35
Class 8	822	974	1,589	2,022
KENWORTH	**830**	**994**	**1,611**	**2,057**
Class 6	33	50	68	88
Class 7	74	67	120	119
Class 8	563	746	1,131	1,508
MACK	**670**	**863**	**1,319**	**1,715**
Class 6	52	22	79	35
Class 7	4	54	24	102
MERCEDES-BENZ	**56**	**76**	**103**	**137**
Class 4	0	3	0	6
Class 5	5	3	6	13
Class 6	355	416	972	758
Class 7	1,782	2,866	4,594	4,738
Class 8	1,632	1,802	3,077	4,307
NAVISTAR	**3,774**	**5,090**	**8,649**	**9,822**
Class 7	8	27	27	35
Class 8	759	670	1,438	1,721
PETERBILT	**767**	**697**	**1,465**	**1,756**
Class 7	73	26	129	54
Class 8	1,002	556	1,873	1,184
VOLVO/GM HEAVY	**1,075**	**582**	**2,002**	**1,238**
Class 1-3	1	23	2	49
Class 4	28	0	46	0
Class 5	26	38	50	74
Class 6	52	47	78	98
Class 7	68	41	143	92
HINO	**175**	**149**	**319**	**313**
Class 1-3	85	35	145	70
Class 5	49	71	99	123
Class 6	31	31	66	47
Class 7	9	25	24	50
NISSAN DIESEL	**174**	**162**	**334**	**290**
Class 1-3	360	461	742	831
Class 4	127	89	270	132
Class 5	39	29	99	54
Class 6	164	66	225	98
Class 7	13	29	31	47
ISUZU TRUCK	**703**	**674**	**1,367**	**1,162**
Class 1-3	132	98	256	214
Class 5	60	56	99	92
Class 6	34	19	89	58
Class 7	12	11	24	56
MITSUBISHI FUSO	**238**	**184**	**468**	**420**
SCANIA Class 8	**6**	**4**	**8**	**7**
Class 1-3	0	151	0	302
Class 4	0	49	0	98
Class 5	0	25	0	50
Class 6	0	16	0	32
IVECO TRUCKS*	**0**	**241**	**0**	**482**
WESTERN STAR Class 8	**60**	**62**	**104**	**135**
Class 1-3	124,468	111,106	238,668	217,918
Class 6,7,8	14	34	30	69
OTHER TRUCKS	**124,482**	**111,140**	**238,698**	**217,987**
CLASS 1-3	**322,219**	**290,221**	**614,804**	**560,131**
CLASS 4	**1,649**	**1,894**	**2,921**	**3,638**
CLASS 5	**219**	**273**	**421**	**498**
CLASS 6	**2,456**	**1,733**	**5,153**	**3,274**
CLASS 7	**4,857**	**6,073**	**10,639**	**11,152**
CLASS 8	**7,627**	**7,349**	**14,365**	**15,963**
TOTAL TRUCKS	**339,027**	**307,534**	**648,303**	**594,596**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

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CAR SALES PER OUTLET BY MAKE FOR 5 YEARS

	1991	1990	1989	1988	1987
Saturn	776	43	—	—	—
Honda	673	742	677	691	693
Toyota	563	609	622	625	578
Lexus	608	185	—	—	—
Acura	479	459	483	510	595
Infiniti	369	347	30	—	—
Nissan	341	379	458	426	477
Mitsubishi	317	327	336	571	521
Hyundai	256	368	610	1053	1369
Chevrolet	248	284	253	302	304
Mazda	248	262	311	313	266
Ford	247	294	331	349	308
Buick	187	183	184	198	189
Volvo	169	220	249	238	257
Pontiac	167	214	227	262	234
Mercedes-Benz	146	191	181	198	213
Subaru	145	146	176	195	219
BMW	145	165	161	176	209
Mercury	140	143	172	197	174
Oldsmobile	139	164	191	227	226
Cadillac	132	160	166	166	162
Volkswagen	126	169	164	162	219
Dodge	112	121	148	168	136
Lincoln	110	141	122	117	102
Saab	80	75	86	104	124
Jaguar	69	136	135	144	150
Plymouth	65	84	99	109	112
Chrysler	43	61	71	90	99
Eagle	37	39	47	48	33
Audi	37	61	57	58	101
Daihatsu	28	45	69	67	—
Ferrari	24	24	20	22	25
Isuzu	22	10	28	44	89
Sterling	22	27	34	50	85
Peugeot	22	23	28	26	34
Yugo	19	35	47	107	166
Alfa Romeo	19	21	21	31	42
Suzuki	18	23	25	1	—
Porsche	18	34	33	51	74
Rolls/Bentley	9	23	22	21	21
Lamborghini	8	11	13	9	9
Maserati	8	5	5	11	14
Lotus	5	5	4	5	3
Aston Martin	5	4	2	4	4

Totals include sales of captive import and transplant models.

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CAR-TRUCK SALES PER OUTLET FOR 5 YEARS

	1991	1990	1989	1988	1987
Toyota	789	847	817	850	857
Saturn	776	43	—	—	—
Honda	673	742	677	691	693
Lexus	531	608	185	—	—
Ford	527	600	639	669	612
Nissan	495	537	596	579	673
Acura	479	459	483	510	595
Chevrolet	477	543	555	570	541
Mazda	385	405	404	427	424
Mitsubishi	374	417	453	571	831
Dodge	265	276	326	354	323
Infiniti	369	347	30	—	—
Hyundai	256	368	610	1053	1369
Buick	187	183	184	198	189
Isuzu	182	191	209	171	229
Pontiac	175	224	229	262	234
Volvo	169	220	249	238	257
Oldsmobile	149	172	192	227	226
Mercedes-Benz	146	191	181	198	213
BMW	145	165	161	176	209
Subaru	145	146	176	195	220
Mercury	140	143	172	197	174
Cadillac	132	160	166	166	162
Volkswagen	132	177	164	162	219
Plymouth	124	140	159	172	159
GMC	122	138	148	147	129
Jeep	110	127	167	178	150
Lincoln	110	141	122	117	102
Saab	80	75	86	104	124
Suzuki	70	71	127	322	571
Jaguar	69	136	135	144	150
Range Rover	55	64	72	57	53
Chrysler	45	62	72	90	99
Daihatsu	40	64	71	67	—
Audi	37	61	57	58	101
Eagle	37	39	47	48	33
Ferrari	24	24	20	22	25
Peugeot	22	23	28	26	34
Sterling	22	27	34	50	85
Alfa Romeo	19	21	21	31	42
Yugo	19	35	47	107	166
Porsche	18	34	33	51	74
Rolls/Bentley	9	23	22	21	21
Lamborghini	8	11	13	9	9
Maserati	8	5	5	11	14
Aston Martin	5	4	2	4	4
Lotus	5	5	4	5	3

Totals include sales of captive import and transplant models.

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DEALERS

Saturn posts No. 1 sales average in '91

continued from PAGE 1

The picture wasn't any brighter on the import side. Among the major players, only Acura, Infiniti, Isuzu and Saab improved their sales per dealer.

None of the car-truck makers boosted their combined averages.

Sales per dealer are another way of keeping score in an industry that lives by the numbers. They measure the relative value of a franchise by showing the relationship between the number of new vehicle sales and the number of dealers selling those vehicles.

The averages do not indicate actual sales. For example, Saturn averaged three times as many car sales per outlet as Chevrolet last year, but Chevrolet sold nearly 16 times as many cars as Saturn.

As they have in recent years, Japanese makes dominated the top 10 lists in 1991. On the car side, Honda, Toyota, Lexus, Acura, Infiniti, Nissan and Mitsubishi snared second through eighth places. South Korea's Hyundai was ninth, and Chevrolet and Japan's Mazda tied for 10th.

Japanese makes won seven of the top 10 spots in the combined car-truck standings. Saturn was second; Ford was fifth; and Chevrolet was eighth. The other places went to Toyota, Honda, Lexus, Nissan, Acura, Mazda and Mitsubishi. Honda, Lexus and Acura — along with Saturn — made the car-truck honor roll on the basis of their car sales per dealer. They don't have trucks.

While the list of gainers in sales per dealer was short, there was no shortage of decliners. Eleven of the 13 domestic cars were down, and six of them lost 25 to 47 sales per outlet: Ford, Pontiac, Chevrolet, Lincoln, Cadillac and Oldsmobile.

Hardest hit among the imports was Hyundai, which plunged to 256 sales per franchise last year from 368 in 1990. Hyundai's car sales were down 14 percent last year, while its dealer total rose from 423 to 495. The combination of fewer sales and more dealers plays havoc with a make's sales-per-dealer average.

Hyundai's sales per outlet have dropped steadily since 1986, when its dealers averaged 1,431. That was Hyundai's first year on the U.S. market. It was also the highest average ever recorded for any make of car sold in the United States.

But Hyundai wasn't the only big dipper among the imported cars last year. Lexus lost 77 sales per franchise; Honda was down 69; and Jaguar was off 67. Drops of 38 to 51 were recorded by Nissan, Volkswagen, Mercedes-Benz, Toyota and Volvo. Of the 29 imported makes logged by Automotive News, 23 recorded fewer new-car sales per franchise in 1991 than in 1990.

A look at the combined car-truck sales per dealer indicates the importance of pickups, vans and sport-utilities to many of the top franchises.

For openers, trucks gave Toyota the highest average of any make retailed in this country. Toyota was third in cars, far behind Saturn and Honda. But adding trucks — which Saturn and Honda don't sell — put Toyota in first place.

Ford was 12th in car sales per dealer, but it was fifth in combined car-truck deliveries. Dodge moved up even more; it was 23rd in cars and 12th in cars and trucks. And Isuzu was 33rd in cars and 15th in cars and trucks.

For Dodge and Ford, trucks were the boss, and cars played a secondary role.

Trucks accounted for 58 percent of Dodge's sales per dealer and 53 percent of Ford's. Chevrolet and Plymouth were close to half and half.

Trucks made up 48 percent of sales per dealer for each.

But trucks had the biggest edge for two Japanese makes that are strictly small potatoes in the car field. For Isuzu, trucks represented 88 percent of sales per dealer. For Suzuki, trucks captured 74 percent. ■

Indonesia deal near for GM

RICHARD JOHNSON
Staff Reporter

TOKYO — General Motors is about to enter into a joint venture in Indonesia that will produce the Opel Astra and Vectra and an Isuzu-based or North American S-series light truck, a senior official disclosed last week. GM will be the majority partner in the venture.

Ronald Gilchrist, executive vice president of General Motors Overseas Corp. and head of the corporation's Hong Kong regional office, said assembly could begin by the third quarter of 1993.

"The plan would be for us to have management control . . . and 50 to 60 percent equity," he said. "We are planning to have this all brought to a head in April, so we should be ready by April-May to announce something."

He said GM is negotiating with two local assemblers/distributors. Volume would be 10,000 to 15,000 units a year in the first phase, he said, although the partners' plants will have to be upgraded to produce right-hand-drive Opels.

GM opened an office in Jakarta, Indonesia, in 1990 and began seeking joint-venture partners. The deal there would be the third and final leg of the main portion of the company's Asia-Pacific strategy.

In January, GM formed a joint venture to produce S-series trucks in China with Jinbei Automotive Co. in Shenyang. And last year, GM set up a manufacturing arrangement in Taiwan to build Astra subcompacts for the local market.

In other markets, such as Malaysia, GM is setting up kit assembly deals.

"The top tier is Taiwan, China and Indonesia," said Gilchrist. "There, we are looking at investments. In the second tier, we're going with assemblers."

While the Indonesian joint venture will build Opel cars, Gilchrist said a decision has not been reached on which light truck will be assembled there.

"We're using Isuzu right now . . . (but) we are contemplating going into the S-truck program," he said. "Once we went into China, it might make sense to do the same program in Indonesia. There may be some advantage to having the same truck in the region, the same idea as cars."

GM's Asia-Pacific assembly strategy is to produce the Astra subcompact and compact Vectra in most countries, although in the Philippines plans call for assembly of the Opel Corsa supermini. ■

Subaru SVX imports will hit Britain late next month.

Britain limits SVX dealers

LONDON — Less than 30 of Subaru's 156 dealers in Britain will given SVX sport coupes when imports begin in late April.

Only 200 SVXs will be brought in during the first year of sales, said a spokesman for International Motors, British importer of Subaru vehicles.

— Maurice Glover

Luxury sales pick up in Canada

JEREMY SINEK
Staff Correspondent

TORONTO — Canada's luxury car market did a surprising about-face in 1991. Sales of luxury cars rose 22.3 percent from 44,819 units to 54,823 last year. That gain came despite a 1.2 percent decline in Canada's overall car sales.

After several years of steady decline, the luxury segment grew to 6.3 percent of the overall car market in 1991, up from 5 percent in 1990.

"It's pretty incredible considering all the bad economic news," says Mark Alger, General Motors of Canada's product segment manager for mid-sized, full-sized and luxury cars.

A big chunk of the growth can be explained by two new entries, Lexus and Infiniti, and the interest they spurred in luxury cars in general. Both were introduced in fall 1990. Lexus garnered an even 5 percent share of the segment in its first full calendar year, totaling 2,721 sales. Infiniti sold 1,121 Q45 and G20 models.

In addition, Acura's Vigor arrived last spring and tallied 1,682 sales.

Even if those newcomers aren't counted, the segment, as defined by the Motor Vehicle Manufacturers Association of Canada, still grew 12 percent. The association's list of luxury nameplates includes traditional entries from Lincoln, Cadillac and the European luxury makers as well as borderline luxury cars such as the Mazda 929, Nissan Maxima and Toyota Cressida.

But most traditional luxury nameplates lost sales. The source of nearly all the growth was GM. Thanks largely to steep rises in the Buick Park Avenue, 61.4 percent, and the Oldsmobile Ninety Eight, 47.1 percent, GM added more than 3,500 sales to the segment. Cadillac's DeVille/Fleetwood posted a 22 percent gain.

The new Seville arrived too late to have much influence on 1991, but Alger predicts Seville sales will triple in 1992: "Each month that goes along we keep upgrading our forecasts. Seville has been getting the kind of buyer we intended it to get: non-traditional Cadillac buyers."

GM's share of the enlarged segment grew from 29 percent to 30.9 percent in 1991.

Chrysler also quietly gained market share, albeit off a much lower base. Combined sales of New Yorker, Fifth Avenue and Imperial rose 38.6 percent, increasing its share from 7.3 to 8.3 percent.

Lincoln volume, conversely, slipped 7.9 percent. A Ford of Canada spokesman laid some of the blame on restricted availability of dual airbags and short supply of the Town Car during the summer. Lincoln is pinning its hopes for a better 1992 on improved supply and a small price reduction on the Continental.

There was a minor blood bath among European importers: Mercedes-Benz slipped 15.0 percent; Audi was off 18.6 percent; Volvo dropped 24.5 percent; and Jaguar was down 26.4 percent.

Audi may have been hurt by the decision to delay launching the new-generation 100 until this spring.

The exception was BMW, which posted a 7.5 percent gain, largely on the success of the new 325i. Even so, BMW's market share slipped from 8.9 to 7.9 percent.

In the Japanese corner, Acura (Legend and Vigor) climbed 74 percent, almost entirely on the strength of the new Vigor. That was enough to advance Acura's market share to 7.3 from 5.1 percent. ■

Ontario seeks gas-tax change

TORONTO — Ontario's Fair Tax Commission wants higher taxes on gas guzzlers and bigger tax credits on gas misers.

The proposal would boost the province's "tax for fuel conservation" that was first applied to fuel-thirsty cars in 1989. Last year it was revised to include a $100 ($84 U.S.) credit on cars with a highway mileage of more than 39.3 mpg. Cars that get less are taxed on a sliding scale that ranges from $75 on models that get 39.3 mpg to $4,400 for cars that get 13.1 mpg.

The proposal creates eight categories that would be used to determine fines and credits for the 1995 model year. Credits would begin at 34 mpg, which is lower than the current level. The $100 credit at that level would rise to $350 for cars that get more than 47 mpg. Penalties would range from $150 on cars that get under 34 mpg to $6,800 on those at the 13.1 mpg level.

— Jeremy Sinek

New Subaru Vivio departs from traditional Japanese minicars

The Subaru Vivio, a replacement for the Rex minicar, emphasizes comfort, safety and economy. A driver-side airbag is standard in one variation, the first in Japan's mini segment. The Vivio will be exported to Europe and Southeast Asia.

Toyota-GM venture plans model change

LINDSAY CHAPPELL
Staff Reporter

Toyota Motor Corp. and General Motors are spending $339 million to retool their Fremont, Calif., joint venture for this year's model change.

The partners' New United Motor Manufacturing Inc will begin producing a reshaped Toyota Corolla/Geo Prizm this August. Full production of about 800 cars a day is planned by the fourth quarter.

Toyota is also retooling its smaller Corolla plant in Cambridge, Ontario. The model changeover at that plant probably will not occur until September. The plant will build about about 70,000 Corollas this year.

The NUMMI project, which is already in full swing, will introduce axle subassembly at the plant and a "doors-off" assembly line. Under that process, the car's doors are removed for assembly on a separate line and allow workers easier access into the car. New stamping presses also will be installed.

When completed, the project will bring Toyota and GM's total investment there to $1.4 billion. That includes $350 million that Toyota spent there separately to add pickup production last year.

The 8-year-old operation produces 200,000 cars a year, split evenly between the partners, and 100,000 compact Toyota pickups.

A plant spokeswoman said the changeover will stop production for one week in August. ■

obituaries

Joseph Flammia Sr.

MEDFORD, Mass. — Joseph Flammia Sr., retired owner of the former Flammia Brothers Dodge Sales & Service, died March 6. He was 72.

Hyman Israel

MESA, Ariz. — Hyman Israel, former owner of Harry Israel Motors in Waukesha, Wis., died March 4. He was 81.

Ross Kelsey

DEERFIELD BEACH, Fla. — Ross Kelsey, retired vice president of the Chicago Automobile Trade Association and general manager of the Chicago auto show, died March 4. He was 73.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Mar. 1-10, 1992	Mar. 1-10, 1991
ALFA ROMEO (imp. car)*	74	54
Acura (imp. car)	2,345	2,427
Domestic car	9,372	9,344
Imported car	3,696	4,546
Honda	13,068	13,890
AMERICAN HONDA	15,413	16,317
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	752	673
Domestic car*	2,227	2,062
Imported car*	0	17
Domestic truck*	101	86
Chrysler Division*	2,328	2,165
Domestic car*	6,272	5,807
Imported car*	463	492
Domestic truck*	11,453	9,752
Imported truck*	80	65
Dodge*	18,268	16,116
Domestic car*	653	604
Imported car*	217	97
Eagle*	870	701
Domestic truck*	4,424	3,767
Jeep*	4,424	3,767
Domestic car*	3,648	3,377
Imported car*	266	172
Domestic truck*	4,222	3,595
Plymouth*	8,136	7,144
Domestic car*	12,800	11,851
Imported car*	946	778
Domestic truck*	20,200	17,200
Imported truck*	80	65
CHRYSLER CORP.*	34,826	29,893
Imported car*	207	85
Imported truck*	122	52
DAIHATSU*	329	137
FERRARI (imp. car)*	16	16
Domestic car	28,585	27,586
Imported car	725	767
Domestic truck	30,121	23,202
Ford Division	59,431	51,555
Domestic car	5,563	5,103
Lincoln	5,563	5,103
Domestic car	7,154	6,702
Imported car	1,302	1,198
Mercury	8,456	7,900
Domestic car	41,302	39,391
Imported car	2,027	1,965
Domestic truck	30,121	23,202
FORD MOTOR CO.	73,450	64,558
Domestic car	9,407	11,651
Buick	9,407	11,651
Domestic car	6,883	5,509
Cadillac	6,883	5,509
Domestic car	24,053	20,822
Imported car	1,567	1,420
Domestic truck	26,329	23,632
Imported truck	98	38
Chevrolet	52,047	46,112
GMC	6,583	5,922
Domestic car	10,874	9,055
Domestic truck	824	639
Oldsmobile	11,698	9,694
Domestic car	12,850	10,060
Imported car	721	446
Domestic truck	638	524
Pontiac	14,209	11,030
Domestic car	3,737	671
Saturn	3,737	671
Domestic car	67,804	57,768
Imported car	2,288	1,866
Domestic truck	34,294	30,917
Imported truck	98	38
GENERAL MOTORS	104,484	90,589
HYUNDAI*†	1,370	1,762
Imported car*	161	134
Domestic truck	608	487
Imported truck*	1,147	1,364
ISUZU*	2,116	1,985
JAGUAR (imp. car)*	128	114
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,275	1,197
Imported car*	2,492	1,754
Domestic truck	126	142
Imported truck*	1,161	1,408
MAZDA*	5,055	4,501
MERCEDES-BENZ (imp. car)*	943	796
Domestic car	1,623	695
Imported car*	1,670	1,952
Imported truck*	301	765
MITSUBISHI*	3,594	3,412
Infiniti	518	381
Domestic car	1,358	1,699
Imported car*	3,362	3,040
Domestic truck	1,797	1,957
Imported truck*	2,594	2,261
Nissan*	9,111	8,958
NISSAN MOTOR CORP.	9,628	9,339
PEUGEOT (imp. car)*	10	63
PORSCHE (imp. car)*	82	64
RANGE ROVER (imp. truck)*	52	40
ROLLS/BENTLEY (imp. car)*	4	4
SAAB (imp. car)*	293	362
STERLING (imp. car)*	0	42
Domestic car	689	1,033
Imported car*	669	1,045
SUBARU*	1,358	2,078
Imported car	81	66
Imported truck	188	264
SUZUKI†	269	329
Lexus (imp. car)	2,076	816
Domestic car	6,555	4,774
Imported car	7,689	5,800
Domestic truck	487	0
Imported truck	4,183	3,969
Toyota	18,914	14,543
TOYOTA MOTOR SALES	20,990	15,359
Audi (imp. car)*	219	175
Imported car*	1,220	1,507
Imported truck*	20	76
Volkswagen*	1,240	1,582
VWoA*	1,459	1,757
VOLVO*†	997	1,145
YUGO (imp. car)*	63	49
Domestic car	142,778	127,752
Imported car	36,412	33,494
TOTAL CAR	179,190	161,246
Domestic truck	87,833	73,905
Imported truck	9,946	10,383
TOTAL TRUCK	97,779	84,288
TOTAL CAR & TRK.	276,968	245,454

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

Trucks fuel early March sales

JIM HENRY
Staff Reporter

Trucks came in like a lion in early March, especially for Ford, as light trucks continued to power a slow, uneven sales recovery.

Toyota Motor Sales U.S.A. Inc., for instance, followed its best February ever with a strong March 1-10 period. But American Honda Motor Co. Inc. slipped 5.5 percent.

The industry total of 276,968 cars and light trucks was 12.8 percent above a poor year-ago period. Truck sales climbed 16.1 percent, and car sales rose 11.1 percent. The period had eight selling days each year.

"There's no doubt about it; this recovery is for real," said Tom Webb, chief economist for the National Automobile Dealers Association. Sales for the Big 3 were up 14.5 percent. Counting imports and U.S.-built cars, Japanese makes were up 8.9 percent.

Of the Big 3, General Motors sales improved the most, up 15.3 percent to 104,484. Pontiac sales climbed 28.8 percent. Buick sales, which were one of the few bright spots this time last year, dipped 19.3 percent in early March.

Ford Motor Co. car-truck sales climbed 13.8 percent, spurred by an increase of 29.8 percent in truck deliveries.

Toyota sold 20,990 cars and trucks in the period, up 36.7 percent. Lexus more than doubled its year-ago sales, while Toyota-badged vehicles jumped 30.6 percent, with growth in both imported and U.S.-built vehicles.

But even at Toyota, which appears to have little to complain about, the mood was cautiously optimistic. "Retail sales up two months in a row is an encouraging signal," said Robert McCurry, Toyota Motor Sales executive vice president. "But I'll need to see a couple more months of steady improvement before I'm convinced we're breaking out of the recession." ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
HONDA	
Accord, Prelude (1991, no expiration date)	$500
Accord (1992, Calif. only, expires April 2)	$500
VOLKSWAGEN (1991 models, expires March 31)	
Cabriolet	$2,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates very by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires April 2)	
Legacy (1991)	$1,200-1,700
Legacy (1992, invoiced before Feb. 4)	$500
Legacy (1992, invoiced after Feb. 4)	$1,000
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

SATURN

Gains fans, output rises

continued from PAGE 1

year's J.D. Power and Associates initial quality survey of 1991 models. Unless there is a significant gain in the next study, further doubts will be raised about Saturn's ability to match Japan's quality. Richard "Skip" LeFauve, Saturn president, says improving quality is his No. 1 priority.

Meanwhile, Saturn's progress on other fronts may be small comfort for GM, whose U.S. operations lost $5.3 billion in 1991. Some of that was clearly due to the Saturn launch. Dogged by technical difficulties, production mishaps and waning industry sales, Saturn baby-stepped through the market for much of 1991, keeping the meter running on its $3 billion investment. Progress aside, observers believe Saturn has a long way to go before it begins to turn a profit.

But no one is complaining too loudly right now — especially Saturn dealers. "Everything just started happening all at once," reports Charlie Hillard, owner of Saturn of Fort Worth in Texas. He expects to sell 150 Saturns this month — twice the rate of last fall. "It's like somebody turned on the lights," he says.

Sales are accelerating in step with a rapidly expanding dealer body. A year ago, with 66 stores, Saturn was selling about 2,000 cars a month. With 144 stores now, volume is closer to 12,000 a month — putting Saturn among the top 20 U.S. franchises. By year-end, Saturn hopes to have 250 dealerships.

If sales remain at the current level, Saturn will sell 140,000 cars this year. That is well below plant capacity of 240,000, but far ahead of last year's 74,626.

In January, Saturn popped into the No. 2 slot behind Lexus in Power's dealer attitude study, an annual survey reflecting retailers' happiness with their franchises. In addition, Saturn is expected to place third in the National Automobile Dealers Association's annual dealer satisfaction survey, due to be released next month.

Late in 1991, Saturn shot into the top tiers of other J.D. Power consumer surveys. It was sixth in overall sales satisfaction. It was third on the chart measuring buyers' feelings about the delivery condition of their car — behind Lexus and Mercedes-Benz. It was fifth on a scale measuring satisfaction with the delivery process, beating out Mercedes. It was seventh in a survey of customers' attitudes toward their salesperson.

In each case, Saturn was surpassed only by luxury nameplates that stake their reputation on coddling customers. In no case was Saturn outdistanced by a Japanese middle-market competitor.

"For a vehicle in the lower-middle market, Saturn is doing the best job of all. The Japanese are doing a relatively poor job," said J. David Power III, president of the Agoura Hills, Calif., research firm.

"The area where Saturn is doing a remarkably effective job is in how its retailers treat customers when they arrive for delivery of the car and in after-sale service."

Saturn is also fulfilling its mission of reclaiming sales from the imports. Internal surveys show that 53 percent of buyers of 1992 Saturns listed an import make as their second choice. Seventy-two percent, meanwhile, listed a non-GM product as their second choice.

That is two percentage points more than expected, says Donald Hudler, Saturn vice president of sales, service and marketing. In California, where imports control half of the market, 65 percent of Saturn buyers say they would have picked an import if Saturn hadn't been available. "Sometimes these things work out so accurately it's scary," Hudler says.

Saturn has had several rough experiences since it went on sale Oct. 25, 1990. A year ago, Saturn recalled 1,800 cars because of a batch of bad antifreeze. Just four months after it entered the market, Saturn recalled 1,200 cars because of faulty seat brackets.

Its first dealerships opened with near-empty showrooms, a situati that persisted for months as pr duction increased at a snail's pa amid technical difficulties. Ope ings of two dozen dealerships we delayed because of car shortages.

But Saturn has seemed to r bound gracefully from every ear setback. It recovered from its tw recalls by giving owners new ca in the coolant case and traveling customers' houses to fix the seats

Early criticism that the engi was too noisy prompted a numb of under-the-hood changes.

Saturn is still playing catch-u on demand, following months start-up problems. Early this yea workers at the Spring Hill, Tenn plant surrendered their four-da work week to work a fifth full 1 hour shift on overtime. The plant now building 900 cars a day — original target for full productio By year's end, daily output will t 1,000, LeFauve says.

EXPORTS

MITI to divvy up shares for makers

continued from PAGE 1

conditions permit and increase luxury-car volume targets.

Meanwhile, a MITI official said late last week that the ministry will take into account several factors when setting individual company export allocations for the fiscal year beginning April 1.

Among them: each carmaker's level of financial distress.

Captive imports by General Motors and Chrysler Corp. from Japanese partners could be har hit by the cut, even though MIT may bend over backward to he them with allocations.

Isuzu Motors Ltd. exporte 121,000 passenger cars in fisc 1990, using up its entire allocatio But about 90,000 of Isuzu's passenger-car exports to the Unite States are sold to GM for sale the Geo Storm. Similarly, Mitsub shi Motors Corp. exported 153,00 cars to the United States throug February, the first 11 months the fiscal year, of which 58,00 were badged as Chryslers.

A MITI official said the agenc will not take a straight 28 percen off the top of each exporter's existing allocation, but will instea review each manufacturer's ca when deciding levels for the ne fiscal year that begins April 1.

Among the factors that will b considered will be recent expor levels, U.S. sales, export plannin for the new year and each company's financial health, the officia said. For example, he said, money-losing company such Isuzu, which would suffer great at a reduced export level, might b given special consideration.

MITI also must reallocate th 17,000 cars allotted to Daihats Motor Co., which has announced will halt passenger-car shipment to the United States.

The reallocation is handled secretly, and the new levels are no officially announced. But unde the current agreement the carmakers are known to have the following allocations: Toyot 610,000; Nissan, 544,000; Hond 427,000; Mazda, 226,000; Mitsubishi, 193,500; Isuzu, 124,000; Subaru, 107,000; Suzuki, 60,000; an Daihatsu, 17,000. The MITI offici said the agency will settle allocations before the end of the mont but hasn't begun the process.

MITI officials conceded la week that the reduction probab will satisfy no one. But agenc chief Kozo Watanabe said it is " the best interest of free trade an relations between Japanese an U.S. automakers."

Echoing the sentiments of Big officials, union officials and som U.S. lawmakers, however, Chrysler spokesman called th rollback a "non-event."

"It is less than a meaningles gesture," said Robert Perkin Chrysler's vice president for Washington affairs.

Staff Reporter Max Gates in Washington contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only: LeBaron sedan, Acclaim, Spirit	$1,500
FORD MOTOR CO.	
1992 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Taurus SHO, Probe	$1,000
Thunderbird Sport, SC (Calif.)	$1,500
Thunderbird (non-Calif.)	$750
Tempo (regional)	$500-1,000
Escort (regional)	$500-750
Crown Victoria, Mustang, Festiva	$500
Other Taurus (Calif.)	$1,000
Other Taurus (non-Calif.)	$500
Ford Econoline RV	$1,000
Ranger (Calif.)	$1,000
Ranger (non-Calif.)	$750
Bronco	$750
Aerostar (regional)	$500-1,000
F series	$400
Mercury Cougar XR7 (Calif.)	$1,500
Cougar (non-Calif.)	$750
Capri	$750
Tracer (regional)	$500-750
Sable (Calif.)	$1,000
Sable (non-Calif.)	$500
Topaz (regional)	$500-1,000
Grand Marquis	$500
Lincoln Town Car, Mark VII, Continental	$1,500
1991 models	
Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.	
Ford Festiva, Probe	$1,000
Escort, Mustang, Thunderbird	$750
Taurus SHO	$600
Tempo, other Taurus	$400
Ford Bronco, Econoline E-150 RV	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Tracer, Cougar	$750
Topaz, Sable	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires April 2)	
Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500
SUBARU (expires April 2)	
Loyale (1991-92)	$500
Legacy (1992)	$500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Belvidere, Ill.	3/23, 3/30	
Chrysler Fifth Avenue		1,000
Chrysler Imperial		100
Chrysler New Yorker Salon		600
Dodge Dynasty		3,000
Sterling Heights, Mich.	3/23	
Dodge Daytona		1,000
Dodge Shadow		1,900
Plymouth Sundance		1,700
Total U.S. car		9,300
Total units lost week of 3/23		9,300

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

T-BIRD

Ford has a bargain for California

continued from PAGE 3

"I don't think there is any competition for this car," Adams said. "Overall, I think it's a good direction at getting away from rebates."

"The California Special," as dealers call the Thunderbird program, is part of Ford's efforts to test various ways to simplify sales operations and to increase vehicle sales in certain areas.

Smith said Ford chose California because sales are brisker there than in the rest of the nation, but he would not give specific sales figures for California.

> “I think it's a good direction at getting away from rebates.”
>
> BARRY ADAMS
> HOMER HELLER FORD

He said the Thunderbird test has the same goal as Ford's one-price Escort program, which was rolled out nationally this month after a test that began last fall in the Northeast, Southeast and West.

"The objective is to give the customer value at a good price," Smith said.

Smith calls the Thunderbird test the "one-look" program. Unlike the one-price Escort program, dealers can sell the LX at any price. The recommended factory price is $15,859.

Century Ford in Fresno, Calif., sells the LX for $14,999 and expects the program to be a "door swinger." But general manager Darrell Cossey said the strategy cannot work with all models.

He said that about 60 percent of his customers owe more on their trade-ins than they are worth and therefore can't qualify to get into the cheaper one-price Escorts or Thunderbirds without a cash down payment.

Cossey said banks and credit companies generally won't finance a customer with a negative equity on a trade-in.

"It's OK to have these programs on a couple of lines," Cossey said, "but we must have the flexibility to switch customers over to cars they can finance."

Through March 10, national Thunderbird sales totaled 14,198, compared to 14,253 at the same time last year.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 3/15-3/21/92	Actual 3/8-3/14/92	3/1-3/21/92	Year 1/1-3/21/92	Year 1/1-3/23/91
LeBaron J	0	1,211	2,376	9,756	6,101
New Yorker	0	503	1,188	4,363	1,945
Fifth Avenue	0	1,522	2,959	7,145	5,675
Imperial	0	87	257	1,235	1,667
Town & Country (trk.)	250	282	832	2,490	695
Total Chrysler Div.	250	3,605	7,612	24,991	16,083
Sundance	0	1,430	2,830	11,307	8,969
Acclaim	0	1,906	3,785	15,220	21,549
Voyager (trk.)	2,200	2,250	6,657	19,025	18,019
Voyager (Can. trk.)	2,814	2,830	8,456	31,637	28,432
Total Plymouth	5,014	8,416	21,730	77,189	76,969
Daytona	0	257	464	2,513	2,182
Shadow	0	2,308	4,053	16,422	9,672
Dynasty	0	2,775	5,573	18,854	27,287
Spirit	0	1,811	3,565	15,198	19,481
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	329
Caravan (trk.)	2,875	2,696	8,409	25,163	23,484
Caravan (Can. trk.)	3,624	3,683	10,931	41,393	30,098
Caravan C/V (trk.)	85	96	286	624	872
Caravan C/V (Can. trk.)	102	155	479	2,032	1,827
Dakota (trk.)	3,000	3,087	9,149	25,778	12,893
Ram pickup (trk.)	1,500	1,474	4,505	12,880	12,784
Ram wagon (Can. trk.)	550	559	1,659	5,225	5,260
Ram van (Can. trk.)	1,410	1,433	4,253	13,104	7,289
Total Dodge	13,286	20,338	53,346	178,975	153,456
Premier (Can.)	0	0	0	0	954
Cherokee (trk.)	3,500	3,593	10,651	29,873	18,667
Comanche (trk.)	75	51	189	641	1,275
Grand Cherokee (trk.)	1,125	1,053	3,043	5,630	0
Wagoneer (trk.)	5	2	38	278	614
Wrangler (Can trk.)	1,932	2,009	5,873	21,281	10,258
Total Jeep-Eagle	6,637	6,708	19,794	57,780	31,768
Total U.S. car	0	13,900	27,870	102,815	104,528
Total Can. car	0	0	0	0	1,283
Total U.S. truck	14,615	14,588	43,758	122,168	89,383
Total Can. truck	10,482	10,669	31,053	114,672	83,164
CHRYSLER CORP.	25,187	30,157	102,482	339,655	278,278
Escort	5,767	0	11,564	27,718	30,702
Mustang	2,811	2,714	5,525	16,193	11,458
Tempo	2,964	3,274	9,518	27,509	22,627
Tempo (Can.)	3,446	3,390	6,836	24,517	25,147
Taurus	7,060	7,043	21,368	81,977	63,167
Thunderbird	1,911	2,051	3,962	16,474	14,881
Crown Victoria (Can.)	2,975	2,408	7,078	19,878	22,202
Aerostar (trk.)	4,010	4,035	12,080	39,479	25,216
Bronco (trk.)	664	557	1,221	4,159	1,935
Explorer (trk.)	6,725	6,634	19,931	72,820	60,953
Mazda Navajo (trk.)	152	121	407	1,020	3,806
Econoline (trk.)	4,664	4,113	13,257	40,358	23,704
Heavy (trk.)	1,047	1,055	3,155	10,261	7,580
Light truck (trk.)	11,339	10,314	30,971	101,903	49,448
Light truck (Can. trk.)	3,040	3,040	9,120	36,481	19,309
Ranger (trk.)	7,213	7,206	18,890	53,899	49,602
Total Ford Division	65,788	57,985	174,893	574,706	440,737
Topaz	1,551	1,141	3,812	10,093	9,546
Topaz (Can.)	1,450	1,410	2,860	8,449	6,575
Cougar	1,680	1,344	3,033	11,305	10,513
Sable	3,412	3,415	10,002	24,961	19,878
Grand Marquis (Can.)	2,848	2,472	6,821	22,028	8,885
Total Mercury	10,950	9,782	26,606	77,526	55,397
Continental	972	977	2,920	8,260	13,557
Mark VII	248	244	738	1,926	2,389
Town Car	3,045	3,044	9,137	25,650	31,888
Total Lincoln	4,265	4,265	12,795	35,845	47,814
Total L-M Division	15,215	14,047	39,403	113,371	103,211
Total U.S. car	31,430	25,247	81,059	252,825	230,506
Total Can. car	10,719	9,690	23,585	74,872	82,088
Total U.S. truck	35,814	34,025	99,912	323,808	222,244
Total Can. truck	3,040	3,040	9,120	36,481	19,309
FORD MOTOR CO.	81,003	72,002	214,296	686,077	543,946
Skylark	1,680	1,474	4,600	15,608	27,618
Century	2,165	0	3,908	12,517	15,337
Regal (Can.)	0	0	0	10,656	22,534
Riviera	279	267	796	2,585	2,792
Park Avenue	1,743	1,721	5,246	13,834	25,100
LeSabre	3,500	2,312	8,001	31,187	33,069
Roadmaster sedan	1,360	0	2,736	13,507	0
Roadmaster wagon	400	0	791	2,974	3,340
Reatta	0	0	0	0	529
Total Buick	11,127	5,774	26,226	102,868	130,319
Eldorado	801	812	2,579	9,767	3,621
Seville	1,122	1,010	3,184	10,694	7,025
Brougham	0	0	0	2,170	4,201
DeVille	1,677	1,637	6,938	25,346	30,932
Allante	64	0	86	163	726
Total Cadillac	3,664	3,459	12,787	48,140	46,505
Cavalier	4,565	4,572	13,887	47,928	63,300
Camaro	1,458	1,447	4,378	12,931	7,980
Corsica-Beretta	4,794	4,445	13,312	41,886	45,611
Lumina (Can.)	0	1	2	32,813	37,493
Caprice	2,840	0	5,601	23,172	28,330
Corvette	480	466	1,424	3,747	5,432
Astro (trk.)	3,507	3,242	9,233	36,474	18,022
Blazer (trk.)	440	436	1,194	4,337	1,802
Lumina APV (trk.)	1,228	0	2,673	8,601	5,939
Mediums (trk.)	98	140	318	1,223	1,888
P-model (trk.)	478	419	1,285	4,274	3,727
Pickup (trk.)	6,921	6,842	18,531	51,037	41,428
Pickup (Can. trk.)	3,900	3,930	11,810	45,824	31,808
S10 (trk.)	4,465	4,719	13,034	36,273	50,446
S10 Blazer (trk.)	2,165	3,177	7,914	28,732	10,284
Sportsvan (trk.)	1,135	1,126	3,056	11,294	7,928
Sportsvan (Can. trk.)	1,700	1,726	4,914	16,736	7,723
Suburban (trk.)	1,099	916	2,734	9,072	4,670
Total Chevrolet	41,372	37,586	113,370	416,356	373,871
Achieva/Calais	2,800	2,771	8,339	28,841	25,830
Cutlass Ciera	2,813	0	6,142	26,536	10,891
Cutlass Ciera (Can.)	0	0	0	0	13,217
Cutlass Supreme	0	2,400	4,738	13,552	22,073
Toronado	255	230	696	1,065	1,611
Eighty Eight	2,017	1,589	5,222	18,513	18,324
Custom Cruiser wag.	120	0	252	1,153	3,094
Ninety Eight	723	682	1,609	6,703	19,321
Silhouette (trk.)	498	0	1,067	3,241	2,758
Bravada (trk.)	255	213	645	3,280	5,359
Total Oldsmobile	9,481	7,885	28,710	103,484	122,478
Sunbird	1,969	1,961	5,702	21,515	29,392
Grand Am	5,110	4,363	13,740	49,907	47,158
Firebird	542	553	1,622	5,178	2,016
Grand Prix	2,120	1,862	5,653	24,944	20,941
Pontiac 6000	0	0	0	0	6,895
Bonneville	2,580	2,617	7,883	21,494	19,136
Trans Sport (trk.)	1,082	0	1,869	4,634	3,417
Total Pontiac	13,423	11,376	36,469	127,672	128,955
Yukon-Jimmy (trk.)	171	156	444	1,351	506
Medium (trk.)	637	586	1,759	6,007	4,729
P-model (trk.)	34	81	167	552	627
Pickup (trk.)	2,590	2,573	6,077	20,270	16,800
Pickup (Can. trk.)	1,400	1,467	4,288	16,440	12,439
Syclone-Sonoma (trk.)	780	1,253	2,950	8,358	12,070
Typhoon-S15 Jimmy (trk.)	460	1,033	2,251	7,629	4,700
Safari (trk.)	1,636	1,399	4,071	14,179	7,512
Suburban (trk.)	925	765	2,185	5,765	4,940
Vandura (trk.)	225	315	850	5,728	3,386
Vandura (Can. trk.)	700	718	2,129	8,873	3,968
Total GMC	9,558	10,346	27,171	95,152	71,767
Total Saturn+	4,115	4,115	12,345	30,294	9,086
Total U.S. car	54,202	43,326	151,749	529,303	541,222
Total Can. car	0	1	2	43,469	73,244
Total U.S. truck	30,926	29,373	82,277	272,311	213,088
Total Can. truck	7,700	7,841	23,141	87,873	55,938
GENERAL MOTORS	92,828	80,541	257,169	932,956	883,492
Can. car	2,200	2,200	6,604	25,677	30,234
Can. trk.	1,400	1,430	4,265	16,087	13,374
CAMI*	3,600	3,630	10,869	41,764	43,608
DIAMOND-STAR*	3,350	3,272	9,870	36,066	35,231
Civic	2,140	2,180	6,111	20,713	21,102
Civic (Can.)	2,200	2,235	6,887	26,499	24,780
Accord	7,785	7,881	23,518	90,760	81,377
Total U.S. car	9,925	10,061	29,629	111,473	102,479
Total Can. car	2,200	2,235	6,887	26,499	24,780
HONDA	12,125	12,296	36,516	137,972	127,259
HYUNDAI Sonata (Can.)	500	0	500	3,328	9,188
MAZDA*	860	711	2,671	13,543	34,861
U.S. trk.	1,585	0	3,063	14,469	17,629
Can. trk.	165	166	496	1,833	1,828
NAVISTAR	1,750	166	3,559	16,302	19,457
Sentra	2,640	2,628	7,883	32,868	33,687
Pickup (trk.)	2,580	2,608	7,799	32,000	32,293
NISSAN	5,220	5,236	15,682	64,868	65,980
Geo Prizm	1,900	1,835	5,761	21,866	24,076
Toyota Corolla	2,400	2,458	7,118	26,839	24,242
Toyota Pickup (trk.)	900	930	2,621	7,869	0
NUMMI	5,200	5,223	15,500	56,594	48,318
Legacy	1,183	1,255	3,594	13,456	13,249
Pickup (trk.)	506	535	1,511	5,749	0
Rodeo (trk.)	880	917	2,599	9,965	0
Total U.S. car	1,183	1,255	3,594	13,456	13,249
Total U.S. trk.	1,386	1,452	4,110	15,714	12,581
SUBARU-ISUZU	2,571	2,707	7,704	29,170	25,759
Camry	4,600	4,653	13,928	53,872	51,248
Corolla (Can.)	1,500	1,502	4,536	16,880	15,597
TOYOTA	6,100	6,155	18,464	70,752	66,845
VOLVO 740, 940 (Can.)	169	159	458	1,868	2,814
AM GENERAL (trk.)	375	375	1,125	4,280	4,850
MISCELLANEOUS (trk.)**	2,400	2,400	7,200	26,800	32,190
Total U.S. car	112,520	109,346	340,323	1,194,146	1,205,499
Total Canada car	17,269	15,768	42,576	192,381	219,140
Total U.S.-Canada Car	129,789	125,114	382,899	1,386,527	1,424,640
Total U.S. truck	90,585	85,701	251,866	819,600	624,058
Total Canada truck	22,797	23,146	68,675	256,946	173,613
Total U.S.-Canada truck	113,382	108,907	320,541	1,076,546	797,671
TOTAL U.S.	203,105	195,107	592,189	2,013,746	1,829,557
TOTAL CANADA	40,066	38,914	111,251	449,327	392,762
TOTAL U.S.-CANADA CAR & TRUCK	243,171	234,021	703,440	2,463,073	2,222,319

+Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Trucks power 10% gain in output

ANNE E. WRIGHT
Chief Statistician

With trucks pacing the upturn, vehicle production in the United States and Canada leads last year's output by 10.8 percent.

Truck production in the two countries is up 35.0 percent for 1992, more than offsetting a decline of 2.7 percent in cars.

Total U.S.-Canada car and truck production through last Saturday was 2,463,073, compared to 2,222,319 a year ago.

Estimated U.S. car production was scheduled at 112,520 last week, up 2.9 percent from both the prior week and last year.

So far in 1992, U.S. car production is 1,194,146, slightly behind the same period last year when 1,205,499 vehicles were built.

In Canada, car production was scheduled at 17,269 last week, an increase of 9.5 percent from the prior week and a decrease of 33.2 percent from last year.

Year-to-date, Canada car production of 192,381 trails 1991 by 12.2 percent.

Truck production in the United States was estimated at 90,585 last week, an increase of 5.6 percent over the prior week and 42.4 percent over the 1991 week.

U.S. truckmakers have assembled 819,600 vehicles so far this year, an increase of 31.3 percent over the year-ago period.

In Canada, truck production was estimated at 22,797, down 1.5 percent from the prior week but up 19.9 over last year.

Truck production in Canada so far this year is 256,946, an increase of 48.0 percent from 1991.

General Motors' Lordstown, Ohio, truck plant completed production of Chevrolet and GMC full-sized vans today.

Production of the vans will be moved to Flint, Mich., in August 1993.

Employees from Lordstown van assembly will be transferred to assembly of J-cars, the Chevrolet Cavalier and Pontiac Sunbird, there.

Production at GM's Lake Orion, Mich., plant has been trimmed to a single shift until April 6. The plant makes the Cadillac DeVille and Oldsmobile Ninety Eight.

GM has extended the reduced production rate at the Buick City facility in Flint, Mich. For two weeks due to slow sales of the Buick LeSabre and the Oldsmobile Eighty Eight.

GM scheduled overtime at five truck plants last week: Janesville, Wis.; Baltimore; Moraine, Ohio; Scarborough, Ontario; and Oshawa, Ontario.

Ford Motor Co. ran daily overtime last week at the Kansas City, Mo., and the Louisville, Ky., truck plants.

Chrysler Corp.'s St. Louis truck plant worked two nine-hour shifts of overtime last Saturday.

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Automotive

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NEWSPAPER

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latenews

Japanese union gets 4.87% raise

TOKYO — The Japanese Auto Workers Union and the negotiating team representing Japanese automakers reached agreement on a new annual contract that raises wages an average of 4.87 percent.

Management rejected union demands for an 8 percent increase and postponed action on demands for a higher overtime premium and a reduction in hours worked.

The 4.87 percent increase compares to a 5.62 percent raise last year.

The union had called for a boost in the 25 percent premium for overtime. The union also wanted automakers to reduce hours worked per year to 1,800 by the mid-1990s, compared to 2,100 hours now.

This year the the union was unusually aggressive, particularly on the work-hours issue, and received unprecedented support from the government.

— *Mary Ann Maskery*

Honda recalls 400,000 cars

TORRANCE, Calif. — American Honda Motor Co. Inc. is recalling about 400,000 of its 1982-85 Accords to replace corroded fuel fillers.

The cars are in areas where salt is used to clear roads. The salt may damage the protective coating on the fuel filler or breather pipe and allow salt water to collect. That could cause the filler and breather pipes to rust through and cause leaks when the fuel tank is filled or topped off.

see LATE NEWS, 2

BMW poised to build in U.S.

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — BMW AG, the German luxury-car maker, is "80 percent" decided on building a new car plant in the United States to produce a new model for worldwide export, the company's chairman says.

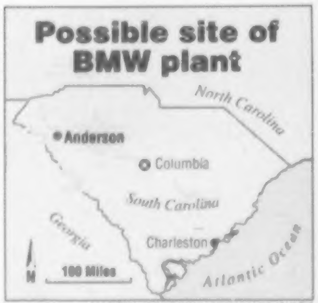
A decision on the plant, which likely would be located in Anderson, S.C., will be made "within four weeks," according to an unclassified U.S. government memo that relates a consular official's dinner conversation on March 20 with BMW Chairman Eberhard von Kuenheim.

"BMW Chairman . . . von Kuenheim (said) . . . that the company is 80 percent of the way toward deciding to open a new production facility in the U.S.," U.S. Consul General Andrew G. Thoms Jr. in Munich says in a memo to the U.S. Embassy in Bonn.

The Thoms memo, a copy of which was obtained by *Automotive News,* says the search for a new

see BMW, 38

Possible site of BMW plant



MARTHA GRATTAN / AUTOMOTIVE NEWS

Dealers order more cars

Stores prepare for spring and recovery

Automotive News

New-car dealers are ignoring the mid-March sales downturn and building inventory for the spring selling season and a sales recovery they anticipate.

Dozens of dealers interviewed last week reported ordering more cars and trucks than they did at this time last year. Some increased orders by 75 percent.

Optimism varies by make and region. Chrysler Corp. and Ford Motor Co. dealers are generally more optimistic than General Motors dealers; Big 3 dealers are more optimistic than import dealers because there is more recovery room for most U.S. makes.

Dealers, who pared car stocks in the downturn, are now more openly optimistic than their factories. They report more and better quality showroom traffic, which is slowly convincing factory officials that a recovery is stirring.

Chrysler Corp. expects steady, continuous improvement in the spring automotive market but not a strong, industrywide surge.

The credit-worthiness of shoppers has improved in the past 60 days, but consumers remain worried about unemployment, said Theodor Cunningham, Chrysler executive vice president of sales and marketing. He said the market "keeps getting better a little at a time."

Dealers' orders for April already match anticipated production schedules at all but one Chrysler assembly plant, Cunningham said.

"For the April production schedule, it looks like we will have all plants running," he said. "We have no downtime scheduled at this point, except one week of downtime at Toledo."

Chrysler's Toledo, Ohio, assembly plant, which builds the Jeep Cherokee and Comanche, will be down the week of April 27 because of a transmission shortage, Cunningham said.

Floor traffic in Chrysler's 4,900 dealerships is up but has retreated from the volume peak reached

see ORDERS, 37

10-day sales fall ➤ 37

Steve Ramsey, left, the assistant manager at Courtesy Pontiac-Acura in Lexington, Ky., gives Jon Hatten a "walk around." Hatten eventually purchased the 1992 Pontiac Grand Am SE for $14,465.

JEFFREY BURLEW

Eaton: Chrysler must get leaner

Plans include fewer brands; 6-year product life cycles?

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Less than two weeks into the job, Chrysler Corp. Chairman-designate Robert Eaton has absorbed a wealth of facts about the company and developed strong opinions.

Chrysler's new vice chairman already has previewed the company's future product plan, joined a 12-hour strategy session with corporate officers, and amassed a startling depth of detail about the automaker that he will head beginning Jan. 1.

Eaton, 52, joined Chrysler on March 16.

In an *Automotive News* interview, the former president of General Motors Europe outlined surprisingly well-developed views on critical issues facing Chrysler:

- Chrysler still has "a long way to go" to be a lean manufacturer even though it has cut costs by $3 billion. All makers have too many non-value-added activities, both in the plant and the office.
- Chrysler needs fewer brands. A reduction will increase brand awareness and help dealers in the U.S. market.
- Six-year product-life cycles are optimal. Spreading costs over that term gives customers better value than a four-year cycle.
- Even as Chrysler sells off part of its stake in Mitsubishi Motors Corp., Chrysler's relationship with its Japanese partner will continue.

Mitsubishi will sell cars from its Illinois factory to Chrysler through 1998.

- Chrysler is not "anywhere near exhausting" its potential market in Europe.

Eaton put the launch of Chrysler's new products atop his list of challenges facing the company. By 1995, the company will have replaced all of its car platforms, introduced a new full-sized

see EATON, 34

Chrysler sells Mitsubishi stock ➤ 4

Eaton: to be a team player

AUTOMOTIVE MARKETING
WHERE
CAR MARKETERS
ARE HEADED

How ads will change

To learn the future, we surveyed the top 200 car marketing executives. Our special section follows Page 20.

Japan: Debt leaves makers almost broke

MARY ANN MASKERY
Staff Reporter

TOKYO — After spending an estimated 5.5 trillion yen ($43 billion) on new cars and plants in the last five years, Japan's carmakers are virtually broke.

"Times have changed for the industry," says Keith Donaldson, who follows the industry for Salomon Brothers in Tokyo. "There is a weakness as a whole."

Donaldson said the industry's net debt-to-equity ratio averaged 55 percent last year, meaning that each $1 of shareholder's equity had claims against it of 55 cents. "That is a reasonable figure in Japan," he said. But take out industry giant Toyota Motor Corp., and the indus-

see JAPAN, 36

inside Automotive News

BRAND NEW AIRBAG
Demand forces makers to look for new suppliers. PAGE 4

WHAT A GAS
Mazda considers hydrogen as fuel for cars. PAGE 8

PORSCHE LOSES ANOTHER
The head of the automaker's U.K. unit quits. PAGE 8

WAGONS HO!

▲ Toyota begins exporting Camry wagons. PAGE 22

THAI THE KNOT
Fiat near a deal for new partner in Thailand. PAGE 22

WHY DID HE GO?
Doubts linger about Shoichiro Irimajiri's sudden exit. PAGE 36

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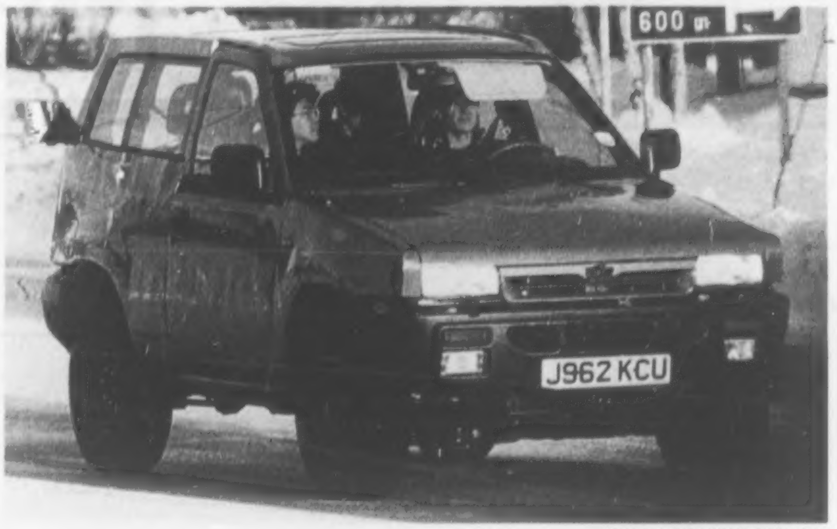
correction

Lexus sales per dealer were listed incorrectly in a March 23 table. The correct figures are 531 in 1991; 608 in 1990; and 185 in 1989.



HANS G. LEHMANN/HIDDEN IMAGE

Nissan-Ford sport-utility spied

This spy shot shows a slightly disguised running prototype of a small sport-utility that Nissan and Ford are developing for Europe. Similar in size to the Suzuki Sidekick, the new off-roader is expected to be introduced in 1993. Nissan will build it in Spain.

latenews

CONTINUED *from* PAGE 1

Toyota exec takes to the air

LOS ANGELES — James Press, a 22-year Toyota veteran, has been named the first president of Toyota Aviation Inc., a subsidiary of Toyota Motor Sales U.S.A. Inc.

Toyota Aviation, founded in 1989, is a $22 million operation based in Long Beach, Calif. It runs AirFlite Inc., which sells and services private planes. Toyota Aviation executives have said they would consider starting a charter airline business and have not ruled out doing design and manufacturing work as well.

Press, 46, was senior vice president and assistant general manager of Southeast Toyota Distributors Inc., an independent distributor. He also has managed Toyota Motor Sales' Cincinnati and San Francisco regions and has worked at the headquarters.

Press will report to Toyota Motor Sales President Yuki Togo, an avid aviator.

— Kristine Stiven Breese

Peugeot names service chief

LYNDHURST, N.J. — Peugeot Motors of America Inc. has named Serge Banzet president of its U.S. service operation.

Banzet, 42, was manager of a Peugeot-owned dealership in Strasbourg, France. He replaces Jean-Louis Saint Sevin, who has returned to France to become manager of subsidiary administration at Peugeot's Export Division.

3 trucks stung in U.S. crashes

WASHINGTON — The government's latest 35 mph crashes showed potential risk of serious head injury in Chevrolet and Dodge pickups and the Chevrolet Sportvan.

The Chevrolet S10 pickup recorded "head-injury criterion" scores of 990 for the driver and 1,211 for the passenger in the National Highway Traffic Safety Administration's New Car Assessment Program. Scores below 1,000 indicate that serious head injury is unlikely.

The Dodge Dakota pickup had head-injury scores of 1,005 for the driver and 987 for the passenger. The Chevrolet Sportvan scores were 1,492 for the driver and 963 for the passenger.

The only car in the latest round of crashes, the Geo Metro, produced head-injury scores in the "unlikely" range. But the Metro's potential for injury to the driver's left leg was listed as possible.

— Max Gates

Volvo names Gyll president

GOTENBERG, Sweden — AB Volvo last week tapped the president of Procordia AB, the food and drug company it wants to merge with, as its new president.

Soeren Gyll will assume his new post May 13, replacing Christer Zetterberg, who will become Gyll's deputy. Gyll, 51, a marketing executive who has worked for Xerox and various steel and forestry companies, has little auto industry experience.

Volvo's car unit is the largest of its businesses, and it has lost money for the past five quarters. The company is in the midst of a cost-cutting and streamlining program.

Gyll described himself as "marketing oriented" and "used to restructuring companies."

Scheele to head Jaguar

COVENTRY, England — William Hayden, chairman and chief executive of Jaguar Cars Ltd., will retire tomorrow and be succeeded by Vice Chairman Nicholas Scheele, the company announced late last week.

Hayden, 63, who joined Jaguar in March 1990 as chief executive, spent more than 40 years with Ford Motor Co., which owns the luxury carmaker.

Hayden was credited with beginning a turnaround at Jaguar, which had been wracked with quality and production efficiency problems. Jaguar was a major part of Ford's $1.1 billion loss in Europe last year.

Hayden held several finance and manufacturing management positions at Ford of Europe before being named vice president of manufacturing for Ford of Europe in 1974.

Scheele, 48, was president of Ford of Mexico before joining Jaguar.

— The Associated Press

SE Toyota case ends in mistrial

An Alabama judge declared a mistrial in a case pitting a Toyota dealer against his distributor, Southeast Toyota Distributors Inc.

The trial ended after the plaintiff made statements about the wealth of Southeast Toyota owner James Moran of Deerfield Beach, Fla. In a pre-trial order, the judge said he would enforce a state law that says information about a defendant's wealth is irrelevant.

Moran's JM Family Enterprises controls a $3-billion-a-year conglomerate built around distributing Toyota products in Alabama and four other states. Ivy Corp., a former Toyota franchise holder in Anniston, was suing the distributor for $22.3 million for business practices that Ivy claims destroyed the business.

The suit is the second to come to trial among more than a dozen suits against the independent distributor. In another dealer suit against the Moran organization, a jury decided in favor of Toyota dealer Richard Beasley. Damages in that case are expected to be set this week.

— Lindsay Chappell

briefly

$2.1 million is low for pay

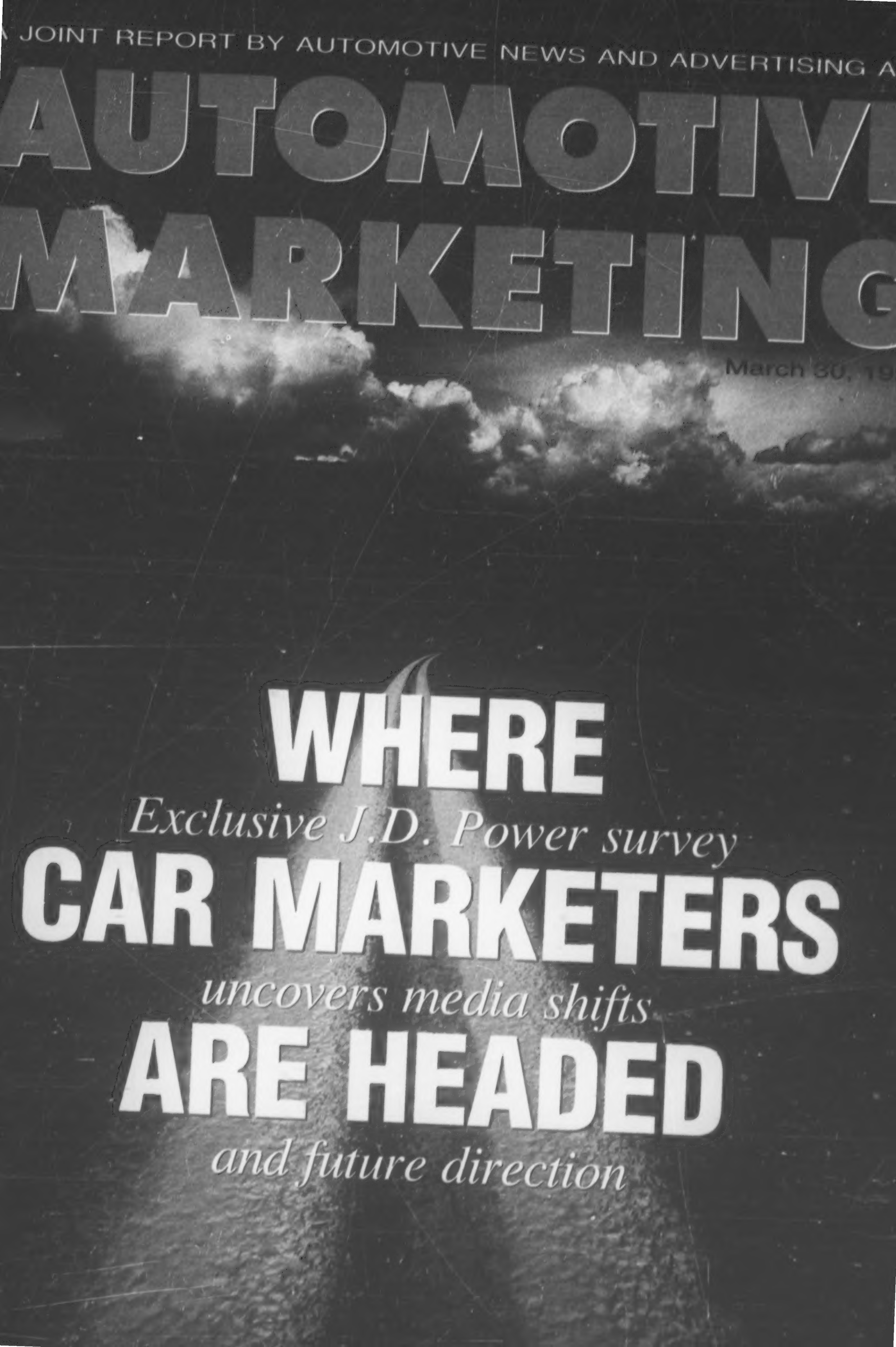
The UAW can grumble, but **General Motors** Chairman Robert Stempel was among the ranks of the grossly underpaid in 1990. His $2.1 million salary was 25 percent below the $2.8 million going rate for his job at a company the size of GM. So says executive compensation expert Graef Crystal in a column appearing in the April 14 issue of *Financial World* magazine. Crystal is an adjunct professor at the University of California at Berkeley Business School. He said his study of past proxy statements found that the salary of GM's chief executive officer closely tracked the company's performance from 1979 through 1990. "When they say their prayers at night, GM's shareholders ought to put in a good word for Bob Stempel and they ought to pray that his pay rises from $2.1 million a year to $10 million," Crystal writes. "Because if it does, GM shareholders will make a bundle."

FIRST IMPACT? — Some people think **GM** is skirting the issue of when in the mid-1990s it will introduce its battery powered Impact car. Not true. The first car will be ready Friday, Jan. 6, 1995, at 3 a.m. PST, says Kenneth Baker, manager of GM electric vehicles. He offered the scoop at a March 5 speech in Los Angeles when he said, "We need the infrastructure ready by the time of the first car. That's only 25,000 hours away. . . . Let's start making every minute count."

NOT-SO-SMART — Smart cars designed by **GM** can steer drivers away from clogged roads, but an executive discovered to his chagrin last week that they can't avoid every obstacle. GM Vice President Robert Frosch climbed into one of 100 Oldsmobile Toronados fitted with computers, video screens and other equipment that monitors highway conditions and plots the most efficient course to a given destination. The Associated Press reports that moments later, he ran over an orange traffic cone inadvertently left in front of the car. "I believe it has been crushed," Frosch said. But Frosch eventually made it to downtown Orlando, Fla., in fine time, following directions dictated by a Swedish-sounding computer voice nicknamed "Sven" by GM engineers.

SEMI-CRAZY — **Ford Division** is acting a little like those TV advertisers who say, "We must be nuts to sell at such low prices." The loaded Ford Thunderbird that goes for less than $16,000 in California may make its debut in other parts of the country. "We'll strongly consider doing it; we'd be semi-crazy not to do it," said Ross Roberts, general manager of **Ford Division.** Ford is testing the bargain-priced, fully loaded Thunderbird LX model only at dealerships in California. Roberts said since the program began in January, Thunderbird sales in California represent 30 percent of all T-bird deliveries in the United States. Before the program, Californians bought 19 percent of all Thunderbirds. Roberts said he's studying the cost of the program and will discuss the possibility of a national rollout with members of the Ford Dealer Council.

Roberts: "We'd be semi-crazy not to."



A JOINT REPORT BY AUTOMOTIVE NEWS AND ADVERTISING A

AUTOMOTIV MARKETING

March 30, 19

WHERE

Exclusive J.D. Power survey

CAR MARKETERS

uncovers media shifts

ARE HEADED

and future direction

AUTOMOTIVE MARKETING

About this report

After a decade in which quality drove the automobile market and Detroit's Big 3 chased the Japanese, vehicles now are essentially at par, according to J.D. Power & Associates, the guru of customer satisfaction. Detroit needs to get that message to buyers. Japanese importers need to hold on to customers without the advantage of being patently superior. Europeans, caught in the crossfire, must retain their niches. For each, marketing is ever more essential.

To examine marketing tactics and trends for model years 1992 through 1996, *Automotive News* and *Advertising Age* commissioned J.D. Power to conduct a proprietary survey of top marketing executives at auto companies and their agencies. Then, nearly two dozen veteran reporters and editors were assigned the task of finding out more—in Chicago, Detroit, Frankfurt, London, Los Angeles, Nashville, New York and Tokyo.

Advertising Age and *Automotive News*, news leaders in their respective industries and sister publications within Crain Communications Inc., combined forces for this Special Report. Average paid circulation for *Advertising Age* is 85,163; for *Automotive News*, 77,620. The report is part of both publications; we hope you find it profitable.

From the survey:

- **Don't sell ragtops** in a blizzard, and other lessons in learning regional tastes. **S-4**
- **'Safety first'** is no longer a crash course when it comes to developing ad message. **S-4**
- **As carmakers** cut costs, nagging incentives should come under control by mid-decade. **S-8**
- **Attention to** basics and ability to follow through wins admiration for Toyota. **S-14**
- **Respondents expect** six auto account reviews in the next two years. **S-16**
- **Cross-media packages** are easy to covet but hard to connect. **S-22**
- **All signals** look green, as environment concerns move to the front. **S-34**

J.D. Power & Associates in November and December 1991 surveyed the top advertising executives at 33 automotive manufacturing or marketing companies and a similar number of high-ranking executives at ad agencies serving them. A total of 206 executives were contacted; 71 responded. Responses were anonymous, but they reflected the desired mix: just under half were from agencies and just over half were from marketers. Some 46% represented Asian nameplates, 30% work for the Big 3 and 24% work for European nameplates.

Also inside:

- **Ignore the whining;** Big 3 get the hint and are listening to the constituency. **S-8**
- **The young copywriters** behind the agency wheels of some 'hot car' ads. **S-14; S-30; S-42; S-44**
- **From Acura to Volvo,** a complete list of carmakers, their agencies and ad themes. **S-17**
- **After the disastrous** '80s, The General prepares for the counterattack. **S-24**
- **Critical auto** issues vary by location; we take a region-to-region pulse. **S-24; S-26; S-50; S-51**
- **In Europe, image** is everything or, as exec says, 'Lexus, Infiniti are fantastic but lack class.' **S-52**

Editorial credits

Edited by Adrienne Ward and designed by Geoffrey Shives, under the direction of Larry Edwards and Bill Diem. Chart work by Charlotte Winter, Martha Grattan and David Burhans. Cover photograph: Chris Minerva/Telephoto. Have a comment or question? Write or fax: Bill Diem, *Automotive News*, 1400 Woodbridge, Detroit 48207; Fax 313-446-0383, or Larry Edwards, *Advertising Age*, 740 Rush St., Chicago 60611; Fax 312-649-5331.

Inventing rules in unusual market

Tradition goes out the window as carmakers try anything to win in a 'replacement' category

By Raymond Serafin

Philip Guarascio's ideal marketing plan looks something like this: He'd park a General Motors Corp. vehicle in front of the home of anyone in the market for a new car or truck and hand over the keys for a trial spin.

"If I have a 70% assurance that you're going to buy a car in the next month, and I know you'll buy a compact sedan, and I have a fair shot at you [considering a GM product], then even though it would be expensive to get the car to your house, this could be the most efficient thing I could do," says Mr. Guarascio, GM's executive-in-charge of corporate marketing and advertising.

That sort of auto marketing isn't as farfetched as it might seem.

As auto companies and their agencies develop more information about consumers' buying patterns, lifestyles and media habits, the rifle-shot approach to marketing continues to grow—often at the expense of traditional media.

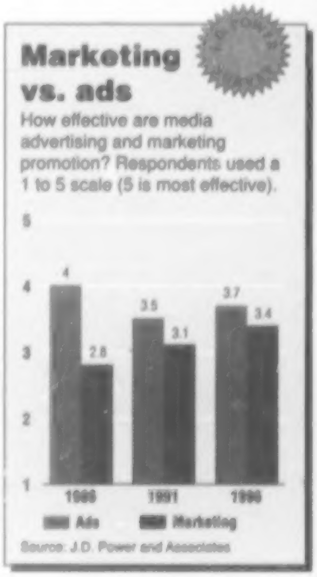
Strategies are in for a drastic change, according to an exclusive survey of key automotive marketing decision-makers conducted for *Automotive News* and *Advertising Age* by J.D. Power & Associates.

About three-fourths of automotive marketing dollars, excluding dealer and consumer incentive programs, are allocated to media placements, the survey found.

But while automakers per-

Marketing vs. ads

How effective are media advertising and marketing promotion? Respondents used a 1 to 5 scale (5 is most effective).



Source: J.D. Power and Associates

Marketing execs itch to fill the right niche

A veritable banquet of media choices awaits the forward-thinking car company

By John P. Cortez

As media choices multiply, automakers are picking their niches more than ever before.

According to the J.D. Power & Associates survey of automakers and their agencies, the use of niche media will continue to grow. Of those surveyed, 90% said niche media will be more important in the next five years, while 67.2% said mass media will grow less important.

Niche-media programs include direct mail, product-oriented videocassettes, rental cassette and movie theater commercials, "place-based" media in airports or grocery stores and advertising on computer information services such as Prodigy.

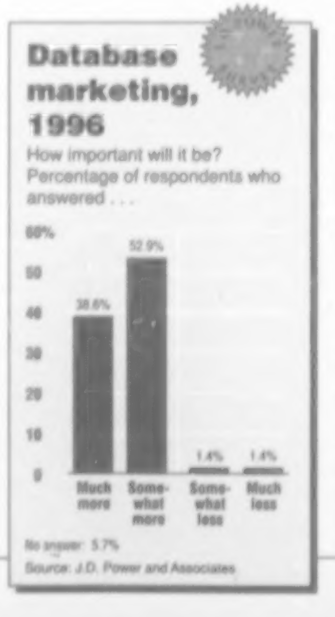
It's difficult to figure how much money automakers are devoting to niche-media-programs in general. As one example, General Motors Corp.'s Buick division devoted about 40% of the ad budget for its Roadmaster launch to such an effort.

McCann-Erickson Worldwide, Troy, Mich., agency for Buick, used a technique dubbed "McMapping" to target 4,900 specific ZIP codes for a magazine buy last year, and more recently used an incentive program for the Buick LeSabre in which targeted magazine subscribers received an ink-jetted card offering them a free video for taking a test drive.

"McMapping" allows the marketer to better understand the individual consumer through a five-step process that comprises demographic and lifestyle analyses, synthesized and tested data, and details of consumers' media choices, says Karen Ritchie, senior VP-director of media services at

Database marketing, 1996

How important will it be? Percentage of respondents who answered . . .

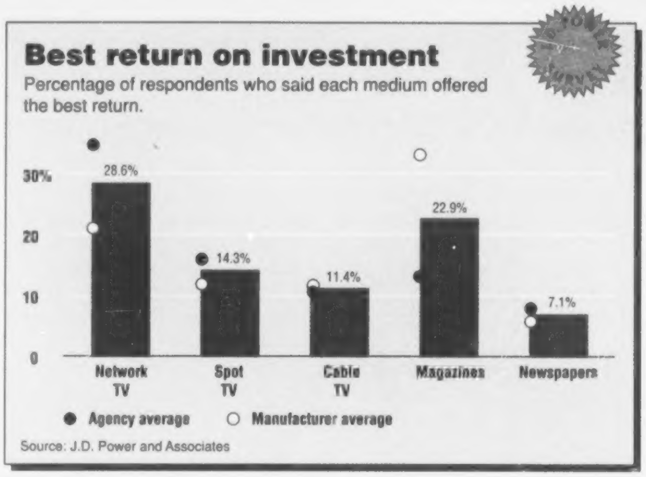


No answer: 5.7%

Source: J.D. Power and Associates

ceive media advertising as somewhat more effective than promotional efforts, they believe the differences have narrowed over the last five years and will continue to narrow in the next five years, according to the Power survey.

Automakers' changing strategies are blurring all the old distinctions in media. Advertisers and agencies are attempting to integrate various marketing tools, with less regard to fixed notions about the value of traditional advertising vs. disciplines such as sales promotion, direct marketing, event sponsorships and PR.



Best return on investment

Percentage of respondents who said each medium offered the best return.

Source: J.D. Power and Associates

Influence budgets

At GM, marketing divisions don't have ad budgets; they have "consumer influence" budgets.

"The way we define media is that it's all the tools or processes that let us create a communications link with the consumer," says Mr. Guarascio. Delivering a test car to a prospect's door thus becomes a media tactic.

Similarly broad attitudes about media are becoming widespread through the auto industry.

"There isn't one simple rule that applies to our media strategy," says James Julow, manager-advertising and media relations at Chrysler Corp.

Several converging factors make it more important than ever that auto marketers effectively use media even as it becomes more complex to develop successful media strategies.

The U.S. auto market has exploded with competitors over the last decade. New brands entered the fray, among them Acura, Range Rover, Lexus, Infiniti, Saturn and Hyundai. Sterling came and went, a pattern Daihatsu is repeating. Peugeot dropped out, but new dealer networks are being organized to sell the likes of Amati, Kia and even a street-legal version of the Hummer military vehicle.

600 to chose from

Many of the recent entrants are niche players, and the number of car and truck models has proliferated, totaling more than 600 now, according to some estimates.

Only a relative handful of models sell in large volumes anymore. In the mid-1960s, Chevrolet sold about 1.5 million Impalas in a single year. Last year's top selling vehicle was the Ford F-series pickup, at 442,311 units.

A mature, essentially replacement, market means a company can grow only by taking share from a rival; but now there are more rivals than ever to divvy up the share.

Confusion reigns

Meanwhile, more consumer choice also means more confusion.

All this is taking place as network TV rapidly loses its once overwhelmingly dominant position as an advertising medium. And TV itself now includes a fourth broadcast network plus cable TV.

New media possibilities have emerged, such as personal computers, home videos and out-of-home media that reach consumers in places such as airport terminals, doctors' offices and health clubs.

"You just don't have the Beav and Ward and June watching TV together from 8 to 11 prime time," says Tom Somerset, senior VP-director of marketing services in the Santa Ana, Calif., office of Foote, Cone & Belding, agency for Mazda Motor of America. "You have to identify the prospects and follow them through the day."

Traditional media still figure importantly in auto marketing plans, but they're being looked at in non-traditional ways.

A media switch

"We're really looking at far more targeting and less use of media in a mass way. It doesn't mean we won't use mass media, but we'll use it in a more targeted way," says Richard O'Connor, chairman-ceo of Lintas:Campbell-Ewald, Warren, Mich., agency for GM's Chevrolet division.

The old cost-per-thousand standard for buying media has been reinterpreted as databases enable marketers to pinpoint how to reach specific prospects.

"We no longer look at gross households. What we look at is the targeted cost," says Chrysler's Mr. Julow. "If you have great confidence in what you know, it can wildly change the CPM."

Chrysler, which is re-examining its media strategy, is considering dropping out of prime-time network TV advertising because other media offer more targeted audiences, says John Damoose, VP-marketing.

Ford Motor Co.'s Ford Division and its agency, J. Walter Thompson USA, De-

(Continued on Page S-40)

THE WORLD'S NEWEST SUPERPOWER.
The Supercharged Pontiac SSEI.
PONTIAC We Build Excitement

Cross-country tractor-trailers are fair game for General Motors ads.

McCann-Erickson.

"What comes out," she says, "is a scope that is much broader than 'Do I use cable TV to reach this target?' "

One reason for the growth in niche media is that accountability methods have improved somewhat. Accountability and evaluation are an important aspect of niche marketing.

"There's been a tremendous increase in accountability the last four or five years—it means knowing what works and why, and what things don't work, and why," says GM's Philip Guarascio, executive-in-charge of corporate marketing and advertising. "A lot of our efforts have been directed at understanding the value of [media] tools, creating situations and defining what the mix should be.

"If you look at GM budgeting from a share standpoint," he continues, "nontraditional media are increasing at a faster rate [than in the past]."

Not all automakers are accepting the accountability of niche media, however.

"One of the inherent problems with niche-marketing opportunities is evaluation," says Joseph Caponigro, senior VP-director of media services at Dodge agency BBDO Worldwide, Southfield, Mich. "We can 'guesstimate' numbers, but it is difficult to ascertain audience measurement."

A positive price/value relationship must be demonstrated for a company to invest in a niche medium, says Robert Mancini, senior VP-director of media services at J. Walter Thompson USA, Detroit, agency for Ford Motor Co.'s Ford Division.

"Sometimes you're willing to pay a premium to get a very specific audience that has a much higher propensity to buy your product in an environment that you can't get anywhere else," he says. "For a mass marketer, it makes sense to target for a specific product, but it won't be done at the expense of the mass media budget."

Evaluating the success of a niche-media buy from sales figures is "futile," says Ben Hilverda, director-marketing for Audi of America.

The European auto importer, which also uses a ZIP code-targeted magazine schedule, includes a toll-free number in its advertising to measure response. For the launch of the Audi 100, the 800 line received 60,000 calls in six weeks.

Despite its increased significance, niche media haven't captured all marketers' affections.

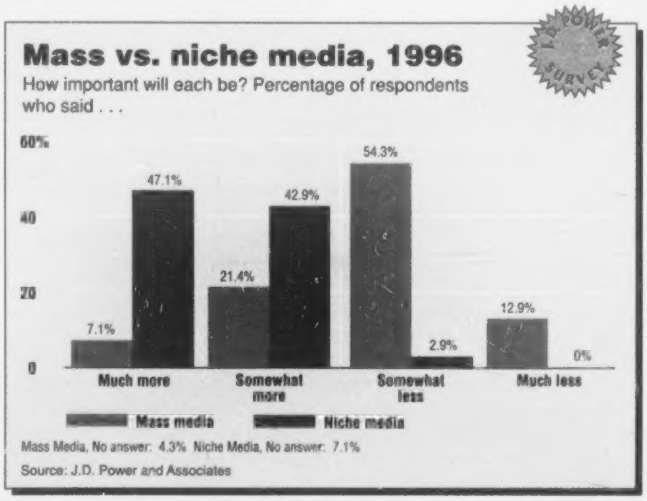
Ford Motor Co. was among the first automakers involved in both the Checkout Channel, an in-supermarket, place-based medium run by Turner Broadcasting System and Prodigy, the joint-venture, on-line computer service of IBM Corp. and Sears, Roebuck & Co. But the automaker won't be spending significant portions of its ad budget on niche media in the near future, says John Vanderzee, advertising manager for Ford Division.

"Home video advertising, doctors' offices, Airport Channel, grocery stores—we've had proposals from everyone," says Mr. Vanderzee. "We have yet to find one that makes a lot of sense to us. People sitting in an airport waiting for a flight, [or] at a supermarket checkout counter, they're not looking at it, from what we can see. It's not conducive to what they want to do. They want to get out of that line as quickly as they can."

"Niche media can go all the way to toilet stalls," he says. "I can tell you we'll probably not get involved in any of it."

Many industry observers

(Continued on Page S-40)



Mass vs. niche media, 1996

How important will each be? Percentage of respondents who said . . .

Mass Media, No answer: 4.3% Niche Media, No answer: 7.1%

Source: J.D. Power and Associates

Don't sell ragtops in a blizzard

In battle for share, carmakers acquire a feeling for regional tastes

By Raymond Serafin and Cleveland Horton

When Ford Motor Co.'s Ford Division began its regional test last fall of a one-price/one set of options strategy for Escort, it equipped the cars with air conditioning, AM-FM stereo radio and rear-window defroster.

But dealers and marketing officials in the Southeast wanted different options to suit their buyers' preferences, and Ford, traditionally slow to adapt to regional change, went along with it.

Hence, the $9,995 Escorts bound for the Southeast were given a cassette player instead of the defroster that went in those bound for the West and Northeast.

"That was seen as a better value in that area," says Keith Magee, Ford Division's general marketing manager.

That also illustrates one of the growing trends in automotive marketing—the regionalization of approaches involving product, communications messages and media usage.

The J.D. Power & Associates survey of key auto marketing decision makers reflects that trend.

Spot TV will receive the largest spending increase of all media in the 1992 and 1993 model years, according to the Power survey, conducted exclusively for *Advertising Age* and *Automotive News.*

THE HEARTBEAT OF AMERICA IS WINNING.

Because "Texas is a huge market for Suburbans," regional Lintas:Campbell-Ewald ads hail it as "the national car of Texas."

The reliance on spot TV might reflect automakers' desire for flexibility in an uncertain marketplace, says Dick O'Donnell, president of automotive media consultancy O'Donnell Strategy Group.

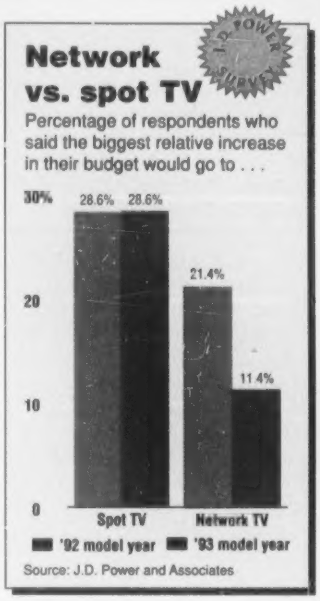
"In hard times, marketers don't want to make as many long-term commitments," he says. "With spot TV, they don't have to make a buy three or six months ahead, and they can pinpoint customers in specific markets very efficiently."

Automotive advertising typically consists of three tiers: The manufacturer or importer produces national advertising; individual retailers handle their own advertising, usually oriented heavily to price; and somewhere in between, dealers for a particular brand in a given area pool funds, usually with factory help, to create advertising that's usually promotion-oriented and runs on broadcast outlets that most individual dealers can't afford to use.

Variations on how regional ad groups operate have cropped up recently, and in some cases a distinctly separate new tier of regional advertising has begun to appear, as marketers get down to a market-by-market slugfest for share.

Some of the technology developed in the 1980s allowed

(Continued on Page S-42)



Network vs. spot TV

Percentage of respondents who said the biggest relative increase in their budget would go to . . .

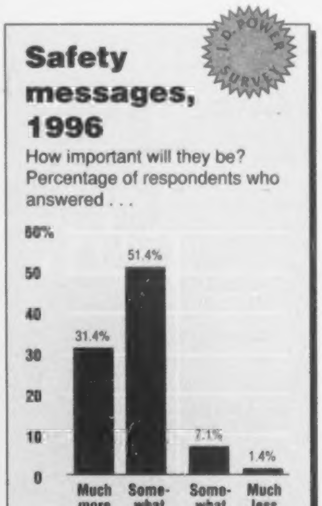
Source: J.D. Power and Associates

'Safety first' ad thinking no longer a crash course

By Joseph Bohn

For decades, the idea that "safety doesn't sell" rang through automotive marketing circles—because safety didn't sell.

Ford Motor Co. unsuccessfully tried marketing "safety packages," including seat belts offered as a $20 option, in the early '60s. In 1974, General Motors Corp. found few takers for its first airbags.



Safety messages, 1996

How important will they be? Percentage of respondents who answered . . .

No answer: 8.6%

Source: J.D. Power and Associates

Even as recently as a few years ago, consumers worried about airbags going off accidently or hitting them in the face, says Bob Gillooly, Ford Division car advertising manager.

Today they're prominent in auto ads, as safety has become an integral part of the industry's pitch to a receptive audience of aging baby boomers.

According to the *Automotive News/Advertising Age* J.D. Power & Associates survey, about 43% of executives at the Big 3 automakers and their agencies say safety messages will become much more important over the next five years.

Asian and European carmakers agree, though not as strongly (25% and 30%, respectively, said it would be much more important).

Safety messages are widespread already. Some examples:

- Volvo Cars of North America, one of the earliest and strongest safety promoters, quotes a man who attributes his survival of an accident to his wife's Volvo in a TV spot created by Messner Vetere Berger Carey Schmetterer, New York, part of an extensive campaign. "There are certain moments when your entire world becomes crystal clear," says the advertising.
- Saturn Corp. also is running an ad via Hal Riney & Partners, San Francisco, that talks about favorable word-of-mouth publicity from an accident survivor.
- Toyota Motor Sales USA offers the "43 Best Reasons" for driving a Previa minivan—its conformity to 43 federal car safety standards—in a campaign handled by Saatchi & Saatchi DFS/Pacific, Torrance, Calif.
- Ford Division is capitalizing on the availability of dual airbags. It features two side-by-side airbags in its ad campaign for Taurus and is also promoting airbag availability in its Econoline and Club Wagon ads.
- General Motors is focusing on anti-lock brakes. A new low-cost system has enabled GM to put them in 49 of its 57 car and light-truck lines.

THERE'S ONE PERSON WHO'LL APPRECIATE TAURUS' NEW SAFETY FEATURE AS MUCH AS YOU DO.
YOUR PASSENGER.
Ford Taurus now offers dual air bags-a Ford Motor Company exclusive in this class.
Ford Motor Company has sold more cars and trucks equipped with air bags than anyone else.
HAVE YOU DRIVEN A FORD LATELY?

Ford ads from J. Walter Thompson USA promote side-by-side airbags in Taurus and note Ford's No. 1 position in sales of vehicles with airbags.

Safety is an especially big concern to women, who now buy nearly half of all vehicles, automotive marketers say.

Women relate items like power door locks to safety because "in a bad situation it gives them control. They can make sure all the doors lock quickly," says Karen Ebben, Oldsmobile division director of consumer marketing.

Safety is also more important to older people. Thus, full-size and family cars such as Crown Victoria, Chevrolet Caprice and Olds Ninety Eight and Eighty Eight play it up more extensively than do smaller, sportier models.

But the proliferation of safety messages concerns some automakers.

Chrysler, which standardized airbags on all cars built in the 1990 model year, isn't playing them up as much as it once did because they're no longer as distinguishing. It only promotes them wherever they convey an advantage.

With so many auto manufacturers promoting safety, Volvo last year commissioned its then-new ad agency, Messner Vetere, to find out whether safety should still be its marketing theme.

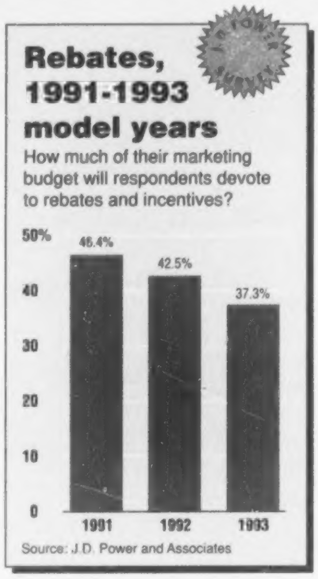
The research showed safety to be the most important consideration for Volvo buyers, says Bob Austin, director of communications. But it also showed that many non-Volvo buyers believed all cars were equally safe.

That has led the company to fight what Mr. Austin calls "overly simplistic" safety pitches.

Despite its concerns about competitors' safety messages, Volvo is running another campaign that says: "An airbag is only as good as the car it's attached to." ☐

Incentives stay put—at least until the mid-'90s

As carmakers cut costs, that most nagging facet will come under control



Rebates, 1991-1993 model years

How much of their marketing budget will respondents devote to rebates and incentives?

Source: J.D. Power and Associates

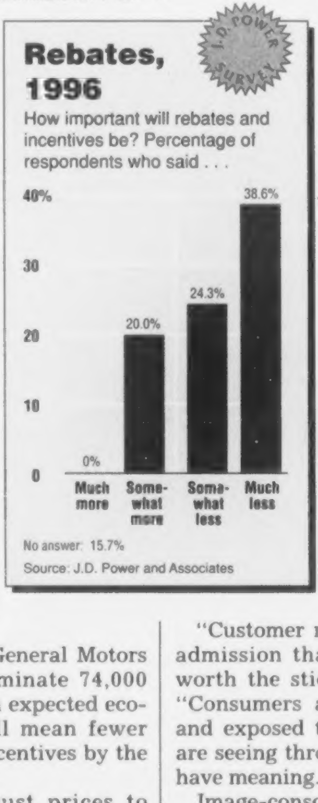
By Arlena Sawyers

Automakers want to break away from incentives, but they can't kick the habit.

J.D. Power & Associates found that 77% of auto and agency executives believe incentives will be less important by 1996.

The survey also showed that executives predict a steady decline in dollars allocated to incentives through the 1993 model year.

For the time being, however, the parade of incentives continues. About 90% of the cars and trucks marketed in the U.S. offer incentives averaging $1,498 each, says Suzanne Kinsler, managing director of Autofacts Inc., an automotive information, research and planning consultancy.



Rebates, 1996

How important will rebates and incentives be? Percentage of respondents who said . . .

No answer: 15.7%

Source: J.D. Power and Associates

Using her figures, the industry spent about $16.5 billion on consumer and dealer incentives last year.

Susan Jacobs, president of Jacobs Automotive, a marketing forecasting and planning agency, attributes the current glut of incentives to the recession and excess production capacity.

But she predicts automakers will be able to move away from incentives by mid-decade.

How? She thinks General Motors Corp.'s plans to eliminate 74,000 jobs, coupled with an expected economic recovery, will mean fewer and less bountiful incentives by the mid-1990s.

"Incentives readjust prices to market clearing level," Ms. Jacobs says. "By 1994 or 1995, GM's excess capacity will be gone; with a strong recovery that will eliminate blanket incentives. After that, incentives will be more of a tactical move."

Rick Lepley, VP-sales and marketing at Mitsubishi Motor Sales of America, agrees there is no way incentives can remain at current levels.

"When you look at the losses, they can't continue to incentivize at the same levels," he says.

Several automakers already have managed to move away from incentives, while others have disguised them. American Honda Motor Co., for example, offers the least generous incentives among non-luxury car marketers, averaging less than $500 per unit, according to Autofacts.

Volkswagen U.S. got out of the customer rebate business about two years ago and recently started an innovative consumer payment protection program.

Under the program, VW agreed to pay its customers' car and insurance payments for up to a year if they are laid off from their jobs.

Marketing Director David Schembri says he sees an end to "meaningless" incentives, not because of an economic recovery but because consumers see right through them.

He believes value-added incentives will become more popular with marketers in the 1990s.

"Customer rebates are almost an admission that the vehicle is not worth the sticker price," he says. "Consumers are smart, well-read and exposed to the industry. They are seeing through offers that don't have meaning."

Image-conscious importers of European luxury cars seldom offer cash directly to the consumer. Instead, they direct cash to the dealer or offer special cut-rate loans or leases to the consumer.

Last year, Rolls-Royce Motor

(Continued on Page S-12)

Detroit's finally learning the hard lessons

Ignore the whining; Big 3 get the hint and are listening to the constituency

By Joseph M. Winski

In this recession—as in the one a decade ago—automakers have emptied their gimmick bags.

They've adopted, cursed, sworn off and again adopted rebates. They've tinkered with warranties and financing deals (less critical this time because interest rates are so much lower).

COMMENTARY

Detroit has again blamed the Japanese for its problems, going so far this time as to send the U.S. president and Big 3 honchos to Tokyo to bash and beg at the same time.

But the sound and fury of the short-term stunts and constant carping obscure what may be the beginnings of fundamental change in the way Detroit markets cars.

Lacking total marketing

Eight decades after Henry Ford told Americans they could have the Model T in any color they wished as long as it was black, U.S. automakers are finally getting it: What the consumer wants does matter.

They're learning this from the masters of understanding the U.S. customer, Japanese carmakers, who have proven to be as savvy at marketing as they are at production.

"There are spots where I see some signs of real improvement" in Detroit's marketing approach, says Laurel Cutler, worldwide director of marketing and planning at Foote, Cone & Belding, New York, and former Chrysler Corp. VP-consumer affairs.

Though the Big 3 together spent $2.65 billion on advertising last year, not to mention rebates and other costly promotions, advertising and promotion are but a small part of total marketing. In the basic sense of marketing, which *starts* with consideration of the consumer, "Detroit has not marketed at all," Ms. Cutler says.

In addition to producing inferior cars—its most grievous marketing sin—Detroit long had a production/-finance orientation that blinded it to emerging consumer wants, causing it to miss promising market niches. These lapses range from failing to provide quality small cars during the gasoline shortages of the 1970s to ceding much of the luxury car market in the 1980s, first to German companies and then to upscale Japanese models like Toyota Motor Corp.'s Lexus and Honda Motor Co.'s Acura.

The Big 3 insist they're no longer giving marketing short shrift. Like the best Japanese companies, the Big 3 say, they're integrating marketing into the product development process early on and listening to what marketers and consumers have to say every step of the way.

Chrysler, which last year suffered the embarrassment of dropping to fifth in U.S. car sales behind Honda and Toyota, is making the most public proclamations of reform.

In ad spreads signed by Chairman Lee Iacocca, the company boasts it has done nothing less than "reinvent" the way it makes cars. "And what drives the system is the voice of the customer," the ad claims.

- **Power survey respondents rate Toyota tops in marketing—Page S-14.**
- **GM's massive remodeling and how marketing fits in—Page S-24.**

Fewer oohs-and-aahs

That represents a sea change for Detroit. It has been practically a U.S. automaker tradition to build the cars they wanted and complacently stand back to watch consumers ooh-and-aah at the annual new-model debuts.

Early attempts by the Japanese to crack the market, such as Toyota with its dismal Toyopet in the 1950s, only heightened Detroit's sense of invulnerability.

But as Philip Kotler, Northwestern University marketing professor, has documented in his 1985 book, "The New Competition," Toyota was learning from its mistakes.

Encouraged by the Japanese government, which singled out automobiles as one way to build a strong export-based economy, Toyota spotted room for well-made, reliable small cars. When the 1974 Arab oil embargo hit, Toyota—and to a lesser extent Honda and Nissan Motor Co.—were ready to please a market suddenly clamoring for good, fuel-efficient vehicles.

Detroit, stuck with acres of big cars it couldn't sell, shrugged. Pure luck, it said of the Japanese suc-

(Continued on Page S-44)

Dartboard dealin' hits target

By Arlena Sawyers

Even as they vow to move away from incentives, automakers are constantly looking for ways to strengthen their programs so they stand out from the crowd.

Several car companies have found some marketing muscle in regional incentives.

Among them is Mitsubishi Motor Sales of America, which largely shuns national incentives. Rick Lepley, VP-sales and marketing, says the company leaves most incentive decisions to its five regional managers because they know their markets better than anyone else.

For instance, Mitsubishi's Northeast region often puts its most generous incentives on Galant, popular with lower-middle-income buyers in that area. The Southeast and Southwest regions usually put their incentive might behind pickups, which are favorites in those areas.

To attract a certain kind of customer, many manufacturers offer narrowly defined discounts as well.

General Motors Corp., for example, offers $400 rebates to military personnel and military spouses who buy or lease eligible GM cars and trucks. A Buick ad in the October/November issue of *Modern Maturity* included a coupon worth $400 off the price of any Buick to consumers age 50 and older.

In addition, automakers often offer a special discount to their own customers or owners of competitive models. Earlier this year, owners of Ford Motor Co. vehicles were eligible for $1,000 rebates if they purchased certain full-size models.

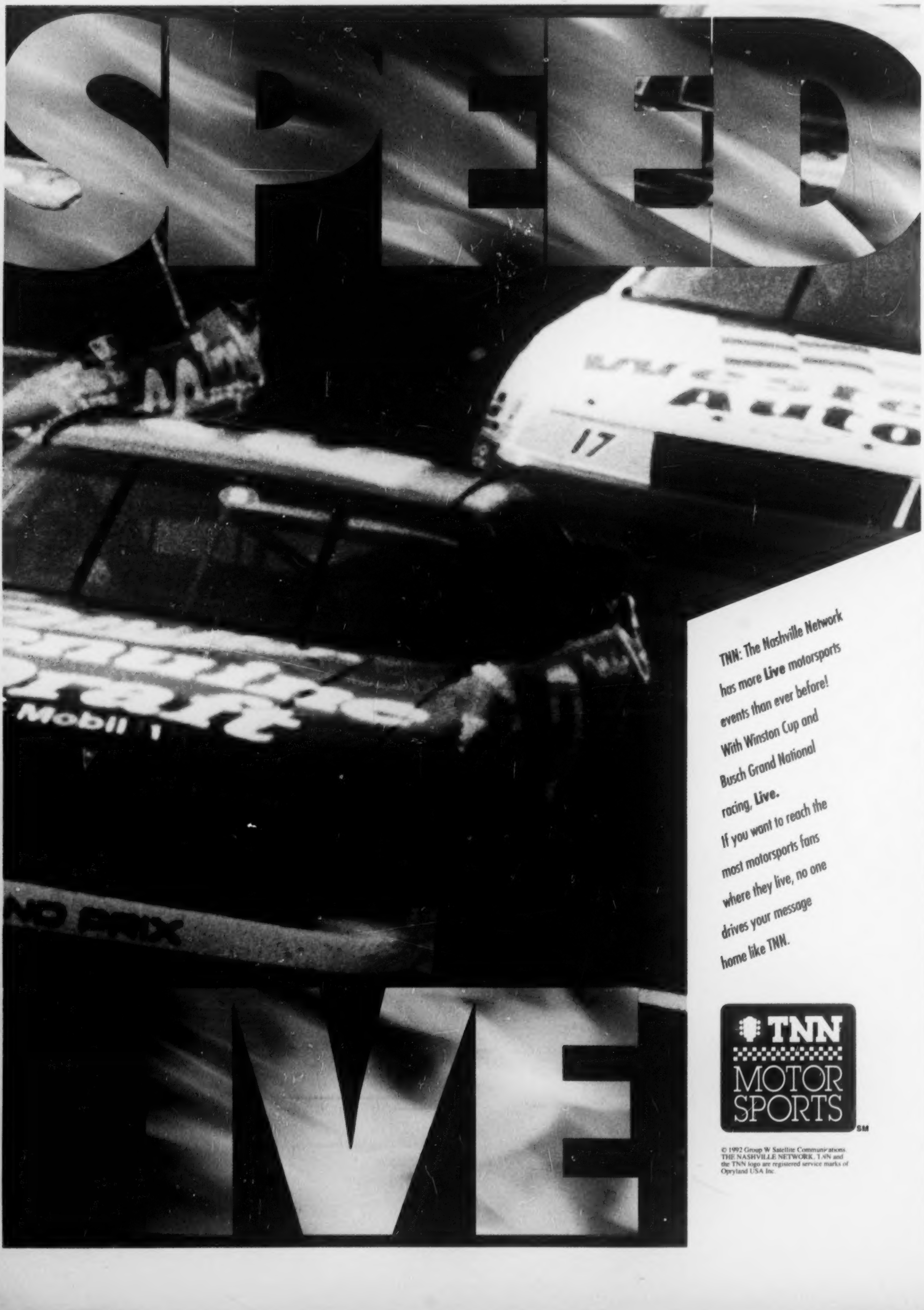
But not every incentive comes in the form of cash.

Subaru of America took some money it used to spend on incentives and added extra standard equipment to its 1992 Legacy. The least expensive 1992 Legacy, $12,999 with a $500 built-in rebate, now has power windows and locks, air conditioning and a stereo cassette player as standard. That makes the 1992 model $1,420 less expensive than a similarly equipped 1991 model.

Mazda Motor of America is running a similar program. It offers a $1,000 rebate plus either free air conditioning or free automatic transmission on 1992 Protege, 626 and MX-6 cars.

Chris Wackman, Subaru VP-marketing, says such programs give consumers value for their money.

"The customer feels that he's buying value, not just the best rebate," says Mr. Wackman. ☐



TNN: The Nashville Network has more **Live** motorsports events than ever before! With Winston Cup and Busch Grand National racing, **Live.** If you want to reach the most motorsports fans where they live, no one drives your message home like TNN.

TNN MOTOR SPORTS SM

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Incentives

(Continued from Page S-8)

Cars and Jaguar Cars disguised incentives as offers to pay the luxury tax.

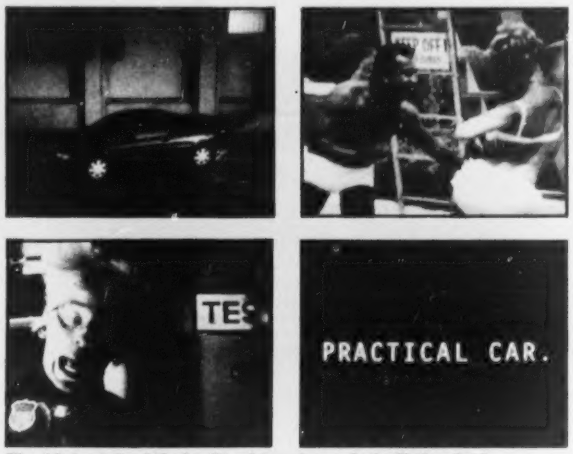
Importers of Audi, Saab and Nissan Motor Corp. USA's Infiniti division give their customers a break with cut-rate leasing. Such deals often cover all scheduled maintenance, all for less than a regular loan payment.

There are even signs that the biggest sellers are struggling to move away from customer rebates, too.

In February, Ford Motor Co. and Chevrolet reduced incentives on some models. These don't quite signal the demise of Detroit's addiction to incentives, but at least automakers are trying. ☐

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.



The blatant "subliminal" ad touch carried off the dual personality of the Toyota Paseo.

Writer sporty —and practical

Leisa Odom is having fun in the male-dominated world of automobile advertising.

The 30-year-old copywriter at Saatchi & Saatchi DFS/Pacific, Torrance, Calif., scoffs at the notion that guys are more mechanical and better suited to complex issues like the internal combustion engine.

"That's crap. I grew up on a farm. Go to my house and see who rewires the electrical sockets and hooks up the VCR. I do, my boyfriend doesn't."

She knows her way around a car, too. "I grew up changing my own oil. I can change a flat and I can do that kind of stuff. I wouldn't say I'm a buff, but I certainly can get by and I drive a sports car."

Odom

Being female hasn't held her back while working on Saatchi's Toyota account. "I don't let that interfere. It's not a plus or a minus either. If you get the best idea, the best person wins," she says.

Ms. Odom was the writer on the campaign that used an edge of subliminal advertising to introduce the Paseo as both a practical and sporty little car.

"It was a wonderful opportunity with the launch," she says. "We had to create a personality for this car and it was a perfect demographic for an irreverent tonality. And we did that. I think it's been very successful in positioning the car."

The TV commercials have been well received, and one of the spots won a Mobius award from the U.S. Festivals Association.

"My head has swollen up a lot since the Paseo [campaign broke]. It's made me feel great because some of the comments I've gotten have been unsolicited. I had a couple of people walk up to me in the gym. They knew I worked in advertising and they asked if I'd seen the new Paseo stuff. They didn't know that I wrote it."

Now she's hooked on car advertising.

She applied for work on the Toyota account about a year ago, while working in Saatchi's New York office.

"I wanted to get a wide body of work. I always thought cars would be kind of hard, but fun, too. I came out [to California] for six months and liked it so much I begged to stay. I chained myself to my furniture and they said OK." ☐

—Jon Lafayette

Toyota takes a bow in survey

Attention to basics and ability to follow through wins competitor admiration

By Cleveland Horton

It's hard to quibble with success.

When asked to identify the most outstanding automotive marketer, most automaker and agency executives name Toyota Motor Sales USA.

The leading Asian importer received top marks in four of five specific marketing areas, according to the exclusive J.D. Power & Associates survey conducted for *Automotive News* and *Advertising Age*.

Those marks represent a surprising consensus in the highly competitive industry. Survey respondents couldn't nominate their own or their client's brand.

Industry envy

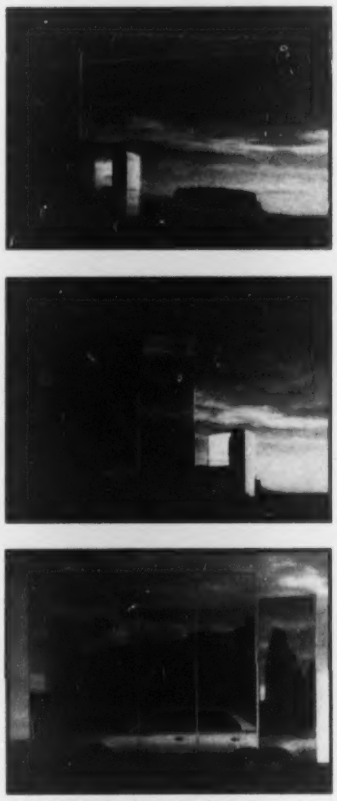
The results highlight the auto industry's envy of Toyota's formidable marketing machine. Additionally, Toyota's Lexus division was named No. 1 in terms of creative (*see chart below*) and No. 2 behind Toyota in its use of media and promotions.

Toyota's advertising is handled by Saatchi & Saatchi DFS/Pacific, Torrance, Calif., while the advertising for Lexus is from Team One, El Segundo, Calif., a Saatchi subsidiary created to handle the new division.

Agency consistency could be one factor in Toyota's high rating; the Japanese import basically has had but two ad agencies since its U.S. introduction in 1958. Its first agency was Clinton E. Frank Inc., a Chicago-based agency, and the account was moved to the larger Dancer-Fitzgerald-Sample in 1975. Dancer was acquired by London-based Saatchi in 1986 and soon merged with Compton Advertising under the Saatchi name.

Toyota "overall has as much marketing [staff] as does Ford or Chrysler," says George Peterson, president, AutoPacific Group, a consultancy.

"They are the Philip Morris of the automotive industry," says Larry Postaer, principal and exec VP-creative director, Rubin Postaer & Associates, Los Angeles, agency for American Honda Motor Co.



Toyota is putting massive advertising support behind its Camry midsize sedan, devoting $120 million to push the car.

Models linked

But unlike the cigarette and package-goods marketer, Mr. Postaer adds, Toyota links many of its vehicles to a single brand.

"Because their truck and car [advertising] is so tied together, unlike anyone else, they benefit strongly from that. They're omnipresent."

High awareness

Indeed, Toyota's "I love what you do for me" tagline, used for both cars and trucks and now going into its third year, led to high awareness and "the whole mystique of the brand," says Bill Hagelstein, exec VP-general manager, Foote, Cone & Belding, Santa Ana, Calif., which handles Mazda Motor of America.

While most automotive marketers have focused on saving money during the current recession, Toyota has been able to dig deep into the pockets of its corporate parent to make sure every aspect of a marketing program is covered.

"From everything we can tell," Mr. Peterson says, "they have determined what the attributes are to do very solid marketing programs for their product . . . When they decide to market a car, they check all the boxes. If something is necessary, they'll invest to make sure that that happens."

In the area of promotions, Toyota is aggressive in its "sale-a-thons," supporting them with heavy advertising as well as enticing rebates.

In the Power survey, auto executives named Toyota No.

(Continued on Page S-48)

Which brand does best

Respondents were asked to list the manufacturer other than themselves/their clients that is most outstanding in specific areas. Type size indicates support relative to winner in each category.

	No. 1	No. 2	No. 3
Use of media	Toyota	Lexus	General Motors Chevrolet Honda
Promotions	Toyota	Lexus Nissan Chrysler	General Motors Ford
Creative	Lexus	Honda	Mercedes-Benz

Source: J.D. Power and Associates

Shops better look over their shoulders

Expect six auto account reviews in two years: Survey

By Jon Lafayette

Ad agencies looking for a car account should keep their motors running.

The J.D. Power & Associates survey conducted for *Automotive News* and *Advertising Age* shows 14.3% of auto executives said an agency review is very likely within the next two years.

Another 7.1% said a review is somewhat likely, leaving 62.9% very unlikely and 11.4% somewhat unlikely to have a review. The remaining 4.3% had no answer.

While 7.1% and 11.4% might seem small, the percentages are significant because they indicate six of the roughly 30 major automobile ad accounts in the U.S. could be up for review in the next two years.

More musical chairs

That would rival the wheel-spinning pace with which carmakers have been playing musical chairs with ad agencies over the past year.

During that time, Subaru of America moved from Levine, Huntley, Vick & Beaver, New York, to Wieden & Kennedy, Portland, Ore.; American Isuzu Motors went from Della Femina, McNamee, Los Angeles, to Goodby, Berlin & Silverstein, San Francisco; Volvo Cars of North America from Scali, McCabe, Sloves to Messner Vetere Berger Carey Schmetterer, both New York; and Mercedes-Benz of North America drove to Scali, McCabe, Sloves from McCaffrey & McCall, also New York.

These changes represent the shift of about $270 million in car ad billings. That's a lot of hubcaps.

Since the survey was done, Jaguar Cars put its $15 million-to-$20 million account up for review. Yugo America was already in the process of selecting a new agency, and Kia, a Korean carmaker, is looking for a shop to introduce its products to the U.S.

No room for security

As the auto industry struggles with the recession, it's not surprising so many agencies have lost auto accounts. And since the economy still hasn't picked up, the agencies that survived 1991 shouldn't feel too secure.

Ad agency executives think imports are the most likely car accounts to go up for review in the next year. BMW of North America and Nissan Motor Corp. USA's Infiniti division are among the marques most frequently mentioned, either because of poor results in the marketplace or instability at the agency.

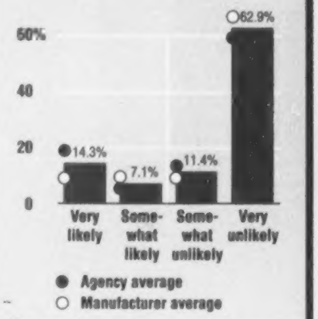
But the big money is in Detroit. Some agency executives believe domestic automakers ought to shake up their agencies, but they aren't so sure the stranglehold longtime Detroit shops have on the business can be broken.

Jerry Della Femina, chairman of Della Femina, McNamee, looking for a car account after losing Isuzu,

(Continued on Page S-30)

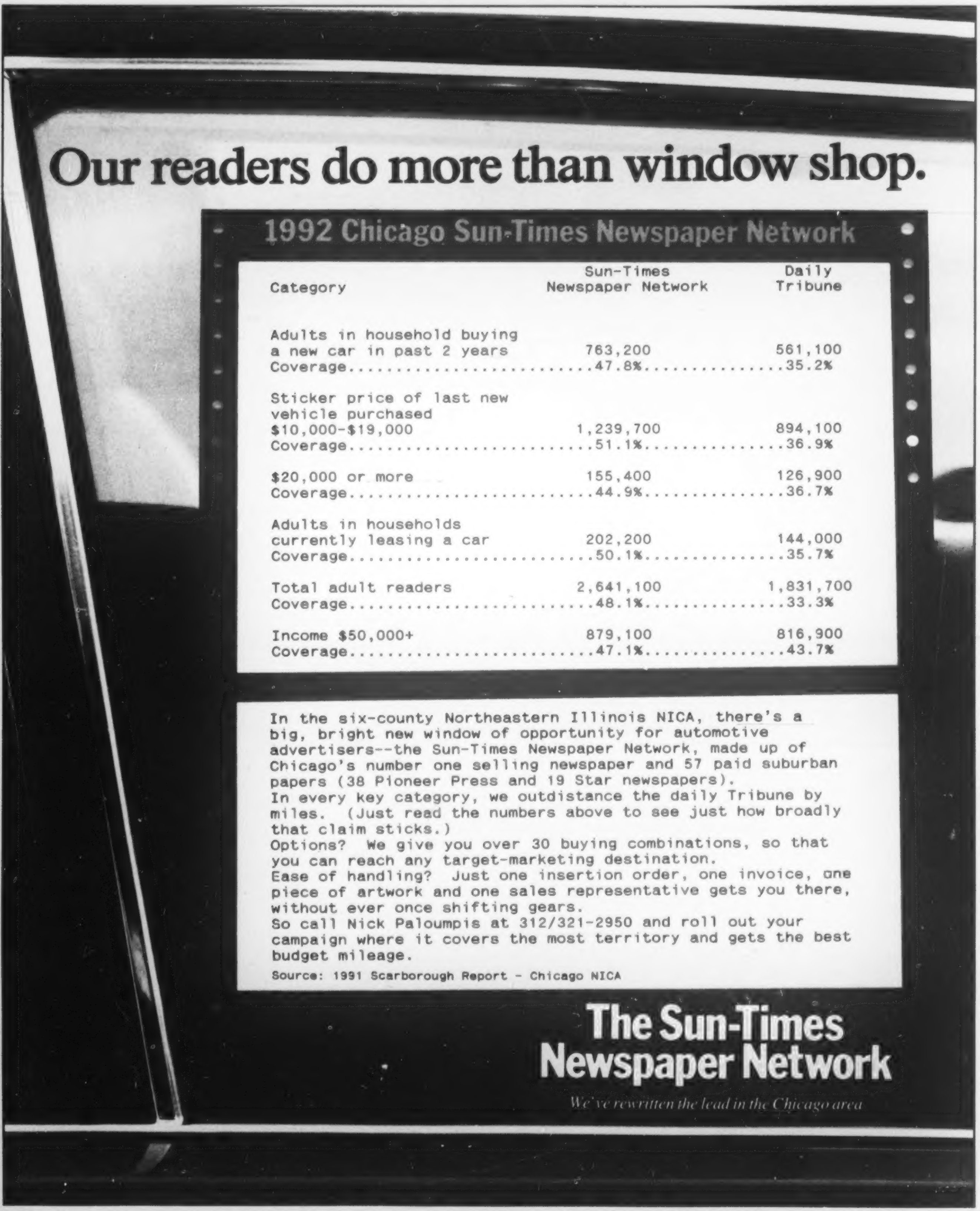
Will agency be reviewed?

Percent of respondents who believe that within two years, a review of their agency is . . .



No answer: 4.3%

Source: J.D. Power and Associates


Our readers do more than window shop.

1992 Chicago Sun-Times Newspaper Network

Category	Sun-Times Newspaper Network	Daily Tribune
Adults in household buying a new car in past 2 years	763,200	561,100
Coverage	47.8%	35.2%
Sticker price of last new vehicle purchased $10,000-$19,000	1,239,700	894,100
Coverage	51.1%	36.9%
$20,000 or more	155,400	126,900
Coverage	44.9%	36.7%
Adults in households currently leasing a car	202,200	144,000
Coverage	50.1%	35.7%
Total adult readers	2,641,100	1,831,700
Coverage	48.1%	33.3%
Income $50,000+	879,100	816,900
Coverage	47.1%	43.7%

In the six-county Northeastern Illinois NICA, there's a big, bright new window of opportunity for automotive advertisers--the Sun-Times Newspaper Network, made up of Chicago's number one selling newspaper and 57 paid suburban papers (38 Pioneer Press and 19 Star newspapers).
In every key category, we outdistance the daily Tribune by miles. (Just read the numbers above to see just how broadly that claim sticks.)
Options? We give you over 30 buying combinations, so that you can reach any target-marketing destination.
Ease of handling? Just one insertion order, one invoice, one piece of artwork and one sales representative gets you there, without ever once shifting gears.
So call Nick Paloumpis at 312/321-2950 and roll out your campaign where it covers the most territory and gets the best budget mileage.

Source: 1991 Scarborough Report - Chicago NICA

The Sun-Times Newspaper Network

We've rewritten the lead in the Chicago area

RESOURCE CENTER

A comprehensive guide to auto marketers, their agencies and current advertising themes.

ACURA
Ad agency: Ketchum Advertising, Los Angeles
Since: 1986
Ad theme: ``Acura. Precision-crafted performance.''
Since: 1986

ALFA ROMEO
Ad agency: Ross Roy Inc., Bloomfield Hills, Mich.
Since: 1989
Ad theme: ``The legendary marque of high performance.''
Since: 1990

AUDI
Ad agency: DDB Needham Worldwide, Troy, Mich., and Chicago
Since: 1969
Ad theme: ``Take control.''
Since: 1991

BMW
Ad agency: Ammirati & Puris, New York
Since: 1975
Ad theme: ``The ultimate driving machine.''
Since: 1975
Direct marketing agency: Orsatti & Parrish, Boston
Since: 1991

CHRYSLER CORP.
Chrysler Corporate
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``Advantage: Chrysler'' and ``In the car business, you lead, follow or get out of the way.''
Since: 1990; 1992

Corporate minority advertising
Ad agency: Lockhart & Petus, New York
Since: 1987

Chrysler corporate and divisional merchandising (except for Jeep/Eagle)
Ad agency: Ross Roy Inc., Bloomfield Hills, Mich.
Since: 1926

Chrysler brand
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``The perfect balance between self-indulgence and common sense.'' and ``Advantage: Chrysler.''
Since: 1991; 1990

Plymouth
Ad agency: Bozell, Birmingham, Mich., and New York
Since: 1979
Ad theme: ``Plymouth. Intelligent machines'' and ``Advantage: Plymouth.''
Since: 1991; 1990

Dodge
Ad agency: BBDO Worldwide, Southfield, Mich.
Since: 1982
Ad theme: ``Advantage:Dodge.''
Since: 1990

Jeep
Ad agency: Campbell-Mithun-Esty, Southfield, Mich.
Since: 1960
Ad theme: ``There's only one Jeep'' and ``Advantage:Jeep.''
Since: 1990 (both)

Eagle
Ad agency: Campbell-Mithun-Esty, Southfield, Mich.
Since: 1987
Ad theme: ``Advantage:Eagle.''
Since: 1990

DAIHATSU
Ad agency: Kresser/Craig, Los Angeles
Since: 1988
Ad theme: ``It's how we make them.''
Since: 1990

FERRARI
Ad agency: Hank Forssberg Advertising, Hackensack, N.J.
Since: 1979
Ad theme: ``The tradition continues.''
Since: 1989

FORD MOTOR CO.
Ford Corporate
Ad agency: Wells Rich Greene BDDP, Detroit and New York
Since: 1979
Ad theme: ``Quality is Job One. It's working.''
Since: 1981 for ``Quality is Job One.'' The ``It's working'' was added in 1992.

Ford
Ad agency: J. Walter Thompson USA, Detroit
Since: 1943
Ad theme: (car): ``Have you driven a Ford lately?'' (truck): ``The best never rest.''
Since: (car): 1983 (truck): 1990

Lincoln
Ad agency: Young & Rubicam, Detroit
Since: 1979
Ad theme: ``What a luxury car should be.''
Since: 1984
Direct marketing agency: Y&R/Wunderman Worldwide, Detroit.
Since: 1981

Mercury
Ad agency: Young & Rubicam, Detroit
Since: 1979
Ad theme: ``All this and the quality of a Mercury.''
Since: 1989
Direct marketing agency: Y&R/Wunderman Worldwide, Detroit.
Since: 1981

Lincoln-Mercury minority advertising
Ad agency: UniWorld Group, New York
Since: 1986

GENERAL MOTORS
Buick
Ad agency: McCann-Erickson Worldwide, Troy, Mich.
Since: 1958
Ad theme: ``Buick. The new symbol for quality in America.''
Since: 1990

Cadillac
Ad agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Since: 1935
Ad theme: ``Until now.''
Cadillac Seville: ``Until Seville.''
Since: 1991
Sales promotion/Direct marketing agency: DMB&B PR, Intergroup Marketing & Promotions, both Bloomfield Hills, Mich.
Since: 1982

Chevrolet
Ad agency: Lintas:Campbell-Ewald, Warren, Mich.
Since: 1921
Ad theme: (cars) ``Heartbeat of America,'' (trucks) ``Heartbeat of America'' and ``Like a rock.''
Since: (cars) 1986, (trucks) 1986; 1991
Sales promotion/Direct marketing: Lintas: Marketing Communications
Since: 1921

Geo
Ad agency: Lintas:Campbell-Ewald, Warren, Mich.
Since: 1989
Ad theme: (car) ``Get to know Geo.''
Since: 1989
Sales promotion/Direct marketing: Lintas: Marketing Communications
Since: 1989

GMC Truck
Ad agency: McCann/SAS, Troy, Mich.
Since: 1990
Ad theme: ``The strength of experience.''
Since: 1991

Oldsmobile
Ad agency: Leo Burnett USA, Southfield, Mich., and Chicago
Since: 1967
Ad theme: ``The power of intelligent engineering.''
Since: 1991

Pontiac
Ad agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Since: 1934
Ad theme: ``Things are different. Things are better.''
Pontiac Bonneville: ``A higher level of excitement.''
Pontiac Grand Am: ``A new kind of excitement.''
Since: 1992
Sales promotion/Direct marketing: DMB&B PR, Intergroup Marketing & Promotions, both in Bloomfield Hills, Mich.
Since: 1982, for both

Saturn:
Agency: Hal Riney & Partners, San Francisco
Since: 1988
Ad theme: ``A different kind of company. A different kind of car.''
Since: 1990

GM Corporate:
Ad agency: N W Ayer, Detroit; D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.; McCann-Erickson Worldwide, New York, for consumer market development
Since: 1973 (Ayer); 1965 (DMB&B); 1990 (McCann)
Ad theme: ``Putting quality on the road.''
Since: 1990

Corporate minority advertising
Ad agency: The Mingo Group, New York
Since: 1987

HONDA
Ad agency: Rubin Postaer & Associates, Santa Monica, Calif.
Since: 1974
Ad theme: None.

HYUNDAI
Ad agency: Backer Spielvogel Bates, Irvine, Calif.
Since: 1985
Ad theme: ``Hyundai. Yes, Hyundai.''
Since: 1990

INFINITI
Ad agency: Hill, Holliday, Connors, Cosmopulos, Marina Del Rey, Calif.
Since: 1988
Ad theme: "Infiniti. Makes you feel like driving again, doesn't it?"
Since: 1991

ISUZU
Ad agency: Goodby, Berlin & Silverstein, San Francisco
Since: 1991
Ad theme: Practically/Amazing
Media buying service: SFM Media Corp., New York
Since: 1991

JAGUAR
Ad agency: Geer, DuBois, New York (in review)
Since: 1986
Ad theme: ``The best Jaguars ever built."
Since: 1991

LEXUS
Ad agency: Team One, El Segundo, Calif., unit of Saatchi & Saatchi DFS/Pacific
Since: 1987
Ad theme: ``The relentless pursuit of perfection.''
Since: 1989

LOTUS
Ad agency: McCann-Erickson Worldwide, New York
Since: 1987
Ad theme: ``For the few who know the difference.''
Since: 1897

MAZDA
Ad agency: Foote, Cone & Belding, Irvine, Calif.
Since: 1972
Ad theme: ``Mazda. It just feels right.''
Since: 1989

MERCEDES-BENZ
Ad agency: Scali, McCabe, Sloves, New York (national); The Martin Agency, Richmond, Va. (regional)
Since: March 1992
Ad theme: ``Engineered like no other car in the world.''
Since: About 1975

MITSUBISHI
Ad agency: Grey Advertising, New York and Fountain Valley, Calif.
Since: 1985
Ad theme: ``Mitsubishi. The word's getting around.''
Since: 1989

NISSAN
Ad agency: Chiat/Day/Mojo, Venice, Calif.
Since: 1987
Ad theme: ``Built for the human race.''
Since: 1987

PORSCHE
Ad agency: Fallon McElligott, Minneapolis
Since: 1987
Ad theme: None.

RANGE ROVER
Ad agency: Grace & Rothschild, New York
Since: [illegible]
Ad theme: ``A rather [illegible] vehicle.''
Since: 1987

ROLLS-ROYCE
Ad agency: Mullen Advertising, Wenham, Mass.
Since: 1990
Ad theme: (Rolls-Royce) ``Simply the best motor car in the world.'
(Bentley) ``Have you flown the Bentley Turbo R?''
Since: unknown; 1991

SAAB
Ad agency: Angotti, Thomas, Hedge, New York
Since: 1990
Ad theme: ``We don't make compromises. We make Saabs.''
Since: 1990

SUBARU
Ad agency: Wieden & Kennedy, Cherry Hill, N.J.
Since: 1991
Ad theme: ``Subaru. What to drive.''
Since: 1991

SUZUKI
Ad agency: Asher/Gould, Los Angeles
Since: 1989
Ad theme: ``Everyday vehicles that aren't.''
Since: About 1990

TOYOTA
Ad agency: Saatchi & Saatchi DFS/Pacific, Torrance, Calif.
Since: 1974
Ad theme: ``I love what you do for me.''
Since: 1989

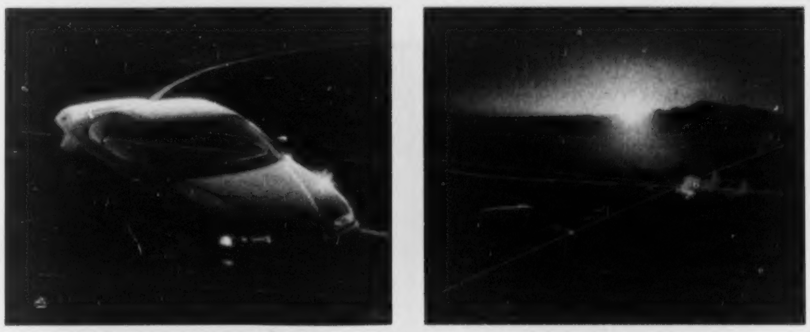
VOLKSWAGEN
Ad agency: DDB Needham Worldwide, Troy, Mich.
Since: 1959
Ad theme: ``Fahrvergnugen.''
Since: 1990

VOLVO
Ad agency: Messner Vetere Berger Carey Schmetterer, New York
Since: 1991
Ad theme: ``Drive safely.''
Since: 1991

Compiled by Patricia Strnad

Old imagery powers old perceptions of Detroit cars

Imports' cadre of upstart shops wins fans by challenging the usual tricks



HONDA: With its simple, eye-catching imagery—produced with prodigious but utterly invisible technological virtuosity—Honda TV advertising has become not only a sales tool but also a metaphor for Honda automobiles. Rubin Postaer & Associates, Santa Monica.

A car is a car.
And its
sole reason
for
existen
existence
May
the best
machine
win.

SUBARU: Subaru, resurrecting the irreverence, self-deprecation, non-ostentation appeal and typeface of Doyle Dane Bernbach's Volkswagen ads of the early '60s, goes against auto-ad convention by deglamorizing its cars. The psychographic target: the conspicuously inconspicuous consumer. Wieden & Kennedy, Cherry Hill, N.J.

By Bob Garfield
"Ad Review" columnist

Chrysler Corp. gets a lot of attention for its various corporate campaigns ("Hi, I'm Lee Iacocca. Buy a Chrysler product or one of these distinguished top executives dies at dawn").

But what viewers are most apt to have seen lately has nothing to do with impassioned chief-executive pleading, nor with airbag safety, nor with the long-awaited coming of the Viper.

What viewers see the most is three babes in tight, red sequins, kicking and grinding for Dodge.

Oy.

It's a promotion campaign from BBDO Worldwide, Southfield, designed to generate traffic in empty Dodge showrooms. And it must be working like crazy. Chrysler only lost $795 million in 1991.

This isn't entirely coincidental. While American cars have substantially closed the quality gap with the Japanese competition, American-car advertising still clings to the old themes (sex appeal, prestige, excitement), the old imagery (mountain roads at dusk), the old bombast ("THE BEST BUILT, BEST BACKED american CAR!"), the old superficiality ("The Heartbeat of America").

Is it any wonder, then, that consumers cling to their prejudices about American cars?

The Japanese, on the other hand, have mainly aligned themselves with the New Advertising as created by such upstart agencies as Chiat/Day/-Mojo (Nissan); Rubin Postaer & Associates (Honda); Wieden & Kennedy (Subaru); Goodby, Berlin & Silverstein (Isuzu); and Hill, Holliday, Connors, Cosmopulos (Infiniti).

Japan, on the other hand, is gaining share. This is no coincidence, either.

When Chiat/Day/Mojo took on the Nissan business in 1987, many asked if this really boded any fundamental change vs. an experiment in self-indulgent creative that would soon give way to the tried-and-true.

At first there was no clear answer. Chiat/Day/Mojo's premiere effort was the insufferable Yuppies in a Hangar campaign, featuring eight demographically balanced refugees from "thirtysomething," lounging around in very dramatic lighting and congratulating one another for their surpassing vision in creating the Nissan Pathfinder.

Mercifully, this turned out to be an anomaly. Since then, in various bold and subtle ways, Chiat and its fellow travelers have challenged every assumption, every canon, every cliche Detroit ever had about advertising cars.

In their place: wit, self-deprecation, simplicity of image, humility, directness, accessibility and an unorthodox approach to consumer psychology.

Chiat pitched Nissans to Joe Sixpack by stimulating not sex fantasies but empowerment fantasies.

Wieden & Kennedy ridiculed the notion of buying a car to impress the neighbors and (echoing the Volkswagen ads from the once upstart Doyle Dane Bernbach) promoted a sort of conspicuously inconspicuous consumption. Hill Holliday had the temerity, widely viewed as sacrilege, to produce car commercials minus any cars whatsoever.

And for Saturn, Hal Riney & Partners said, "Aw shucks. We Saturn folks aren't anythin' special. We're just a buncha folks who really care about makin' a pretty fair country car, and we hope you think it's a pretty fair car, too."

All right, granted, Saturn isn't a Japanese car. But it's General Motors' version of a Japanese car, mimicking the Asians in styling, performance, management techniques and integrated design.

Chiat pitched Nissans by stimulating empowerment fantasies.

It's therefore also no coincidence that Saturn, along the way of being "A Different Kind of Car, A Different Kind of Company," had to find itself a different kind of agency—i.e., not McCann-Erickson, D'Arcy Masius Benton & Bowles, N W Ayer or Lintas:Campbell-Ewald.

Not all of these approaches are necessarily unassailable. Infinti's "rocks and trees" spots were as annoying as they were intriguing, and Riney's early Saturn ads were *too* laid back, ostentatiously—and therefore falsely—humble.

Moreover, Toyota hired Saatchi & Saatchi, formerly Dancer-Fitzgerald-Sample, a large, establishment shop producing monumentally bland advertising, and Toyota is the gorilla of imports.

If the domestic car industry is to prosper—as it will, when its astonishingly good new products come on line and the American consumer's predisposition to associate "quality" with "Japanese" begins to wane—the advertising lessons are clear: Babes and jingles may please the senses, but what they communicate is a legacy that is best forgotten. ☐

SATURN: What if someone could build a Japanese car with American values? This is what Saturn is all about and Hal Riney & Partners has pretty well communicated it, too, with a series of ultra-self-effacing spots about some country folks who hug their kids and go to church and make the best darn family cars they can, no matter how hard they work to get the job done. The humility is sometimes excessive, but the message comes through.

ISUZU TROOPER: Despite their generally out-of-sync quality, new spots from Goodby, Berlin & Silverstein for the Isuzu Trooper cleverly invoke wry universal truths—such as men's macho inability to ask for directions—to highlight the advantages of four-wheel drive.

Easy to covet, hard to connect

By Joe Mandese

With the possible exception of the recession, no story dominates the conversations of automotive media planners and buyers more than cross-media deals.

Cross-media packages appear to combine many of the hottest marketing buzzwords: integrated marketing, value-added, synergy.

But beneath the hyperbole, only a handful of such deals have actually been structured, including three separate Time Warner megadeals with General Motors Corp., Chrysler Corp. and Mazda Motor of America.

Even the people involved in the most intimate details of those deals say the jury is out on their value.

Cross-media packages tend to be open-ended and multiyear arrangements that require constant stewardship and fine-tuning. Thus, many executives involved in them say it is difficult to specify exactly what they've gotten at any point in time.

"These are moving, breathing things," says James Helberg, VP-group media director at Foote, Cone & Belding, Santa Ana, Calif., who helped develop and continues to rewrite Mazda's cross-media package with Time Warner.

While he maintains Mazda is getting good value out of the buy, he says many cross-media deals are more statement than substance.

"There's a lot of pressure on agencies and clients to create the next big idea. And cross-media is the next big idea," he says.

"A lot of them have been done for grandstanding reasons. I think a lot of them that were announced have not come to fruition," admits Phil Guarascio, GM's executive-in-charge of corporate marketing and advertising.

"Most of the advertisers are making agreements in concept and working a lot of the specifics out as they walk through together," adds Randy Schroeder, exec VP-management director/media for Campbell-Mithun-Esty, Southfield, Mich., which handles Chrysler's Jeep/-Eagle division. "Time Warner and others have a massive array of potential outlets. We've got to get smarter on how to use them."

In GM's Time Warner deal, Mr. Guarascio says the auto marketer has the capability of using "35 or 40 different kinds of applications of non-mainline media" that Time Warner has to offer.

To date, he says, GM has implemented about a dozen.

He declined to be specific about which programs GM has used. But Mr. Guarascio notes GM has used video production, graphic arts and fulfillment capabilities, and it has married that to in-magazine targeting capabilities of the company.

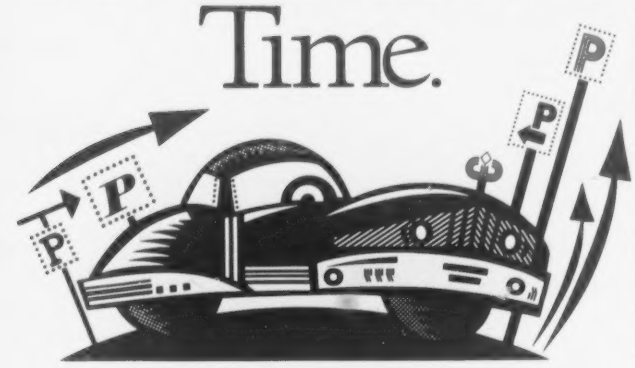
"It takes a tremendous amount of energy to make these things work. We're really looking for ways to combine a variety of elements to create a whole that's greater than the sum of its parts," Mr. Guarascio says.

Most auto media executives believe use of cross-media will grow, but not necessarily on the magnitude of the multimillion-dollar megadeals.

"I think you'll continue to see multiple-media deals, but they will end up being much more specifically customized in the future," says Mr. Schroeder. "Five years from now, you're going to have very small specific proposals that are multi-media and highly targeted toward the client, but not necessarily the same singular great buy." ☐

Raymond Serafin contributed to this story.

How To Park A Car In 19 Spaces At The Same Time.

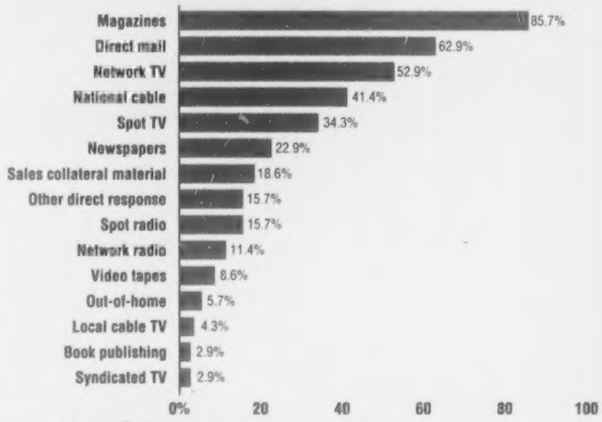


Just make one phone call to The Plain Dealer and your auto ad can run in 19 different newspapers throughout the Cleveland ADI. You'll reach over 2 million adults with one insertion. Plus, with the Northeast Ohio ADI/Automotive Network, you can pick and choose any combination of the 19 newspapers. Just call (216) 344-4940 and we'll get your car sales moving fast.

MAXWELL
AD SAT
The Plain Dealer
Leadership In Advertising Results

Cross-media package

Percentage of respondents who would include each medium as one of four choices in a cross-media package.



Source: J.D. Power and Associates

Magazines linchpin of cross-media

Most auto marketers say they aren't looking for cross-media deals to be all-inclusive.

The J.D. Power & Associates survey found 85.7% of respondents cited magazines as one of four media elements they would include in an ideal cross-media package, while 62.9% cited direct mail, 52.9% network TV and 41.4% cable TV.

Spot TV, newspapers and sales collateral materials were less popular choices with 34.3%, 22.9% and 18.6% of respondents citing those options, respectively. Interestingly, the value of the respective media in cross-media deals varies between agency and advertiser executives.

Asked to design the "ideal" cross-media package, network and spot TV were components cited by 97.3% of automotive ad agency executives, but only 75.8% of auto marketing executives.

In contrast, 87.8% of automaker personnel were more inclined than agency respondents (70.3%) to include direct mail/-direct response media.

Overall, 31.4% cited the lower costs-per-thousand that cross-media deals can generate as the primary advantage of such deals, and 27.1% cited the ability to deliver a single message in a variety of media.

Such findings suggest the cross-media deals have been primarily designed as large-volume discount programs combined with value-added options.

As a result, some agency media executives believe the deals have been used more for tactical reasons than strategic ones.

"From my perspective I would want to look at a cross-media promotion as a relevant marketing idea that would have extensions of the communications value first," says Bob Mancini, senior VP-media director of J. Walter Thompson USA, Detroit, agency for Ford Motor Co.'s Ford Division.

To some agency media executives, price efficiency is the operative term, and important as one component of overall strategy.

No panacea

Price is "important insofar as you don't want to put yourself in the position of spending more per impression than you would otherwise," says Joel Kushins, senior VP-media director at Bozell, New York, agency for Chrysler Corp. "But unless there is something compelling about what the whole package deal is about, it's probably not worth doing."

Mr. Kushins says today's cross-media deals will lead to better ones in the future.

"Cross-media is not the ultimate panacea," he says, "but it's gotten people on the agency, client and media side doing things and thinking about things that they would not have even considered doing before." ☐

—*Joe Mandese*

The General preps for the counterattack

Inserting the team approach tops changes needed to rebound from '80s

By Raymond Serafin

There's not much wrong with General Motors Corp. that an infusion of good marketing can't fix, to hear some marketers tell it.

But this marketing sensibility needs to find its way into the marrow of the entire company, not just be restricted to the ghettos of designated marketing units.

What's needed is something Vincent Barabba calls " 'Big M' Marketing," to distinguish it, he says, from the narrower activities taken on by "the people who have marketing in their titles."

> **"If I can recognize a car at 1,000 feet, that's an identity."**

Mr. Barabba is executive-in-charge of GM's market research decision center and—some observers say—a missionary of sorts, preaching that corporate salvation can be found in being a marketing-driven company.

Create a customer

Mr. Barabba hearkens back to management authority Peter Drucker's admonition that the purpose of any business is to create a customer. In Mr. Barabba's broad view, marketing encompasses multidepartmental planning and executing of product development, pricing, promotion and distribution to attract customers and sustain a relationship with them.

"Change is difficult, particularly when you've been a dominant player in your industry," says Mr. Barabba. "It's unfortunate, but sometimes it takes a level of pain to say you're going to have to change the way you do business."

The question of how to produce a GM comeback would never have arisen if the giant company had been taking better care of its customer base over the last decade. GM lost customers in droves during the 1980s, and that has colored the way the world views the entire U.S. domestic automobile industry.

Share drops 11

From 1980 to 1990, the domestics' share of U.S. car market registrations dropped 6 share points, to 65.7%. GM lost 11 share points in that time, to 35.4% from 46.4%.

That drop of 11 share points coincided with the tenure of Roger Smith as chairman of GM. Robert Stempel succeeded Mr. Smith on Aug. 1, 1990, the day before Iraq invaded Kuwait, setting into motion events that aggravated the economic downturn.

"I put Stempel and Boris Yeltsin in the same category," says Jim Wangers, senior managing partner of Automotive Marketing Consultants. Both men are trying to hold together the remnants of an empire nearly ruined by their predecessors.

"GM might never recover from Roger Smith, but Stempel is catching most of the hell," Mr. Wangers says.

Mr. Stempel presides over a company that lost $4.5 billion in 1991, the biggest loss posted by any company ever. GM is now planning to close 21 plants over the next three years as part of an effort to control costs.

Shortcomings showed

"Marketing," says Mr. Wangers, "has been one of the serious shortcomings of the corporation over the last decade or so."

Led by Mr. Stempel and President Lloyd Reuss, GM is reorganizing, creating a North American Operations group to eliminate layers of management and develop improved accountability for decisions.

Mr. Barabba describes the goal for the new organization as "a seamless structure . . . running the business from the market's point of view."

Traditionally within GM, separate units plan aspects such as product, pricing, distribution and promotion, leading to the creation of mini-empires. "They bring all these optimized business plans together and then begin compromising, and you get giant fights taking place" as departments battle over turf, Mr. Barabba says.

In place of that system, GM envisions an organization in which multidisciplined groups work as teams to find strategies keyed to sustaining customer satisfaction and delegate the resources needed to accomplish the goal.

A key point is the focus on customer relationships rather than selling a vehicle.

"I might make decisions that re-

(Continued on Page S-38)

What's right with this picture?
HONDA

This right-hand-drive Honda ad promotes its U.S. factory role.

On edge in the middle of America

'People in the Rust Belt tend to become emotional when you talk about imports'

By Patricia Strnad

When Toyota Motor Corp. started building cars in Georgetown, Ky., dealers of domestic autos in the area complained bitterly.

The plant's presence was killing their sales, says Jay Houghton, principal in charge of research and consulting at Automotive Information Group. At the time, Mr. Houghton was senior VP at Lintas: Campbell-Ewald, Warren, Mich., in charge of advertising in the central region for General Motors Corp.'s Chevrolet Division.

■ A look at other U.S. regions on Pages S-26, S-50 and S-51.

The potential to capture sales from domestic brands is one of the main reasons Japanese automakers built plants in the Midwest.

"One of the reasons Honda chose to build cars in Marysville, Ohio . . . wasn't that Marysville has natural resources or great distribution advantages," Mr. Houghton says. "The reasoning was, if people in that area worked on those products, they would buy those products."

Tough to crack

Now most Japanese automakers operate plants in the Midwest, which has been the toughest sales region for them to crack. In addition to the Kentucky and Ohio plants of Toyota and Honda Motor Co., respectively, Nissan Motor Co. builds vehicles in Smyrna, Tenn.; Mazda Motor Corp. has a plant in Flat Rock, Mich.; Mitsubishi Motors Corp. operates a plant in Normal, Ill.; and Fuji Heavy Industries (maker of Subaru) and Isuzu Motors have a manufacturing joint venture in Lafayette, Ind.

Although those plants have improved consumer acceptance of Japanese vehicles, most Japanese importers are finding it necessary to adopt other strategies to boost sales in America's heartland.

Among the tactics: Strengthening distribution via added dealerships, increasing area media weight and creating ads aimed directly at Midwesterners, who tend to be more loyal to General Motors, Ford Motor Co. and Chrysler Corp.

In recent months Japanese automakers have increased advertising in the Midwest to fight anti-Japanese sentiment triggered by recession, GM plant closings and layoffs, and widespread media attention on the trade imbalance. And many have turned to advertising that emphasizes the U.S. origins of many of their products.

Share lags

It's too early to tell whether the increased marketing activity is helping. But even before hostility toward Japanese products began to escalate, the Japanese cars' Midwest market share lagged significantly behind national share.

According to R.L. Polk & Co., which tracks U.S. vehicle registrations, domestic brands took a 64.1% share of total U.S. new car registrations in 1991, compared with 31.5% for Japanese brands. But in the Midwest, domestic nameplates took 75.7% to the Japanese 21.7% share.

"Market acceptance of Japanese brands depends on whether there's a strong support for the union in that town," says Rick Lepley, senior VP-sales and marketing for

(Continued on Page S-38)

Calif. dream turns urgent

By Cleveland Horton

California or bust.

That's the rallying cry from Detroit as domestic car marketers gear up to retake market share in the heart of import country.

Although specialized automobile marketing programs for the California market have come and gone, the nature of the most recent efforts resembles a clutch play.

Domestic automakers are joining the battle as if their survival depends on it. And it might.

Big percentage

Apart from its acknowledged role as bellwether for the nation, California traditionally accounts for 11% of all U.S. sales of cars and light trucks.

For 1991, however, California sales for the Big 3 fell far below that, compared with total U.S. sales. General Motors Corp.'s sales in the state represented 9.3% of its total U.S. volume. Chrysler did 9.2% of its U.S. volume in the Golden State while Ford's percentage came in at 8.5%.

By contrast, the Asian imports counted on California for 17.3% of their U.S. sales; European imports saw 21.0% of their sales in the state.

Evidence of the new commitment by the domestics to California is rife. GM took the unprecedented step by bringing all its divisions together late last year to discuss corporate action in retaking the California market.

Sources say Ford Motor Co. is holding top-level meetings addressing not only product concerns regarding its California share but ways of making it "O.K." for West Coast people to park a Ford in their driveway.

"California has always been a problem—or an opportunity—for the domestics," says Vic Olesen, president of Vic Olesen & Partners, Los Angeles, which handled West Coast advertising for Chevrolet until early this year.

Opportunity cars

"The hard part is getting the company to swallow the fact that they cannot sell Caprices here but they can Camaros," Mr. Olesen says. "They have to identify volume, opportunity cars."

Chevy's national agency, Lintas:Campbell-Ewald, Warren, Mich, recently expanded its Los Angeles office to oversee the division's western regional work. But Richard O'Connor, chairman-ceo, agrees with Mr. Olesen's assessment.

"California has traditionally been a great Camaro market, but there hasn't been a redesign of that car in 11 years," he says.

And then there's Saturn. GM's $3 billion experiment represents the company's last, best hope in fighting the imports, and the new division zeroed in early on the importance of California.

To win back import owners, Saturn hired a San Francisco agency, Hal Riney & Partners, which created a teaser campaign introducing the company, rather than the car, in October 1990. GM's new star first became available in California.

Chrysler Corp. also did "the most comprehensive research the company has ever done," says John Damoose, VP-marketing, when the company "went to California and talked to thousands of import buyers."

One of the things they learned, Mr. Damoose says, was that just changing the vehicles alone wasn't enough; the company needed to change its way of dealing with customers. So Chrysler now is launching what Mr. Damoose believes to be the most ambitious dealer training program ever. ☐

Contributors: Joseph M. Winski and Raymond Serafin.

Home field advantage?

Japanese car marketers' success in taking almost half of the California market didn't happen by accident.

First, most located their U.S. marketing arms in California: Toyota Motor Sales USA, American Honda Motor Co., Nissan Motor Corp. USA, American Isuzu Motors, Mitsubishi Motor Sales of America, American Suzuki Motor Corp. and Mazda Motor of America.

Then, they designed cars specifically for the state, adding standard features such as FM radios (the California FM market was more developed in the 1970s than the rest of the country).

"People got some satisfaction out of those Japanese products," says Jim Wangers, senior marketing partner at Automotive Marketing Consultants. "And then the Japanese improved the areas where they were originally weak, like styling."

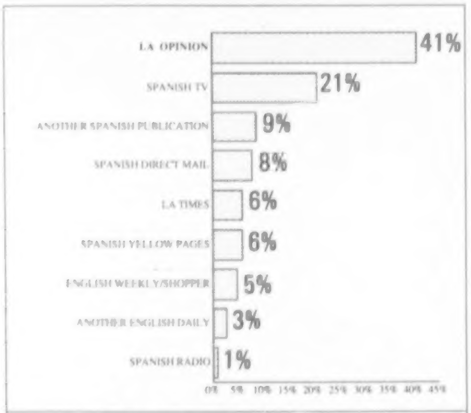
It worked. "Part of being a Californian is to drive a Japanese car," he says. ☐

—*Cleveland Horton*

LA OPINION is the predominant source of advertising information among Spanish-dominant Hispanic adults actively shopping for a new car or truck. In the greater Los Angeles area, LA OPINION is the most relied upon source in most major categories tested. For more information, contact LA OPINION's Marketing Department.

THE MOST RELIED UPON SOURCE

SOURCE RELIED ON MOST FOR NEW CAR, TRUCK & VAN ADS*



BASE: TOTAL SPANISH-DOMINANT -100%=1,705,500 ADULTS
*BASED ON THOSE SPECIFYING A MEDIUM

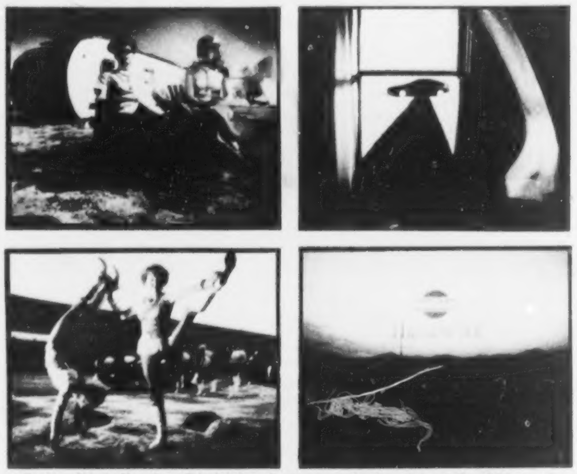
LA OPINION
The Leading Spanish Language Daily Newspaper

411 West Fifth Street, 11th Floor
Los Angeles, California 90013
(213) 896-2020

Source: 1991 Clark, Martire & Bartolomeo Study of the Hispanic Market

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.



"Dullsville's" mix of laid-back scenes helped put the NX on the map for Nissan and agency Chiat/Day/Mojo.

Putting cool into 'Dullsville'

People ask Rob Siltanen if he can help them buy a new Nissan NX cheap.

"I can't get them cheap. I can't even get one for myself," says the 28-year-old copywriter who worked on the "Dullsville" spot at Chiat/Day/Mojo, Venice, Calif.

Even after finding out there's no special discount available for acquaintances of the copywriter, "everybody always says those are really cool commercials," Mr. Siltanen says. The strategy was to position the NX as a fun car. "It's the kind of car my friends would want to drive. I think we succeeded in saying it's a fun car. We didn't have to get into all those other things, like how well it handles."

For Rob Siltanen, "a car has always been an emotional thing, more than a rational thing."

Mr. Siltanen worked on the Acura account at Ketchum Advertising, Los Angeles, before joining Chiat/-Day/Mojo a year and a half ago. And he didn't move onto the Nissan account right away.

"I was working on everything non-Nissan and this project came up and my partner and I jumped in," he says.

At the time, there wasn't much competition. "When I first got there, a lot of people wanted to be on the other [non-Nissan] side," he says. Now everybody wants to work on the Nissan account, because the work's so good. They give us a lot of opportunities to do the kind of work we want to do."

Mr. Siltanen says he never thought of himself as a car buff.

"For me, a car has always been an emotional thing, more than a rational thing. Now I'm starting to see some of the rational reasons that are real. You just have to drive the cars to see," he says. "I'm learning the language—'viscous limited slip differential' and all that stuff."

He recently visited Nissan's plant in Smyrna, Tenn., to help round out his auto education. "I'm just now starting to appreciate them a little bit more, especially working with so many 'car guys.' I won't call myself that yet. I'm learning." ☐

—Jon Lafayette

Compensation misses mark

Several consumer products companies in the U.S. have started using an incentive pay structure for ad agencies—in effect, paying more if the advertising "works."

Such large package-goods marketers as Campbell Soup Co., RJR Nabisco and Kraft General Foods have adopted a form of incentive-based compensation in the past few years.

But automakers aren't fazed by the compensation trend. The J.D. Power & Associates survey for *Advertising Age* and *Automotive News* found that fewer than one-fifth of the respondents (18.6%) use any performance criteria as a portion of agency compensation.

Sixty percent report they don't foresee basing agency pay on performance in the near future. ☐

Looking over shoulders

(Continued from Page S-16)

thinks a new wave of activity could sweep him in.

"Detroit is taking another look at itself in every way. They can't afford to have the Japanese beat them in advertising," he says. "They're working very hard to catch up and overrun the Japanese in car design and car quality, and all of that is going to be meaningless if they can't market their cars as good as the Japanese have."

Adds Don Weir, exec VP-account services at Jordan, McGrath, Case & Taylor, New York, "there's no question that good advertising could help those guys."

Jordan McGrath has been trying to get a car account for years. Mr. Weir thinks Detroit could certainly use some new blood.

Consumers are numbed

"It would make a hell of a lot of sense. They've been doing the same old stuff for so long that there's just a staggering, numbing effect on consumers," he says.

"They spend billions a year on advertising automobiles. Out of that about half is spent in deals, sale-athons, price-off promotion, rebates, zero financing. It's just unbelieveably numbing."

The problem runs deeper than creative execution, Mr. Weir says.

"It's their positioning work, their strategies. There was a day when Pontiac had 'We Build Excitement' and their cars echoed that all the way down to the accelerator floor. The advertising grew out of that. Now consumers are having a real hard time telling the difference between Pontiacs and Oldsmobiles, Buicks and Chevrolets. There's no delineation. That's a strategic problem as much as a creative problem."

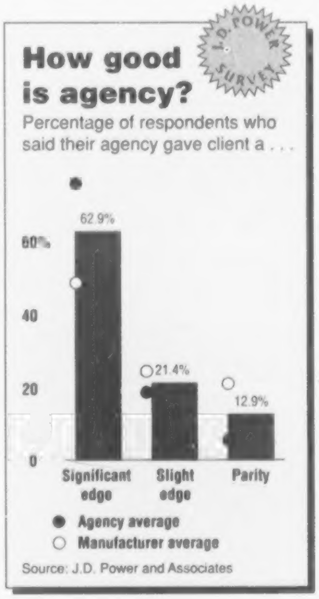
But Mr. Weir thinks getting a domestic auto account is a long shot for his agency. "That's such a hard club and clique to break into," he says.

"The relationships are just so layered into each other—they go back 50 years," adds Donnie Deutsch, exec VP-creative director at Deutsch, New York. "But we all know they should be looking. Just look at the Saturn advertising that [Hal Riney & Partners] did. You can poke holes and say that's just more Riney, but it has a voice. It's advertising. Most of the other car advertising is pap," he says.

If automakers decide to go shopping for a new agency, they'll find it tough to find many substantial shops that don't already have a car account.

"There aren't that many stores in town," says Mr. Della Femina. "The same people will be called for the next major Detroit thing. It will be us, it'll be Jordan Case, it'll be maybe Bill Tragos [chairman of TBWA].

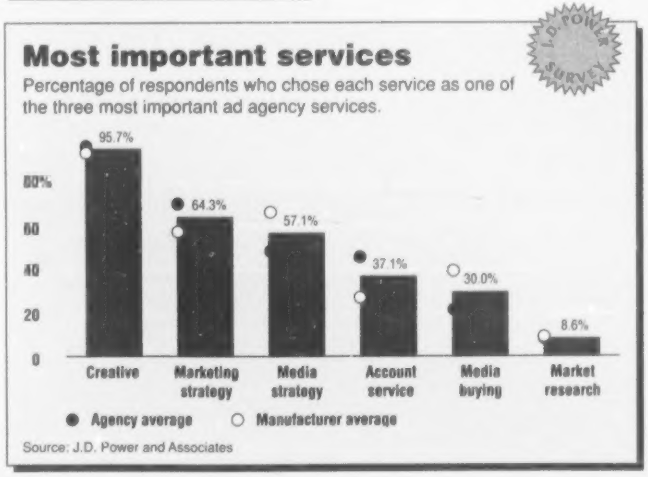
"There are agencies without car accounts that are sitting in nice seats right now and can probably pick up a good one if Detroit starts to move. And let's face it. If one of the Big 3 in Detroit makes a move, the other two are not going to sit back and let them." ☐



How good is agency?

Percentage of respondents who said their agency gave client a . . .

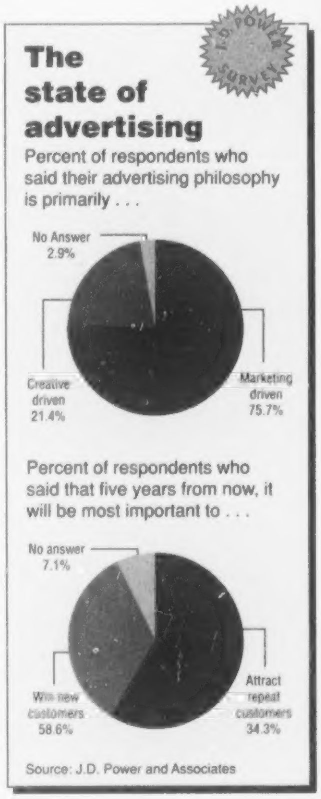
Source: J.D. Power and Associates



Most important services

Percentage of respondents who chose each service as one of the three most important ad agency services.

Source: J.D. Power and Associates



The state of advertising

Percent of respondents who said their advertising philosophy is primarily . . .

Percent of respondents who said that five years from now, it will be most important to . . .

Source: J.D. Power and Associates

All signals look green

Environment concerns move to front, auto execs agree

By Arlena Sawyers

Green marketing could turn golden in the auto industry.

Decades of growing environmental awareness and deteriorating air quality have led to stringent clean-air laws that force automobile companies to research, develop and test-market environmentally friendlier vehicles.

And that looks to be playing right into growing grassroots consumer interest in the issue.

Importance grows

The J.D. Power & Associates survey for *Automotive News* and *Advertising Age* shows green marketing will continue to gain importance with auto executives in the next five years.

Of the automaker and agency executives surveyed, 20% said green marketing will become much more important and 70% said it will grow somewhat more important over that time period.

"We spend a lot of time with customers and do a lot of research—awareness of environmental issues is growing," says Richard Fenstermacher, Ford Motor Co. executive director-marketing for North American Automotive Operations.

> "While [alternative] fuels have positive attributes, there are some trade-offs."

Most of the green technology—which will include recyclable parts and less toxic materials as well as cleaner exhausts—is still in the concept-vehicle stage. That means most green marketing is limited to news stories, displays at auto shows and carefully monitored pilot programs.

The state of California is the driving force in auto industry greenness, with the toughest clean-air standards in the country.

In September 1990, the California Air Resources Board adopted a law that, beginning in 1998, requires 2% of each automaker's sales have zero emissions. With existing technology, that means battery power. The portion rises to 10% in 2003.

As many as nine states and the District of Columbia have signed agreements supporting similar rules in their jurisdictions. Together, those states represent one-third of U.S. car and light-truck registrations.

Nearly every manufacturer has developed or is developing an electric vehicle (*see story below*) but they're not considered practical yet.

Build a better battery

At this stage of development, the vehicles have short driving ranges and batteries wear out quickly from constantly being recharged.

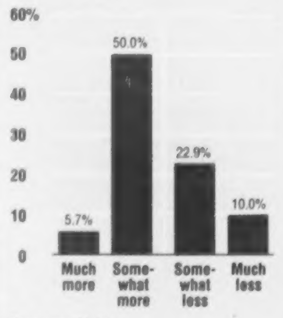
However, Ford, General Motors Corp. and Chrysler Corp. have a major joint venture under way with a goal of better batteries than those currently available, and all the companies proceed as if they will solve the problems.

Vehicles using alternative fuels like methanol and compressed natural gas are

(Continued on Page S-46)

Green marketing, 1996

How important will it be? Percentage of respondents who answered . . .



No answer: 11.4%

Source: J.D. Power and Associates

Battery power's impact takes hold at GM

First mass-produced electric car cuts across all market segments

By Phil Frame

For General Motors Corp., the successful marketing of a battery-powered vehicle hinges on selling it as a great car that happens to be electric.

In 1998, GM and all other large automakers will be required by California and other states to sell electric or other zero-emission vehicles, whether or not there's a market for such transportation.

GM, the first major automaker to plan to mass produce an electric car, is aiming for a wide audience, says John Albers, director of market research for GM Electric Vehicles, a branch of the advanced engineering staff that developed the company's Impact concept car.

"This is a real car for real customers, and in addition it has an electric propulsion system that gives it more desirability," Mr. Albers says.

"We're trying not to take a look at this car as an unusual product. We ought to think of it as a mainstream product because that's what we want the customer to think."

All "market segments are targets for electric vehicle propulsion. It's not fitting neatly into one segment of the marketplace, which is good for us because that means it has wide appeal," he says.

The sales pitch to customers probably will center on the electric vehicle's environmental benefit, a virtual absence of maintenance and greater convenience because people can "refuel" at home rather than go to a gas station.

The advertising itself is the responsibility of Amy Rader, the 24-year-old director of advertising for GM Electric Vehicles.

Ms. Rader, who worked at Saturn Corp. for 1½ years before taking the job, says the company will focus on educating customers before any media advertising.

"The way I see this working, the education is going to start out teaching people what electric vehicles are, teaching people what questions to ask so they can start comparing," Ms. Rader says. "We have to give consumers a start on how to compare" alternative fuels.

The second step, she says, is to teach people how to realistically look at their driving patterns to see if an electric car is right for them.

"When they stop, how long do they stop? Is it long enough to recharge?" Ms. Rader says. "Getting people to start thinking about their own needs is going to be an important part of our job."

As the vehicle gets closer to production, Ms. Rader's task will be to convince people to buy GM's product.

The other major U.S. automakers are also exploring electric cars, though not at the same level as GM.

Earlier this month, Chrysler Corp. signed an agreement with Westinghouse Electric Corp. to jointly develop an alternating-current motor for a 1995 or 1996 electric minivan.

GM's Impact prototype electric vehicle takes the sloping Saturn nose one step further.

Ford Motor Co. hasn't announced production plans, but it plans to deliver a test fleet of 80 electric minivans based on its European Escort to utility companies in spring '93.

Still, GM's Ms. Rader says: "We have a big competitive advantage because GM's big vertical integration structure is finally paying off. We're the only people who can build our own batteries, converters and sell and service a car."

That advantage might not last too long. Longer-term, the Big 3 have agreed to a joint venture to build by 1994 better batteries than GM can currently produce.

GM's Mr. Albers says he expects the state governments that mandate electric cars to encourage buyers of alternative-fuel vehicles by offering some form of subsidy.

These governments—a number of states have followed California's lead with such rules—adopted the measures to reduce auto emissions and, to have a significant effect, the low-or-zero-emission vehicles have to be on the road in some quantity.

Although GM has begun planning, Mr. Albers knows there may not be great demand for electric vehicles at the moment.

"Right now, I would describe it as market potential," he says. "We need to go out there and raise the level of knowledge and get infrastructure in place. We'll make sure the market is developed when we're ready."

And, he says, GM and the other carmakers can't assure success on their own.

Mr. Albers says utilities and government agencies have to be heavily involved. It will be their eventual job to make sure facilities are available so people can conveniently recharge the electric cars that will follow the coming GM home-rechargable model. ☐

Arlena Sawyers contributed to this story.

General counterattacks

(Continued from Page S-24)

duce the amount of value I get from the first [sales] transaction based on the fact I want [the customer] to come back," says Mr. Barabba. That might translate into more dealership training or better warranties or other programs.

A more market-based organization could help GM re-establish strong brand images across the board. Mr. Wangers and others say GM's once-powerful brand identities were diluted as a result of Mr. Smith's mid-1980s reorganization, which created three platform groups with responsibility for developing products. The reorganization separated manufacturing and design responsibility from marketing responsibility.

"The secret to rebuilding the brands is to make products that match up with what the brands stand for," says Sean Fitzpatrick, vice chairman of McCann-Erickson North America, which handles Buick, GMC Truck and GM's corporate quality campaign. "If I can recognize a car at 1,000 feet, that's an identity."

Some of GM's brands appear to be on the right track, delivering consistent messages and successful products to match.

Import fighters

Cadillac's 1992 Eldorado and Seville showed the brand could compete with the best of the imports. Buick has boosted its market share in recent years by presenting premium products such as the Park Avenue and LeSabre. Geo has attracted young import prospects.

GMC Truck has been holding its own on the truck front, and the new import-fighting Saturn brand shows promise, based on the high grades it's getting for taking care of customer concerns.

Observers credit Pontiac with developing a performance image, but criticize GM for not providing enough fitting product.

Oldsmobile and, to some extent, Chevrolet remain sore spots.

Olds built big volumes in the mid-1980s with products that appealed to a decidedly mature audience. But with Buick now ensconced successfully in the traditional upscale domestic-car niche, Oldsmobile has floundered in trying to return to a historic identity as a company on the forefront of engineering excellence.

Barabba

"It's unfortunate, but sometimes it takes a level of pain to say you're going to have to change the way you do business."

Chevrolet has been resurgent on the truck side, but it lacks the car that could—given Chevy's vast distribution system—turn into a knockout volume leader.

"Chevrolet should provide GM's entry-level, low-price statement of basic reliable, dependable transportation," says Mr. Wangers. From that standpoint, "GM isn't building a Chevrolet," he says.

Attacking the perception

Beyond putting brand identities in order, GM still faces the problem of convincing once-burned customers this is no longer the haughty organization that put out poor products.

"The difference between GM quality and the highest-quality manufacturers in the world is less than one defect per car," says Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "The quality gap has really closed, and we have to make sure people understand that."

It's doubtful any other company matches GM in sheer quantity of research into the market and into marketing communications.

Leading edge

Mr. Guarascio's department has a formalized research and development component devoted to exploring new ways of advertising, merchandising and event marketing.

"Its purpose is to identify long-term leading edge kinds of opportunities that are going to create advantages for our divisions," Mr. Guarascio says.

GM in the past several years has been a leader in developing both innovative deals with traditional media organizations and also in exploring new media and promotional opportunities.

Jury's out

The jury is out on whether all of GM's efforts will produce a turnaround, or whether the company will squander its resources. Mr. Barabba says success for GM is a matter of returning to the philosophy that drove Alfred Sloan, the former president and chairman who managed the company to the top of the industry, beginning in the 1920s.

"Sloan had one of the great marketing minds," Mr. Barabba says. "He structured a business that had the customer at the end. 'A car for every purse and purpose' [Sloan's maxim]—that's creating a business with the customer at the end.

"We're at the rebirth of how the company is going to do what it did so well before, except now it's going to have to do it in the context of an environment that's a helluva lot harder than what Mr. Sloan started out with." ☐

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Midwest

(Continued from Page S-24)

Mitsubishi. "That's a prevalent factor in forging attitudes. Detroit would certainly be a strong union town, but the union influence isn't quite so strong in a city like Chicago."

Strong job link

It also has to do with the fact that many Midwesterners' jobs are tied to the domestic auto industry.

"People in the Rust Belt tend to become emotional when you start talking about imports and other issues affecting their livelihoods," Mr. Houghton says. "They start thinking in terms of black or white. They see the purchase of an import as 'against us.' "

But attitudes and ties to the domestic auto industry aren't the only reasons the Japanese haven't made greater gains in the heartland. Distribution is key, too.

When they first entered the U.S market, Japanese automakers shipped vehicles to ports on the West and East Coasts. With import quotas and a limited supply of vehicles, they naturally began penetrating markets closest to the points of delivery.

"It's taken time to develop strong inland distribution," says Jan Thompson, VP-marketing at Mazda.

Adds Bob Weldon, general manager of the Cincinnati region for Toyota Motor Distributors, "It's sheer numbers. In Cincinnati, there are five Toyota dealers compared to about 16 for Ford and 17 or 18 for Chevrolet. That really affects our ability to penetrate the market."

In 1991, there were nearly 7,000 Japanese auto dealerships in the U.S., up 29% from 1987. That's not likely to grow. Mr. Weldon and officials from other Japanese importers say dealer expansion plans are being curbed until the economy improves and existing dealers can strengthen their businesses.

Meanwhile, as the Big 3 urge consumers to "Buy American," Japanese automakers are letting consumers know many of their vehicles are U.S.-made.

Subaru, for example, is putting "Made in America" stickers in the rear windows of the Subaru Legacy, which is built in Indiana and accounts for 70% of Subaru's U.S. sales. The marketer also recently broke a Legacy TV spot shot in the U.S. plant.

Toyota has been running a print campaign this year focusing on the people who work at its Georgetown, Ky., plant and a TV spot talking about the U.S. origin of the Camry sedan. While those ads, from agency Saatchi & Saatchi DFS/Pacific, are running nationwide, "they are played more in the Midwest than on either coast," Mr. Weldon says.

Honda is running two "Made in America" spots, one for the East and another for the West. A print ad, headlined "What's right with this picture?" shows a right-hand-drive Honda and talks about how Honda exports cars made in the U.S. to Japan. Rubin Postaer & Associates is the agency for Honda.

Flat Rock ad

Mazda broke an ad last month recognizing workers at its Flat Rock, Mich., plant and suppliers for their help in rolling out the redesigned 1993 MX-6 coupe. Copy in that Foote, Cone & Belding ad says the MX-6 is "the first import-branded car that may be truly considered a domestic product." The ad ran in newspapers in the Detroit area and Toledo, Ohio. ☐

Tradition out the window

(Continued from Page S-3)

troit, last year revised the way they evaluate magazine buys, a process that resulted in Ford reducing its magazine schedule from the previous 130 titles to about 90 for the 1992 model year.

"We buy magazines far more effectively than we used to," says John Vanderzee, Ford's director of advertising. "Today we're using target audience CPM as only one of the factors, albeit an important one.

"We're very interested, for instance, in reader involvement with a magazine. We measure things like how many readers read three out of the last four issues," Mr. Vanderzee says.

Mr. Vanderzee says targeting is easier with magazines than with TV. Ford, he says, had no trouble determining a magazine schedule for its upcoming launch of its redesigned Probe this July.

"But it's not as easy to find youth-oriented television, and also get reach," Mr. Vanderzee says. "MTV reaches youth, but I could buy every commercial on it for a month and not reach one-tenth of the people I want to talk to."

Still role for TV

While the movement toward customizing the message to the audience leaves the TV networks somewhat vulnerable, few auto marketers expect to abandon the medium.

"I don't see it as an either/-or situation," says Lois Miller, senior VP-director of media marketing services at Hill, Holliday, Connors, Cosmopulos, Marina Del Rey, Calif., agency for Nissan Motor Corp. USA's Infiniti. "Mass media perform a certain task, and they do it well, as long as you don't ask mass media to get down to the nitty-gritty selling."

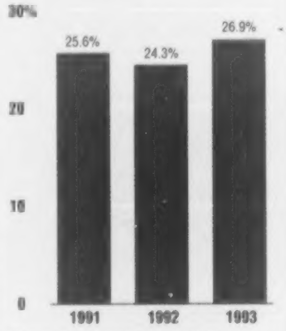
"You have to cover more bases now," says Duncan Pollock, exec VP in charge of BMW of North America at Ammirati & Puris, New York. One reason, he says, is that TV is glutted with auto advertising.

$10 million a night

"We did a study a year and a half ago and found that on an average night in New York City, there is $10 million spent on auto advertising on TV," Mr. Pollock says.

Marketing allocation

How much of respondents' model-year marketing budget will be devoted to consumer promotions rather than advertising?



Source: J.D. Power and Associates

Mr. Vanderzee says clutter is an increasing problem, especially with TV.

"The networks have done a lousy job of controlling it because they need more inventory," Mr. Vanderzee says. "I frankly think they're shooting themselves in the foot, because a lot of people are really tired of it."

That clutter is one factor driving the growth of direct marketing and place-based media, says Mr. Julow, because those options allow a marketer to better control the selling environment.

Chrysler is one of a number of auto marketers that have tried to build a multifaceted marketing program around a particular theme. For instance, the company's involvement with the recent Winter Olympics included broadcast sponsorship on CBS and cross-promotions that involved Kmart Corp., CBS and Time Warner's *Sports Illustrated*.

Mr. O'Connor says Lintas:Campbell-Ewald believes integrated marketing is the wave of the future.

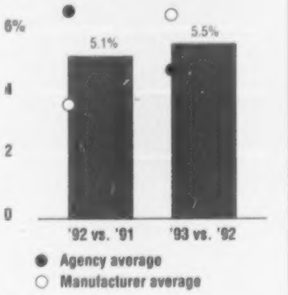
Three years ago, the agency put together its model for integration in launching the Chevrolet Lumina with multi-media advertising, co-promotion with Walt Disney Co., dealer introduction program and training materials.

Integration builds

Integration is particularly important for durable goods, where dealers and salesmen play a key role in the sale, says Mr. O'Connor.

Change in advertising and marketing budget

Average change in budget from previous model year, as foreseen by respondents.



Source: J.D. Power and Associates

Marketers such as GM's Cadillac division build a number of their integrated marketing programs around the lifestyles of their affluent target prospects.

"When they are involved in an activity, they tend to be very passionate about it," says Peter Levin, director of advertising for Cadillac.

All this demand to better identify prospective customers calls for additional emphasis on research by marketers and agencies.

"Our research budget has quadrupled in order to fine-tune our marketing," says FCB's Mr. Somerset. "Even after the recession, we aren't going to abandon that."

Mr. Somerset is among those who suggest some media organizations aren't keeping pace with the needs and sophisticated approaches of auto marketers.

Mr. Guarascio says many media organizations' lack of expertise hinders them from forming substantial partnerships with auto marketers.

"Our divisions have talent in the areas of advertising, marketing, merchandising, public relations, sales and event marketing, and we're way ahead of the media in terms of the ability to know how to use those things," he says. "And we don't have the time to educate the media."

For all the recent change in automotive marketing, the next several years may be even more dramatic, says Mr. O'Connor. He sees continued advances in technology making it possible to "start a dialogue with consumers" rather than just put out a message.

Direct contact

He suggests a scenario in which a consumer at home, viewing an auto dealer commercial, will call directly to a salesman who can answer questions and offer to bring over a car for a test drive. Or, a viewer watching a TV commercial might push a button that results in the printing of an invitation and rebate coupon for a test drive at a nearby dealership.

So is this advertising or promotion? For automakers, the answer isn't important, says Mr. O'Connor. "What is important is that you have a seriously qualified prospect to follow up on for a sale."

For the mass media, it's another story entirely. ☐

Cleveland Horton contributed to this story.

'Acceptable graffiti' test limits

Some examples of targeting audiences with niche media:

Videos are big with automakers. Chrysler Corp. and General Motors Corp.'s Pontiac division both used lightweight, relatively inexpensive videocassettes to promote minivans to hundreds of thousands of potential buyers in direct mail campaigns last year.

Chevrolet sent similar tapes for its Corvette to potential buyers.

Chrysler's Dodge Division has three spots from its agency, BBDO Worldwide, Southfield, Mich., on the recent HBO Video production of *Sports Illustrated's* "Behind the Scenes: The Official Swimsuit Video."

Luxury automakers such as GM's Cadillac division find niche marketing tools can fit their affluent prospects' lifestyles. "They're very active," says Peter Levin, Cadillac's director of advertising. "So it's difficult to catch them using traditional forms of media."

Cadillac will use a 23-minute video as part of the launch of the 1993 Allante, which begins a regional rollout in late April. The video was produced by ADventure, Farmington Hills, Mich.

Saab Cars USA is also using a direct mail video. It is promoting its special 9000 CD Turbo Griffin Edition.

The video, from Saab agency Angotti, Thomas, Hedge, New York, was sent to 50,000 prospects with household incomes of $100,000 or more; names were culled from the subscription rolls of *Inc.*, *Money* and *The Wall Street Journal*.

Other than video, Pontiac, Chevrolet and Buick have all committed to test three-sided boards on trucks in the Atlanta area with Patterson's Mobile Media.

In a project called "wild postings" to support the Miata launch, Mazda Motor of America hung posters in a dozen cities at construction sites and other places normally used for movie posters.

"We use [the method] all the time for film releases, and the more I sat in on meetings for the creative and media of the campaign, I realized that the movie audience was a good subset of our prospects," says Tom Somerset, senior VP-director of marketing services at Foote, Cone & Belding, Santa Ana, Calif., agency for Mazda. "It has a little bit of an attitude. It's sort of acceptable graffiti."

Computers offer another area. BMW of North America, along with nine other automakers, advertises on the computer information service Prodigy, which reaches 1.4 million subscribers.

The Jeep/Eagle Division of Chrysler recently ran a computer disc commercial in a disc-based magazine called *PC Life*, says Randy Schroeder, exec VP-management director/media, Campbell-Mithun-Esty, Southfield, Mich. The commercial was similar to a TV spot, Mr. Schroeder says, but was not as graphically oriented. ☐

—John P. Cortez

Niche

(Continued from Page S-3)

believe the future of niche marketing isn't in toilet stalls, but databases. Database marketing is the key that allows automakers to communicate with consumers at each phase of the purchase cycle.

Technology will alter the way messages are sent to prospective car buyers and who receives what message, says Audi's Mr. Hilverda.

"I'm a firm believer that [eventually] you should be able to say, 'I want my commercial only to go to these households' and then you can individually select who sees your spot." ☐

Raymond Serafin and Cleveland Horton contributed to this story.

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.

Ironing clothes led to this award-winning ad.

Teen passion warms Rubin shop

Jack Fund spent his wonder years hanging around the garage with his buddies.

"I had a '67 Mustang fastback and it was my pride and joy," he recalls. "I also had a '67 Shelby."

Then came college, and thoughts of cars got parked. He went into advertising, first with Gerber Advertising in Portland, Ore., for about three years. Now, at 31, he's working on cars again as senior copywriter at Rubin Postaer & Associates, Santa Monica, Calif., where he works on the American Honda Motor Co. account.

Fund

The grease that got under his nails as a teenager has been a plus. "It certainly helps to be able to get into the mind-set of someone [who loves cars]," he says. "It's [also] nice knowing when people are talking about all this technical stuff you can go, 'oh, you mean it means this' and strip it down into something that someone can actually understand."

He didn't have cars on his mind when he left Portland.

"I finally just said I've got to get out of here, I've got to work on something high profile. So I came down to Los Angeles without a job and connected up with Larry [Postaer, agency principal and exec VP-creative director]. He had some good vibes for me and I from him. I've been working here for three years."

In retrospect, it seems fitting that he wound up at Rubin Postaer. "I always thought, 'I hope I can work in a place like that and do stuff like that.' "

He says his ideas for Honda commercials can come from anywhere. "They just come out of the ether. You'll get a strategy handed down for a certain car and you'll look at it and stare at your [art director] partner for days on end and out of nowhere it will just click and you'll go, 'What if we did this?' "

He says one great idea came to him when he was ironing. "My mind was wandering, and I just thought of something," he says. The campaign he thought of featured dozens of vanity license plates and later won several awards, despite coming out only weeks before a similar ad for Subaru of America.

Sometimes he gets inspiration on the road.

"We were working the Civic last year. I borrowed the car and put 900 miles on it." The weekend drive resulted in a spot that opened on a blacktop road. Toward the end, the car moves past and the voice-over says, "Feel free to hum along."

"Basically that one came from doing exactly that," he says. "Driving for six hours, just cruising along like at 65-70, putting your mind on hold and just the car was perfect. You could cruise all day like that." ☐

—Jon Lafayette

Regional tastes

(Continued from Page S-4)

the so-called national media to offer such things as split-runs in magazines and regional feeds for the networks. But there are ways to fine-tune even further today.

"Information today is so much better that you can go further than regionalize your message," says Vic Olesen, president of Vic Olesen & Partners, Los Angeles, a consultant to General Motors Corp. "Now you sectionalize, 'city-ize,' even 'block-ize.' "

Mercedes' split account

A recent dramatic example of the regionalization trend came this February when Mercedes-Benz of North America split its account, estimated at $130 million in combined national and regional spending. Scali, McCabe, Sloves, New York, was named to handle national, image-creating advertising while its affiliate, the Martin Agency in Richmond, Va., will handle regional, tactical-oriented work.

The Mercedes agency split follows a decision by the German importer in late 1990 to decentralize its U.S. operations, shifting most authority to four regional organizations.

Albert Weiss, general manager-marketing communications at Mercedes, says those regional organizations now control about half of Mercedes' total budget for ad spending, a percentage expected to grow over the next few years.

General Motors Corp.'s Chevrolet division and Nissan Motor Corp. USA already have extensive regional ad programs in place.

Chevrolet spends an estimated $75 million, or 20% of its ad budget, on regional ad efforts controlled by four area marketing managers, who focus their efforts on core products with volume and growth potential.

Chevy tailors product

"Different products appeal to different markets," says Richard O'Connor, chairman-ceo of Lintas:Campbell-Ewald, Warren, Mich., which handles Chevrolet's national advertising and oversees regional offices that work with Chevy's regional marketing teams.

"Texas is a huge market for Suburbans [Chevrolet's full-size sport utility truck]," says Mr. O'Connor. Regional advertising created for that market pitches the Suburban as "the national car of Texas."

"But if you go to the Northeast, you can just about forget selling Suburbans. You have to put your money where your prospective customers are," Mr. O'Connor says.

Regions choose media

At Nissan, fully 50% of its estimated $250 million ad budget is doled out to its seven regions. And each region carries autonomy in choosing media.

"This is designed to let us address problems or attack opportunities as locally as possible," says Earl J. Hesterberg, VP-general manager, Nissan division.

Despite higher costs per thousand, regional media programs become more efficient as they eliminate waste, Mr. Hesterberg says. "We need to spend more efficiently and we need to move quicker than the other guy."

Nissan effectively eliminated its regional dealer groups several years ago and consolidated the work at its national agency, Chiat/Day/-Mojo, Venice, Calif. The move was prompted primarily by the need to make sure regional campaigns dovetailed with national ads.

> **"If you only had a dollar to spend, you'd go to the place you sell most of your cars."**

Nissan and other Japanese import marketers learned to exploit nontraditional media strategies in part because of necessity. Their domestic competitors enjoyed well-established, national distribution and held long-term relationships with the national media. That left the imports locked out of many of the traditional network TV programs aimed at the prime car-buying demographics.

In many cases, the imports have found that spot TV allows them to direct their ad messages to where their distribution is strongest.

"The old 80/20 or 70/30 rule applies," says Tom Somerset, senior VP-director of marketing services, Foote, Cone & Belding, Santa Ana, Calif., agency for Mazda Motor of America. He points out that the majority of sales come from a fraction of the overall dealer body.

"If you only had a dollar to spend, you'd go to the place you sell most of your cars," he says.

Other marketers also are exploring regional strategies, even if they haven't decentralized their operations. GM's Pontiac division in the past has run California-only outdoor advertising, to reach the mobile West Coast crowd. Ford last year ran some Escort TV spots created specifically to boost California sales.

Three reasons

Ford's Mr. Magee lists three factors as driving regional marketing programs: a desire to test a particular concept before going national; a way to capitalize on a marketer's strength or adjusting to a particularly difficult competitor; or differences in weather that affect consumer preferences when it comes to choices, such as front-wheel drive vs. rear-wheel drive or two- vs. four-wheel drive.

"There are times when regionalization is not only economical, but the only logical thing to do" because of regional biases toward products, says Randy Schroeder, exec VP, management director-media at Campbell-Mithun-Esty, Southfield, Mich., which handles both national and dealer group advertising for Jeep/Eagle.

Jeep/Eagle dealer regional ad groups have taken the unusual step of pooling their funds a couple of times to buy network time, which is considerably less expensive than spot TV on a CPM basis.

Mr. Schroeder says the agency now is looking at ways of matching up Jeep or Eagle products with those of other Chrysler divisions.

Confusion factor looms

One pitfall to regionalization is the increased chance for producing confusing and conflicting brand images. Some marketers such as Nissan and Chrysler keep the conflict to a minimum because national agencies handle dealer marketing groups. But General Motors' dealer ad groups are virtually all handled by agencies other than the ones that create national advertising.

"The real issue in dealer marketing is to make sure the messages by the factory and dealer marketing group are complementary," says Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "We make a lot of effort to make sure dealers understand the value of that." ☐

Who did that ad?

The young copywriters behind the agency wheels of some hot cars.

Treating cars like just another item

Phil Glist took a course at the Advertising Center and got lucky.

One of his teachers was Ed Cole, co-creative director at Foote, Cone & Belding, Santa Ana, Calif.

"I showed him my portfolio after I finished his class," Mr. Glist recalls. At the time, Mr. Cole was making changes in the agency's creative department, and Mr. Glist landed a job writing copy for the Mazda Motor of America account. "It's pretty unusual to get the kind of TV experience that I've been getting," says Mr. Glist, who had been tending bar and waiting tables.

"Jalapenos" helped make the Mazda MX-3 a hot commodity.

The 29-year-old copywriter says he isn't a car nut, but he's learning. "They weren't looking for people who were car nuts. It's easier for people like myself who just treat cars as another product to get inside the heads of people who look at them the same way, as pretty much a big-ticket purchase or an expensive thing to buy," he says.

Sometimes knowing details about the car is a must, so Mr. Glist is picking up expertise quickly. "I had to write an insert [for Mazda's RX-7] that is directed at car buffs—all about the rotary engine and power-to-weight ratio," he says.

His key project has been launching Mazda's MX-3.

"Since it was a new car, we thought the styling would stand out from the other cars, like the Paseo it was competing with. And it was the only one with a six-cylinder engine, so you had to communicate that.

"But we wanted to communicate that this was not a car that everybody was going to like," he says. "Mazda's in a unique position of being a niche marketer."

The result was the "Jalapenos" spot.

"We took a fairly loose storyboard to a fairly young director named Steve Chase, who did wonderful things with the visual side, as did my partner, [Art Director] Kevin Murphy," he says. "It's funny because Mazda's advertising is not the hippest generally. It's real emotion-oriented but it's not usually cutting edge. We got a lot of nice stuff in there. And from what I hear, the car's doing real well."

The campaign drew attention inside the ad world.

"Other people in the agency have come to me and said they've gotten calls from friends in the industry and in production and said, 'Who's the director?' 'Who's the editor?' Actually the best response was from an art director here who asked me, 'How do you get something like that past a client?' "

Even for a guy who's not a car nut, sometimes you've just got to get behind the wheel and put the pedal to the metal. "I drove the new RX-7. It was amazing—after researching it and writing it for a good eight months—to actually finally get in the car and drive it. Theory cannot do justice to it. It's really much more fun. I got it up to a hundred."

And what does he drive now? "I bought a year-old Miata from someone who had a baby and couldn't use a two-seater anymore." ☐

—Jon Lafayette

Ford explores teamwork

In the process, carmaker discovers mother lode

By Joseph M. Winski

Team marketing is proving successful at Ford Motor Co., which first used the market-driven approach, at least partially, with its "Team Taurus" program. Out of that came the stylistically bold and successful Ford Taurus and Mercury Sable midsize cars in 1985.

Ford refined the idea of teams working under strong managers in 1987 and credits this new approach for some of the success of its hot Ford Explorer sport utility vehicle.

Introduced in March 1990, the four-door, four-wheel-drive Explorer rapidly overtook Chrysler Corp.'s Jeep Cherokee to become the country's most popular sport utility vehicle. Its sales last year soared 37%, making it the seventh-best-selling vehicle, the first time a sport utility model has cracked the top 10.

Ford has created three so-called "world-class timing" teams to develop its next generation Probe, Thunderbird and Mustang. Designed to get vehicles from concept to market in about three years, they consist of designers, engineers, buyers, marketers and others who work at the same location and report directly to the product manager rather than their functional bosses.

Marketers on the teams "have a great deal of input into the design of the car," says Steve Odell, Ford Division marketing plans manager for specialty cars. They "constantly remind the team what the customer wants. That is their prime reason for being there." ☐

Listening

(Continued from Page S-8)

cess. When a second fuel crisis occurred in 1979, Japanese car sales spurted again.

This far and no farther, Detroit then said. GM introduced its downsized, front-wheel-drive X-cars; Ford launched its small Ford Escort and Mercury Lynx, which it billed as "world cars." Chrysler bet its future on the K-cars, of which Mr. Iacocca said in ads: "America's not going to be pushed around anymore."

Detroit also demanded, and got, "voluntary" import restrictions on Japanese autos.

The economy improved and the yen strengthened—making Japanese cars more expensive in dollars. The fuel crisis abated, big cars began to sell again and U.S. carmakers posted record profits.

Record losses

But by the end of the 1980s, with another recession looming, Chrysler was once again in deep trouble, GM was frantically paring excess capacity and the Big 3 were heading for record losses.

Detroit, it turned out, hadn't really changed at all. It still managed for short-term profits and still turned out cars through its vertical "chimney" system, in which each function, from design to marketing, operated in virtual isolation.

Marketing was a separate but hardly equal chimney. GM, long dominated by financial executives, didn't even have a consumer market research division until 1985, auto analyst Maryann Keller reported in her 1989 book on the automaker.

Historically, Theodor R. Cunningham, Chrysler exec VP-sales and marketing, admitted in a speech at the *Automotive News* World Congress in January, "marketing in Detroit has always focused on moving the 'iron' off the shelf, instead of deciding what to put *on* the shelf in the first place."

The Japanese take marketing much more seriously. Kim B. Clark, a Harvard Business School professor who has studied Japanese auto production, attributes Honda's success, for example, to project teams that "focus the whole [product] development organization on customer satisfaction."

Team members, chosen from all the disciplines involved, including marketing, work together under strong "product managers" on everything.

"Detroit has always focused on moving the 'iron.' "

Keeping an eye out

Marketing is hardly the sole province of marketing executives. Mr. Clark tells of Honda product managers who "spend hours watching people on the street, observing styles and listening to conversations. Department stores, sports arenas, museums and discotheques are all part of their 'market research' beat."

The Japanese strategy, says Mr. Kotler, was to establish a beachhead with high-quality small cars that built consumer loyalty and then move up-market with more expensive and more profitable larger cars.

Thus, for example, the Honda Civic was followed by the Honda Accord, then a larger Accord and, most recently, the Acura Legend.

Honda has been "absolutely brilliant" in moving with its market, FCB's Ms. Cutler says. "There's never been a reason to leave the franchise: If you're ready to move up, they've got it for you."

Detroit belatedly is conceding the Japanese know a thing or two. Ford Motor Co. partly embraced teams (*see accompanying story above*). General Motors unabashedly stole from the Japanese in setting up Saturn Corp. as an independent operation—in effect a large project "team."

Saturn, whose sales are soaring in a down market, kept its eye firmly on its target—buyers of inexpensive Japanese imports, interviewing thousands of them in developing the car.

Saturn also selected dealers carefully, saturating them with the gospel of customer satisfaction, including elimination of the price haggling that turns off many car buyers.

Walls tumble down

At the "reinvented" Chrysler, as touted in a current corporate ad campaign, the walls between functions have come down and marketers are being listened to, rather than talked at.

"That," says John Damoose, Chrysler VP-marketing, "is a very vital change at Chrysler Corp."

The company organized itself into four "platform teams"—for large cars, small cars, trucks and minivans—in January 1989. "The platform teams have allowed us to *truly* get the voice of the customer into the product development process," says Mr. Damoose.

Chrysler will tell you where it got the idea: from Honda. ☐

Encore possible for adman Iacocca

So intertwined with ad message, it appears hard to unhinge ceo from commercials too quickly

By Mary Connelly

Lee Iacocca has become so synonymous with Chrysler Corp. the company has found work for the chairman after he retires.

When he steps down as ceo at year's end, Mr. Iacocca will keep his hand on the wheel at Chrysler as chairman of the five-member executive committee. He says he will no longer be the corporate advertising spokesman, but he has said that before and been wrong.

The heavy use of Mr. Iacocca in this, his last year, indicates the automaker may have a difficult time breaking the marketing tie to the highly visible leader, who was swept into the role of public spokesman during the company's brush with bankruptcy in 1979.

This year, Mr. Iacocca will appear in campaigns for two crucial products: the 1993 Jeep Grand Cherokee and a new trio of 1993 mid-size sedans.

The Iacocca advertising is part of an 18-month corporate campaign, created by Bozell, New York, that broke during the 1992 Winter Olympics in February.

Image booster

The initial effort in the drive was designed to improve Chrysler's image against foreign brands. In it, Mr. Iacocca stresses Chrysler's restructuring of its product development process, the construction of a $1 billion technology center and new products.

Appearing with three products—the Dodge Viper sports car, Grand Cherokee and Dodge Intrepid, one of the mid-size sedans—he acknowledges the foreign competition. While implying some consumers don't have a high opinion of U.S.-nameplate vehicles, he claims Chrysler vehicles can compete with the best in the world.

As the year goes on, his role will be even more important.

His TV spot for the launch of the Grand Cherokee is scheduled for spring. The vehicle is Chrysler's bid to regain dominance of the sport-utility market, lost to the Ford Explorer.

Later in the year, the Chrysler chairman will be seen in advertising for the Intrepid, Chrysler Concorde and Eagle Vision, the sedans the company maintains have reached standards of world-class manufacturing quality.

At the March 16 press conference where Mr. Iacocca announced that Robert Eaton, the former head of General Motors Corp.'s European operations, would succeed him as chairman, Mr. Iacocca said he had one additional commercial to shoot, presumably for the LH sedans.

Lee Iacocca's ad importance will increase this fall when the Intrepid, Concorde and Vision sedans are launched.

"It's hard work," Mr. Iacocca said in explaining why he didn't want to be the corporate spokesman any longer. Referring to the shooting for the Grand Cherokee commercial, which he completed in March, he said: "This one was 100 takes and eight hours. I don't get paid for it."

"I'm outta here," he added.

The LH sedans are Chrysler's first all-new cars since 1980 and critical to the company's future in the car business.

And this yearlong buildup of Mr. Iacocca's image, culminating in his presence in the ads for the sedans, may make it especially difficult for Chrysler to drop him come December.

Indeed, his use this year, during a lengthy manufacturing launch for the sedans with initial limited vehicle supply, may almost ensure an encore performance in 1993, when production volume will increase.

Warning signs

But one observer warns against keeping Mr. Iacocca in front of the cameras for too long.

There are signs Mr. Iacocca's effectiveness is waning, says Steven Levitt, president of researcher Marketing Evaluations/TVQ.

In an annual evaluation of 1,474 American personalities in 1991, the researcher found Mr. Iacocca's positive rating dropped four percentage points from 1987 to 1991, while his negative rating rose six percentage points.

"I'd look at these numbers and I would worry," Mr. Levitt says. "I would wonder if there is a more effective way to advertise. Lee Iacocca is not generating the same response as he did four years ago."

But a Chrysler marketing spokeswoman says Chrysler's own research conducted prior to the creation of the new Bozell campaign disputes those findings.

"He is believable and sincere and he has high recognition numbers," she says.

He also he seems to satisfy what Chrysler considers an important goal of its current advertising.

Japan Inc.

"It used to be that all the Japanese car companies were perceived as one—Japan Inc. There was no real differentiation," says John Damoose, Chrysler's VP-marketing, in an internal company publication. "Today, the domestic Big 3 are seen as indistinct. Today, it's the Big 3 whose image has blended together as Detroit, which is often used as a term of derision. A big part of our goal is to separate Chrysler from the domestic Big 3."

Chrysler still seems to think Mr. Iacocca, today and maybe sometime into the future, can do that job better than anyone else. ☐

Green

(Continued from Page S-34)

closer to market. Their exhausts are considered less dangerous to the atmosphere than that of gas or diesel engines. "While [alternative] fuels have positive attributes, there are some trade-offs," says Ford's Mr. Fenstermacher.

Trade-off problems

"The principal trade-off is range and convenience. Alternative fuels are not widely available."

Flexible-fuel vehicles, which operate on a combination of fuels including gasoline, already are available in limited quantities to companies with private fleets.

Chevrolet is to deliver 1,200 1992 Luminas that operate on a mixture of 85% methanol and 15% unleaded gasoline.

"The lessons learned as consumers adapt to alternative-fuel vehicles will be invaluable," says Gery Jankovits, the fleet manager for alternative fuel vehicles at Chevrolet.

"This is uncharted territory. No one has a roadmap yet."

Summer tests

Chrysler plans to start general sales of methanol-burning Dodge Spirits and Plymouth Acclaims in California this summer. Its offerings are flexible-fuel vehicles because they can use M85, unleaded gas or any mixture.

The federal government has ordered 2,500 of the cars, but dealers in California will be able to sell them to anyone. Chrysler expects to sell 100,000 of the vehicles in the 1994 model year.

This week, Chrysler intends to deliver 50 full-size vans that run exclusively on compressed natural gas to a California fleet.

An issue beyond fuel is the ozone-depleting chlorinated fluorocarbon refrigerants used in auto air conditioners. The refrigerant usually known by its trade name Freon is being replaced with a CFC-free refrigerant.

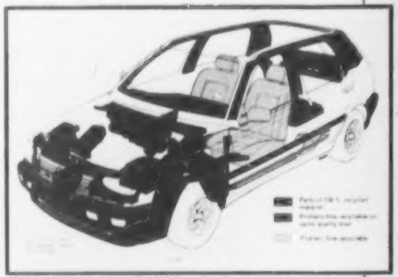
Although the new refrigerant requires costly changes to air conditioning systems, automakers have been quick to accept it, well before a worldwide ban on CFC is scheduled to start in 2000.

On March 2, Ford became the first U.S. manufacturer to build CFC-free Taurus models and plans to test-market the cars in Texas this year. Mercedes-Benz is also building CFC-free cars.

Manufacturers expect to bear more of the burden for recycling what they sell in the near future.

Volkswagen AG in Germany became the first automaker in the world to set up a pilot program to recycle scrap cars in 1990.

BMW of North America is leading the way in the U.S. It will start a pilot recycling program this spring with the Automotive Dismantlers & Recyclers Association.


Volkswagen's Golf includes recyclable parts, indicated by the shaded areas. Parts are coded to make the separation process easier.

The plan combines recycling with marketing incentives to sell new BMWs. During the first phase of the program, BMW will offer a $500 discount on a new BMW purchase when owners return their worn-out BMWs to authorized recycling centers.

Rich Brooks, a spokesman for BMW, says vehicle recycling isn't yet a popular buying consideration, but he notes that "people who buy our products are predisposed to environmental concerns and apt to do something about it."

Awareness ads

American Honda Motor Co. is among the few companies in the U.S. that created advertising devoted to raising awareness about the environment. It's marketing the 1992 Civic VX with a campaign that's literally green.

A print ad in the campaign is in green ink, right down to the Honda logo, which is usually blue. The headline, "Think of what you can save," refers to money, gasoline and the environment.

The corresponding TV spot shows the car with a forest glen growing up around it. ☐

Corporate ad spending and its efficiency

1991 vs. 1990 model years, ranked by lowest expenditure to unit sold

Company	1991 model year adv. exp. (in thousands)	Pct. change 91 vs. 90	1991 model year unit sales	1991 adv. exp. per unit sold	1990 adv. exp. per unit sold	Pct. change exp. per unit
Maserati	$17	−71.3	240	$71	$248	−71.3
Alfa Romeo	419	−34.9	3,478	121	185	−34.8
Ford	427,442	−5.6	2,907,113	147	136	8.0
Chrysler	349,276	−9.2	1,569,406	223	221	0.6
GM	1,046,777	8.7	4,392,402	238	197	21.2
Honda	222,608	0.9	815,542	273	260	5.1
Mitsubishi	66,008	−6.6	184,443	358	334	7.2
Suzuki	8,548	90.5	21,413	399	202	98.0
Mazda	139,834	−14.1	346,659	403	451	−10.5
Nissan	243,519	−25.2	583,933	417	508	−17.9
Toyota	430,588	10.7	1,011,755	426	373	14.1
Volvo	30,351	−4.3	71,100	427	332	28.5
Volkswagen	53,523	−48.1	119,148	449	641	−29.9
Isuzu	73,911	26.5	124,239	595	440	35.1
Subaru	67,842	−23.8	109,647	619	828	−25.3
Hyundai	83,312	−4.6	127,588	653	620	5.4
Daihatsu	6,448	−11.5	9,661	667	433	54.3
Saab	21,235	24.6	26,445	803	656	22.4
Porsche	5,337	−42.6	5,544	963	1,006	−4.3
BMW	70,069	4.2	55,736	1,257	1,092	15.1
Mercedes-Benz	91,777	8.7	66,158	1,387	1,124	23.4
Peugeot	10,672	38.7	4,211	2,534	1,662	52.5
Range Rover	16,296	−29.6	3,309	4,925	5,052	−2.5
Rolls-Royce	3,266	−4.5	610	5,355	2,849	88.0
TOTAL	**$3,469,076**	**−2.7**	**12,559,780**	**$276**	**$256**	**7.8**

Does not include dealership advertising.

Figures are for measured media only and include consumer magazine; newspaper-distributed Sunday magazine; newspaper; outdoor; network, spot and syndicated TV; cable TV networks; and spot and network radio. Also, figures represent ad spending for vehicles only.

Source: LNA/Arbitron Multi-Media Service and Automotive News Data Center.

Toyota takes bow

(Continued from Page S-14)

1 in promotions.

"They have many national sales events and spend gobs of money supporting them," Mr. Hagelstein says. "They bang the hell out of key markets."

All of this helps to raise awareness.

"Toyota's marketing is extremely traditional, almost domestic," says Mark Gjovik, exec VP-group account director, D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. "They do the basics well. They pre-plan their promotions."

Although Toyota's advertising is rarely cited for creative prowess, the company's competitors gave upscale Lexus the highest score in the survey.

"That's probably because of the introduction of the SC400," says Mr. Postaer. "That was a good campaign, the opening wave, including that double fold-out insert. Even I liked that."

Others praise the entire introduction of the new division. "They really left no stone unturned," says Mr. Peterson. "The launch of Lexus was textbook perfect."

Team One's advertising earned high praise for its restraint as well as its attention to detail.

"Lexus' creative is almost sublime," says Mr. Gjovik. "It communicates the idea that 'god is in the details,' and it tells it to you one detail at a time."

Many car commercials try to cram in as many details about the vehicle as possible, a temptation Lexus has avoided.

Corolla. Over 15 million happy memories, and still counting.
"I love what you do for me"
TOYOTA

Having entered the U.S. in 1958, Toyota can now market its cars with American nostalgia.

"It is always tempting to try and put too much in a commercial," says Jay Qualman Jr., general director of advertising for General Motors Corp.'s Buick Division. "When you have 30 seconds, someone will say, "let's talk about four or five key product features."

Lexus tends to focus on a single attribute, such as smoothness of ride in its "Champagne Glasses" commercial or the sound system in its "Rain" spot.

"One exquisite detail after another," says Mr. Gjovik.

In the area of sports marketing, Toyota tied with Chevrolet for the highest score in the Power survey. Toyota's high ranking probably can be attributed to years of high-profile sponsorships.

Examples include the Toyota Grand Prix and its name recognition, as well as a $270 million, four-year deal with CBS for Major League Baseball and its support of the Skins Game golf tournament. The latter draws one of the biggest ratings of any golf event.

Toyota didn't score as well on the subject of green marketing, but another Japanese car company did: Honda.

Honda, which sells more cars in the U.S. than Toyota, has only produced one print ad (printed in green, including the traditionally blue logo) and one spot with environmental themes. However, it has consistently promoted high mileage for many years.

Honda's advertising also stands out because so few automakers in the U.S. currently use environmental themes in their advertising.

With much of the envy of Toyota stemming from its marketing war chest, and given that all the Japanese car companies now face significant profit reductions, Toyota's hold on the leadership marketing position probably will soon be put to the test. ☐

Raymond Serafin contributed to this story.

Spending hits $3.5 billion

Maserati tops, Ford leads domestics in ad-to-sales ratio

For the 1991 model year, automobile marketers invested about $3.5 billion in U.S. advertising in the measured media monitored by LNA/Arbitron Multi-Media Service (October 1990 through September 1991).

The 24 marketers sold slightly more than 12.5 million vehicles, for an industry ad-to-sales ratio of $276 per unit (*see chart at left*).

Some marketers did better than others in the efficiency of their advertising buys. Maserati Automobiles was No. 1, with an ad-to-sales ratio of $71. But the importer's ad expenditure was a paltry $17,000, according to LNA.

Among the more mass-market car companies, Ford Motor Co. managed an efficient $147 in advertising per unit sold. Ford spent about $427 million on the measured media. Of the Japanese nameplates, American Honda Motor Co. followed No. 5 General Motors Corp. with $273 in ads per unit sold.

Below, the Top 5 spending nameplates in nine media are given for the '91 model year. ☐

Top 5 in Network TV spending

Brand	1991 model year (thousands)	Pct. change
Ford	150,417	−6.2
Chevrolet	128,765	−1.1
Toyota	119,304	13.1
Oldsmobile	94,193	18.3
GM corporate	94,031	20.0

Source: LNA/Arbitron Multi-Media Services

Top 5 in Spot TV spending

Brand	1991 model year (thousands)	Pct. change
Toyota	99,975	−8.6
Nissan	86,811	16.2
Ford	40,359	30.3
Chevrolet	39,861	−7.9
Mazda	34,148	5.8

Source: LNA/Arbitron Multi-Media Services

Top 5 in Syndicated TV spending

Brand	1991 model year (thousands)	Pct. change
Toyota	16,274	8.9
Hyundai	15,627	305.7
Ford	12,988	17.2
Nissan	12,782	−24.9
Oldsmobile	9,091	47.2

Source: LNA/Arbitron Multi-Media Services

Top 5 in Magazine spending

Brand	1991 model year (thousands)	Pct. change
Ford	89,912	−13.5
Chevrolet	77,385	10.5
Toyota	67,045	50.9
Buick	44,636	29.1
Dodge	33,323	41.4

Source: LNA/Arbitron Multi-Media Services

Top 5 in Newspaper spending

Brand	1991 model year (thousands)	Pct. change
Mercedes Benz	27,859	35.0
BMW	18,805	18.3
Chevrolet	16,547	−12.5
Isuzu	12,308	975.3
Ford	12,276	−4.0

Source: LNA/Arbitron Multi-Media Services

Top 5 in Network radio spending

Brand	1991 model year (thousands)	Pct. change
Volkswagen	12,862	3.4
Audi	10,112	−37.4
Dodge	9,909	49.2
Buick	7,819	−18.0
Subaru	6,165	75.9

Source: LNA/Arbitron Multi-Media Services

Top 5 in Spot radio spending

Brand	1991 model year (thousands)	Pct. change
Chevrolet	11,022	4.1
Chrysler	10,763	−10.4
Mercedes Benz	8,613	112.1
Acura	5,510	−15.2
Volvo	4,795	−36.4

Source: LNA/Arbitron Multi-Media Services

Top 5 in Cable network spending

Brand	1991 model year (thousands)	Pct. change
Ford	10,508	63.3
GM corporate	6,994	56.6
Toyota	5,571	24.9
Volkswagen	5,433	24.4
Oldsmobile	4,963	92.5

Source: LNA/Arbitron Multi-Media Services

Top 5 in Outdoor spending

Brand	1991 model year (thousands)	Pct. change
Saturn	2,123	5,287.1
Chevrolet	1,622	−33.2
Nissan	1,238	39.5
Ford	1,164	−41.1
Toyota	903	42.8

Source: LNA/Arbitron Multi-Media Services

No waking up from nightmare

New England auto dealer: 'Next person to go is me'

By Jim Henry

Automobile dealers in the Northeast are using every club in the bag to drum up business.

Last year was the second year of a nationwide recession in auto sales, but many Northeast dealers were getting hammered for the third or fourth year.

"I lost money [in 1991] for the first time," says Robert Filardi, who owns Dor Porsche-Buick in Roslyn, N.Y. This happened despite cutting his payroll to 27 employees from a high of about 40.

Surviving dealers are hanging on by unglamorous, tried-and-true methods—selling used cars, promoting service and parts and cutting advertising. (To save money, one dealer says he even cut his trash pick-up from twice to once a week.)

Such tactics might not seem big, but survival has replaced profit as the goal for many dealers.

"It was a horrible year," Mr. Filardi recalls. He sold only 35 new Porsches, compared with 175 in 1986.

He was encouraged that he sold seven Porsches and 32 Buicks this past January, the best month he's had for Buick since he picked up the franchise about a year ago.

Conditions have been particularly bad in New England because of banking and real estate crises on top of unemployment.

In Rhode Island, for instance, the private fund that insured the state's savings & loans was forced into bankruptcy in January 1990.

The state froze the bank accounts of about a third of the state's residents, and some still don't have their money back.

"It seems like everything is happening at the same time," says Aldo Sammartino, a dealer in East Greenwich, R.I. He has cut his staff to 16 from 25 two years ago.

"I got no place left to cut now," he says. "The next person to go is me."

Mr. Sammartino says selling program cars—cars previously in rental programs for up to about 15,000 miles —has helped him get by. He says his Bay Buick store used to average 480 new cars a year; 200 of the 444 cars he sold last year were used.

"I've become much more active in used cars. I go to the auction at least every other week to look at program cars. I fought it for three or four years, but I have to do it to survive," Mr. Sammartino says.

"I've been in the business 18 years, and I'm working harder now than when I started. You're seeing [dealers] who haven't worked in the business in 10 years back out on the showroom floor again. Guys are going to the auctions that haven't been to the auctions in 25 years," he says.

Many dealers aren't making it. From January 1989 to December 1991, the number of dealerships in the six New England states plus New York, New Jersey and Pennsylvania fell 7.4% to 5,067, according to National Automobile Dealers Association. The U.S. total fell 5.5% in the same period, while Massachusetts dealerships fell 11.5%, Rhode Island, 13.3%.

"I didn't make it," says a New York-area dealer who filed for Chapter 11 bankruptcy protection last year, after spending half his life working at the family dealership. "I'm still convinced we did everything right that we could control," says the dealer who asked not to be named.

"In the New York area, I don't see an end in sight," he says. "Things are so bad here, even the used-car business is hurting."

Some automakers have tailored their operations to help shore up the Northeast.

Subaru of America, for instance, has a pilot captive-financing arm in New England, in partnership with Nissan Motor Acceptance Corp. It's to help dealers with wholesale and retail financing.

Subaru of New England, an independent distributor, has a much higher percentage of exclusive Subaru dealers than the rest of the country, and the exclusive franchises don't have ready-made financing through other franchises.

Pontiac's New York-based zone started a low-cost lease program for the '91 model year that was so successful the idea was used nationwide.

The program has since been discontinued, but it was "probably the savior of Pontiac in this area" last year, says longtime dealer Eli Bloom, owner of Bloom Pontiac and Saturn of Long Island City (N.Y.).

Mr. Bloom says he still has faith a cyclical business like the auto industry is bound to come back—but says the cycles have gotten longer.

"To say it's the worst ever, I don't know about that; but it's as bad as I've seen it, and it's lasting longer," he says.

He says he has resorted to "very few" layoffs, and has cut, but not eliminated, advertising.

"You can't cut your insurance. You can't cut your heat and light and power . . . So you look at things you can control," Mr. Bloom says.

Is there an upturn in sight?

Mr. Bloom says showroom traffic picked up in January. "It didn't translate into sales to the extent I would like; people are taking longer to make a decision. But the encouraging thing is an awful lot of people are out there looking, and where there's smoke there's fire." ☐

Ford dealer spending leads pack

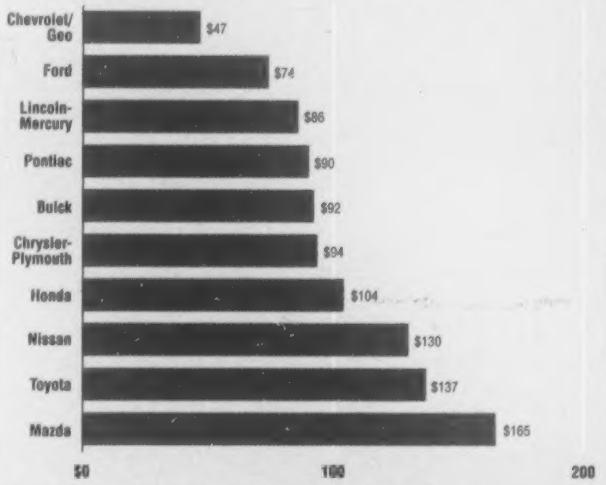
The vehicles of Ford Motor Co. top other automakers in ad support from local dealers and dealer association groups, according to figures from LNA/Arbitron Multi-Media Service, with a total of about $173 million (*chart below*).

In efficiency of dealer/-dealer group advertising, General Motors Corp.'s Chevrolet and Geo nameplates came out on top, with Ford No. 2 (*chart at right*).

National Automobile Dealers Association estimates dealers spent $3.6 billion on ads and promotions in 1990, using dealer-supplied figures. ☐

Local ad efficiency of top brands

Top 10 automotive lines by total measured dealer advertising in 1991 model year, ranked by spending per unit sold.



Source: LNA/Arbitron Multi-Media Service, Automotive News Data Center

Local dealer and dealer association ad spending

1991 vs. 1990 model years, ranked by total expenditure

Make	Local Dealer adv. spend. (in thousands)	Pct. change 91 vs. 90	Association adv. spend. (in thousands)	Pct. change 91 vs. 90	Total (in thousands)	1991 adv. exp. per unit sold	Pct. chg. adv. exp. per unit 91 vs. 90
Ford	$71,777	−28.6	$101,095	−14.6	$172,872	$74	−8.4
Toyota	50,899	−17.0	78,562	−6.2	129,462	137	−7.1
Chevrolet/Geo	57,706	−32.3	50,214	−37.5	107,920	47	−25.2
Nissan	36,640	32.1	35,500	255.0	72,140	130	114.8
Honda	18,668	2.1	51,576	−3.6	70,243	104	2.6
Mazda	9,893	39.2	47,375	−9.4	57,268	165	0.4
Buick	14,546	−17.2	35,305	12.3	49,851	92	−3.1
Lincoln-Mercury	16,911	−33.9	31,604	−35.1	48,515	86	−29.2
Pontiac	8,327	−24.1	39,908	−14.3	48,235	90	3.0
Chrysler/Plymouth	20,559	−18.6	27,484	−9.5	48,043	94	4.8
Dodge	17,773	−32.7	27,196	−15.3	44,969	54	−20.5
Oldsmobile	10,723	5.0	32,701	−14.3	43,424	91	−1.2
Jeep	6,496	−30.2	33,971	−2.8	40,467	230	7.4
Hyundai	7,992	−21.9	31,882	10.0	39,875	313	12.3
Cadillac	13,449	−32.9	23,058	−43.2	36,507	167	−29.2
GMC	6,881	−50.0	26,161	−19.4	33,042	114	−19.5
Lexus	15,439	28.1	16,735	62.8	32,175	492	25.9
Acura	10,934	0.1	19,045	1.0	29,979	216	1.8
Mitsubishi	6,936	17.5	20,209	−18.3	27,145	147	1.7
Infiniti	22,287	38.4	1,666	−73.1	23,953	829	−36.3
Isuzu	1,996	−24.6	14,875	−13.5	16,871	136	−9.2
Mercedes-Benz	4,168	−30.8	10,288	−11.0	14,456	219	−6.7
Volkswagen	8,399	84.2	5,592	−56.6	13,991	132	4.8
BMW	9,371	107.0	3,784	−61.4	13,155	236	1.4
Saturn	7,879	—	1,196	—	9,075	179	—
Volvo	3,533	−25.4	3,265	−68.8	6,797	96	−40.0
Subaru	3,217	−33.6	2,929	−9.3	6,146	56	−25.3
Saab	2,809	33.0	2,787	−50.7	5,597	212	−29.2
Jaguar	4,213	−8.2	1,040	−5.2	5,254	446	50.5
Audi	1,024	9.2	1,213	−63.3	2,237	170	−10.2
Peugeot	176	−71.8	716	−66.6	892	212	−66.2
Range Rover	—	—	669	−43.1	689	199	−24.1
Suzuki	360	−74.6	232	−79.8	592	28	−76.0
Porsche	253	−69.5	75	—	328	59	−34.2
Daihatsu	274	−12.6	—	—	274	28	52.3
Alfa Romeo	103	−78.4	—	—	103	27	−82.5
Sterling	—	—	80	−91.4	80	23	−89.0
Lotus	43	21.3	—	—	43	134	21.3
TOTAL	$472,655	−14.6	$780,007	−13.7	$1,252,662	169	−13.6

Figures are for measured media only and include consumer magazine; newspaper-distributed Sunday magazine; newspaper; outdoor; network, spot and syndicated TV; cable TV networks; and spot and network radio. Also, figures represent ad spending for vehicles only.

Source: LNA/Arbitron Multi-Media Service and Automotive News Data Center.

Program cars turn quagmire

Carmakers' effort to control flow in Florida founders

By Lindsay Chappell

Florida is the center of a nettlesome problem for carmakers.

Last year, about 20 million tourists arrived in Florida by plane, many of them needing a car. As a result, Florida rental agencies purchased about 300,000 new cars. That's 3% of all the new-car sales in the U.S.

The automakers aren't complaining about sending that many cars into Florida, especially since Ford Motor Co., General Motors Corp. and Chrysler Corp. own pieces of major rental chains. The problem is getting the cars out of Florida four to six months after original delivery.

After a few months and a few thousand miles, these rental cars—and those in daily rental fleets elsewhere in the country—are returned to the retail market for resale as so-called "program" cars.

But a recent gambit by U.S. carmakers to gain better control of this huge fleet of program cars looks to be petering out.

GM, Chrysler and Ford all established factory-direct operations last year to move thousands of cars a week from daily rental companies to dealers for used-car sales.

But Chrysler shut its operation down early this year. Ford's effort could end by summer, and GM's attempt is hobbling along with a volume of about 2,000 cars a year.

That probably leaves the factories back where they started—letting national auction chains distribute the cars.

That's good news for the auctions, which derived about $5 billion from such cars last year. It's also an indication the program-car phenomenon has become too big for simple solutions.

Rental companies last year bought one-fifth of the nation's entire new-car volume, according to *Auto Rental News*, a trade magazine. Many dealers say the surfeit of low-mileage, good-condition used cars is luring buyers away from new cars.

If program-car mileage is too low, pricing on new cars can be undercut. If program cars aren't evenly redistributed around the country, used-car pricing can be undermined.

Although factories and auctions police the trade to prevent "unauthorized buying," it goes on anyway.

Chrysler last year opened an office in West Palm Beach, Fla., to establish dealer-direct sales. Chrysler contended dealers would find it more efficient to order the used cars from the factory than to travel to an auction. But lack of dealer interest caused its closing.

GM's dealer-direct operation also was launched in Florida. Unlike Chrysler's, it's still in business. Dealers phone or fax the office to find out what vehicles are coming back into the market. The dealers can buy the cars sight unseen at set prices before they're passed along to the auction companies.

These experiments raised eyebrows at the auctions, where the idea was apparently more threatening in theory than in practice. GM moved about 700,000 program cars through auctions last year, Ford moved 350,000, and Chrysler about 250,000.

Dale Hermiller, executive director of GM's fleet redistribution operation in Detroit, is quick to allay the auctions' concerns.

"It's not that we're trying to bypass the auctions and save a lot of money," he says. "The auctions will always be the major redistribution method. Our intention is to try to gain better control of what's happening out there."

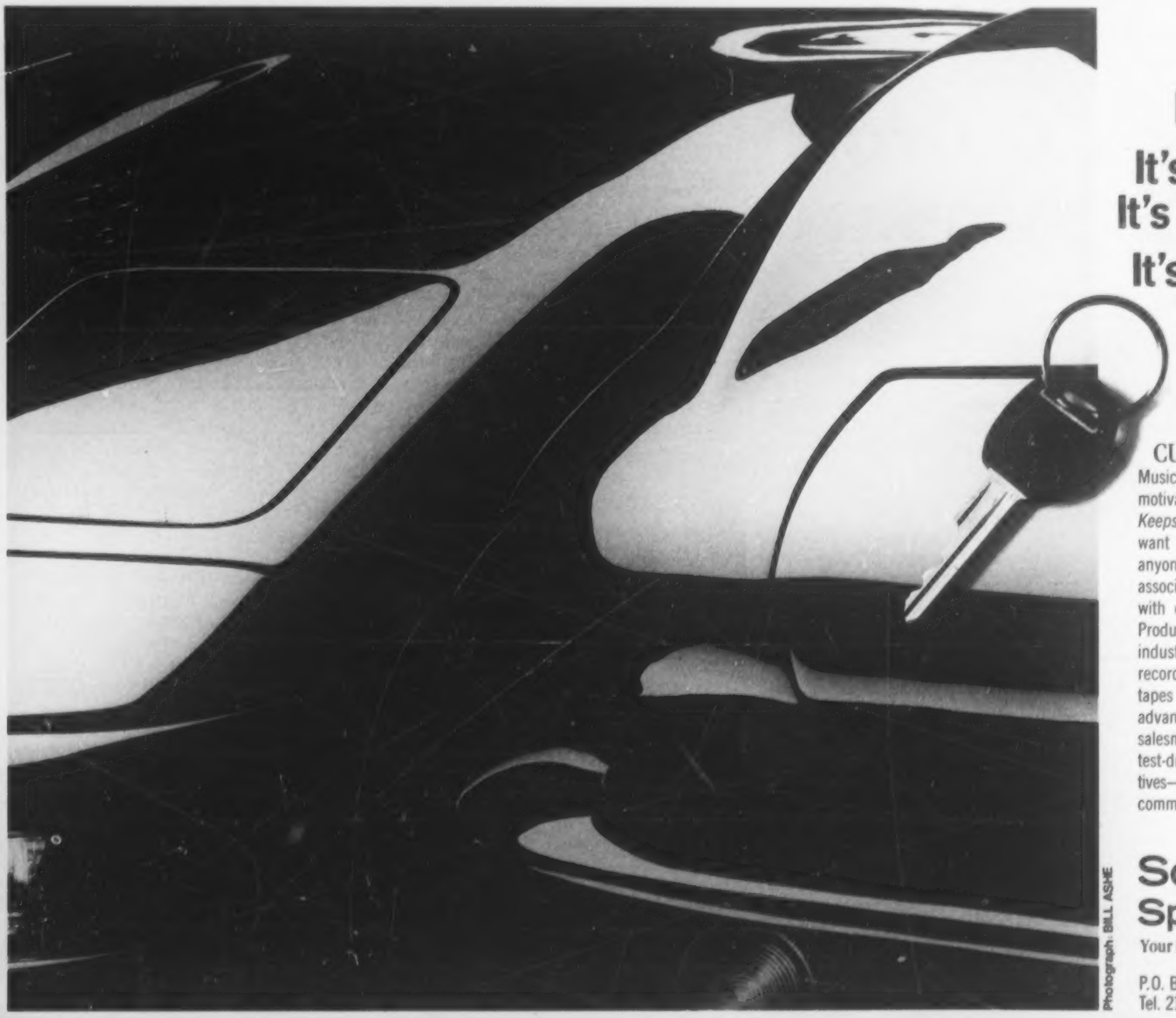
Ford took a different direction in its dealer-direct experiment by opening four "123 Ford" stores specializing in existing dealerships in different regions of the country to specialize in program cars.

Indications are sales at those stores have been disappointing so far, and Ford appears to be reconsidering the idea.

Carmakers now are looking for other means of regaining market control. They're reducing the overall program-car volume by selling the rental companies fewer cars during the year. In 1991, most rental agencies turned their fleets over three times, keeping cars an average of four months. Due to factory policy, many will cut back to a six-month cycle this year.

That also will push up the mileage on the average program car. Mr. Hermiller says the average GM program car showed about 10,000 miles at the beginning of 1991 but had increased to 13,000 by yearend.

Tom Cunningham, Ford's manager of vehicle remarketing, says his company's program cars are beginning to show up near the 20,000-mile level. ☐



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Photograph: BILL ASHE

In Europe, image is key

As exec puts it, 'Lexus and Infiniti are fantastic cars but lack class'

By Diana T. Kurylko

Writing from Frankfurt

With the prospect of European Community quotas on Japanese cars being dropped in eight years, European manufacturers already are playing up an attribute those competitors won't be able to buy or build: heritage.

And that isn't necessarily the automaker's country of origin.

For a German manufacturer like BMW, it's superior engineering. A.B. Volvo of Sweden has a reputation for safe cars. Italian Alfa Romeo rides on the laurels of engines that won numerous races. The French Renault has savoir-faire.

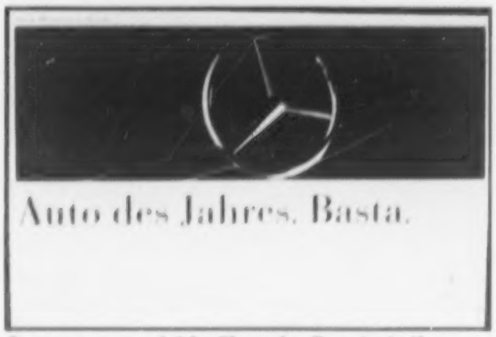
In that subtle European way, the major marques are solidifying images created over decades.

"The Japanese are creating an impetus to have traditional European car manufacturers look at what their cars stand for," says Douglas Thursby-Pelham, management supervisor at ad agency Publicis, London, which handles Renault. "The Japanese are advanced technologically. They are great copiers, but one thing they can't quickly appropriate is heritage. Lexus and Infiniti are fantastic cars, but they lack class."

German-based Volkswagen AG, Europe's No. 1 automaker, is stressing safety and environmental friendliness in its cars.

"As far as safety and the environment go, this is a differentiator. We will be more advanced than the Japanese and the competitors," says Hans Hungerland, member of the VW management board responsible for Volkswagen/-Audi sales worldwide.

Alfa Romeo is climbing upstream and counting on its performance image to lure buyers. It no longer is just building sports cars like the Spider or "pure Alfas" like the 75, high on performance but short on comfort. Alfa models are becoming bigger and more luxurious—competition for Audi, BMW, Mercedes-Benz and Volvo.



German commercial for Mercedes-Benz touts the nameplate as "Car of the Year. Period." European automakers are pushing image hard.

Philip Gamba, VP-marketing at Renault, believes Japanese brands lack the "French touch" of that automaker's designs and credibility. "We have culture and a touch at making cars the Japanese don't," he says.

The major difference between French and Japanese cars is cost, Mr. Gamba says. But he adds, "We have eight years to get on the same level with price and in our way of work."

These days, Renault is "building a car for the occupant with a lot of effort on comfort," he says. "We believe the car cannot be for status; we are not prestige-oriented."

BMW is trying to communicate not the prestige of owning a luxury marque but "the inner value" of its cars, says Richard Gaul, a company spokesman.

"In our price class, safety and comfort will be of more importance than the outlook and presence of being affluent," he says. "To communicate value in products will be of growing importance."

BMW's edge may be its German heritage, but it leaves itself room to assemble cars elsewhere. "BMW is engineering in our environment. Made in Germany or made in Europe will all be the same," he says.

Audi will play up the Germanness of its cars.

Neil Christie, account director on Audi at London agency Bartle Bogle Hegarty, says the Japanese are associated with value for money, high specifications and technical expertise.

"The [European] car market will have to be more focused about developing their individual [brand] images and reputations," he says.

But not every car company will want to stress its country of origin, Mr. Christie says.

"It would be much more difficult for a car company like Rover Group to emphasize its country of origin since the U.K. isn't an appealing country of car manufacturers."

Similarly, Mr. Christie says, Volvo probably will continue to advertise safety rather than its Swedish heritage.

Matsola Palm, exec VP of Volvo, says the company is focusing on four areas that have been key for the Swedish maker: "safety, environmental care, reliability and durability."

But as other carmakers stress these features, Volvo's fight to differentiate itself from the competition will become more difficult, he admits. "If you are in the forefront, the others have to pick up. You cannot stay and wait or you will be passed." ☐

Elena Bowes in London contributed to this story.

In Japan, Detroit dares to compare

By Mary Ann Maskery

Writing from Tokyo

U.S. automakers are trying to change the popular image of their automobiles here by using imported marketing tactics.

Comparative advertising, which General Motors Corp. is trying, historically hasn't gone over well in this country. Direct mail, a cornerstone of Chrysler Corp.'s plan, is expensive and difficult. And new-car showrooms were practically unknown until Ford Motor Co. and Mazda Motor Corp. started using them about a decade ago.

Comparison ads have been legal here since 1986, but GM is the first company to fully exploit the tactic. GM recently unveiled a new print ad from McCann-Erickson Hakuhodo that specifically compares the size, fuel efficiency, quality and price of Cadillac Seville STS with Nissan Motor Corp.'s Infiniti Q45.

"We have felt for a long time there are major misconceptions in Japan about American cars. We want to dispel them," says Jim Steinhagen, VP for General Motors Japan. GM is trying to change the image of American cars as big, expensive gas-guzzlers with inferior quality.

On the surface, the GM campaign is risky. Popular wisdom suggests Japanese consumers have never accepted comparative ads.

"I don't think comparison advertising will increase in Japan because it does not fit the Japanese culture and will not be accepted," says a Hakuhodo agency spokesman.

Yet two previous brushes with the technique suggest it could find some success.

Last May, Pepsi-Cola Co. pulled a TV commercial featuring rap star Hammer that showed a can of Coca-Cola after four Tokyo stations refused to continue running it. In August, two stations resumed play with the cans inked out and an audio reference to Coke bleeped.

Nissan Motor Sales broached the edge of discretion in 1988, when then-President Yutaka Kume named Honda's Prelude as the target for his company's Silvia coupe. Though Mr. Kume's comments at a press introduction were never part of advertising, they were criticized in the press.

Silvia sales overtook Prelude sales seven months after the car was introduced, but Nissan hasn't repeated any such similar move.

The new GM campaign has drawn widespread news coverage, but it's too early to determine how consumers here will react to it.

Yoshikazu Iino, deputy manager for PR at Yanase & Co., GM's distributor, says there has been no negative comment to date. And Hiroshi Kurebayashi, a manager at the Dentsu ad agency, which handles Ford Motor Co., says the GM ad "is done in a reserved tone and will be accepted favorably."

"Comparison advertising . . . does not fit the Japanese culture."

Chrysler Japan Sales, which handles most Chrysler business in Japan with agencies Saatchi & Saatchi Advertising K.K. for Jeep and Bozell Meitsu for Chrysler passenger cars, is using another tactic that's not so controversial as it is difficult.

The marketer isn't running any TV commercials because of the high cost, says Izumi Kato, member of the liaison division for Chrysler Japan Sales, but it's supplementing its print advertising with direct mail.

"The direct mail concept is just beginning in Japan," GM's Mr. Steinhagen says, because many Japanese have a concern for privacy, making it difficult to compile an effective list.

Detroit's Big 3 have made major efforts to expand sales in Japan. GM sales grew 8.8% to 9,261 units in 1991, despite a 10.7% falloff in the import segment during the same period. Ford sold 2,959 imported units, down 50.9%, and Chrysler sold 1,491 cars and Cherokees, up 4.1%.

Ford executives applaud GM's approach. "We think [the campaign] is a very good thing to improve the image of American cars," says Hiroo Tanabe, manager of external affairs for the Ford importer.

Ford has made its own effort to make a dent in the popular image of American cars. Last year, it invited several Japanese journalists to the U.S. for a 1,000-mile test drive from Dearborn, Mich., to Atlanta.

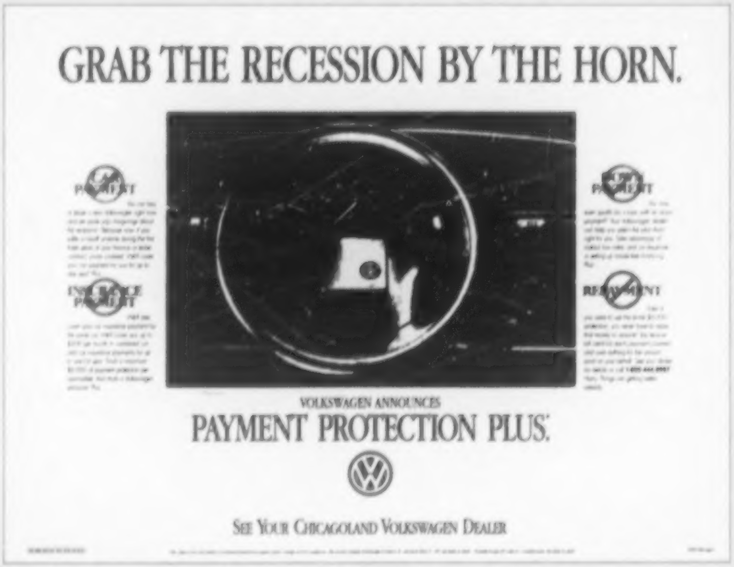
The resulting articles in Japanese car-enthusiast magazines were somewhat critical, says Mr. Tanabe. "But, overall, it was successful. At least they saw the vehicles as they are."

Ford Japan is discussing further ways to promote sales with Autorama, the sales channel jointly owned with Mazda that was set up to sell Ford imports and Ford-badged vehicles built by Mazda. Autorama introduced the concept of showroom sales to Japan when it was formed 10 years ago. ☐

GALLERY

Quality, safety, durability and dash of style bring '92 advertising into focus

◀ Jeep claims the top of the mountain in a wry spot created for the Chrysler Corp. brand by Campbell-Mithun-Esty, Southfield, Mich. Ad executives for an unnamed auto company meet on a mountain with a TV commercial director to discuss a shoot that will demonstrate their product is as good as a Jeep. They solve the problem of how to get their vehicle to the top by agreeing to airlift it by helicopter. The executives then climb into Jeep vehicles to get down from the mountain, as one says, "This is going to be a great commercial."



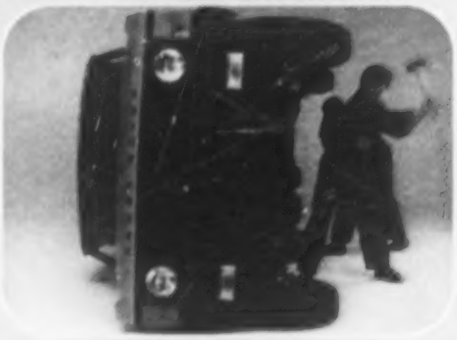
GRAB THE RECESSION BY THE HORN.

VOLKSWAGEN ANNOUNCES

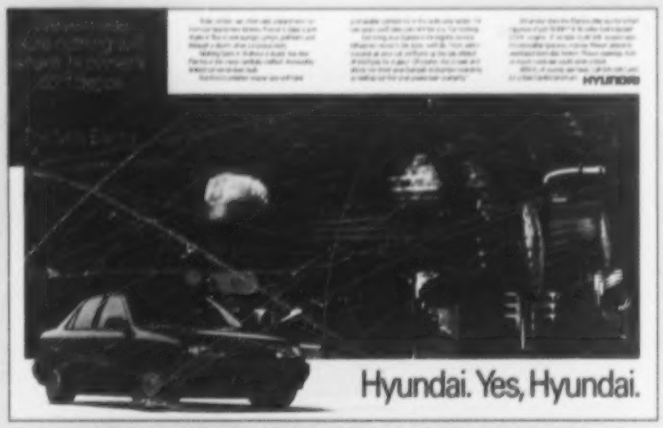
PAYMENT PROTECTION PLUS.

SEE YOUR CHICAGOLAND VOLKSWAGEN DEALER

Range Rover of North America's "Sledgehammer" TV spot for Land Rover stands out in a crowd. The commercial, created by Grace & Rothschild, New York, is set to "The Anvil Chorus" from Wagner's "Tannhauser." Two coverall-clad men use sledgehammers to pound on the underside of a Land Rover that's lying on its side, without damaging the vehicle. Voice-over then says, "before investing in a luxury car, may we suggest you do slightly more than kick the tires." ▶

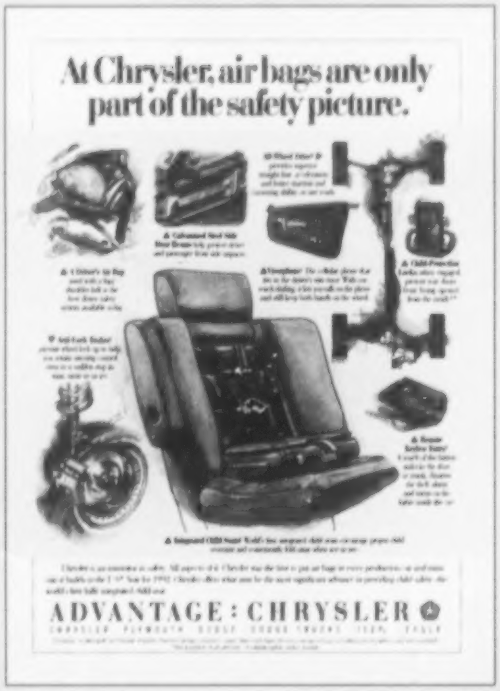


▲ Volkswagen of America broke new marketing ground with its "Payment Protection Plus" program for buyers of VW vehicles. The campaign sparked interest from recession-weary consumers after it was announced in January via TV spots and newspaper ads. Under the program, VW has offered to make up to 12 months of car payments for buyers who are later laid off from their jobs. Monthly payments, plus car insurance, will be paid up to $500. The strategy, developed by VW and DDB Needham Worldwide, Troy, Mich., was meant to restore consumer confidence.



Hyundai. Yes, Hyundai.

▲ Hyundai Motor America decided to address the issue of its product quality during the introduction last fall of the Elantra subcompact sedan. This ad focuses on vehicle testing by Hyundai; a similar TV spot features the Jerry Lee Lewis classic "Whole Lotta Shakin' Goin' On." The ad also introduces Hyundai's ValueCare ownership program, in which all scheduled maintenance for two years or 24,000 miles is free. "About all you pay for is gas," the ad says. Backer Spielvogel Bates, Irvine, Calif., handles the account.



At Chrysler, air bags are only part of the safety picture.

ADVANTAGE: CHRYSLER

◀ Chrysler Corp. staked out a position as a leader in safety, and now it's trying to expand that image by emphasizing a variety of vehicle safety features. The company was the first to offer an integrated child seat, beginning with its 1992 minivans, one of the items featured in this print ad. Bozell, New York, handles Chrysler corporate advertising.

HAVE YOU
DRIVEN
A FORD
LATELY?
Ford

For the 1992 model year, Ford Motor Co.'s Ford Division freshened up its nine-year-old theme line "Have you driven a Ford lately?" with new music and lyrics, still sung by vocalist Kacey Cisyk. A 90-second spot that launched the new style featured emotionally evocative visuals of Americans. J. Walter Thompson USA, Detroit, handles Ford. ▶

Until Seville STS
MOTOR TREND
CAR OF THE YEAR

◀ Cadillac's 1992 Seville and Eldorado advertising helped break down baby-boomer resistance to domestic cars. The General Motors Corp. division is capitalizing on press praise, such as being named car of the year by Petersen Publishing Co.'s *Motor Trend*. Such endorsements are important to skeptical baby boomers, according to marketing executives at Cadillac and its agency, D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.

Sales dip, but vibes are good

WILLIAM R. DIEM
Assistant Managing Editor

Car and light-truck sales fell 2.9 percent, to 340,738, in the middle 10 days of March, but there were indications that business continues to get better.

Truck sales were up 2 percent over last year, and the lost car sales seem to have been program cars, sold to daily rental fleets.

"I never heard of a program truck," said Joel Pitcoff, Ford Motor Co.'s sales analyst, explaining why trucks are a good gauge of the retail market. He said that at Ford for the first 20 days of March, retail car sales were up 10 percent and non-program fleet sales were good. Overall, Ford car sales were up 3.5 percent for March 1-20 despite fewer sales to daily-rental firms.

"A year ago, we were in the second of three turn cycles in the daily-rental business," said Pitcoff. But since last spring, Ford has told rental companies to keep cars for six months or 15,000 miles. That means fleets will turn over twice a year instead of three times. Many of last fall's rental units will be due for replacement in April and May.

General Motors sales also are less dependent on fleets this year. "The fleet mix is off 2½ percentage points year to date," said spokeswoman Toni Simonetti. Overall sales are up 4 percent.

For the 10-day period, GM sales dropped 8.8 percent, "but it's tough to put too much emphasis on any 10-day period," said Simonetti. That is mainly because fleet sales are not spread out evenly. For instance, sales of the Cavalier, a popular fleet vehicle, were down more than 3,000 units to 6,020 during the period, indicating a sales bubble last year.

Cadillac sales rose 4.4 percent in the 10 days, thanks to the Seville. Year to date, said Simonetti, Cadillac's fleet mix is 5½ percentage points lower than last year, and "Seville is much stronger on the retail side."

Toyota Motor Sales U.S.A. Inc. had a great period, up 32.2 percent. Its U.S.-built Camry and Corolla models rose 2,911 units, or 38.8 percent.

American Honda Motor Co. Inc., which generally sells fewer than 10 percent of its cars to fleets, was down 11.5 percent for the 10-day period.

Chrysler Corp. sales were estimated to be off 6.6 percent for mid-March. *Automotive News* estimates sales for Chrysler and many imports. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Mar. 11-20, 1992	Mar. 11-20, 1991
ALFA ROMEO (imp. car)*	111	80
Acura (imp. car)	4,491	5,459
Domestic car	10,814	11,205
Imported car	3,005	4,029
Honda	13,819	15,234
AMERICAN HONDA	18,310	20,693
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,128	1,010
Domestic car*	2,627	3,654
Imported car*	0	26
Domestic truck*	123	110
Chrysler Division*	2,750	3,789
Domestic car*	7,399	10,290
Imported car*	695	738
Domestic truck*	13,948	12,417
Imported truck*	119	98
Dodge*	22,162	23,543
Domestic car*	770	1,071
Imported car*	326	146
Eagle*	1,096	1,217
Domestic truck*	5,387	4,796
Jeep*	5,387	4,796
Domestic car*	4,304	5,985
Imported car*	399	258
Domestic truck*	5,141	4,577
Plymouth*	9,844	10,820
Domestic car*	15,100	21,000
Imported car*	1,420	1,167
Domestic truck*	24,600	21,900
Imported truck*	119	98
CHRYSLER CORP.*	41,239	44,185
Imported car*	310	128
Imported truck*	183	78
DAIHATSU*	494	206
FERRARI (imp. car)*	24	24
Domestic car	32,575	33,858
Imported car	1,022	1,169
Domestic truck	38,389	33,804
Ford Division	71,986	68,831
Domestic car	4,238	5,552
Lincoln	4,238	5,552
Domestic car	8,874	8,040
Imported car	1,301	2,350
Mercury	10,175	10,390
Domestic car	45,687	47,450
Imported car	2,323	3,519
Domestic truck	38,389	33,804
FORD MOTOR CO.	86,399	84,773
Domestic car	11,401	15,746
Buick	11,401	15,746
Domestic car	5,347	5,121
Cadillac	5,347	5,121
Domestic car	26,747	32,303
Imported car	1,400	2,042
Domestic truck	27,479	33,696
Imported truck	93	31
Chevrolet	55,719	68,072
GMC	8,879	8,833
Domestic car	12,791	13,668
Domestic truck	1,102	722
Oldsmobile	13,893	14,390
Domestic car	15,743	14,969
Imported car	663	871
Domestic truck	845	589
Pontiac	17,251	16,429
Domestic car	5,925	1,208
Saturn	5,925	1,208
Domestic car	77,954	83,015
Imported car	2,063	2,913
Domestic truck	38,305	43,840
Imported truck	93	31
GENERAL MOTORS	118,415	129,799
HYUNDAI*†	2,056	2,643
Imported car*	242	201
Domestic truck	1,548	1,057
Imported truck*	1,720	2,046
ISUZU*	3,510	3,303
JAGUAR (imp. car)*	193	170
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	2,216	3,176
Imported car*	3,739	2,631
Domestic truck	172	265
Imported truck*	1,742	2,113
MAZDA*	7,869	8,184
MERCEDES-BENZ (imp. car)*	1,418	1,194
Domestic car	1,766	1,451
Imported car*	2,505	2,927
Imported truck*	452	1,148
MITSUBISHI*	4,723	5,527
Infiniti	777	572
Domestic car	2,289	3,739
Imported car*	5,043	4,561
Domestic truck	2,939	3,421
Imported truck*	3,891	3,392
Nissan*	14,161	15,112
NISSAN MOTOR CORP.	14,938	15,684
PEUGEOT (imp. car)*	14	95
PORSCHE (imp. car)*	123	97
RANGE ROVER (imp. truck)*	77	61
ROLLS/BENTLEY (imp. car)*	7	7
SAAB (imp. car)*	439	543
STERLING (imp. car)*	8	63
Domestic car	1,325	1,363
Imported car*	1,003	1,568
SUBARU*	2,328	2,931
Imported car	122	99
Imported truck	282	395
SUZUKI†	404	494
Lexus (imp. car)	3,198	1,234
Domestic car	10,421	7,510
Imported car	10,850	9,313
Domestic truck	978	0
Imported truck	7,278	6,695
Toyota	29,527	23,518
TOYOTA MOTOR SALES	32,725	24,752
Audi (imp. car)*	328	262
Imported car*	1,830	2,260
Imported truck*	31	113
Volkswagen*	1,860	2,373
VWoA*	2,188	2,636
VOLVO*†	1,406	1,718
YUGO (imp. car)*	95	74
Domestic car	167,572	179,909
Imported car	50,366	50,578
TOTAL CAR	217,938	230,487
Domestic truck	106,931	104,287
Imported truck	15,869	16,169
TOTAL TRUCK	122,800	120,456
TOTAL CAR & TRK.	340,738	350,943

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

ORDERS

Most dealers order for spring upsurge

continued from PAGE 1

President's Day weekend in February, Cunningham said.

Gus Russo, chairman of the Chrysler-Plymouth National Dealer Council, said consumer confidence is strengthening.

"I don't know what happened, but people coming in today have a better attitude and more confidence," Russo said. "And the customers have a better grade of credit-worthiness."

Frank Galeana, chairman of the Dodge National Dealer Council, said he is buying Chrysler Fifth Avenue and Dodge Shadow ES models from other dealers because of inventory shortages at his five dealerships in Detroit, South Carolina and Florida.

Galeana said floor traffic is up 40 to 50 percent over last year, and he is ordering 50 to 75 percent more vehicles than last year.

FORD: "DRAMATIC"

Dealer orders are up at both Ford and Lincoln-Mercury.

Ross Roberts, Ford Division general manager, said most dealers are ordering their maximum allocations, and factories supplying Ford vehicles are working on an ideal 15-day lead time.

"Last year, we were on a three-day lead time on dealer orders," Roberts said, "so this is a dramatic difference."

Roberts said orders were so scarce last year that he would decide on a Thursday if a plant would open the next Monday.

One big boost has been the 25,000 orders for the Crown Victoria police car, which began production this month.

At L-M, spokesman Chuck Snearly said 1992 dealer orders through mid-March are up 36 percent over the same period last year. Snearly said the big winners are the Mercury Sable, Grand Marquis, Topaz and Capri.

Ford and L-M dealers agree that consumer traffic is up.

"We're looking at a Ford year and maybe a Ford decade," said Elvin Poole, general manager of McInerney Ford Inc. in Orlando, Fla.

Poole said he has bought 100 Explorers from the factory and other dealers. "Every doctor in town has to have an Explorer," he said. "They all want green."

Jim North, owner of North Brothers Ford in Westland, Mich., is a member of the Ford Dealer Council. North said his dealer orders are up 15 percent this year, with trucks, Escorts, Tauruses and Tempos his hottest sellers.

GM: POCKETS OF PLUS

GM dealers are not as enthusiastic as Chrysler's and Ford's, although there are pockets of excitement.

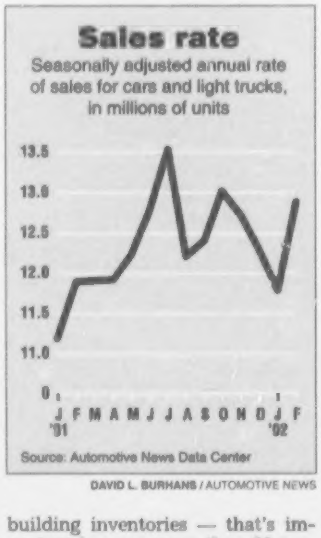
Spokesman Reginald Harris said Pontiac's order bank is up 19 percent as dealers clamor for Grand Ams, Trans Sports and Bonnevilles. "We had a meeting with the LAD (Lansing Automotive Division) people last week to ask for a lot more Grand Ams," Harris said.

Robert Coletta, Buick general manager of sales and service, said many Buick dealers and are planning to order more cars.

Chevrolet spokesman J. David Hudgens said the Chevrolet order bank is up, "particularly in our core, volume products. Dealers are building inventories — that's important because more than 80 percent of our sales are sold out of stock."

Sales rate

Seasonally adjusted annual rate of sales for cars and light trucks, in millions of units



Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

Spokeswoman Jill Witzenburg said Oldsmobile already has experienced a dealer order surge, especially for the Achieva.

David Bean, owner of John Watson Chevrolet in Ogden, Utah, said he is ordering more vehicles than last year.

"We had a pretty good burst in January and February, but it's been quiet in March," said Bean. "I've seen more business in trucks than cars. What I'm moving in cars are the smaller ones like Geo Metros."

Larry Cummings, owner of Larry Cummings Oldsmobile-GMC in Crawfordsville, Ind., said, "We're having a good month.

"Because of Indiana tax laws, we get into the spring selling season earlier than other places in the country."

He said the Achieva is the hottest Oldsmobile product he has had in a decade. "We got our first Achieva on Jan. 7 and we had delivered 15 by March 7. Eleven of the 15 were leases." Oldsmobile offers a $199-a-month, four-year lease on the Achieva.

At the other end, Cummings said, "The Ninety Eight is extremely slow. The market at that price level is really slow right now."

JAPANESE: MIXED

There are voices of caution.

California megadealer John B.T. Campbell III, who has Saturn, Ford, Mazda, Buick, GMC, and Nissan franchises, said the outlook is mixed.

"It's not 1986 again, but it's better than last year and I'm not complaining," Campbell said. "Ford is doing pretty well. Buick and GMC business is OK. The new models of GMC trucks (Suburban and Yukon) have been in short supply, and that has hurt. But I'd rather have the plant build fewer trucks as long as the quality stays high. Nissan is the tough one right now."

Dave Conant, general manager of Norm Reeves Honda Superstore in Cerritos, Calif., is optimistic but doesn't see a break-loose recovery. "I'm seeing more lookers and buyers," Conant said. "The California recovery is going to lag behind the rest of the country."

At Toyota Motor Sales U.S.A. Inc., Art Garner, spokesman for Lexus Division, said there has been a surge in demand. "The biggest thing we're hearing from dealers is that buyers are suddenly a lot more serious — less lookers and more buyers."

And Executive Vice President Robert McCurry offered "guarded optimism" for the economy. He noted positive movement in housing and factory orders for durable goods.

But at Mazda Motor of America Inc., Sales Vice President Duke Hale said dealer order comparisons must be tempered by year-to-year analysis: "You have to look, in all cases, at what's being compared. A lot of our competition wasn't aggressive at all last year in the first quarter during the war. For them, it won't be hard to be up a lot over last year.

"But for us, we had a good first quarter last year compared to 1990, so if we're up over that, we're pleased. I'm hearing encouraging things from people in almost every region. This is especially noteworthy in the Northeast, which we all know has been hit the hardest."

EUROPEANS PREPARE

European luxury makes, which depend on the Northeast, expect a recovery. BMW, Jaguar and Mercedes-Benz all reported that orders are up as dealers build inventory for spring. Volvo Cars of North America believes a recovery is further away.

"There are a number of things fundamentally wrong with the economy," said Volvo spokesman Robert Austin.

BMW of North America Inc. expects its dealers to sell 16,000 cars in the second quarter compared with 13,000 last year, said spokesman Thomas McGurn, due in part to anticipated interest in the new 325i and the 318i.

Don Hicks, owner of Shortline Subaru-Hyundai-Suzuki in Aurora, Colo., said, "I'm very optimistic that sales in our area are going to get stronger still."

Wayne Williams, owner of Williams Auto World (VW-Audi-Subaru-Porsche-Mercedes-BMW) in Lansing, Mich., said he is very optimistic. He said the average time between initial consumer contact and actual purchase is about 10 days compared to the six or seven weeks last fall.

"We normally carry one or two VW Cabriolet convertibles, but I just bought five more for a total of seven," said Williams. "We're trying to get as many new and used Porsches as we can. When consumers make the decision to buy they want it now." AN

Managing Editor Edward Lapham wrote this story. It was reported by Staff Reporters Kristine Stiven Breese, Mary Connelly, Phil Frame, Jim Henry, Kathy Jackson and Arlena Sawyers.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
HONDA	
Accord, Prelude (1991, no expiration date)	$500
Accord (1992, Calif. only, expires April 2)	$500
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires April 2)	
Legacy (1991)	$1,200-1,700
Legacy (1992, invoiced before Feb. 4)	$500
Legacy (1992, invoiced after Feb. 4)	$1,000
SUZUKI (expires April 2)	
Swift (1992)	$400-700
Sidekick (1992)	$300-700
Swift (1991)	$700-1,000
Sidekick (1991)	$1,000-1,500
TOYOTA (expires April 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$600-1,000, quota
Celica	$400-800, quota
Tercel	$200-600, quota
Pickups (base 4x2)	$900-1,500, quota
Other pickups	$400-1,000, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000
VOLVO (expires March 31)	
1992 models	
240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500
1991 models	
240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

BMW would find supplier pals in S. Carolina

LINDSAY CHAPPELL

Staff Reporter

If BMW AG wants to set up a North American assembly plant somewhere away from the influence of Japanese transplants, it's a little late.

The remote South Carolina town it is eyeing already has two Japanese parts ventures. And 14 other Japanese parts firms are operating within 100 miles of the site, employing at least 3,300.

The Anderson area, with a population of 140,000 in the northeast corner of South Carolina, has emerged as the leading contender for a BMW assembly plant.

The town is halfway between Atlanta and Charlotte, N.C., each 100 miles away on Interstate 85. The drive to Atlanta connects Anderson to Interstate 75, a Midwestern jugular that links scores of Japanese transplant factories with Detroit. The list includes Toyota Motor Manufacturing U.S.A. in Georgetown, Ky.

Other suppliers are nearby.

Michelin Corp., the French tiremaker and BMW supplier, has its North American headquarters 40 miles away in Greenville, S.C.

Conveniently, three of the nearby Japanese-affiliated suppliers are joint ventures with traditional BMW suppliers — Germany-based Robert M. Bosch Co. and Carl Freudenberg Co.

Bosch is a 50-percent partner with Nippondenso Ltd. in Anderson's Associated Fuel Pump Systems Corp.

Bosch is a 51 percent partner with Japan Electronic Control Systems Co. in Automotive Electronic Control Systems Inc., also in Anderson.

Freudenberg and its partner in the United States, Japanese-based NOK Corp., operate one of their joint-venture seal plants across the state line in Cleveland, Ga.

A fourth plant in the area, British-based Lucas Industries in Greenville, exports fuel injectors to BMW in Munich.

The potential German transplant would have immediate access to 170 traditional European supplier plants in the United States, points out Henry P. Allessio, partner with Easton Consultants Inc. in Hopkinton, Mass., who tracks the automotive supplier industry.

"There are enough German suppliers operating over here to give them a good start," he says. ■

BMW

Maker sees savings from U.S. plant

continued from PAGE 1

plant site in the United States has been narrowed to four from 215, "with only South Carolina mentioned specifically."

The Munich-based carmaker late last week confirmed the essence of the Thoms memo, but said no decision is likely to be made until mid-to-late May.

According to Thoms, Von Kuenheim said that BMW plans to "build a specific model in the U.S. and would not duplicate production in Bavaria."

Company sources confirmed last week that either a new entry-level car based on the 3 series or even a 3-series convertible or station wagon could be built outside Germany.

Because of the popularity of the new 3 series, BMW's plants in Germany are reaching capacity, the company said. The 3-series convertible has been approved for production and a go-ahead on the station wagon is expected.

The logic of a U.S. move stems from BMW's need to be present in a "dollar area" to make itself less vulnerable to currency fluctuations, company sources said last week. The company sold 53,343 cars in the United States last year, roughly 10 percent of its total production.

BMW prefers the United States over Mexico or Canada, the source said.

According to the Thoms memo, BMW does not want to locate in a state where the Japanese currently have production facilities, eliminiating Ohio, Kentucky, Illinois, Indiana, Tennessee and California.

"Another important condition is the proximity of a good international airport providing timely connections to Europe," the memo said. "Also, a good rail transportation system to a major port for shipping the cars is important."

Finally, "The BMW chairman said the availability of non-unionized workers was strongly preferred by his company."

Von Kuenheim has frequently complained that high wages in Germany, one of the most expensive countries in Europe, undermines the company's competitiveness. According to BMW, its workers are paid an average of $26.07 an hour, including social costs. Employees work 37 hours a week and receive six weeks of vacation a year.

In comparison, according to BMW, U.S. autoworkers earn an average $20.76 per hour — including social costs — work 40 hours per week and receive four weeks of vacation a year.

BMW is concerned with the "high hourly wages, work limitations, environmental restrictions, etc., that are a part of doing business in Germany," Thoms says.

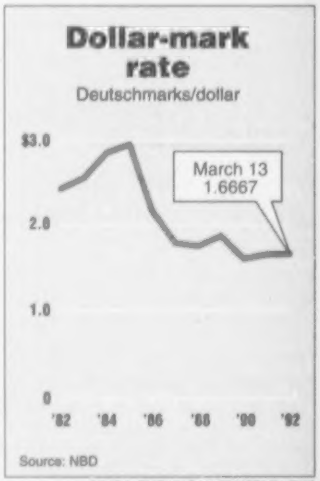
According to Thoms, he was told by von Kuenheim that a U.S.-produced car would be sold in the United States and exported. The cars would be transported aboard the same ships that bring new BMWs to the United States, von Kuenheim is quoted as saying.

While BMW's search for a plantsite went as far west as Omaha, Neb., BMW does not want a plant more than seven times zones away from Germany "so that the managers would be able to talk to one another at reasonable hours," the memo says.

In his memo, Thoms tells the Bonn embassy he is certain BMW will decide to build a plant in the United States. ■

Dollar-mark rate

Deutschmarks/dollar



Source: NBD

DAVID L. BURHANS / AUTOMOTIVE NEWS

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO.	
1992 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.	
1991-92 models	
Chrysler New Yorker Fifth Ave., Imperial	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco	$1,500
Shadow, Spirit	$1,000
Daytona, Colt 3-dr.	$500
Dodge Ramcharger	$2,000
Ram wagon (van and conversion)	$1,000
Ram pickup (gas), Dakota pickup	$750
Ram 50 pickup	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., '92 wagon	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$1,000
Colt 3-dr., '92 Vista	$500
All minivans	$500
Northeast region only: LeBaron sedan, Acclaim, Spirit	$1,500
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires April 2)	
Excel (1991)	$1,000
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$750
Scoupe (1992)	$500
Sonata (1991)	$1,500
Sonata (1992)	$750
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500
SUBARU (expires April 2)	
Loyale (1991-92)	$500
Legacy (1992)	$500

New Ford rebates run to June 30

ARLENA SAWYERS

Staff Reporter

Ford Motor Co. announced a customer rebate program that runs from April 1 through June 30. Payments range from $400 to $2,000 on 1992 and 1991 cars and from $400 to $1,000 on trucks.

Finance rates of 2.9 to 7.9 percent are also available.

The program is largely regional and is most generous for California residents.

For instance, the 49-state rebate on 1992 Thunderbirds and Cougars is $500. In California, it is $1,500 on the 1992 Thunderbird Sport and Super Coupe and Cougar XR7.

Other 1992 Thunderbirds and Cougars carry no rebates in California, although Ford has a cut-price deal on the T-bird LX. ■

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Belvidere, Ill.	3/30	
Chrysler Fifth Avenue		1,000
Chrysler Imperial		100
Chrysler New Yorker Salon		600
Dodge Dynasty		3,000
FORD MOTOR CO.		
Wayne, Mich.	3/30	
Ford Escort		5,800
Norfolk, Va.	3/30, 4/6	
Ford F-series pickup		3,200
Total U.S. car		**10,500**
Total U.S. truck		**3,200**
Total units lost week of 3/30		**13,700**

†Plant closed for retooling until spring 1992.

Source: Automotive News Data Center

Ford wants redo of Japan-based dealer channel

RICHARD JOHNSON

Staff Reporter

TOKYO — Ford Motor Co. and Mazda Motor Corp. are negotiating to restructure the Autorama dealer network through which Fords are sold in Japan.

Ford owns 34 percent of Autorama, Mazda owns 39 percent and nine other companies own 27 percent. The network sells more than 80,000 Ford-badged cars and trucks per year, although the lion's share is built by Mazda in Japan.

Ford bought its stake in Autorama in 1989. Last year, it named former Toyota Motor Corp. executive Konen Suzuki president of Ford of Japan to recharge the company's sales efforts here.

Suzuki has focused on trying to upgrade Autorama, which he described in an interview last week as "a nightmare for me."

"Autorama is far behind the ideal situation for a dealership at the distributor level and at the factory level," he said. "We are just starting to correct it. It can't be accomplished in six months; it will take several years."

The channel has 115 dealers and 340 sales outlets. Suzuki said the total must rise, but he said his first priority is to raise the standards of existing dealers.

Autorama is "far behind" industry service standards, he said. "And everyone contributed to the problem — the dealers, the distributor, Mazda, everyone."

He said service and repair is "only one example, although a big one. This is very, very important, especially for imported cars."

Suzuki would not comment on whether the equity relationship among the partners might change, but said he expects to see more cooperation. He said Ford plans no large-scale marketing effort in Japan until the Autorama matter is resolved.

Ford sold 1,600 imported vehicles through Autorama last year, down sharply from 1990. When sales of seven Ford dealers are added, volume was just under 3,000 units. This year, Suzuki expects to sell about 5,000, including 3,500 through Autorama.

Still, he regards the total as "nothing," and said his job is to set a foundation for the future.

Suzuki said Ford eventually hopes to achieve 5 percent of the Japanese market, with imports accounting for about half of that.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 3/23-3/28/92	Actual 3/16-3/21/92	3/1-3/28/92	Year 1/1-3/28/92	Year 1/1-3/30/91
LeBaron J	1,150	0	3,526	10,908	7,869
New Yorker	0	0	1,188	4,363	2,145
Fifth Avenue	0	0	2,959	7,145	6,375
Imperial	0	0	257	1,235	1,867
Town & Country (trk.)	360	320	1,262	2,920	751
Total Chrysler Div.	**1,510**	**320**	**9,192**	**26,571**	**19,007**
Sundance	0	0	2,830	11,307	10,999
Acclaim	1,875	0	5,660	17,085	21,549
Voyager (trk.)	2,160	2,407	9,024	21,302	19,602
Voyager (Can. trk.)	2,814	2,785	11,243	34,422	26,904
Total Plymouth	**6,849**	**5,192**	**28,757**	**84,216**	**79,054**
Daytona	0	0	464	2,513	2,774
Shadow	0	0	4,053	16,422	12,240
Dynasty	0	0	5,573	18,854	31,087
Spirit	1,750	0	5,335	16,948	19,481
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	649
Caravan (trk.)	3,000	3,039	11,573	28,327	25,297
Caravan (Can. trk.)	3,624	3,745	14,676	45,138	32,394
Caravan C/V (trk.)	72	79	352	690	944
Caravan C/V (Can. trk.)	162	156	635	2,188	2,108
Dakota (trk.)	2,900	3,097	12,146	28,775	14,957
Ram pickup (trk.)	1,400	1,505	5,910	14,074	14,859
Ram wagon (Can. trk.)	550	576	2,236	5,801	4,636
Ram van (Can. trk.)	1,410	1,416	5,660	14,520	8,276
Total Dodge	**14,868**	**13,613**	**68,621**	**194,250**	**169,782**
Premier (Can.)	0	0	0	0	1,654
Cherokee (trk.)	3,500	3,551	14,202	33,421	22,664
Comanche (trk.)	60	62	236	688	1,489
Grand Cherokee (trk.)	1,075	1,295	4,288	6,875	0
Wagoneer (trk.)	5	1	30	279	727
Wrangler (Can trk.)	1,932	1,986	7,850	23,267	11,578
Total Jeep-Eagle	**6,572**	**6,895**	**26,624**	**64,530**	**38,092**
Total U.S. car	**4,775**	**0**	**31,845**	**106,790**	**116,306**
Total Can. car	**0**	**0**	**0**	**0**	**2,383**
Total U.S. truck	**14,532**	**15,356**	**59,032**	**137,441**	**101,270**
Total Can. truck	**10,492**	**10,664**	**42,317**	**125,336**	**85,896**
CHRYSLER CORP.	**29,799**	**26,020**	**133,194**	**369,567**	**305,855**
Escort	5,093	5,818	16,708	32,862	44,192
Mustang	2,730	2,821	8,274	18,942	11,458
Tempo	2,851	2,903	12,368	30,419	24,837
Tempo (Can.)	3,413	3,481	10,284	27,965	27,533
Taurus	7,078	6,892	28,278	88,887	69,329
Thunderbird	1,800	1,913	5,764	18,276	15,505
Crown Victoria (Can.)	3,252	2,922	10,277	23,077	23,442
Aerostar (trk.)	4,010	4,035	16,115	43,514	28,129
Bronco (trk.)	676	626	1,859	4,797	2,437
Explorer (trk.)	6,727	6,616	26,549	79,438	65,447
Mazda Navajo (trk.)	145	143	543	1,156	3,943
Econoline (trk.)	4,733	4,588	17,914	45,015	26,954
Heavy (trk.)	1,039	1,027	4,174	11,280	8,416
Light truck (trk.)	10,088	11,275	41,575	112,507	58,042
Light truck (Can. trk.)	3,040	3,040	12,160	39,521	21,337
Ranger (trk.)	7,142	7,206	26,025	61,034	53,755
Total Ford Division	**64,406**	**65,306**	**238,867**	**638,690**	**484,756**
Topaz	1,516	1,552	5,329	12,210	10,856
Topaz (Can.)	1,483	1,415	4,306	9,897	7,163
Cougar	1,800	1,887	4,831	13,193	11,147
Sable	3,450	3,344	13,464	28,343	22,082
Grand Marquis (Can.)	2,542	2,678	9,193	24,400	11,605
Total Mercury	**10,791**	**10,876**	**37,123**	**88,043**	**62,853**
Continental	951	909	3,868	9,217	14,500
Mark VII	239	249	978	2,166	2,534
Town Car	2,970	3,047	12,109	28,622	34,113
Total Lincoln	**4,160**	**4,205**	**16,955**	**40,005**	**51,147**
Total L-M Division	**14,951**	**14,941**	**54,080**	**128,048**	**114,000**
Total U.S. car	**30,487**	**31,236**	**111,971**	**283,137**	**280,553**
Total Can. car	**10,690**	**10,496**	**34,062**	**85,339**	**60,743**
Total U.S. truck	**35,140**	**35,516**	**134,754**	**358,741**	**247,123**
Total Can. truck	**3,040**	**3,040**	**12,160**	**39,521**	**21,337**
FORD MOTOR CO.	**79,357**	**80,307**	**292,947**	**766,738**	**590,756**
Skylark	1,480	1,519	5,979	16,927	28,924
Century	2,424	2,131	6,298	14,907	17,565
Regal (Can.)	2,700	2,653	5,353	16,009	25,205
Riviera	335	247	1,099	2,888	3,020
Park Avenue	1,743	1,757	7,003	15,591	26,245
LeSabre	3,500	2,826	10,717	33,813	33,069
Roadmaster sedan	1,400	1,362	4,138	14,909	0
Roadmaster wagon	400	394	1,185	3,368	3,646
Reatta	0	0	0	0	603
Total Buick	**13,982**	**12,889**	**41,772**	**118,412**	**138,277**
Eldorado	959	830	3,477	10,865	3,921
Seville	1,452	1,026	4,540	12,050	7,745
Brougham	0	0	0	2,170	4,905
DeVille	1,786	1,580	8,627	27,035	32,739
Allante	64	39	125	192	779
Total Cadillac	**4,261**	**3,475**	**16,769**	**52,312**	**50,089**
Cavalier	5,429	4,469	19,219	53,280	67,571
Camaro	1,456	1,460	5,838	14,391	10,282
Corsica-Beretta	4,780	4,450	17,748	46,324	50,613
Lumina (Can.)	6,250	6,286	12,538	45,340	41,214
Caprice	2,880	2,871	8,602	26,083	31,230
Corvette	480	457	1,881	4,204	5,920
Astro (trk.)	3,085	3,694	12,395	39,636	20,098
Blazer (trk.)	450	411	1,608	4,749	1,962
Lumina APV (trk.)	1,213	1,228	3,868	9,814	7,089
Mediums (trk.)	80	138	438	1,343	1,972
P-model (trk.)	478	430	1,885	4,704	3,986
Pickup (trk.)	6,937	6,916	23,463	57,989	45,852
Pickup (Can. trk.)	3,900	3,968	15,778	49,792	34,168
S10 (trk.)	5,050	4,373	17,992	41,231	54,002
S10 Blazer (trk.)	3,430	2,040	11,228	32,046	11,480
Sportsvan (trk.)	0	1,136	3,057	11,295	8,786
Sportsvan (Can. trk.)	1,400	1,430	6,044	17,866	8,786
Suburban (trk.)	962	896	3,493	9,831	5,201
Total Chevrolet	**48,251**	**46,652**	**166,901**	**469,887**	**410,192**
Achieva/Calais	2,800	2,482	10,821	31,323	28,343
Cutlass Ciera	2,625	2,737	8,691	29,085	13,196
Cutlass Ciera (Can.)	0	0	0	0	14,633
Cutlass Supreme	2,400	0	7,138	15,952	23,908
Toronado	181	237	859	1,828	1,730
Eighty Eight	2,017	1,900	7,122	20,413	18,903
Custom Cruiser wag.	120	97	349	1,250	3,318
Ninety Eight	753	670	2,399	7,403	20,363
Silhouette (trk.)	503	499	1,571	3,745	3,541
Bravada (trk.)	223	230	843	3,478	5,862
Total Oldsmobile	**11,622**	**8,852**	**39,793**	**114,477**	**133,817**
Sunbird	2,359	1,984	8,056	23,869	31,107
Grand Am	5,160	4,210	18,000	54,167	51,004
Firebird	542	540	2,162	5,718	2,474
Grand Prix	2,284	1,843	7,660	26,951	24,141
Pontiac 6000	0	0	0	0	7,674
Bonneville	2,580	2,593	10,476	24,087	21,066
Trans Sport (trk.)	1,128	1,050	2,955	5,730	4,556
Total Pontiac	**14,053**	**12,220**	**49,309**	**140,522**	**142,022**
Yukon-Jimmy (trk.)	182	153	588	1,495	081
Medium (trk.)	520	599	2,241	6,489	5,120
P-model (trk.)	34	63	230	615	775
Pickup (trk.)	2,470	2,522	8,479	22,672	19,282
Pickup (Can. trk.)	1,450	1,465	5,803	17,955	13,414
Syclone-Sonoma (trk.)	983	840	4,003	9,411	12,950
Typhoon-S15 Jimmy (trk.)	812	513	3,116	8,494	4,857
Safari (trk.)	1,400	1,583	5,418	15,526	8,124
Suburban (trk.)	802	777	2,839	6,419	5,313
Vandura (trk.)	0	273	898	5,776	3,626
Vandura (Can. trk.)	750	736	2,915	9,659	4,485
Total GMC	**9,393**	**8,524**	**36,539**	**104,511**	**78,687**
Total Saturn+	**4,115**	**4,115**	**16,460**	**43,489**	**10,323**
Total U.S. car	**58,506**	**50,625**	**206,080**	**584,232**	**586,327**
Total Can. car	**8,950**	**8,930**	**17,891**	**61,358**	**81,072**
Total U.S. truck	**30,721**	**30,364**	**112,434**	**302,468**	**235,075**
Total Can. truck	**7,500**	**7,599**	**30,540**	**95,272**	**60,853**
GENERAL MOTORS	**105,677**	**97,527**	**367,534**	**1,043,330**	**963,327**
Can. car	2,300	2,314	9,018	28,091	32,639
Can. trk.	1,450	1,482	5,797	17,619	14,517
CAMI*	**3,750**	**3,796**	**14,815**	**45,710**	**47,156**
DIAMOND-STAR*	**3,304**	**3,478**	**13,302**	[illegible]	[illegible]
Civic	2,200	2,178	8,409	23,011	22,485
Civic (Can.)	2,190	2,233	9,110	28,722	26,350
Accord	7,740	7,853	31,326	98,568	86,598
Total U.S. car	**10,000**	**10,031**	**39,735**	**121,579**	**109,083**
Total Can. car	**2,190**	**2,233**	**9,110**	**28,722**	**26,350**
HONDA	**12,190**	**12,264**	**48,845**	**150,301**	**135,433**
HYUNDAI Sonata (Can.)	**485**	**483**	**968**	**3,796**	[illegible]
MAZDA*	**723**	**988**	**2,892**	**14,364**	**37,465**
U.S. trk.	1,585	1,522	4,585	15,991	18,894
Can. trk.	165	165	661	1,998	1,962
NAVISTAR	**1,750**	**1,687**	**5,246**	**17,989**	**20,856**
Sentra	2,640	2,641	10,524	35,509	36,139
Pickup (trk.)	2,580	2,598	10,397	34,688	34,633
NISSAN	**5,220**	**5,239**	**20,921**	**70,197**	**70,772**
Geo Prizm	1,900	1,899	7,660	23,785	25,481
Toyota Corolla	2,400	2,363	9,481	29,202	26,231
Toyota Pickup (trk.)	900	885	3,506	8,754	0
NUMMI	**5,200**	**5,147**	**20,647**	**61,741**	**51,712**
Legacy	1,200	1,144	4,756	14,617	14,190
Pickup (trk.)	370	484	1,857	6,095	0
Rodeo (trk.)	640	892	3,251	10,617	0
Total U.S. car	**1,200**	**1,144**	**4,756**	**14,617**	**14,190**
Total U.S. trk.	**1,010**	**1,376**	**5,108**	**16,712**	**13,204**
SUBARU-ISUZU	**2,210**	**2,520**	**9,863**	**31,329**	**27,394**
Camry	4,500	4,581	18,409	58,353	55,663
Corolla (Can.)	1,500	1,505	6,043	18,385	16,797
TOYOTA	**6,000**	**6,086**	**24,452**	**76,738**	**72,460**
VOLVO 740, 940 (Can.)	**150**	**150**	**600**	**1,806**	**2,158**
AM GENERAL (trk.)	**375**	**375**	**1,500**	**4,575**	**5,170**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**9,600**	**29,200**	**34,270**
Total U.S. car	**120,435**	**109,005**	**457,243**	**1,311,066**	**1,306,301**
Total Canada car	**26,265**	**26,120**	**77,692**	**227,497**	**240,959**
Total U.S.-Canada Car	**146,700**	**135,125**	**534,935**	**1,538,563**	**1,547,260**
Total U.S. truck	**89,243**	**90,392**	**340,916**	**908,650**	**689,639**
Total Canada truck	**22,647**	**22,950**	**91,475**	**279,746**	**184,565**
Total U.S.-Canada truck	**111,890**	**113,342**	**432,391**	**1,188,396**	**874,204**
TOTAL U.S.	**209,678**	**199,397**	**798,159**	**2,219,716**	**1,995,940**
TOTAL CANADA	**48,912**	**49,070**	**169,167**	**507,243**	**425,524**
TOTAL U.S.-CANADA CAR & TRUCK	**258,590**	**248,467**	**967,326**	**2,726,959**	**2,421,464**

+Estimate

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Car build for year tops '91

ANNE E. WRIGHT

Chief Statistician

Last week's estimated car production in the United States was the highest so far in 1992. And year-to-date, U.S. car production leads 1991 for the first time. The margin is 0.4 percent.

Last week's estimated U.S. car production was 120,435, up 10.5 percent from the prior week and 27.2 percent over the year-ago week, which included the Good Friday holiday.

Year-to-date, U.S. car production is 1,311,066.

Canadian car production last week was estimated at 26,265, up 0.6 percent from the prior week and 21.3 from the year-ago week.

So far in 1992, Canadian makers have produced 227,497 cars, down 5.6 percent from 1991.

U.S. truck production was estimated at 89,243 last week. That was a decrease of 1.3 percent from the prior week but an increase of 44.8 percent over the same week last year.

U.S. truckmakers have assembled 908,650 vehicles so far this year, an increase of 31.8 percent from the same period one year ago.

Canadian truckmakers' estimated production last week was 22,647, down 1.3 percent from the prior week but up 47.5 percent from the year-ago week.

Year-to-date, truck production in Canada is 279,746 an increase of 51.6 percent over 1991.

Last week's estimated daily build rate was 51,718 cars and light trucks in the United States and Canada, the most productive week so far in 1992.

Daily production was up 4.1 percent from the prior week and 7.0 percent from the year-ago four-day holiday week.

General Motors' Detroit-Hamtramck, Mich., facility ran overtime on the Buick Riviera, Cadillac Eldorado, Cadillac Seville, and Oldsmobile Toronado lines.

Work at GM's Wentzville, Mo., car plant has been reduced to one shift this week to adjust inventory in the field.

The postal line at GM's Moraine, Ohio, plant worked one shift of overtime last Saturday. The company's Janesville, Wis., truck plant worked two shifts of overtime last Friday.

In Canada, GM's Scarborough, Ontario, and Osahawa, Ontario, truck plants worked overtime last Saturday.

Ford Motor Co.'s Kansas City, Mo., and Louisville, Ky., truck plants and the St. Thomas, Ontario, car plant worked daily overtime last week.

The Louisville facility has worked the maximum hours of overtime permitted by the UAW contract permits since February 1990.

The overtime has been ordered to maximize output of the Ford Explorer.

Ford's Wayne, Mich., car facility will be idle this week for model changeover. The plant produces the Ford Escort.

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Automotive

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NEWSPAPER

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Japanese car hike is $441

10 makes boost stickers in March; Big 3 don't

JOHN K. TEAHEN JR.
Senior Editor

The spring round of price increases on Japanese cars in the United States resulted in an average hike of $441, or 2.8 percent, an *Automotive News* analysis discloses.

Ten of the 12 Japanese makes have raised prices since March 1, with the boosts ranging from $100 for American Suzuki Motor Corp. to $1,790 for Lexus Division of Toyota Motor Sales U.S.A. Inc. Only American Isuzu Motors Inc. and Daihatsu America Inc. did not raise car prices last month.

The increases apply to cars built by Japanese transplants in the United States as well as to vehicles imported from Japan. All increases mentioned in this article are sales-weighted.

The March boosts followed President Bush's visit to Japan in January. He was accompanied by the chairmen of General Motors, Ford Motor Co. and Chrysler Corp.

Shortly after that visit, *Automotive News* reported that the presidents of Toyota Motor Corp. and Nissan Motor Co. Ltd., Japan's two biggest automakers, were considering hiking prices in the United States. The move was viewed as an effort to ease trade friction between the two nations as well as a way to shore up the Japanese firms' flagging — or nonexistent — profits in this country.

see PRICES, 44

news

Sales up 2.3%; trucks lead way

Sales of new cars and light trucks rose 2.3 percent in March, marking the third consecutive monthly increase of 1992. The March gain pushed the *Automotive News* Seasonally Adjusted Annual Rate to 12.3 million, 3.4 percent above 11.9 million for three months last year.

March sales totaled 1,109,743, compared to 1,084,807 last year.

Trucks did the job in March with a gain of 9.9 percent over last year. Cars were down 1.4 percent.

But retail sales of cars appeared to be gaining strength. James Fitzpatrick, vice president of the General Motors communications and marketing staff, cited a "continuing strong retail performance" for GM.

Each of the Big 3 reported a sales gain over last year's weak performances. Sales of Japanese cars and trucks dropped 5.6 percent.

The March sales table is on Page 41.

Camry wagons start at $16,898

TORRANCE, Calif. — Prices of the recently introduced Toyota Camry station wagons start at $16,898 for the Deluxe four-cylinder model, Toyota Motor Sales U.S.A. Inc. said last week. An LE 4 wagon is $18,798 and an LE V-6 is $20,528.

Automatic transmission and

see LATE NEWS, 2

JOE WILSSENS/AUTOMOTIVE NEWS

A vote for experience

Chrysler Corp. dedicated its $1 billion Jefferson North assembly plant in Detroit last week and made it a symbol of inner-city America and opportunity for minorities. Chairman Lee Iacocca, right, talking with UAW President Owen Bieber, said the plant may be urban America's last chance for success with the auto industry. Workers there average 51 years of age and 26 years of experience. Bieber said the plant should become the symbol of what can be achieved if the U.S. government aids the domestic auto industry. (See *Automotive News* editorial, Page 12.)

Piech's job: cut costs, keep gains by Hahn

Choice pleases some VW critics

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Ferdinand Piech, the Audi AG chairman who will likely be named Volkswagen AG's next chairman this week, will have to carry out his predecessor's global expansion plan while honing VW for tougher competition in Europe.

Piech is expected to get nod this Friday

Piech, who will be 55 on April 17, has been tapped by a VW supervisory board committee to succeed Carl Hahn next Jan. 1. As the selection was made, VW set the tone for Piech's tenure by confirming plans to cut 12,500 blue-collar jobs in Germany during the next five years.

see PIECH, 42

Yoshino could replace Irimajiri in Honda troika

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. Ltd. will decide by the end of April on a new top management format that is likely to result in Hiroyuki Yoshino returning from Ohio to replace product and manufacturing chieftain Shoichiro Irimajiri.

Honda's executive team was thrown into disarray with the March 18 resignation of Irimajiri for health reasons. President Nobuhiko Kawamoto and other company officials are immersed in the job of revamping the leadership tier, say company insiders. Company sources say changes will be announced in May.

A revised structure is likely to emerge, although it could be another troika.

Yoshino, now president of Honda of America Manufacturing Inc., could follow his friend and classmate Irimajiri into one more post, standing with Kawamoto and executive vice president Yoshihide Munekuni at the top of Honda.

Hiroyuki Yoshino is a friend and classmate of Shoichiro Irimajiri.

Kawamoto instituted the shared-responsibility troika a year ago to make the

see HONDA, 41

Jeep-Eagle dealers rap new CSI-rebate plan

MARY CONNELLY
Staff Reporter

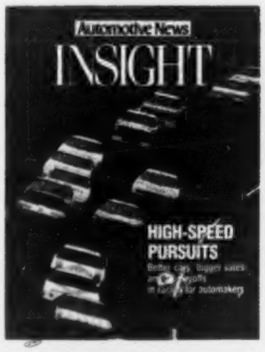
The Jeep-Eagle National Dealer Council has asked Chrysler Corp. to overhaul a program that pays dealers a monthly cash bonus for reaching sales and customer satisfaction targets. The program began last week.

Chrysler is trying to force dealers to improve their treatment of customers with the new program, dubbed "Dealer Drive for the Gold." Dealers can earn as much as $350 for each unit sold if monthly sales and customer satisfaction targets are met.

But Jeep-Eagle dealers say the plan is inequitable. The Jeep-Eagle National Dealer Council last week asked Chrysler to drop the per-unit reward. The council prefers a lump-sum, sliding-scale payment based on performance.

Chrysler's three national dealer councils have criticized the Dealer Drive for the Gold plan since it was proposed last November. The Jeep-Eagle, Chrysler-Plymouth and Dodge councils want Chrysler to reward high-performing dealerships, but they oppose per-unit incentives, claiming they

see CHRYSLER, 44



Winning strategy

Automakers give money, parts and advice to racers to gain engineering expertise and help sell passenger cars. See *Automotive News Insight*, which follows Page 24.

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Automotive News

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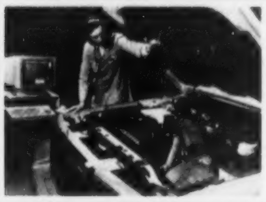

▲ Engines are being tuned for sound and feel. **PAGE 24**

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GM is moving its truck plant out of Mexico City. **PAGE 41**

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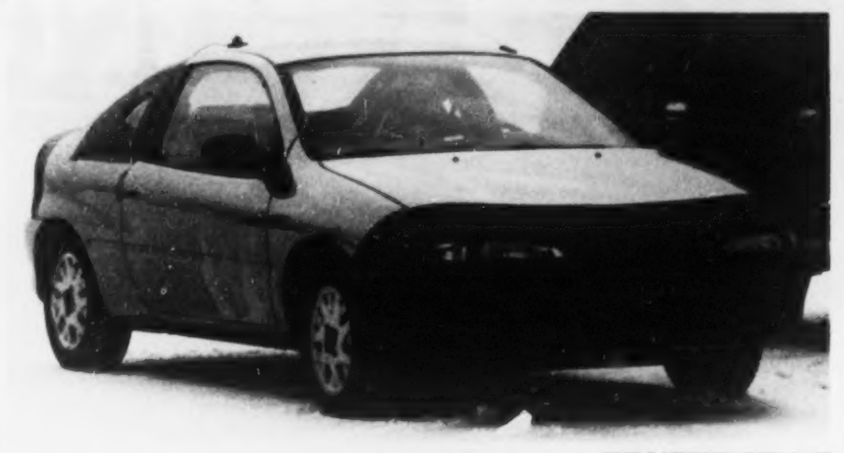
corrections

■ A March 30 story misspelled the name of Yoshifumi Tsuji, the new president of Nissan Motor Co. Ltd.

■ A March 30 story incorrectly located Anderson, S.C. The town is in the northwest part of the state.



HANS G. LEHMANN/HIDDEN IMAGE

New look for Storm/Impulse

Prototypes of a redesigned exterior for the Geo Storm or Isuzu Impulse have been spotted undergoing winter testing. The new look is expected to be ready for the 1994 model year. Interior changes will include dual airbags. This prototype also sports flush-fit headlamps.

latenews

CONTINUED
from PAGE 1

driver-side airbag are standard equipment on all models, and air conditioning is standard on the LE versions.

The prices compare with $18,475 and $20,925 for Honda Accord wagons with automatic transmission, air conditioning and airbag.

The Camry wagons are built by Toyota Motor Manufacturing U.S.A. Inc. in Georgetown, Ky. Toyota plans to begin exporting them to Europe this summer.

Oshawa union OKs overtime

TORONTO — Workers at General Motors' complex in Oshawa, Ontario, have ratified a revised labor pact that allows mandatory overtime when needed to meet production schedules.

In March, Oshawa workers narrowly rejected a proposal to adopt a form of mandatory overtime. Afterward, GM said the vote could jeopardize the plant's future. The complex includes a truck plant and a car plant. The car factory has been mentioned as a possible candidate for closure under GM's downsizing plan.

Last week, 77 percent of the workers voting approved a program that will apply only if GM allocates a new product for Plant 2 beyond 1994. The agreement calls for a 30-day "demonstration period" of the overtime plan. It provides for two nine-hour days per week per shift between Monday and Thursday and a voluntary six-hour shift on Saturdays.

Bob White, president of the Canadian Auto Workers, said: "It's now time for General Motors to end the intolerable uncertainty for these workers, their families and the community."

— Jeremy Sinek

Ford recalls V-8 Mustangs

DEARBORN, Mich. — Ford Motor Co. is recalling about 150,000 1989 to 1991 model Mustangs with 5.0-liter engines for a possible loose connection in a wiring assembly.

The fault may cause the "Check Engine" light to illuminate, which could lead to unnecessary replacement of emission control components.

Ford also announced two recalls for vehicles sold only in California.

About 19,000 1988 and 1989 model Escorts with 1.9-liter engines and manual transmissions may exceed California emission standards. Dealers will replace three exhaust gas recirculation control devices and reset the engine ignition timing.

About 18,000 1988 model Ford Taurus, Mercury Sable and Lincoln Continental cars with 3.8-liter engines built for sale in California are also being checked for excessive emission levels. Dealers will replace the catalyst and the electronic engine control processor, deactivate the thermactor air pump and modify the evaporative emissions control system.

Ford extends engine coverage

DEARBORN, Mich. — Ford Motor Co. is providing owners of about 550,000 of its 1988-91 Ford Taurus, Mercury Sable and Lincoln Continental cars with extended coverage on the engine mounts for six years or 60,000 miles.

These cars, which are equipped with 3.8-liter engines, may experience deterioration of the right front or right rear hydraulic engine mount. If this occurs, the driver would notice a vibrating noise when the transmission is engaged or during acceleration.

'93 Ford Escort ready to roll

WAYNE, Mich. — The first unit of the updated 1993 Ford Escort will come off the line today, two years after an all-new 1991 model was introduced.

Minor changes include a new grille, rear spoiler and rocker panels. The new vehicles will be in dealer showrooms May 21 at the same price as the 1992 models.

Escort sales through March 31 were 58,820 compared to 61,477 a year ago.

Allison Turbine up for sale

DETROIT — General Motors confirmed last week that its Indianapolis-based Allison Gas Turbine Division is among the non-automotive properties that the corporation is trying to sell.

Allison Gas Turbine makes turbine engines and components for aircraft; vehicle, industrial and marine power systems; locomotive parts; and precision bearings and gears. It has been part of GM for 63 years.

While announcing sweeping cutbacks in late December, GM Chairman Robert Stempel said the company also was stepping up its efforts to sell non-automotive properties. Allison Gas Turbine was widely considered to be on the block, although GM didn't confirm that until last week. GM previously disclosed that it wanted to sell its Electro-Motive Division (locomotives) and Allison Transmission Division (heavy-truck automatic transmissions).

Mexico workers OK Ford pact

Workers at Ford Motor Co.'s Cuautitlan, Mexico, engine and assembly plant ratified a new wage package last week.

The deal completes contract negotiations at Ford's three Mexican plants. Contracts were also renegotiated and approved earlier this year at Ford's Chihuahua engine plant and the Hermosillo Escort/Tracer plant.

Details of the Cuautitlan contract were unavailable. A Ford spokesman said the agreement is almost identical to the wage arrangements made in the two other contracts. Those pacts included 15 percent increases, about the rate of inflation.

Cuautitlan employs about 4,500 hourly workers. Last year, the plant built about 115,000 cars and trucks for the Mexican market.

— Lindsay Chappell

briefly

Will he stay or will he go?

Will David Hermann leave **Saab Automobile AB** by the end of 1993? The *Wall Street Journal*, quoting a Swedish newspaper last week, said he would. And it is very possible that Herman, who was entrusted two years ago with putting the 50-50 joint venture with **General Motors** in the black, could reach his mission by the end of next year. But for the record, here's a Swedish journalist's transcript of Herman's meeting with the press, starting with when he was asked if this was a farewell interview. "I hope that I can remain at Saab at least another year," said the president. "I continue to think that I will." Herman was then asked what would happen if GM offered him another job. "I won't get that offer because it doesn't make sense. But if I got that offer or any other I would repeat my desire to remain here."

NOT STOCKING UP — If it could have, **Chrysler Corp.** would have dumped all its **Mitsubishi** stock March 27, says analyst Maryann Keller with Furman-Selz in New York. Two years ago, Chrysler sold a bunch of Mitsubishi at $7.70. This time the same friendly buyers, including some in the Mitsubishi group, paid only $4.70 a share. Why didn't they take the other 50 million at those bargain prices? Bargain or not, they don't seem to have the cash. Japan's stock market — the historic source of capital — is in the dumper. Its Nikkei index has fallen below 20,000, down almost half from the peak.

NEW KICKS — **Nissan Motor Co.** may have problems with its car business, but it runs one of the best soccer teams in Japan. Industry-supported sports teams rival many professional sports outlets in Japan. They are seen as promotional assets for the companies. Players are considered "amateurs" who supposedly work for the companies that sponsor the teams. Nissan's "employee" soccer team won the Emperor's Cup this year and narrowly missed taking the league championship. But now the league has decided it has enough public support to go professional. So Nissan has set up a subsidiary, Nissan Football Club Corp., to manage its professional team. The president and chief executive officer is Kooichi Takagi, a Nissan director. The team will be renamed the Nissan F.C. Yokohama Marinos.

TRUSTY STEED — The automaker-backed Coalition for Vehicle Choice has been saying right along that new fuel economy standards mean smaller, more dangerous, more expensive cars that consumers don't want. The group, headed by Diane Steed, administrator of the National Highway Traffic Safety Administration during the Reagan years, says it now has an antidote to the poisoned surveys that claim consumers want more government fuel economy mandates. The group says a survey scheduled for release today shows fuel economy related price increases of as low as $500 were opposed by 60 percent of the respondents. The poisoned polls find false consumer support because these polls never point out the downside, such as higher prices, reduction in size and performance, and reduced crash protection, the group said.

Steed: poison control

PIECH

Europe and world linked in VW job

continued from PAGE 1

If the full board rubber-stamps the move this Friday, Piech will be in line to inherit a company far different than the one Hahn took over a decade ago.

Under Hahn, VW has shrunk drastically in the United States, but he has earmarked more than $20 billion for new or expanded ventures in Spain, China, Mexico, eastern Germany and Czechoslovakia. By the end of the decade, they will help give VW an additional 1 million units of worldwide capacity annually.

VW now is solidly at the top of the European sales standings. In 1991, VW sold 2.23 million cars in Europe, good for 16.5 percent of the market. The new Golf has a five-month backlog of orders. But VW is also a high-cost producer. Analysts say VW must streamline and cut costs before Europe's limits on Japanese sales expire at the end of the decade.

Hahn, 65, was given a contract in late 1990 that ran until the end of 1993. But on March 28, a four-member supervisory board committee tapped Piech for the job at the end of this year.

The company gave no explanation.

The full supervisory board will vote on the committee's recommendation this Friday. Piech's approval is viewed as formality.

The announcement pushes Piech ahead of Daniel Goeudevert, the board member in charge of the Volkswagen Division, who had been seen as Hahn's successor. The committee picked Goeudevert as deputy chairman.

Goeudevert, a charismatic Frenchman and former Ford of Germany head, has been a strong advocate of environmental causes.

Piech, meanwhile, has added some financial credits to his reputation as a brilliant engineer during his four years as Audi's chairman. He joined Audi from Porsche AG in 1972 and was Audi's vice chairman in charge of research and development before becoming chairman in 1988.

Shortly after taking over, Piech put in place a 13-point cost-cutting program that Audi estimates is saving about $242 million annually. During his tenure, Audi's pre-tax profits as a percentage of sales have increased from 1.3 percent to 6.1 percent.

Piech's appointment will likely appease critics who say that VW has overextended itself under Hahn.

"They were on a highway to nowhere with the cost situation in Germany," said Stephen Reitman, an analyst with UBS Phillips & Drew in London.

Reitman expects VW earnings to decline in the coming years, in part because the company will no longer be permitted to accelerate depreciation on its main plant in Wolfsburg. Prior to German reunification, West German companies with operations near the border of the former East Germany could speed up write-offs as compensation for being in a blighted zone.

"They have put into the job the guy who won't shrink from making difficult decisions on what has to be done with VW," said analyst Carl Ludvigsen of Ludvigsen Associates Ltd. in London.

"Piech knows what he wants and is not worried politically about what may or may not happen — he is secure in life," Ludvigsen said.

Austrian-born Piech is known as a tough, no-nonsense executive with a passion for cars. He is the grandson of Ferdinand Porsche, the developer of the VW Beetle, and Piech's family still controls Porsche AG.

His technical innovations at Audi include the turbocharged, intercooled engine system; the Quattro all-wheel-drive system; and the fully galvanized steel body shell.

Speculation that Piech would replace Hahn has grown stronger in recent months. Audi's strides in engineering have been showcased at this year's auto shows, where the company has stolen the spotlight with new concept cars, including a low-slung aluminum-bodied roadster called the Spyder.

The car is expected to go into production. But that could create a conflict of interest for Piech, whose seat on the Porsche board has not been challenged by VW because the two makers currently don't compete squarely against each other. The Spyder would be VW's first entry onto Porsche turf.

VW said the 12,500 jobs will be cut through attrition and retirements rather than layoffs. Since's VW's normal rate of attrition would easily meet the reduction goal of 2,500 jobs a year, analysts believe that number could be increased.

Several months ago, Goeudevert was also rumored to be the successor to Raymond Levy, who will retire as chairman of Renault this year when he turns 65. Goeudevert told French television recently that he thought Renault would be best run by a company insider.

Piech's forceful management style has VW watchers speculating that he and Goeudevert will clash. "Qualities that make him (Piech) suitable may not foster collegiate management," Reitman said.

VW had a record year in 1991 with worldwide sales of 3.3 million of its VW, Audi, Seat and Skoda vehicles.

But its 1991 earnings were lower than expected. Group profit after taxes was the equivalent of $691 million, up from $654.9 million in 1990.

VW dealers express cautious optimism

CHARLES E. RAMIREZ
Special Correspondent

U.S. Volkswagen dealers seem to support the German automaker's selection of Ferdinand Piech as apparent successor to VW chairman Carl Hahn.

Many dealers interviewed last week were unaware of the decision.

VW's supervisory board designated Piech nine days ago and is expected to make a final decision at its April 10 meeting.

Piech, 54, is currently chairman of VW's Audi luxury car division and could replace Hahn as early as Jan. 1.

"Hahn had a great knowledge of the U.S. market and dealers always felt they had a sympathetic ear with him and an advocate on the board," said Ben Hulsey, a former chairman of the VW national dealer council and owner of Mahan VW in Houston. "He was on our side."

"Unfortunately, that feeling never went too much farther than him," Hulsey said. "Judging by actual practice over the last two or three years, either I've overestimated his influence in the company or underestimated the strength of his staff."

Hulsey said Hahn is a true gentleman with a strong personality whom VW should have used to market its cars like Chrysler used Lee Iacocca.

The dealer said he respected the company's decision and Piech's skill. "The board members think he can do the job and I've got to trust their decision," Hulsey said. "Piech has a great love of and a special feeling for cars. You can see it by looking at the cars he's built for Audi."

Hulsey said although Piech has a great reputation as an engineer, his ability to run the company is a concern because he is not a "consensus builder like Hahn."

Wayne Williams, owner of Williams Auto World in Lansing, Mich., and current Audi dealer council chairman, agrees that Hahn is like Iacocca.

"Hahn is to Europe what Lee Iacocca is to Chrysler," Williams said. "He is a firm believer in global marketing and had a tremendous vision of global expansion.

"Piech is a brilliant engineer and is one of the best minds we have in the automotive world today. He knows cars and he knows how to build them," Williams said, noting that Piech was responsible for Audi's Quattro Drive System.

"If Piech is the successor, some real refreshing things could happen in our business. He is a young man that still has vision and creativity. If he can form the same relationships Hahn had, we could see great things for Volkswagen and Audi," Williams said.

Jack Price, owner of University VW in Albuquerque, N.M., said dealers have always had the utmost respect for Hahn and felt he had a big interest in the U.S. market.

"We've been disappointed with the sales of VW in America. And although the market has substantially deteriorated, he has done an outstanding job worldwide," Price said. "We're expecting five new models within the next 10 months and we're looking for a big rebound."

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	4th Qtr. '91	4th Qtr. '90	Annualized trade Jan. '91-Dec. '91	Annualized trade Jan '90-Dec. '90
Japan	from U.S.	$ 118,467	$ 180,112	$ 499,023	$ 586,795
	to U.S.	6,108,607	6,318,892	22,351,801	21,230,122
Canada	from U.S.	2,017,153	1,258,009	7,960,324	7,127,251
	to U.S.	5,507,557	5,060,355	19,460,044	19,166,011
Germany	to U.S.	1,562,084	1,488,795	4,785,802	5,826,690
S. Korea	to U.S.	290,529	369,253	1,070,238	1,120,272
Sweden	to U.S.	338,477	386,385	1,128,301	1,525,957
Mexico	to U.S.	806,876	759,132	2,779,353	2,393,987
Yugoslavia	to U.S.	0	2,270	4,817	7,796
United Kingdom	to U.S.	95,099	281,091	519,536	888,670
Italy	to U.S.	45,836	83,340	151,847	294,322
France	to U.S.	5,033	6,366	21,069	24,618
Brazil	to U.S.	10,859	9,723	61,649	63,775
Others	from U.S.	1,045,902	863,979	3,718,124	2,823,967
	to U.S.	119,085	179,509	568,594	671,455
Car and truck total	from U.S.	3,181,522	2,302,098	12,177,471	10,538,013
	to U.S.	14,890,055	14,945,113	52,903,051	53,213,676
VEHICLE TRADE BALANCE		(11,708,533)	(12,643,015)	(40,725,580)	(42,675,663)
Car total	from U.S.	2,654,617	1,947,166	9,885,928	9,014,509
	to U.S.	12,555,895	13,123,974	45,564,425	45,716,194
CAR TRADE BALANCE		(9,901,278)	(11,176,808)	(35,678,497)	(36,701,685)
Truck total	from U.S.	526,905	354,932	2,291,543	1,523,504
	to U.S.	2,334,160	1,821,139	7,338,626	7,497,482
TRUCK TRADE BALANCE		(1,807,255)	(1,466,207)	(5,047,083)	(5,973,978)
TOTAL U.S.	from U.S.	110,181,200	101,786,600	421,850,700	393,592,300
Merchandise trade	to U.S.	126,608,200	127,544,400	488,055,400	495,310,500
U.S. TRADE BALANCE		(16,427,000)	(25,757,800)	(66,204,700)	(101,718,200)

Vehicles provide little to '91 trade deficit drop

LINDSAY CHAPPELL
Staff Reporter

The recession slashed the overall U.S. trade deficit by 35 percent last year, but the automotive contribution to that improvement was minimal.

The tough sales year in this country meant that fewer cars and trucks were imported, but higher product values from Japan and Canada held the decline in the automotive deficit to only 4.6 percent from 1990.

The average value of vehicles imported from Japan rose $1,006 last year, and the average value of vehicles imported from Canada rose $556.

Also contributing to the dip in the automotive trade imbalance was an increase of $1.6 billion in the value of vehicles exported from this country. A number of U.S. manufacturers, including Japanese transplant factories, increased exports last year.

But the overall effect was modest. While the total U.S. merchandise trade imbalance with the world fell from $101.7 billion in 1990 to $66.2 billion in 1991, the automotive trade imbalance fell only $2 billion — to $40.7 billion.

Japan exported 98,600 fewer passenger vehicles to the United States in 1991 than in 1990. Yet the value of last year's exports was $1.1 billion higher than a year earlier, according to the latest data from the U.S. International Trade Commission.

In 1990, the average value of a Japanese import was $9,774. In 1991, it was $10,780.

The rising value reflects the trend toward larger and more expensive cars from Japan, such as Lexus and Infiniti.

Canadian factories, owned by U.S., Japanese, Korean and Swedish manufacturers, shipped 50,600 fewer passenger vehicles to the United States in 1991. While the value of those shipments rose nearly 1.5 percent, the value of U.S. exports to Canada rose 11.7 percent.

The value of the average Canadian-made import was $12,278 in 1991, up from $11,722 in 1990. While Canada is included in the U.S. trade figures, manufacturers usually don't consider those vehicles as imports because of a free-trade agreement between the countries.

Imports from Mexico continued to climb last year, both in dollar volume and in number. Mexican plants owned by the Big 3 and Volkswagen AG shipped 261,000 vehicles worth $2.8 billion to the United States last year. In 1990, Mexico shipped 234,000 vehicles worth $2.4 billion.

At the same time, the value of vehicles shipped by automakers in Italy, Germany, Sweden and the United Kingdom declined 23 percent last year.

The group's combined decline of $1.95 billion was offset by the $1.8 billion increase in vehicles imported from Japan, Canada and Mexico.

The U.S. vehicle-trade deficit with Japan and Canada combined was $33.4 billion last year, 81.9 percent the total deficit.

PRICES

Japanese stickers up $441 in March

continued from PAGE 1

The trade angle was that higher prices on Japanese cars might make them a bit less attractive to American buyers and give the Big 3 a better shot at the market.

It is too early to assess the effect of higher prices on the sales of Japanese cars. The new stickers took effect at varying times during the month, and March sales do not provide a definitive reading. Most dealers were selling pre-increase cars last month.

From a profit standpoint, the Japanese importers have not given away their added revenue in a rash of higher rebates. Incentives during March were just about the same as they were before the price hikes. Most of them were importer-to-dealer payments.

Some of the incentive programs expired in early April, and no information on revisions or extensions was available last Friday.

So far, the Big 3 have not raised their own prices and thrown away any marketing edge the Japanese hikes may give them. Since March 1, Saturn has posted the only Big 3 increase. It averaged about $175, but it raised the average price of a Big 3 car only $2.49 on a sales-weighted basis.

In raising prices, most of the Japanese importers blamed the strengthening of the yen against the dollar. Richard Recchia, Mitsubishi executive vice president, was the only leader to acknowledge publicly the political aspect.

In late February, he told the International Motor Press Association, "If Mitsubishi raises prices, it will be a combination of everything, politics included. It would be naive to think that politics didn't have some part in it."

A trend beyond the trade issue and currency exchange goes in the same direction. Companies in Japan have been debating the wisdom of repositioning Japanese cars at the high end of the segments in which they compete around the world.

Yutaka Kume, president of Nissan and deputy general director of the Japan Automobile Manufacturers Association, was the first automotive leader to embrace the goals publicly. Last year, Sony Corp. chairman Akio Morita proposed that all Japanese manufacturers consider repositioning their products upward.

Tying a price increase to the change in the yen-dollar relationship is a two-edged sword. At the beginning of the 1992 model year last Oct. 1, shortly after the annual price boost, the yen was trading at 133.20 to the dollar. By early February, when the Japanese were mulling their price hikes, it was 126.25. The gain of 5.5 percent was more than the recent Japanese price increases.

But last Thursday, the yen was listed at 133.72 to the dollar, a bit lower than on Oct. 1. None of the Japanese importers have rescinded or trimmed their March price increases.

Last week brought price action from Subaru of America Inc. and Mazda Motor of America Inc.

Automotive News estimates the Subaru hike averaged $326, or 2.1 percent. Increases were $300 on the Justy, $250 on the Loyale, $350 on the Legacy and $1,250 on the SVX sport coupe.

Mazda's increase is estimated at $732, or 5.1 percent. It was a two-part action that included the pricing of three redesigned lines of cars that will be marketed as 1993 models.

Early in March, Mazda priced the 1993 MX-6 and RX-7 coupes and boosted the sticker on the 929 sedan. Last week, it pinned new labels on the 323 and the Protege and priced the 1993 models in the 626 line.

On a sales-weighted basis, the three new lines accounted for $594 of Mazda's $732 average increase on cars. Additional equipment played a part in the boost; a driver-side airbag is standard on the 1993 MX-6, RX-7 and 626.

Mazda also hiked its MPV minivans $625 to $675. Toyota raised its Previa minivans $1,000 to $1,460. AN

PRICE INCREASES ON JAPANESE CARS

Price hikes since March 1

	Average amount	Pct. of increase
Lexus	$1,790	5.0
Infiniti	1,308	4.2
Mazda	732	5.1
Toyota	432	3.2
Nissan	432	3.0
Acura	415	1.8
Mitsubishi	357	2.0
Subaru	326	2.1
Honda	252	1.7
Suzuki	100	1.2
Isuzu	0	0
Daihatsu	0	0
Average	441	2.8

Dollar amounts and percentages were provided by the importers or calculated by Automotive News. All figures are sales-weighted.

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PRICE INCREASES

TOYOTA	Current price	Increase
Tercel 2-dr.	$ 7,198	$ 200
Deluxe 2-dr.	8,798	370
Deluxe 4-dr.	8,898	370
LE 4-dr.	10,338	430
Corolla 4-dr.	9,718	300
Deluxe 4-dr.	10,738	330
LE 4-dr.	12,978	380
Deluxe wagon	11,428	350
Deluxe wagon (awd)	13,098	410
Paseo 2-dr.	10,758	420
Camry Deluxe 4-dr.	14,798	430
LE 4-dr.	17,498	500
XLE 4-dr.	19,428	580
Deluxe 4-dr. V-6	17,328	520
LE 4-dr. V-6	19,228	590
XLE 4-dr. V-6	21,178	670
SE 4-dr. V-6*	18,528	—
Celica ST 2-dr.	13,918	540
GT 2-dr.	16,378	670
GT convertible	21,338	870
GT 3-dr. hatch.	16,518	680
GT-S 3-dr. hatch.	18,068	740
Turbo 3-dr. hatch.	22,948	900
MR2 2-dr.	17,658	1,610
2-dr. (T-bar)	18,658	1,570
Turbo 2-dr.	20,278	900
Turbo 2-dr. (T-bar)	21,218	940
Cressida 4-dr.	24,428	940
Supra 3-dr. hatch.	26,290	1,010
Turbo 3-dr. hatch.	29,900	1,150
Turbo 3-dr. hatch. (sport roof)	30,960	1,190
Previa Deluxe van	17,518	1,000
LE van	22,748	1,300
Deluxe van (awd)	20,348	1,220
LE van (awd)	25,518	1,460

*New model
Toyota's price increase took effect March 13.

NISSAN	Current price	Increase
Sentra E 2-dr.	8,495	0
E 4-dr.	9,900	350
XE 2-dr.	10,230	350
XE 4-dr.	10,915	350
SE 2-dr.	10,910	350
SE-R 2-dr.	12,165	315
GXE 4-dr.	13,265	315
NX-1600 2-dr.	11,470	170
NX-2000 2-dr.	13,680	200
Stanza XE 4-dr.	13,225	475
GXE 4-dr.	17,465	395
SE 4-dr.	17,090	400
Maxima GXE 4-dr.	20,425	730
SE 4-dr.	21,490	675
240SX 2-dr.	14,515	0
SE 2-dr.	16,690	0
2-dr. hatch.	15,265	480
SE 2-dr. hatch.	17,435	550
LE 2-dr. hatch.	19,320	595
SE convertible*	21,995	—
300ZX 2-dr. hatch.	29,705	585
2-dr. hatch. (T-bar)	31,815	625
Turbo 2-dr. hatch. (T-bar)	36,610	720
2+2 2-dr. hatch. (T-bar)	33,090	650

*New model
Nissan's price increase took effect March 1.

MITSUBISHI	Current price	Increase
Precis 3-dr. hatch.	6,579	0
Mirage VL 3-dr. hatch.	7,599	280
3-dr. hatch.	8,199	280
SE 3-dr. hatch.*	8,759	—
4-dr.	9,229	290
LS 4-dr.	9,779	290
GS DOHC 4-dr.	11,209	310
Eclipse 2-dr.	11,369	110
GS 2-dr.	12,649	120
GS DOHC 2-dr.	13,609	140
GS DOHC Turbo 2-dr.	17,269	160
GSX DOHC Turbo 2-dr. (awd)	19,029	180
Galant 4-dr.	12,059	360
LS 4-dr.	15,239	430
GS 4-dr.	15,639	460
GSR 4-dr.	17,189	500
GSX 4-dr. (awd)	18,239	510
VR-4 4-dr. (awd)	23,100	600
Expo LRV wagon	11,169	0
Sport Wagon	11,969	0
Sport Wagon (awd)	13,869	0
Expo wagon	13,549	0
SP wagon	14,509	0
SP wagon (awd)	15,839	0
Diamante 4-dr.	21,489	670
LS 4-dr.	26,450	811
3000GT 2-dr.	20,899	850
SL 2-dr.	27,289	1,080
VR-4 Twin Turbo 2-dr.	34,150	1,350

*New model
Mitsubishi's price increase went into effect March 23.

SUBARU	Current price	Increase
Justy 3-dr. hatch.	6,945	300
GL 3-dr. hatch.	8,349	300
GL 3-dr. hatch. (awd)	9,149	300
GL 5-dr. hatch.	9,249	300
Loyale 4-dr.	10,049	250
4-dr. wagon	10,899	250
4-dr. (awd)	11,399	250
4-dr. wagon (awd)	12,399	250
Legacy L 4-dr.	13,849	350
L 4-dr. wagon	14,349	350
L 4-dr. wagon (awd)	15,949	350
LS 4-dr.	19,649	350
LS 4-dr. wagon	20,149	350
LS 4-dr. (awd)	21,149	350
LS 4-dr. wagon (awd)	21,649	350
LSi 4-dr.	21,049	350
LSi 4-dr. (awd)	22,549	350
Sport sedan (awd)	20,149	350
Touring Wagon*	21,645	—
SVX 2-dr.	26,250	1,250

*New model
Subaru's price increase took effect April 3.

MAZDA	Current price	Increase
323 3-dr. hatch.	7,199	200
SE 3-dr. hatch.	8,699	300
Protege DX 4-dr.	10,249	250
LX 4-dr.	11,999	300
626 DX 4-dr. (1993)	13,975	750
LX 4-dr. (1993)	16,120	1,325
ES 4-dr. (1993)*	18,360	—
929 4-dr.	28,500	700
MX-3 3-dr. hatch.	11,000	0
GS 3-dr. hatch.	13,800	0
MX-5 Miata convertible	14,800	0
Black Miata convertible*	17,050	—
MX-6 2-dr. (1993)	15,550	2,085
LS 2-dr. V-6 (1993)	17,825	720
RX-7 Turbo 2-dr. (1993)	31,300	4,200
MPV van 5-passenger	16,290	625
7-passenger	17,710	625
7-passenger V-6	18,490	625
7-passenger V-6 (4wd)	21,360	675

*New model
Increase on 1992 model 929 took effect March 1.
Increases on 1992 model 323 and Protege took effect April 1.

CHRYSLER

Jeep-Eagle council rips CSI-rebate idea

continued from PAGE 1

put some dealers at a competitive disadvantage.

The Chrysler-Plymouth and Dodge councils did not join the Jeep-Eagle group last week in asking the company to start over. Chrysler announced details of the program to its dealers Tuesday.

The program is strictly a cash-to-dealer arrangement. It will not affect the rebates Chrysler offers to customers.

Theodor Cunningham, Chrysler executive vice president of sales and marketing, said Drive for the Gold is needed in today's market.

"The whole world is changing so rapidly, customers are becoming so demanding of satisfaction today that if we are going to be the satisfaction leader, we are going to have to take very dramatic action to get our dealers truly involved," Cunningham said.

"The customer of the '90s is telling us he is going to buy only from those who are very concerned about the customer," he said. "The vast majority of our dealers, 80 percent, do a terrific job with their customers. But some dealers have not adopted modern methods of customer satisfaction. To move that 20 percent, you have to affect their profitability."

DOLLARS AND CENTS

Chrysler has hammered dealers with the message that higher Customer Satisfaction Index ratings result in greater profitability. In whistle-stop tours around the country, E. Thomas Pappert, vice president of sales, has used real-world examples to show that a dealer with higher CSI outperforms financially a weaker dealer in the same market.

"We have been trying to sell this to dealers in dollars and cents," Cunningham said. "We have met with dealers for the last several years and quantified for them in dollars and cents that the dealers with higher CSI have higher grosses, better service business, better repeat business and better customer loyalty."

Drive for the Gold demands that dealers reach both sales and customer satisfaction targets.

"A dealer has a responsibility to us and a responsibility to his customer. We are touching both," Cunningham said.

But dealers who fail to reach 60 percent of a monthly sales objective receive no payment, regardless of their CSI performance. A dealership's monthly sales objective is based on sales during the previous 60 to 90 days.

CSI targets vary by dealership size. Within the size categories, the highest payments are awarded to dealerships reaching CSI rankings of bronze, silver or gold.

For example, Chrysler's largest dealers must achieve a CSI rating of 2.85 on a 4.0 scale for a bronze ranking, 3.0 for a silver ranking and 3.20 for a gold ranking. Medium-sized dealers must achieve 2.95 for bronze, 3.20 for silver and 3.40 for gold.

ALL BUYERS TO BE POLLED

Per-unit payments are scaled to reflect CSI performance. The payments also are scaled within volume rankings.

Chrysler will use a 100 percent statistical base to determine a dealership's CSI. All of a dealership's new-vehicle customers will be surveyed three months after purchase. A second survey will be made at 12 months. The CSI rating will be a three-month average based on the performance in the current month and the two previous months.

All new vehicles a dealership sells or leases at retail will be used in computing the sales objectives.

But not all vehicles are eligible for the monthly per-unit reward. Vehicles covered by any other dealer incentives are out. For example, the Dodge Dynasty and Stealth; the Chrysler Imperial, New Yorker Fifth Avenue and Salon; and the Jeep Cherokee are currently excluded. (See Incentive Watch, Page 46.)

Cunningham said he has a "large" budget for the program but would not say how large.

Chip Duane, chairman of the Jeep-Eagle National Dealer Council, said Chrysler has formed a task force to study the complaints.

"We have asked them to change the program completely," he said. "A CSI reward program should be based on performance over a year's period or perhaps connected to the 5-Star Service Award. It should not be tied to dealer incentives on a per-car basis."

A DIFFERENT BREED

The council also claims it is unfair to force Jeep-Eagle dealers to reach the same CSI targets as Chrysler-Plymouth and Dodge dealers.

Jeep-Eagle overall is 0.08 percent below Chrysler-Plymouth and Dodge in its CSI rating. Within Chrysler's matrix formula, that small percentage is statistically significant and could affect payments to dealers, Duane said.

The Jeep-Eagle council also believes its more upscale customers are more demanding. Jeep-Eagle's CSI targets should vary from those of Chrysler-Plymouth and Dodge to reflect the different expectations, Duane said.

The Jeep-Eagle dealer council also has asked Chrysler to determine whether the regional variations in customers' expectations could affect dealer's performance on the matrix.

"We do support Chrysler for rewarding dealers with high CSI," Duane said. "It takes a lot of effort on the part of the dealer. It's significant that they're trying anything. But we want things on an even playing field."

C-P, DODGE VIEWS

Gus Russo, chairman of the Chrysler-Plymouth National Dealer Council, said the reward program will be successful only if dealers use the money to strengthen the dealership.

"If we use the money to try to beat the guy down the street by giving away the $50 on a car deal, it's a big waste," Russo said.

"Dealers should plow the money back into the store. Buy new service equipment. Hire a better grade of employee. Upgrade the facility. Then this program will work."

Frank Galeana, chairman of the Dodge National Dealer Council, said, "I don't think any dealer across the country would knock the company for trying to bring up CSI. We are trying to take care of the customer."

The reward program is part of a two-pronged effort.

Chrysler also has said it is beginning "a cultural revolution" at its 4,900 dealerships. "Cultural training" programs begin in June, Cunningham said.

Chrysler wants to overhaul the attitudes and atmosphere at its dealerships by using the techniques of customer-oriented companies such as Walt Disney Co. AN

Asia Motors readies minivehicles

OLES GADACZ
Staff Correspondent

SEOUL — Later in April, Asia Motors Co. Ltd. will challenge Daewoo Shipbuilding's uncontested reign in South Korea's growing market for minivans and minitrucks.

Despite a snafu over a name, Asia Motors is pushing forward the introductions of its 800cc pickup trucks and vans. Asia had chosen the name Towner for the line but then discovered the name had been copyrighted. A replacement is being sought.

Asia's new model will be offered in three variations: pickup truck, cargo van and seven-seat passenger van. Prices have yet to be announced, but they will probably be near four million won ($5,300).

Asia Motors, a subsidiary of Ford Motor Co. partner Kia Motors Corp., will continue to leave the minicar segment to Daewoo.

Daewoo Shipbuilding & Heavy Machinery Co. Ltd., the maker of the Tico minicar, Labo minitruck and Damas minivan, has captured 6.1 percent of the entire South Korean market with its line of minivehicles, which were introduced less than a year ago.

Asia's three-cylinder minitruck and minivans are based on Daihatsu's HiJet; the vehicle has a larger engine to meet Korean standards. "Our trim level is higher than Daewoo's," said spokesperson Ahn Suk-Woo.

Redesign work and tooling costs required an investment of $266 million, said Ahn. The project started 30 months ago. Asia hopes to sell 44,400 units by the end of the year, all in Korea.

The vehicles are built at Asia's plant in Kwangju, 180 miles southwest of Seoul. Capacity is 100,000 units.

In an experiment, Asia has recruited 104 independent dealers to reinforce the 70 stores operated by the company.

"Exports are our wish, but there's nothing definite as yet," said Ahn.

Han Jung-Rok, auto equities analyst for the Seoul office of Schroder Securities Co. Ltd., said Asia will have a harder time because Daewoo got to the market first.

"I think the reception will be a lot less favorable than for Daewoo," said Han. "Also, the situation is unfavorable because the economy is cooling down and so is construction activity. Potential demand will be decreasing among major buyers."

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000
CONTINUING PROGRAMS	
ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
HONDA	
Accord, Prelude (1991, no expiration date)	$500
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400
*Dealer has option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MAZDA (expires April 6)	
RX-7 (1991)	$2,000
MPV (1992)	$400-600, based on number sold
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000

Chrysler, Volvo revise programs

ARLENA SAWYERS
Staff Reporter

incentive
WATCH

Chrysler Corp. announced a new round of customer rebates and factory-to-dealer incentives last week, and **Volvo Cars of North America** extended payments to customers on two models.

Chrysler's program runs through June 30; Volvo's expires May 31.

Customer rebates range from $500 to $1,500 on 1991 and 1992 Chrysler, Dodge, Eagle and Plymouth cars and $500 to $2,000 on 1991 and 1992 Dodge trucks and Jeeps. Minivan rebates are $1,000 in California and Hawaii, and $500 in other states.

Dealer rebates on the 1991 and 1992 Chrysler Imperial and New Yorker Salon and Fifth Avenue and 1991 and 1992 Dodge Dynasty are $1,000 to $2,000, based on the number sold. Dodge Stealth sports cars carry dealer rebates of zero to $1,000, based on the number sold.

Dealers earn $750 on each 1991 and 1992 Jeep Cherokee sold.

Consumer rebates on Chrysler vehicles for special classes of buyers include:

- $400 to first-time buyers of 1991 and 1992 Jeep Wrangler, through June 30.
- $500 to college graduates on 1992 and 1993 Chrysler Corp. vehicles except Dodge Viper, through Dec. 31.
- $500 reimbursement to disabled customers for adaptive equipment installed on 1991 and 1992 Chrysler Corp. vehicles and 1993 Jeep Grand Cherokee, through Sept. 30.
- $1,000 matching of suppliers' new-vehicle purchase incentive for employees, through April 30.

Through May 31, Volvo will pay dealers $1,000 on sales of 240-GL sedans and 940-GL sedans. The payments involve only 1992 models and are lower than the rebates of $1,800 and $1,500 that expired March 31. Volvo has dropped dealer rebates on 1991 models.

Special Correspondent Charles E. Ramirez contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
CONTINUING PROGRAMS	
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national)	
5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

Daewoo loses $195 million in fiscal '91

OLES GADACZ
Staff Correspondent

SEOUL — Daewoo Motor Co. Ltd. lost 146.7 billion won ($195 million) in 1991, according to an annual financial statement filed with the Securities Supervisory Board.

Sales reached $2.1 billion, for a year-on-year increase of 3.4 percent, the smallest such gain among Korean automakers.

Daewoo, a 50-50 partnership between General Motors and the Daewoo business group, has posted losses for four of the last five years, but a $14.6 million profit in 1990. GM has said it is in the process of "renegotiating its partnership" to reduce its stake in the troubled partnership.

The company was rocked by a major labor dispute last spring that forced a lockout that led to sales losses of over $69 million.

Despite the introduction of the compact Espero, its market share has been on the skids in recent years. Daewoo's share of the market slipped from 11.2 percent in February 1991 to 10.5 percent this February.

According to the Korean Automobile Manufacturers Association, Daewoo's unit sales rose 11.6 percent to 202,647 units last year. They were boosted by a 50 percent increase in exports, to 51,253.

Substantial export sales increases were registered for passenger cars in Canada, Taiwan, Nigeria and Algeria, and for buses in Thailand.

The company opened new markets in South America.

Exports of the Pontiac LeMans to the United States rose by just 4.8 percent, but company earnings were boosted by engine sales to Adam Opel AG.

Tougher mpg, safety, emissions rules expected

JACK KEEBLER
Staff Reporter

Emissions, fuel economy and safety standards will become more restrictive over the next eight years, says the Delphi VI Forecast and Analysis of the U.S. Automotive Industry Through the Year 2000.

The study, published by the Office for the Study of Automotive Transportation at the University of Michigan Transportation Institute, is a detailed analysis of forecasts by three panels of automotive industry executives, directors, managers and engineers expert in the areas of technology, materials and marketing.

The authors claim that the study is not a "crystal ball" of predictions. Rather, it is the well-informed estimates, perspectives and opinions of high-level executives in positions where they can influence trends. Survey topics range from projected fuel costs to safety and emissions regulations.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
FORD MOTOR CO.		
Dearborn, Mich.	4/6	1,400
Ford Mustang		
Michigan Truck (Wayne)	4/6	2,900
Ford Bronco		
Ford F-series pickup		
GENERAL MOTORS		
Arlington, Texas	4/6, 4/13, 4/20, 4/27	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		
Total U.S. car		1,400
Total U.S. truck		2,900
Total units lost week of 4/6		4,300

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

Automakers oppose bill to put VIN on more parts

MAX GATES
Staff Reporter

WASHINGTON — U.S. automakers oppose provisions of an auto-theft bill that would require them to increase labeling of vehicles and components.

The bill would require that the Vehicle Identification Number be stamped indelibly on every major auto part. Current marking rules for some cars would be extended to all cars as well as light trucks, vans and sport-utilities. The provisions are aimed at thwarting auto thieves and "chop shops" that strip cars and sell parts to legitimate repair shops.

Since 1984, automakers have been required to label the engine, transmission and major body panels on the most frequently stolen cars. The labeling requirements cost automakers $15 million a year, said Thomas Hanna, president of the Motor Vehicle Manufacturers Association.

"There is no evidence that the existing parts-marking requirements are reducing vehicle theft or lowering insurance premiums," Hanna said.

In testimony before a House subcommittee on crime and criminal justice last week, Hanna cited a U.S. Transportation Department study, which concluded that marking cars didn't reduce thefts, didn't increase owners' recovery of stolen cars or car thief conviction rates and didn't reduce insurance premiums.

The bill's sponsor, Rep. Charles Schumer, D-N.Y., contends that increased marking would cut auto theft in half. He says the cost would be made up by reductions in auto insurance premiums.

Hanna supported three other provisions of the Schumer bill. They would:

- Create a nationwide computer network for state motor vehicle bureaus to stop title fraud.
- Empower U.S. Customs inspectors to check cargo ships for stolen cars bound for overseas buyers.
- Toughen federal penalties for auto theft and make "car-jacking," or stealing a car at gunpoint, a federal offense. AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 3/30-4/4/92	Actual 3/23-3/28/92	Mar. Est.	Year 1/1-4/4/92	Year 1/1-4/6/91
LeBaron J	1,250	1,218	4,094	12,226	8,933
New Yorker	0	0	1,188	4,363	2,269
Fifth Avenue	0	0	2,959	7,145	6,738
Imperial	0	0	257	1,235	1,969
Town & Country (trk.)	360	381	1,427	3,301	788
Total Chrysler Div.	**1,610**	**1,599**	**9,925**	**28,270**	**20,697**
Sundance	1,250	0	3,330	12,557	12,140
Acclaim	2,100	1,974	6,599	19,294	21,549
Voyager (trk.)	2,220	2,161	9,913	23,613	20,558
Voyager (Can. trk.)	2,814	2,646	12,201	37,068	26,130
Total Plymouth	**8,384**	**6,781**	**32,043**	**92,532**	**80,377**
Daytona	300	0	584	2,813	3,141
Shadow	2,250	0	4,953	18,672	14,005
Dynasty	0	0	5,573	18,854	33,450
Spirit	1,500	1,732	5,917	18,430	19,481
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	690
Caravan (trk.)	2,400	2,941	12,474	30,668	26,393
Caravan (Can. trk.)	3,624	3,824	16,326	48,962	34,972
Caravan C/V (trk.)	36	81	375	735	1,060
Caravan C/V (Can. trk.)	162	161	699	2,349	9,395
Dakota (trk.)	3,000	3,070	13,516	31,945	16,194
Ram pickup (trk.)	1,500	1,506	6,616	15,680	16,200
Ram wagon (Can. trk.)	550	568	2,473	6,369	5,556
Ram van (Can. trk.)	1,410	1,408	6,231	15,928	8,838
Total Dodge	**16,732**	**15,291**	**75,737**	**211,405**	**189,375**
Premier (Can.)	0	0	0	0	1,613
Cherokee (trk.)	3,500	3,434	15,536	[illegible],855	25,161
Comanche (trk.)	35	46	236	709	1,618
Grand Cherokee (trk.)	1,625	1,629	5,492	9,054	0
Wagoneer (trk.)	30	44	90	348	761
Wrangler (Can trk.)	1,932	1,966	8,666	25,233	12,856
Total Jeep-Eagle	**7,122**	**7,119**	**30,020**	**72,199**	**42,009**
Total U.S. car	**8,650**	**4,924**	**35,454**	**115,589**	**123,675**
Total Can. car	**0**	**0**	**0**	**0**	**2,303**
Total U.S. truck	**14,706**	**15,293**	**65,675**	**152,908**	**108,733**
Total Can. truck	**10,492**	**10,573**	**46,505**	**135,909**	**97,747**
CHRYSLER CORP.	**33,848**	**30,790**	**147,724**	**404,406**	**332,458**
Escort	0	5,028	16,643	32,797	48,461
Mustang	2,736	2,693	9,322	21,632	11,458
Tempo	2,936	2,938	13,629	33,442	27,039
Tempo (Can.)	3,446	3,389	11,638	31,387	30,358
Taurus	7,241	7,134	31,230	96,184	75,526
Thunderbird	1,802	1,786	6,471	20,064	16,664
Crown Victoria (Can.)	2,432	3,273	11,271	25,530	24,846
Aerostar (trk.)	4,010	4,035	17,744	47,549	31,253
Bronco (trk.)	686	623	2,080	5,430	2,955
Explorer (trk.)	6,710	6,626	29,132	86,047	70,860
Mazda Navajo (trk.)	151	139	597	1,301	4,050
Econoline (trk.)	4,566	4,681	19,688	49,529	30,099
Heavy (trk.)	1,039	1,052	4,603	12,332	9,202
Light truck (trk.)	8,183	10,584	44,764	120,606	64,039
Light truck (Can. trk.)	3,047	3,040	13,379	42,568	23,751
Ranger (trk.)	7,228	7,131	28,905	68,251	59,872
Total Ford Division	**56,213**	**64,152**	**261,098**	**694,649**	**530,433**
Topaz	1,577	1,581	6,025	13,852	12,174
Topaz (Can.)	1,450	1,507	4,912	11,371	7,863
Cougar	1,798	1,814	5,564	15,005	12,308
Sable	3,503	3,478	14,893	31,874	24,275
Grand Marquis (Can.)	2,368	2,521	10,119	26,747	14,193
Total Mercury	**10,696**	**10,901**	**41,513**	**98,849**	**70,813**
Continental	987	951	4,263	10,204	15,366
Mark VII	205	242	1,063	2,374	2,683
Town Car	2,960	2,983	13,314	31,615	36,149
Total Lincoln	**4,172**	**4,176**	**18,640**	**44,193**	**54,198**
Total L-M Division	**14,868**	**15,077**	**60,153**	**143,042**	**125,011**
Total U.S. car	**25,765**	**30,628**	**122,418**	**309,043**	**282,103**
Total Can. car	**9,696**	**10,690**	**37,940**	**95,035**	**77,260**
Total U.S. truck	**32,573**	**34,871**	**147,514**	**391,945**	**272,338**
Total Can. truck	**3,047**	**3,040**	**13,379**	**42,568**	**23,751**
FORD MOTOR CO.	**71,081**	**79,229**	**321,251**	**837,891**	**655,444**
Skylark	1,217	1,425	6,411	18,089	30,839
Century	2,524	2,356	7,240	17,363	18,690
Regal (Can.)	3,375	3,374	7,377	20,058	28,596
Riviera	294	282	1,164	3,129	2,497
Park Avenue	874	1,644	7,254	16,366	26,337
LeSabre	3,865	2,863	11,626	37,041	33,069
Roadmaster sedan	1,380	1,333	4,623	16,222	0
Roadmaster wagon	352	400	1,326	3,720	6,427
Reatta	0	0	0	0	681
Total Buick	**13,081**	**13,677**	**47,019**	**131,988**	**147,136**
Eldorado	936	885	3,777	11,527	4,205
Seville	1,279	1,184	4,784	13,061	8,464
Brougham	0	0	0	2,170	5,332
DeVille	1,805	1,726	9,289	28,780	35,091
Allante	64	64	151	256	830
Total Cadillac	**4,084**	**3,859**	**18,001**	**56,794**	**53,922**
Cavalier	5,629	5,067	21,109	58,527	72,309
Camaro	1,555	1,458	6,460	15,946	9,697
Corsica-Beretta	4,795	4,494	19,380	50,833	55,325
Lumina (Can.)	5,900	5,923	14,571	50,922	45,941
Caprice	2,908	2,802	9,687	28,913	33,277
Corvette	480	469	2,062	4,673	6,208
Astro (trk.)	3,102	2,981	13,552	42,654	22,021
Blazer (trk.)	525	438	1,804	5,262	2,103
Lumina APV (trk.)	1,180	1,132	4,277	10,913	7,800
Mediums (trk.)	121	91	497	1,475	167
P-model (trk.)	440	434	1,827	5,100	4,375
Pickup (trk.)	6,612	6,640	25,811	64,284	59,108
Pickup (Can. trk.)	4,000	4,000	17,478	53,892	36,450
S10 (trk.)	4,724	4,217	19,049	45,122	58,471
S10 Blazer (trk.)	3,338	2,916	12,040	34,861	5,613
Sportsvan (trk.)	0	110	3,167	11,405	9,674
Sportsvan (Can. trk.)	1,700	1,761	7,085	19,927	9,989
Suburban (trk.)	1,002	954	3,886	10,825	5,765
Total Chevrolet	**48,011**	**45,867**	**183,741**	**515,534**	**444,293**
Achieva/Calais	2,575	2,470	11,521	33,568	30,190
Cutlass Ciera	2,525	2,607	9,683	31,592	14,481
Cutlass Ciera (Can.)	0	0	0	0	16,066
Cutlass Supreme	2,400	2,261	7,959	18,213	25,653
Toronado	158	194	935	1,999	1,860
Eighty Eight	1,214	1,742	7,333	21,352	18,968
Custom Cruiser wag.	120	131	408	1,381	3,326
Ninety Eight	764	717	2,669	8,131	21,760
Silhouette (trk.)	506	480	1,750	4,228	3,930
Bravada (trk.)	274	441	1,171	3,970	6,232
Total Oldsmobile	**10,536**	**11,043**	**43,428**	**124,434**	**142,466**
Sunbird	2,161	2,212	8,773	25,883	32,601
Grand Am	5,688	5,006	20,121	59,701	54,819
Firebird	445	542	2,340	6,163	2,410
Grand Prix	2,364	1,877	8,199	28,908	24,665
Pontiac 6000	0	0	0	0	8,134
Bonneville	1,287	2,442	10,853	25,236	20,940
Trans Sport (trk.)	1,158	1,101	3,391	6,861	4,528
Total Pontiac	**13,103**	**13,180**	**53,677**	**152,752**	**148,097**
Yukon-Jimmy (trk.)	165	151	643	1,649	731
Medium (trk.)	614	499	2,466	7,082	305
P-model (trk.)	62	69	290	712	799
Pickup (trk.)	2,449	2,344	9,333	24,995	30,268
Pickup (Can. trk.)	1,450	1,463	6,396	19,418	14,474
Syclone-Sonoma (trk.)	1,244	1,556	5,064	11,218	14,427
Typhoon-S15 Jimmy (trk.)	862	1,236	3,885	9,780	2,112
Safari (trk.)	1,360	1,534	6,096	17,020	8,811
Suburban (trk.)	705	692	3,011	7,014	5,604
Vandura (trk.)	0	27	925	5,803	4,061
Vandura (Can. trk.)	670	666	3,099	10,245	5,110
Total GMC	**9,581**	**10,237**	**41,286**	**114,936**	**86,702**
Total Saturn*	**4,115**	**4,115**	**18,106**	**47,524**	**14,762**
Total U.S. car	**55,773**	**54,768**	**225,240**	**636,267**	**623,847**
Total Can. car	**9,275**	**9,297**	**21,948**	**70,980**	**90,603**
Total U.S. truck	**30,443**	**30,043**	**123,933**	**332,233**	**256,905**
Total Can. truck	**7,820**	**7,890**	**34,058**	**103,482**	**66,023**
GENERAL MOTORS	**103,311**	**101,998**	**405,179**	**1,142,962**	**1,037,378**
Can. car	2,200	2,240	9,838	30,231	34,640
Can. trk.	1,350	1,392	6,279	18,911	15,297
CAMI°	**3,550**	**3,632**	**16,117**	**49,142**	**49,937**
DIAMOND-STAR°	**3,350**	**3,202**	**14,600**	**42,806**	**42,035**
Civic	1,640	2,115	8,920	24,506	24,539
Civic (Can.)	1,980	2,170	9,882	30,682	28,567
Accord	6,290	7,876	33,978	104,994	93,892
Total U.S. car	**7,930**	**9,991**	**42,898**	**129,500**	**118,431**
Total Can. car	**1,980**	**2,170**	**9,882**	**30,682**	**28,567**
HONDA	**9,910**	**12,161**	**52,780**	**160,182**	**146,998**
HYUNDAI Sonata (Can.)	**532**	**431**	**1,127**	**4,274**	**10,623**
MAZDA°	**940**	**568**	**3,113**	**15,149**	**39,580**
U.S. trk.	1,530	1,537	5,149	17,473	20,645
Can. trk.	165	167	729	2,165	2,214
NAVISTAR	**1,695**	**1,704**	**5,878**	**19,638**	**22,859**
Sentra	2,718	2,612	11,583	38,199	38,941
Pickup (trk.)	2,558	2,594	11,434	37,260	37,309
NISSAN	**5,276**	**5,206**	**23,017**	**75,459**	**76,250**
Geo Prizm	1,900	1,845	8,365	25,630	27,188
Toyota Corolla	2,400	2,330	10,371	31,532	28,031
Toyota Pickup (trk.)	900	923	3,889	9,677	0
NUMMI	**5,200**	**5,098**	**22,625**	**66,839**	**55,219**
Legacy	1,184	1,227	5,256	15,828	15,264
Pickup (trk.)	366	412	2,045	6,503	0
Rodeo (trk.)	632	700	3,564	11,309	0
Total U.S. car	**1,184**	**1,227**	**5,256**	**15,828**	**15,264**
Total U.S. trk.	**998**	**1,112**	**5,609**	**17,812**	**14,873**
SUBARU-ISUZU	**2,182**	**2,339**	**10,865**	**33,640**	**29,337**
Camry	4,478	4,545	20,245	62,876	60,136
Corolla (Can.)	1,500	1,522	6,665	19,907	18,165
TOYOTA	**5,978**	**6,067**	**26,910**	**82,783**	**78,301**
VOLVO 740, 940 (Can.)	**60**	**150**	**624**	**1,806**	**2,338**
AM GENERAL (trk.)	**375**	**375**	**1,650**	**4,950**	**5,650**
MISCELLANEOUS (trk.)°°	**2,400**	**2,400**	**10,500**	**31,680**	**37,450**
Total U.S. car	**115,088**	**116,700**	**499,543**	**1,422,419**	**1,399,241**
Total Canada car	**25,243**	**26,500**	**88,024**	**252,975**	**264,499**
Total U.S.-Canada Car	**140,331**	**143,200**	**587,567**	**1,675,394**	**1,663,740**
Total U.S. truck	**86,483**	**89,148**	**375,414**	**995,038**	**753,095**
Total Canada truck	**22,874**	**23,062**	**101,040**	**303,035**	**205,032**
Total U.S.-Canada truck	**109,357**	**112,210**	**476,454**	**1,298,073**	**958,127**
TOTAL U.S.	**201,571**	**205,848**	**874,957**	**2,417,457**	**2,152,336**
TOTAL CANADA	**48,117**	**49,562**	**189,064**	**556,010**	**469,531**
TOTAL U.S.-CANADA CAR & TRUCK	**249,688**	**255,410**	**1,064,021**	**2,973,467**	**2,621,867**

*Estimate

°CAMI includes Geo/Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

°°Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

U.S. cars hike lead over '91

ANNE E. WRIGHT
Chief Statistician

For the second week in a row, U.S. car production leads 1991 for the year-to-date. For the first 2½ months of 1992, truck output was strong, but cars trailed the weak 1991 pace. Now, both cars and trucks are ahead of last year.

U.S. car production was estimated at 115,088 last week, down 1.4 percent from the prior week but up 21.0 percent from the year-ago week. Thus, the manufacturers padded their lead over 1991.

So far this year, U.S. car production is 1,422,419, topping 1991 by 1.7 percent.

Canadian car production last week was estimated at 25,243, down 4.7 percent from the prior week but up 11.9 percent from the same week in 1991.

So far in 1992, Canadian automakers have produced 252,975, down 4.4 percent from 1991.

Last week's U.S. truck production was estimated at 86,483, a decline of 3.0 percent from the prior week but up 28.7 percent from the same week one year ago.

Truckmakers in the United States have assembled 995,038 vehicles this year, an increase of 32.1 percent over 1991.

Canadian truckmakers estimated production at 22,874 last week, down 0.8 percent from the prior week but up 36.2 over last year.

Year-to-date, truck production in Canada is 303,035, up 47.8 percent over last year.

Last week's estimated daily build rate was 49,938 cars and light trucks in the United States and Canada, down 2.2 percent from the prior week but up 23.8 percent from the year-ago week.

General Motors' Arlington, Texas, car plant will be idle until May 5.

The plant is being retooled for production of the 1993 Cadillac Brougham.

GM's Janesville, Wis., truck plant scheduled overtime last Friday — one shift on the medium-duty line and two shifts on the Suburban line.

In Canada, GM's Scarborough, Ontario, and Oshawa, Ontario, truck plants worked overtime last Saturday.

Ford Motor Co. has idled four plants this week: Dearborn, Mich.; Michigan Truck (Wayne, Mich.); Norfolk, Va.; and Ontario Truck (Windsor, Ontario). All four plants have been closed because of slow sales.

Ford scheduled daily overtime last week at the following facilities: Atlanta; Chicago; Lorain, Ohio; Louisville, Ky.; and both the car and truck lines at the Kansas City, Mo., plant. The truck line at Kansas City was also scheduled for Saturday overtime last week.

Chrysler's Windsor, Ontario, truck plant worked overtime last Saturday. The plant produces the Dodge Caravan, Dodge Caravan C/V and the Plymouth Voyager minivans. AN

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THE COUP AT GM

Jack Smith told to shape up giant

PHIL FRAME
Staff Reporter

Tired of seeing their company bleed to death, many General Motors executives and managers quietly support the move by outside board members to replace President Lloyd Reuss and Chief Financial Officer Robert O'Connell.

The GM board replaced Reuss with John F. "Jack" Smith Jr. and O'Connell with William Hoglund because it wanted more aggressive managers who would deal swiftly with the company's problems.

The moves shattered Chairman Robert Stempel's hand-picked team of executives installed when he took over in August 1990. Stempel himself lost the chairmanship of the executive committee to board member John Smale, the retired Procter & Gamble Co. chairman who led the board's revolt.

Some GM execs and managers thought the changes were overdue.

"Why not sooner? That's what everybody here thinks," said a mid-level manager at a marketing division. "I think the people here think it's real positive. I don't think the big one who was replaced (Reuss) could make a decision."

Stempel hammered home the need to accelerate reforms at a previously scheduled meeting of GM's top 100 officers, held last Wednesday in Detroit.

JOE WILSSENS/AUTOMOTIVE NEWS

The executive line-up that took power at GM Aug. 1, 1990, was changed last week. From the left, Robert O'Connell LOST the chief financial officer job; William Hoglund WON chief financial officer job; Lloyd Reuss LOST the president's job and his board seat; Chairman Robert Stempel LOST face; Jack Smith WON the president's job; Robert Schultz KEPT his vice chairman job; and F. Alan Smith LOST his seat on the board.

While top executives privately expressed sympathy for Reuss, 55, his internal support collapsed after the announcement of his demotion. Jack Smith, who turned 54 the day the board promoted him, is held in high esteem for turning around GM's international operations. In the past two years, GM made $4.5 billion overseas under Smith while losing $11.7 billion in the United States under Reuss.

Smith established the world's first three-shift car plant, in Spain. He consolidated production at two plants in Belgium. He initiated an innovative scheduling plan and upgraded productivity and quality at GM's operations in the United Kingdom. He also led GM into Eastern Europe.

Smith is known not as a cutter and slasher, but as a pragmatist with sharp perceptions about the way an auto enterprise should run and the ability to act with dispatch.

Smith will be expected to work the same magic now in North America. Smith, who has been with GM for 30 years, reportedly was the board's first choice as president two years ago, before Stempel exerted his influence on Reuss' behalf.

see GM, 46

Smale could redo marketing

RAYMOND SERAFIN
Crain News Service

Former Procter & Gamble Co. Chairman John Smale may provide ailing General Motors with a badly needed infusion of customer-focused, market-driven thinking.

Smale is expected to push for aggressive change.

That, at least, is the optimistic assessment of marketers inside and outside GM, in reacting to last week's dramatic executive shakeup. The marketers say that Smale, whose name rhymes with "snail," has a strong marketing record at consumer-product juggernaut Procter & Gamble. Smale's heightened involvement with General Motors could translate into a re-

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late news

Citroen to build car in China

PARIS — Automobiles Citroen, a unit of France's Peugeot Group, said it has concluded a $1 billion deal to begin producing its ZX subcompact in the central China province of Hubei.

The project, which is heavily backed by French government guarantees, will begin producing 12,000 units a year from kits at a temporary plant beginning in 1993. Output will increase to 37,500 units a year when an assembly plant is built by 1997, Citroen said. Capacity can be boosted higher, depending on demand, it said.

A plant for engines, gear boxes and suspensions and an aluminum foundry will be located in Xiangran and start production in 1995, Peugeot said.

The project will be a joint venture with Dongfeng Co., China's leading truckmaker, which will hold a 70 percent interest. Citroen will hold 25 percent with two French

see LATE NEWS, 2

Toyota steps past McCurry, Togo era

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES -- Toyota Motor Corp.'s choice of a low-key finance executive to replace U.S. sales boss Robert McCurry sets the stage for a series of changes that will spread power throughout the company.

On June 1, Yale Gieszl, 50, will succeed McCurry, 68, as executive vice president of Toyota Motor Sales U.S.A. Inc.

Shinji Sakai, 55, takes over for Yuki Togo, 67, as president. Togo will become chairman and McCurry vice chairman, but both will no longer have day-to-day duties.

In their eight years together, Togo and McCurry have made Toyota a powerhouse that now sells more than 1 million units annually. But Toyota will give their successors the chance to handpick a new management team.

Gieszl's new title does not specify responsibility for "sales and operations," as McCurry's does. Gieszl, currently senior vice president of finance and administration, has strong business credentials but lacks experience in sales, marketing and dealer relations. That leaves open opportunities for other executives whose skills dovetail with Gieszl's.

Gieszl has a strong finance background.

McCurry left a deep imprint on the company.

"The management group will begin to take shape as Yale (Gieszl) and Shinji (Sakai) make those decisions," said James Olson, vice president of external affairs. "There will probably be more shared responsibilities and a crop of vice presidents and group vice presidents who'll work with Yale, but that hasn't been decided yet."

Some likely candidates for a greater role in leading Toyota are:

- J. Davis Illingworth, 49, group vice president and general manager of Lexus Division.
- George Borst, 44, vice president

see TOYOTA, 43

Smaller Japanese automakers get larger export allocations

RICHARD JOHNSON
Staff Reporter

TOKYO — Japan's Ministry of International Trade and Industry has moved to the aid of the country's smallest carmakers by increasing their relative share of exports to the United States.

The agency last month cut the industry's voluntary ceiling on passenger-car exports to the United States to 1.65 million units a year, down from 2.3 million. The new ceiling is about 5 percent below actual exports to the United States for the fiscal year ended March 31.

Although the new MITI allocations will not be announced, corporate sources confirmed last week that U.S. shipments by Toyota Motor Corp., Nissan Motor Co., Honda Motor Co., Mazda Motor Corp. and Mitsubishi Motors Corp. will be cut 5 to 7 percent below their actual exports in the just-ended fiscal year.

Under the new plan, Toyota will lose 34,000 potential exports a year (6.6 percent); Nissan, 23,000 (7.1 percent); Honda, 20,000 (5.8 percent); Mazda, 13,000 (6.3 percent); and Mitsubishi, 8,000 (4.9 percent).

In contrast, financially troubled Isuzu Motors Ltd. and Fuji Heavy Industries Ltd., the maker of Subaru, have been given allocations higher than their actual exports. Isuzu's allocation will increase as much as 16,000 units a year (17.0 percent), although the figure wasn't clear, while Subaru will gain 9,000 (17.6 percent). Some of the extra volume granted those

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INSIGHT
TRUCKS
FLEETS

Fleets, trucks

The American Truck Dealers and the National Association of Fleet Administrators are holding conventions this week. Both are covered in *Automotive News Insight*, which follows Page 24.

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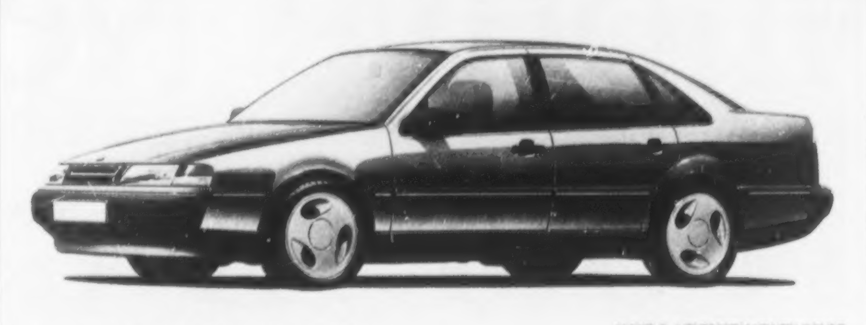
corrections

- A reference to Nissan's growing production in a story April 6 was unclear. In March, Nissan Motor Co. produced its 40 millionth passenger car. The 20 millionth was built in 1975, and the 30 millionth was built in 1986.
- An April 6 headline, "No obvious replacement for Irimajiri," should have said "No obvious replacement for Yoshino."



HANS G. LEHMANN/HIDDEN IMAGE

A new Saab for the '90s

This artist's rendering of the all-new Saab 900 is based on prototypes seen being tested at Lotus proving grounds in England. The car, which may be based on the front-wheel-drive Opel Vectra platform, could hit the United States as early as late 1993.

latenews

CONTINUED *from* PAGE 1

banks owning the balance.

The venture will be Peugeot's second in China. The company produces 17,000 Peugeots a year at a plant in Guangzhou, located in southern China.

States woo BMW boss

BMW AG's dance card keeps filling up with potential suitors, as the German automaker debates whether to build a plant in the United States.

South Carolina is said to have the inside track for a possible BMW plant, but that hasn't stopped others from trying. Politicians from several states sought out BMW Chairman Eberhard von Kuenheim when he visited Washington last week on previously scheduled business unrelated to the site search. The chairman reportedly turned down meetings not already on his schedule.

South Carolina Gov. Carroll Campbell visited BMW in Munich last month. So did Gov. William Weld of Massachusetts, who pitched the Bay State as a site for a possible BMW plant.

Raymond Howell, Weld's press spokesman, said Weld came away with the impression that BMW already had narrowed the field to sites in other states, but the company didn't say where.

— Jim Henry

Europe wants Japan cutback

FRANKFURT — The European Community last week asked Japan to cut its vehicle exports to Europe by 100,000 units this year because of declining demand in several key markets, particularly Germany. Japan exported 1.26 million vehicles to the 12-nation European Community last year.

The request, submitted in talks between the European Commission and Japanese officials last week, was referred to Tokyo for study. Japanese negotiators, however, reportedly declined to accept the commission's estimates of lower European vehicle sales this year.

Japan agreed last year on limits for Japanese imports between 1993-1999, but the accord did not include 1992.

— Diana T. Kurylko

Dingell whacks at Japanese

WASHINGTON — Big 3 advocate Rep. John Dingell, D-Mich., last week compared the Japanese to a mule that has to be hit over the head with a two-by-four to get its attention.

And the Gephardt-Riegle trade bill is his lumber, Dingell said at a Congressional hearing. "This is the only tool I've got and I intend to use it as vigorously as possible."

The bill would require Japan to reduce its $43 billion trade surplus with the United States by 20 percent a year or face limits on the number of cars they can sell in the United States.

Chrysler Corp. has endorsed the bill, while Ford Motor Co. and General Motors oppose it. Heads of the National Automobile Dealers Association and the American International Automobile Dealers Association said the U.S. needs to be a tougher negotiator.

— Max Gates

Ford announces emissions recall

DEARBORN, Mich. — Ford Motor Co. is recalling about 212,000 1989 model Ford Thunderbirds and Mercury Cougars equipped with the 3.8-liter V-6 engine to correct an emissions problem.

Ford said that on some cars the fuel vapor hose may not be connected at the fuel tank vapor valve, allowing the vehicle to exceed evaporative emission standards.

Ford also is recalling about 175 1992 model Lincoln Town Cars built as limousines for sale in California to replace the electronic engine control processors. The vehicles were built with the incorrect processor and may exceed exhaust emission standards.

Chrysler recalls Alliance, Encore

HIGHLAND PARK, Mich. — Chrysler Corp. is recalling 380,000 1983 through 1987 Renault Alliance and Encore cars to replace a cooling system component.

The heater core could fail, causing engine coolant to splash inside the vehicle. There have been some reports of minor burns as a result of the component failure.

Renault models will be serviced at Chrysler Corp.'s Jeep-Eagle dealerships. American Motors built the models until 1987.

Power windows spur GM recall

DETROIT — General Motors is recalling 69,000 compact cars in two campaigns to fix accelerator cables and electronic controllers for power windows.

About 39,000 1991 Oldsmobile Cutlass Calais, Buick Skylark and Pontiac Grand Am models with express-down power windows are being recalled because moisture can leak into the electronic controller. Notification letters called the problem "undesirable continuity" — the window may go down by itself and stay down and the electronic controller may overheat and cause a fire in the door panel.

The other recall involves 30,000 1992 Pontiac Sunbirds with the standard 2.0-liter, four-cylinder engine. The accelerator cable may have been kinked during assembly, causing loss of throttle control, cable breakage, or sticking.

— Phil Frame

Reynolds signs deal for Norick

Reynolds and Reynolds Co. has signed a letter of intent to acquire Norick Brothers Inc., an Oklahoma City-based business forms manufacturer, for an undisclosed amount.

"Both Reynolds and Norick have provided automobile dealers with paper-based information management systems for over 80 years," said David Holmes, Reynolds' chairman and president.

The companies expect the acquisition to be completed in June. Reynolds and Reynolds reported fiscal 1991 sales of $599.3 million. Norick, a privately held company, had fiscal 1991 sales of $33.8 million.

Reynolds and Reynolds, headquartered in Dayton, Ohio, is a major supplier of information processing systems.

Norick Brothers Inc. is a manufacturer of business forms for the automotive, heavy equipment and insurance industries.

— Charles M. Thomas

briefly

Will dealers take coupons?

Now that Procter & Gamble veteran John Smale has greater influence at **General Motors,** some Detroiters are wondering when there will be marketing deals like two-fers and products like the "new, improved Pontiac Grand Prix," or "giant, family sized Chevrolet Caprice." Will GM start sponsoring the afternoon soap operas? Are coupons far off?

BUT IS IT SAFE TO GO BACK? Tuesday, the day after **GM's** management shakeup, Donald Runkle, vice president in charge of advanced engineering, spoke at a Detroit luncheon. He said, "I want to thank you guys for inviting me. It's a good day to get out of the office. It's dangerous around there."

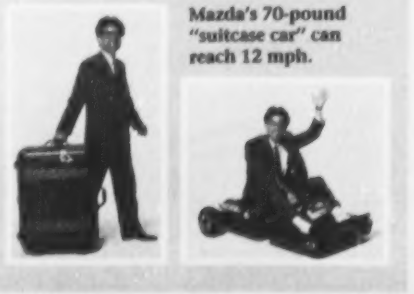
DID HE OR DIDN'T HE? Did **Chrysler Corp.** Chairman-designate Robert Eaton have a crystal ball and suspect a shakeup at **GM?** Could that be a reason he jumped ship? "I found out about it (the shakeup) on the radio on the way to work last Tuesday, just like everybody else," said Eaton last week.

THE AMERICAN WAY — Matt Darcy, the salesman fired by Gordon Stewart of Gordon Chevrolet in Garden City, Mich., is suing his former employer for $10,000 for lost wages and mental and emotional distress. Darcy was allegedly fired for remarks he made on "60 Minutes." Darcy told the interviewer: "If America makes a good product, buy it. If they don't, I buy what's good for my money."

A PAGE OF HISTORY TURNS — Dust settled on Detroit's west side at the site of one of the former **DeSoto** plants last week. The factory has been demolished and with it memories of the days when **Chrysler Corp.** had DeSoto, **Dodge, Chrysler** and **Plymouth** lines. DeSoto, which had 1,500 exclusive dealers in 1929, one year after introduction, was credited with helping Chrysler in 1936 move to the No. 2 slot among the Big 3. The last U.S. DeSoto was built in November 1960.

REGAL TIES — Dust off your tiaras, girls. It may be hip to be a beauty queen again, if new campaigns for Diet Coke and **Buick** are any indication. Coca-Cola Co. has a 30-second TV spot starring Miss Universe. And Buick dealers are enlisting Miss U.S.A. for a regional Skylark campaign, reports *Advertising Age.* The deals are music to the ears of pageant organizers, who admit advertisers have shied away from beauty queens.

PACK YOUR CAR — **Mazda** will display a "suitcase car" at this week's New York auto show. The 70-pound concept vehicle opens like a standard piece of luggage to provide a "Go-Kart-like" driving position. Assembly time for the bag buggy is one minute. Power is provided by an air-cooled two-stroke engine; top speed is 12 mph.



Mazda's 70-pound "suitcase car" can reach 12 mph.

Ford hikes auction-car fee

KATHY JACKSON
Staff Reporter

The factory says it needs more money to support local dealer advertising associations, but many dealers think they're being squeezed.

That is the reaction to an April 3 memo to Ford and Lincoln-Mercury dealers that said the buyer fees charged at the company's closed auctions will change to 1 percent of the selling price, effective April 20.

Most of the vehicles purchased at the closed auctions are the nearly new vehicles used by Ford's management or that the automaker repurchased from rental car companies.

Dealers now pay a $75 fee for each Ford and Mercury vehicle they purchase at auction; the current fee is $125 for Lincoln cars.

The memo from Ford Division General Manager Ross Roberts and L-M General Manager Lee Miskowski said the increase will amount to an average $24 for Ford and Mercury vehicles and $69 per Lincoln.

On Ford and Mercury models, an average fee of $99 would mean an average purchase price of $9,900.

The memo said the money primarily will support local Ford and L-M ad associations, which buy joint advertising for all dealers in a certain geographic area.

The company also generates money for the local associations by assessing the dealers a 1 percent fee based on the sticker price for each new vehicle ordered from the factory for retail sales. Fleet vehicles purchased by dealers are exempt from that fee.

Still, dealers are hot.

"I know that most of the dealers are not happy with this," said Ed D'Amico, president of D'Amico Lincoln-Mercury Inc. in East Brunswick, N.J., and chairman of the Lincoln-Mercury Dealer Council.

D'Amico explained that fewer cars have been going through the auctions since the automaker changed its policy last spring. Rental cars now must be in service for at least six months or 15,000 miles, compared with four months and no minimum miles under the former program. Consequently, advertising contributions are down.

"I know a lot of the dealers don't buy that," D'Amico said, "and I don't like to see the factory transferring costs to dealers either, but sometimes it has to be done."

Dealers are angry.

Ford dealer Bill Jenkins said Taurus models go for an average $13,500 at auction, which means his new fee will be $135 compared with the current $75.

"What they're doing is trying to gouge you every place they can," he said.

Jenkins, who owns Don Jenkins and Sons Ford in Fuquay Varina, N.C., said Ford dealer profit levels have been up nationally this year. He thinks the factory is looking at those profits and saying, 'Hey! Let's get some of that.'

"I'm just disgusted with Ford," Jenkins said.

D'Amico said one of the biggest dealer misconceptions is that the money goes for non-advertising purposes. "The 1 percent has been a thorn in their sides," D'Amico said, "especially with luxury cars because that can amount to a lot of money." D'Amico said advertising costs rise about 10 percent annually so the additional funds are needed.

But Ford dealer Clark Spikes wonders: "Why don't they ever raise warranty and labor rates to the dealers to account for inflation?"

Spikes, owner of Spikes Motor Co. Inc. in Mission, Texas, said the increased buyer's fee "is just another encroachment by the manufacturer on the dealer."

Stephen Lyons, general marketing manager for L-M, said the company went to a percentage formula on auction cars because it is easier than readjusting amounts to account for inflation.

Last August, the company implemented a set 1 percent fee for new cars ordered from the factory for retail sales.

Lyons said additional revenue has increased Lincoln-Mercury advertising volume 20 percent and "more ads help sales."

AGENDA
Ethics
Lunch
Professionalism
PERSONAL PROFILE

PAUL TEPLEY

Deborah Mack was hired by Carlson Marketing Group as lead training instructor for NADA's sales certification program.

BACK TO SCHOOL

Salespersons begin NADA certification

CHARLES M. THOMAS
Staff Reporter

CLEVELAND

When area car salespersons were asked what they should charge a long-time customer for a car even though there were 30 of the vehicles on the lot, one answered quickly: "A thousand dollars over MSRP."

Car salespersons have the legal aspects of selling down pat. But some of them have a long way to go in recognizing the varying shades of gray in their ethical practices.

For them, the money grab is far more important than customer satisfaction and building customer retention. It is a dilemma the National Automobile Dealers Association hopes to resolve through its recently launched sales certification program.

But if the first session on ethics and state laws regarding selling cars held last week in Cleveland is any indication, then the battle is uphill and the program long overdue.

Some of the 30 pupils enrolled used the session as a forum to voice festering grievances about their pay and working conditions.

According to NADA, the average compensation for sales personnel is just $22,000. Salespersons also complain their hours are long and benefits few.

More than 200 Cleveland salespersons have enrolled in the certification program. Some said dealers ordered them to attend, while others genuinely are seeking certification.

"I want to better myself and to see if I can improve my image and my income," said Cal Huebner, who has been a salesman for seven years at Dowd Transportation Center, an Oldsmobile-Mercedes-Toyota dealership.

Huebner is not the garden-variety car salesman. A retired police captain, he works part time at the dealership making $25,000 to $30,000 annually.

see CLASSES, 48

9.8% gain in truck sales boosts first quarter results

FIRST QUARTER SALES

An increase in car sales to individuals and non-rental fleets overcame ebbing Big 3 sales of program cars in the first quarter, and truck sales rose sharply to carry the market to a 4.1 percent gain.

Car buyers continue to switch to trucks. Sales of minivans and sport-utilities led a truck surge of 9.8 percent in the quarter, while cars barely eked out a 1.3 percent gain.

Another long-term trend seems to have faltered: Japanese nameplates are no longer inching up in market share for the total vehicle market. The Japanese first-quarter share fell 0.5 points, and the Big 3 gained 0.8 points.

Automotive analyst Maryann Keller, speaking at the Economic Club of Detroit last week, said the bubble has burst for the Japanese industry, and it may be forced to trade market share for profits in the next few years (see Page 6).

While manufacturers do not release fleet sales figures, the companies have been indicating all quarter that sales to rental companies — which are usually characterized as money-losing — are below last year's levels.

If there is a "Buy American" trend, it is manifesting itself most obviously in truck sales, where the Big 3 moved from 82.5 to 85.3 percent of the market.

Minivans from Chrysler Corp. and Ford were up more than 10 percent.

The Jeep nameplate was up 52 percent.

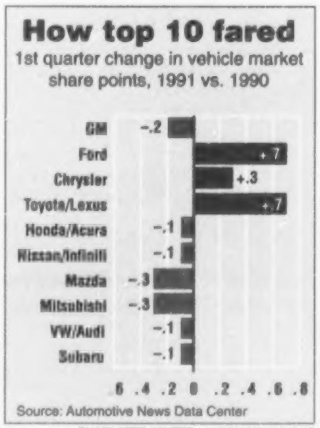
Truck sales by Japanese companies were down 7.2 percent, although Toyota bucked the trend, thanks to 5,644 pickups built on its new line at New United Motor Manufacturing Inc. in California.

Although Chevrolet's C/K pickup was the market leader, S10 sales fell.

General Motors has Saturn to thank for keeping it afloat in market share.

Saturn sold 33,118 more units this year than last, and the rest of GM was up just 842 units.

— *William R. Diem*



CHARLOTTE WINTER / AUTOMOTIVE NEWS

Chrysler

Strong sales of minivans, Jeeps and Dodge Dakota pickups offset a sharp drop in car sales, giving Chrysler Corp. a 6.3 percent sales gain in the first quarter.

The car sales decline reflected Chrysler's decision to reduce its vehicle fleet sales in favor of higher-margin retail sales. Retail sales rose "significantly" in the quarter, the company said.

"We could have looked good by pumping cars into the rental fleets, but chose not to do that," Chrysler Chairman Lee Iacocca said earlier this month.

Sales of the company's mainstream sedans formerly sold into rental fleets were down significantly: Plymouth Acclaim sales dropped 41.2 percent, Dodge Spirit was off 43.1 percent, and Dodge Dynasty fell 30.1 percent.

But there was one hot spot for cars. Sales of the heavily incentivized Plymouth Sundance subcompact rose 62.7 percent in the first three months of the year, while

see RESULTS, 44

New GM Europe President Louis Hughes is a hands-on manager.

Hughes will lead GM Europe by 'doing'

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Louis Hughes, named last week to succeed Robert Eaton as president of General Motors Europe, isn't packing his bags yet for a move to headquarters in Zurich, Switzerland.

All this week, the 43-year-old chairman of GM's Adam Opel AG division will be sitting alongside new employees in a classroom in the automaker's new factory in Eisenach, Germany, taking an orientation course on lean production methods.

"You can't preach; you've got to do," Hughes said in a telephone interview last week, explaining the management philosophy that has marked his success at Opel.

Hughes, who has headed Opel since April 1989, oversees a company with 56,000 employees and $14.2 billion in annual revenue. The unit accounts for 45 percent of GM's sales in Europe.

The Eisenach plant, GM's biggest project in the East, is largely a Hughes creation. And it's a sign of where the company wants to be in Europe.

The Eisenach plant will incorporate lean-production methods learned from GM's joint-venture partners at plants in Canada with Suzuki Motor Corp. and in California with Toyota Motor Corp.

While many of Opel's projects were underway long before his arrival in 1989, Hughes has been the biggest proponent of making the new plant GM's cutting edge against Japanese competition.

"I guess you could say I was the primary sponsor of lean production. Every project has to have a champion and that was mine," Hughes said.

Eisenach, which at scheduled capacity will produce a combined 150,000 Astra and Corsa models a year, is GM's "beachhead in the east," said Hughes.

"Any greenfield project that we make, in Eisenach or Portugal, has to demonstrate that we have taken all we learned from ourselves and the competition and come in with most efficient plant possible."

But the project is even more important because Hughes wants to demonstrate that lean production can work in a former communist state with a "work force not accustomed to such techniques."

"In GM Europe, we have a vision regarding a lean production system, and we have to implement that vision. The entire organiza-

see HUGHES, 43

Science academy fuels CAFE fire

Government panel pans current rule

MAX GATES
Staff Reporter

WASHINGTON — Far from settling the simmering feud over automobile fuel economy standards, a long-awaited National Academy of Sciences report has virtually all the combatants claiming victory.

Eleven months after it convened, the panel issued its report last week, concluding that "an average fuel economy level of between 34 and 37 miles per gallon by the year 2006" is technically possible. The committee said, for example, that large-sized cars could average 30 to 33 mpg, compared to an average 23.5 mpg today.

But the committee said those improvements in fuel economy carry a cost — reduced safety, less consumer choice and major development costs for the auto industry.

The committee suggested that the best way to reduce fuel consumption would be to raise the price of gasoline through a tax.

The panel criticized the current system for setting corporate average fuel economy standards. It said CAFE rules put a heavier burden on full-line automakers, who must balance their gas guzzlers by pushing small car sales. It also said the system works against market forces, such as the current consumer trend toward larger, more powerful cars.

The Motor Vehicle Manufacturers Association said the report proves that fuel economy should stay on the Congressional backburner because it "confirms that proposals in Congress calling for steep increases in fuel economy standards are unrealistic."

But a spokesman for Sen. Richard Bryan, D-Nev., said the report is evidence that Congress should get moving on Bryan's bill to raise fuel economy by 40 percent by the year 2001.

"The bottom line is, this report says we can increase fuel economy and we can do it safely," said Bryan spokesman Jim Mulhall. "So let's get going."

The Department of Transportation asked the independent National Academy of Sciences to review fuel economy technology last year when Congress began to consider increasing the CAFE standard from the present 27.5 miles per gallon.

Congress quit debating CAFE last year as too controversial, but it could be revived this spring. Bryan may try to attach CAFE to the Japan trade bill being examined in House and Senate hearings, Mulhall said.

In its 279-page report, the committee suggested, but stopped short of recommending, a CAFE system that would set targets for new cars by weight class. That system would spread the burden evenly over all manufacturers.

The committee suggested that a gasoline tax — which it labeled "price correction" — would be a better way to improve fuel economy, giving motorists an incentive to purchase more efficient cars. It did not consider how big a "price correction" would be needed.

The committee also suggested a "feebate" system — a tax on purchases of gas guzzlers and rebates to buyers of gas-sippers. But again, it gave no guidance on how this would be implemented.

Safety concerns have been over emphasized in the CAFE debate, the report said. Fuel economy improvements would probably require no more than 10 percent downsizing in vehicle weight, and most safety sacrifices caused by weight reduction could be offset by improved design and technology, the panel said.

The big, the fast to bow in N.Y.

JIM HENRY
Staff Reporter

Autoshow
Tokyo
Los Angeles
Detroit
Chicago
Geneva
New York
'92

NEW YORK — For the second straight year, the New York auto show's theme is "Responsible Motoring," but its only world debuts will be big and fast.

The big one, the 1993 Cadillac Brougham, carries a 5.7-liter V-8 and will retain its title as the longest American production car.

The fast one, the 1993 IsoRivolta Grifo, is a $225,000 sports car made in Modena, Italy.

BMW's 525i wagon makes its North American debut at the New York show.

The show's theme will be spotlighted in a separate display focusing on safety, fuel efficiency, pollution control and alternative-fuel vehicles. It will include the flexible-fuel Subaru Rioma, the hydrogen-powered Mazda HR-X and the 100-mpg Ultralite concept sedan from General Motors.

Products making their U.S. debut include the 1993 BMW 525i Touring Sport wagon, the Volkswagen Passat GLX and Nissan's restyled 1993 pickup.

The New York International Automobile Show is the nation's oldest and best attended, drawing more than 1 million people. Sponsored by the Greater New York Automobile Dealers Association, it runs April 18 to 26 at the Jacob K. Javits Convention Center.

VW's VR6-equipped Passat as it appears in Europe; the U.S. version will be called Passat GLX.

Chrysler Corp. Chairman Lee Iacocca will kick off this week's press events Wednesday with an address to the New York-based International Motor Press Association. He could make an announcement regarding Chrysler's electric-powered minivan project.

Chrysler has been working with the Electric Power Research Institute to develop an electric-powered minivan.

SAFETY INSTALLATIONS ON 1991 MODELS

	Anti-lock brakes*		Driver airbag		Traction control	
General Motors						
Domestic car	688,575	24.4	1,028,223	36.4	2,500	0.1
Import car	0	0.0	105,996	56.3	0	0.0
Light truck	1,565,194	94.1	0	0.0	0	0.0
Ford Motor Co.						
Domestic car	290,163	17.3	848,652	50.7	0	0.0
Import car	0	0.0	0	0.0	0	0.0
Light truck	1,294,675	100.0	0	0.0	0	0.0
Chrysler Corp.						
Domestic car	29,156	4.4	638,276	96.2	0	0.0
Import car	44,205	60.5	19,907	27.2	0	0.0
Light truck	159,165	22.5	182,399	25.8	0	0.0
Honda						
Domestic car	0	0.0	0	0.0	0	0.0
Import car	115,476	14.3	80,402	10.0	2,531	0.3
Mazda						
Domestic car	3,559	4.1	0	0.0	0	0.0
Import car	14,933	9.7	38,100	24.7	0	0.0
Light truck	126,329	100.0	0	0.0	0	0.0
Nissan						
Domestic car	0	0.0	0	0.0	0	0.0
Import car	75,655	19.9	16,452	4.3	0	0.0
Light truck	65,200	38.7	0	0.0	2,970	1.8
Toyota						
Domestic car	9,945	3.1	50,850	15.7	0	0.0
Import car	28,612	8.8	97,767	30.2	0	0.0
Light truck	69,563	22.5	0	0.0	0	0.0

Note: Domestic car and light-truck installation rates based on 1991 model year production.
Import car and light-truck installation rates based on 1991 model year sales.
*Includes 2-wheel and 4-wheel ABS

Domestic makers still ahead in installation of safety items

CHARLES E. RAMIREZ
Special Correspondent

Domestic automakers continue to lead the imports in installation of anti-lock brakes, traction control and driver-side airbags in passenger cars, according to an *Automotive News* analysis.

The analysis of 1991 model production figures of some manufacturers shows that the trend of equipping cars with the safety devices appears to be growing.

Chrysler Corp. leads most domestic and import makers in driver-side airbags with a 96.2 percent installation rate in 1991 and 1990 for domestic-built cars.

General Motors leads in installation of ABS, with a 24.4 percent installation rate on its 1991 domestic-built cars. GM had a 36.4 percent rate for driver-side airbags.

In 1990, GM had an 8.4 percent ABS installation rate and a 14 percent driver-side airbag rate.

Ford Motor Co.'s domestic-built cars had a 17 percent installation rate for ABS and a 50 percent rate for driver-side airbags in 1991, up from 13 percent for ABS and 49 percent for airbags in 1990.

Imports, generally slower in equipping vehicles with these safety items, showed increases.

All BMW, Saab, Porsche and Mercedes-Benz models had 100 percent ABS and airbags rates. Volvo, Acura, Infiniti and Jaguar had 100 percent ABS rates. Alfa Romeo, Isuzu and Audi had 100 percent driver-side airbag rates.

Of the four highest-volume Japanese makes, Toyota led in the installation of driver-side airbags with a 30.2 percent rate in 1991 for imported cars, up from zero in 1990. Nissan was first in ABS installation rates with almost 20 percent in 1991, an increase from 9.3 percent in 1990.

Customer pressure on automakers to focus on these safety features and technology will raise safety installation rates in 1992.

Airbag installation rates are expected to escalate as carmakers try to catch up with market demand. Federal law requires all passenger cars to have driver- and passenger-side airbags in 1998 and all trucks to have airbags by 1999.

Adcox vows to protect reputation, fight lawsuit

The Associated Press

CHATTANOOGA, Tenn. — A prominent Chattanooga auto dealer accused of shady business practices is fighting back with a universal sales tool: advertising.

Herb Adcox, whose Chevrolet dealership was hit with a $15 million class action lawsuit earlier this month in U.S. District Court, ran a full-page newspaper ad rebutting the allegations.

"There's nothing in there that we can't defend," said Adcox, the National Automobile Dealers Association director from Tennessee who has operated Herb Adcox Chevrolet for 40 years.

Adcox: "This is my reputation at stake."

Fifteen plaintiffs contend the dealership has charged exorbitant interest rates, used questionable selling techniques and tricked customers into signing blank finance contracts.

Adcox, in an ad in the *Chattanooga News-Free Press*, denied the allegations. He said his advertising "is the most honest and truthful of any car dealer in the United States."

The ad compared the plaintiffs to Chicken Little, the fable character who warned everyone the sky was falling after he was hit in the head by a falling stick.

In an interview with *The Chattanooga Times*, Adcox vowed to fight the accusations in court: "This is my reputation at stake."

William Brown, a Cleveland, Tenn., attorney who filed the suit, said 150 people have asked to join in the lawsuit, and the Chattanooga Better Business Bureau says the allegations are not new.

"We have gotten several complaints, and they do seem to follow a pattern," said Better Business Bureau President Kathryn Conklin. "They seem to have to do with selling practices and advertising issues."

Better Business Bureau files indicate Adcox charges nearly 20 percent annual interest on some new-car loans. The lawsuit contends the dealership encouraged buyers to sign blank finance contracts with a certain monthly payment, then filled in higher interest rate figures than the advertised 11.9 percent.

The plaintiffs also contend that Adcox salespersons used "bait and switch" tactics. In 1990, the Tennessee Motor Vehicle Commission investigated similar bait and switch complaints against Adcox but found no evidence of wrongdoing. Adcox is a member of the commission, as well as a former president of the state auto dealers association and the Chattanooga Area Chamber of Commerce.

Adcox said he has met state advertising guidelines requiring dealers to state at least one stock number for each car advertised. He denied altering finance contracts.

Adcox defended the high interest rates as part of a tiered rate structure that allows him to finance poorer credit risks. Buyers with good credit qualify for lower rates, he said.

GM takes its time to get redesigned vans right

JOSEPH BOHN
Truck Editor

General Motors, mindful of rushing some new trucks too quickly to market as it did with the APV minivans, is still researching its next generation of full-sized G-vans, due in 1995.

Ford Division brought out its redesigned Econoline/Club Wagon this past year.

Dodge Division will introduce its restyled Ram Vans and Ram Wagons next spring as 1994 models, confirmed Kelly Mankin, Dodge truck marketing plans manager.

But the revamped Chevrolet Chevy Van/Sportvan and GMC Vandura/Rally Wagon will not bow until fall 1995 as 1996 models.

GM officials privately say they rushed some new products to market, like the APV minivans.

The heavy, plastic-bodied minivans debuted in the 1990 model year with a three-speed automatic transmission and 3.1-liter V-6 engine. Sales were hurt by their slugglish acceleration.

The 1992 Chevrolet Lumina APV, Oldsmobile Silhouette and Pontiac Trans Sport now offer a four-speed automatic transmission and GM's powerful 3.8-liter engine.

Officials are researching the full-sized vans more thoroughly. After two years of planning, they are querying body builders and upfitters on such things as color and preferences for sliding or conventional doors.

The new vans are in the clay model stage; GM plans a ground-up revision.

In addition to more aerodynamic styling, the vehicles will have all-new suspension systems for better ride and handling, revised wheelbases, and higher gross vehicle weights and payload-carrying capacities, according to commercial body builders and upfitters.

The vans will debut with a complete complement of safety equipment, such as driver- and passenger-side airbags, crush-reinforced roofs and side impact protection in the doors.

By contrast, Dodge's van and wagon changes will be mostly in styling, including new front and rear treatments.

The Dodge vans had their last major facelift in 1979.

In 1986, the vans had a partial facelift, with new grilles, lights and ornamentation.

GM's vans haven't had a major update since the 1977 model year. But GM has continued to add new models, such as the 15-passenger version it introduced in 1990.

The commercial and conversion markets are very important to full-sized van sales, which is why GM is querying body builders so intently.

Full-sized cargo vans accounted for 80.1 percent of this market during the first quarter of 1992 and passenger versions accounted for the balance, according to *Automotive News* tabulations based on Motor Vehicle Manufacturers Association sales reports.

About half of the cargo vans end up as personal-use vehicles, however, after being finished by van converters.

Both markets strongly rebounded this year. Full-sized cargo van sales totalled 66,283 units in the first quarter, an 18.5 percent increase over the first quarter of 1991, according to MVMA and *Automotive News*.

Wagon sales totaled 16,438 units during that same period, up 52.3 percent over the year-ago mark.

During the first quarter of this year, sales of Ford's redesigned Econoline were up 20.6 percent and Club Wagon sales were up 86.8 percent.

The redesign also boosted the Club Wagon's share of the full-sized passenger van market during the same period to 48.0 percent, up from 39.2 percent a year ago. The Econoline's share of the full-sized cargo van market increased to 41.1 percent, up from 40.4 percent in the first quarter of 1991.

GM officials concede they will have to use some very aggressive marketing efforts over the next couple years to fend off Ford until the automaker's new vans hit the market.

Combined sales of Chevrolet and GMC vans totaled 26,301 units in the booming first quarter, up 16.1 percent. But GM's share of the full-sized market slipped to 39.7 percent, down from 40.5 percent a year ago.

Its share of the full-sized wagon market fell to 15.9 percent during the quarter, down from 19.5 percent a year ago, according to *Automotive News* tabulations.

Dodge's share of the big van market held steady at 19.2 percent. Its share of the big wagon market dropped to 36.1 percent, down from 41.3 percent a year ago.

Mankin said Dodge has been exhorting dealers to become more aggressive in the commercial van market by stocking such vehicles.

Chrysler Corp. also has been running direct mail and other marketing programs to target small businesses in its quest to expand commercial sales. AN

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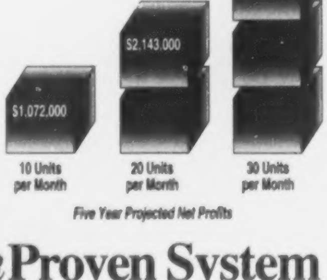

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Circle ReaderService #9

Japan sales fall 3.8% for fiscal year

MARY ANN MASKERY
Staff Reporter

TOKYO — New vehicle sales in Japan registered their first annual decline in 11 years in the just-ended fiscal year as sales fell 6.5 percent in March, traditionally the strongest month.

The March decline, to 694,518 units, marked the 11th consecutive month of weaker sales and closed out the fiscal year with a 3.8 percent drop to 5.7 million units. Including mini-vehicles, the market was off 4.8 percent for the year to 7.4 million units.

For the quarter, sales excluding minis fell 4.3 percent from a year earlier to 1.47 million units.

Analysts attributed a small part of the March decline to buyers waiting for a scheduled cut in the car-sales tax, which takes effect this month.

The deferral effect "may have cost a couple of points of sales," according to analyst Steve Usher of Kleinwort Benson International in Tokyo. "But overall, the market remains very weak."

Alone among the industry's five biggest producers, Mitsubishi Motors Corp. scraped out a 1.8 percent sales gain last month to 64,209 units.

But Toyota Motor Corp. was down 5.8 percent to 290,359; Nissan Motor Co. fell 8.6 percent to 168,572; Mazda Motor Corp. fell 6.2 percent to 49,534; and Honda Motor Co. sales slipped 5.9 percent to 48,463.

Import sales in March slid a steep 21.6 percent from a year earlier to 17,398, continuing a decline now in its 15th month.

Volkswagen sales slid 47.8 percent to 2,056 units; Audi fell 42.5 percent to 1,247, and Mercedes-Benz fell 18.5 percent to 3,088.

Countering the market, General Motors sales rose 7.4 percent to 1,030 units. Officials said the upturn reflected positive response to a comparative ad campaign launched by GM in early March. AN

26.6% gain by VW leads Mexico sales hike in Jan.

MEXICO CITY — The Mexican market in January picked up where it left off in 1991, with Volkswagen leading the way to a boost in sales.

Total industry sales rose 4.8 percent in January, due primarily to 26.6 percent gain at volume leader VW. Its biggest gain came from the soon-to-be-replaced Golf, which doubled to 4,516 sales.

General Motors, the industry's truck leader, posted the only other sales increase among Mexico's Big Five makers. A 15 percent rise in truck sales offset a decline in cars, and GM finished the month with a 6.5 percent overall gain.

Chrysler, Ford and Nissan all posted small losses in January.

The Mexican industry is coming off its most productive year ever. Nearly 1 million vehicles were built in calendar 1991 for Mexico's market and export. The pace increased in January 1992 when total car and truck production reached 94,048 units, topping year-ago levels by 19.4 percent.

VW, Ford, GM and Chrysler each had significant boosts in export production, most of it bound for the United States. AN

MEXICO CAR AND TRUCK SALES

	JAN. 1992	JAN. 1991
Cars	5,511	4,968
Trucks	3,666	4,578
Imports	142	99
CHRYSLER	**9,319**	**9,645**
Cars	5,174	5,422
Trucks	5,160	5,027
Imports	0	508
FORD	**10,334**	**10,957**
Cars	2,499	2,824
Trucks	5,160	4,486
Imports	578	426
GM	**8,237**	**7,736**
Cars	7,058	7,058
Trucks	3,032	3,089
Imports	0	255
NISSAN	**10,090**	**10,402**
Cars	12,831	10,403
Trucks	1,318	745
Imports	2	30
VOLKSWAGEN	**14,151**	**11,178**
Cars	33,073	30,675
Trucks	18,336	17,925
Imports	722	1,318
TOTAL BIG 5	**52,131**	**49,918**
OTHER*	**2,237**	**1,978**
TOTAL INDUSTRY	**54,368**	**51,896**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

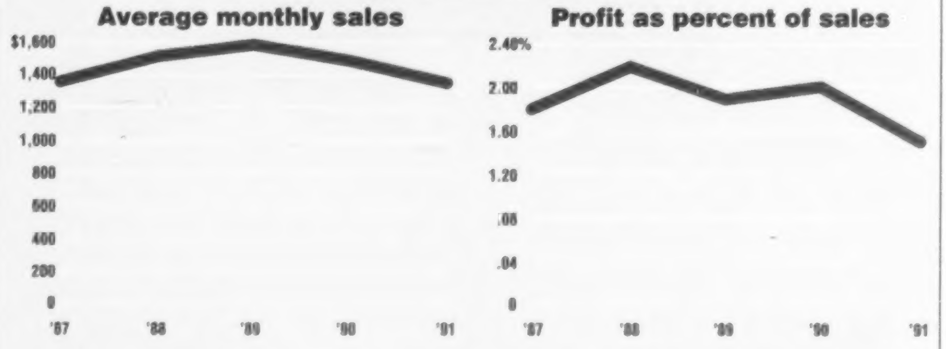
MEXICO CAR AND TRUCK PRODUCTION

	Jan. 1992	Jan. 1991
Cars for Mexico	5,911	5,038
Cars for export	6,848	7,027
Trucks for Mexico	4,124	5,172
Trucks for export	2,119	353
CHRYSLER	**19,002**	**17,590**
Cars for Mexico	5,693	5,430
Cars for export	11,855	7,866
Trucks for Mexico	5,577	4,852
FORD	**23,125**	**18,148**
Cars for Mexico	3,210	2,846
Cars for export	6,406	3,995
Trucks for Mexico	6,243	5,467
GM	**15,859**	**12,308**
Cars for Mexico	7,062	7,130
Cars for export	2,330	1,176
Trucks for Mexico	3,039	3,264
Trucks for export	781	434
NISSAN	**13,212**	**12,004**
Cars for Mexico	13,328	11,568
Cars for export	5,588	3,993
Trucks for Mexico	1,398	1,136
VOLKSWAGEN	**20,314**	**16,697**
Cars for Mexico	35,204	32,012
Cars for export	33,027	24,057
Trucks for Mexico	20,361	19,891
Trucks for export	2,900	787
TOTAL BIG 5	**91,512**	**76,747**
Trucks for Mexico	2,536	2,038
Trucks for export	0	10
OTHER*	**2,536**	**2,048**
TOTAL INDUSTRY	**94,048**	**78,795**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Heavy-truck dealers survey analysis

Dollar amounts in thousands



	1987	1988	1989	1990	1991
Average monthly sales	$1,362.5	$1,518.2	$1,589.0	$1,492.5	$1,357.9
Profit as percent of sales	1.8%	2.2%	1.9%	2.0%	1.5%
Return on assets	6.6%	8.7%	6.7%	6.4%	4.7%
Average month's expense	$178.8	$190.9	$208.2	$225.0	$214.1
Expenses as percent of gross profit	94.8%	93.8%	95.4%	96.3%	93.0%
Warranty sales	$23.9	$27.5	$34.8	$41.7	$43.8
Warranty receivables as percent of sales	282.1%	304.1%	260.5%	243.9%	236.3%
New-truck sales	$824.5	$959.3	$952.8	$833.3	$729.2
New-truck gross as percent of sales	5.7%	6.2%	5.9%	6.2%	5.6%
Used-truck sales	$133.3	$153.0	$166.2	$166.7	$172.9
Used-truck gross as percent of sales	6.8%	7.9%	8.2%	6.7%	6.7%
Labor sales	$104.8	$90.3	$104.0	$119.4	$112.4
Gross as percent of labor sales	59.4%	62.5%	64.9%	63.8%	63.7%
Parts sales	$268.3	$272.5	$304.8	$334.5	$322.5
Gross as percent of parts sales	25.1%	25.4%	25.4%	25.8%	25.7%
Parts and service absorption	86.0%	84.7%	85.2%	88.8%	90.4%

Source: American Truck Dealers dealer attitude survey

DAVID L. BURHANS / AUTOMOTIVE NEWS

Forward Focus

Expense control was the watchword in 1991 as dealer took action to combat expected downturns in sales and profits

By: Joseph Bohn

The average medium- and heavy-truck dealership's sales and profits dropped to their lowest level in five years during 1991.

New-truck, labor and parts sales all declined during the dismal year. Used-truck sales posted the only increase.

But as the American Truck Dealers 29th annual convention and exposition at the San Francisco Hilton winds up on Tuesday, dealers can console themselves with the improving market outlook and the job they have done in sharpening their business-expense controls.

As tough as 1991 was, "it could've been a heck of a lot tougher if the guys hadn't realized what was going on and stepped up to control their expenses," said Fred Stevenson, manager of ATD consulting services in McLean, Va.

From less than a 1 percent net profit during the first half of 1991, dealers managed to post a 1.5 percent profit for the full year by curtailing expenses, Stevenson said. Expense control has pretty much become their watchword.

Stevenson, like other analysts, said the new-truck market has started to turn upward.

He anticipates U.S. Class 8 truck sales reaching 220,000 in calendar 1992, up from last year's 98,730 units.

"Dealers now have to get their parts and service business in such a position that new and used truck sales become incremental profits for them," Stevenson said.

"The really successful ones are doing that already. They have a more effective management of their parts and service departments, more effective merchandising, and provide extra services" for customers, he said.

"The challenge for the dealer today is to expand his services for his customers. He has to know more about his customers' businesses to serve them properly. Call it 'value-added,' " Stevenson said.

ATD's 20 Groups averaged only $1.358 million in sales last year, down 9 percent from a year earlier, and lowest since 1987's average of $1.362 million.

The overall decline in sales led to a 7.8 percent drop in dealers' gross profits.

Although dealers managed to trim their expenses by 4.9 percent, it was not enough to offset the decline in grosses. They averaged only 1.5 percent in net profits as a percent of sales, before bonuses and taxes. That was down from 2.0 percent in 1990 and lowest since 1986, when ATD first began tracking these numbers.

Parts and service receivables of $530,000 were up 2.8 percent from 1990, while parts and service sales of $435,500 were off 7.4 percent.

Parts and service receivables for items over 30 days past due dropped slightly to 33.3 percent, indicating dealers either were being more cautious in extending credit or tightening up their collection procedures.

Warranty sales of $43,800 were up 5 percent. Warranty receivables as a percentage of warranty sales were 236.3 percent, a 4.1 percent drop from 1990.

While this figure is substantially above the ATD guideline of 150 percent, it is the lowest ATD has recorded and reflects the increased emphasis being given warranty receivables by dealers and original equipment manufacturers.

New-truck grosses as a percent of sales totaled 5.6 percent. That was lowest since the 4.7 percent in 1987 and represented a 9.7 percent drop from 1990.

Dealer gross as a percent of labor sales totaled 63.7 percent, down slightly from 63.8 percent in 1990. The gross as a percentage of parts sales also dropped slightly to 25.7 percent from 25.8 percent — reflecting greater competition for this business.

Parts and service absorption reflected one bright spot in an otherwise bleak year. At 90.4 percent, it was up 1.6 percentage points and was at the highest level ever calculated by ATD.

Stevenson said this reflects dealers' emphasis on expense control and cost reduction. ☐

Joseph Bohn is truck editor for Automotive News.

Laying Down the Law

Government regulators are readying significant rules this year

By: Max Gates

If 1991 was the year of environmental concern following passage of the Clean Air Act amendments of 1990, then safety is the issue in 1992 following passage late last year of the Intermodal Surface Transportation Efficiency Act, or ISTEA (pronounced like "ice tea").

No significant safety rules are ready to take effect, but several are being written, says Barry Felrice, associate administrator for rulemaking at the National Highway Traffic Safety Administration.

A new regulation on rear underride protection should be ready by early 1993, Felrice says. The rule is designed to prevent vehicles from slipping under the back of a large truck or trailer in a rear-end collision.

The current proposed rules apply only to trailers, "although there are activists asking why they don't apply to straight trucks as well," notes Thomas Carr, vice president with the Motor Vehicle Manufacturers Association. "So far, there hasn't been anything on that."

Rear underride guards were last proposed 10 years ago and first proposed 10 years before that, Felrice says. The last time around, the rules were killed by opposition to testing require-

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Franchise Feedback

ATD survey ratings spark Volvo, GMC and Nissan to step up their direct communications with dealers

By: Joseph Bohn

Volvo GM Heavy Truck Corp. improved the value of its franchise dramatically during 1991, according an American Truck Dealers' dealer attitude survey.

The swift change occurred between May 1991 and November 1991. Dealers only gave Volvo GM a 6.5-point rating out of a possible 10 in May. They bumped that up to 7.3 points by November.

"The folks at Volvo GM started listening to dealers and the dealer council in a new way. It had a positive effect on the dealer body," said Jim Westlake, director of the American Truck Dealers division of the National Automobile Dealers Association.

The medium-duty truck operations of GMC, Chevrolet and Nissan Diesel America Inc. are likely to be next in scoring significant ratings improvements this year.

That is because GMC, which handles medium-duty truck marketing for itself and Chevrolet, is expanding sales and service support for 650 dealers it handles, said Ray Rota, GMC general sales manager.

GMC had cut back field sales and service support for the dealers as an economy move. The division relied on light-truck field personnel and telephones to take up the slack, said Westlake.

"The dealers slam-dunked them," he said, referring to the below-average 6.4-point and 6.2-point ratings in the value of GMC and Chevrolet franchises.

"There's no satisfactory alternative to dealing with dealers directly. GM got the message," Westlake said.

Other than the communications problem, GM dealers and customers have "really liked the products and done well with them," Westlake added.

DEALER PERCEPTIONS OF FRANCHISE VALUE

	May 1991	Rank	Nov. 1991	Rank	Change
Freightliner	8.2	1	8.2	1	—
Kenworth	7.4	4	7.5	2	0.1
Peterbilt	7.6	3	7.5	2	−0.1
Mitsubishi Fuso	7.8	2	7.5	2	−0.3
Ford Medium	7.4	4	7.4	5	—
WhiteGMC	6.5	11	7.3	6	0.8*
Isuzu	7.2	6	7.2	7	—
International	6.9	7	7.1	8	0.2
Mack	6.7	9	7.0	9	0.3
Hino	6.8	8	6.9	10	0.1
GMC Medium	6.6	10	6.4	11	−0.2
Chevy Medium	6.1	12	6.2	12	0.1
Ford Heavy	5.8	13	6.1	13	0.3
UD	4.8	15	6.1	13	1.3
Western Star	4.9	14	4.4	15	−0.5
Total Response	**6.7**		**6.9**		**0.1**

Source: ATD dealer attitude survey

*Statistically significant at a 95 percent confidence level

Nissan Diesel's rating by its UD-brand dealers "is guaranteed" to improve as a result of establishing a dealer council, said Jerry Dion, owner of Westrux International Inc. in La Mirada, Calif.

Dion is one of Navistar's largest dealers and also sells Nissan's UD trucks.

Nissan Diesel was the second-last major manufacturer to establish a dealer council in October 1991, according to Westlake.

It only held its first official council meeting with dealer representatives in January 1992, according to Dion, who is the dealer council's first chairman.

Isuzu Truck of America still doesn't have a dealer council, Westlake said.

Japanese medium-duty truck importers have typically been slow to establish dealer councils. They generally used dealer advisory groups, with members appointed by the importers, during their initial years of operation in the United States.

Mitsubishi Fuso Truck of America Inc. was the first of the four Japanese medium-duty importers to come up with a national dealer council.

Hino Diesel Trucks (U.S.A.) Inc. became the second last year, and was followed by Nissan Diesel later in the year.

Without a dealer council, Nissan Diesel "hasn't had a formalized dealer/company communications process to deal with broad issues," Dion said.

The company received a 6.1-point rating on the value of its franchise by its dealers.

"Now that they have one, it will be a big benefit to both parties," he added.

ATD surveys dealer attitudes about their franchises twice a year. In spring, it conducts an expanded, 150-question survey, and in the fall an abbreviated one.

"With the expanded survey, we've been able to detail the 'why' of dealers's concerns. Before many manufacturers got only the big picture," said Westlake.

Within the past two years, Westlake, along with the appropriate national dealer council chairman and ATD line representative, have begun paying visits to individual truck manufacturers when the survey results become available.

Typically, the trio of NADA and dealer representatives discusses issues brought out by the surveys with the top managements of the different truck nameplates.

"It saves everybody a lot of time and research because we're doing it for them (manufacturers)," Westlake said.

"They get a clearer picture of dealers' concerns and how to address them," he added.

ATD even separated dealer responses into six regional categories, so that different area concerns can be highlighted.

"If a manufacturer gets a good response from dealers in five areas and shows a particular weakness in the sixth, factory officials can hone right in on the one guy who's responsible," Westlake said.

The dealer ratings of their franchises are purely subjective. They reflect an attitude — but they also provide a kind of report card on how good a job manufacturers are doing.

Manufacturers take them seriously. Westlake said current changes by Chevrolet, GMC and Nissan clearly indicate that. ☐

NAFA survey finds strong fleet sales in store for '92

Ninety-eight percent of U.S. respondents to an NAFA survey indicated the 1992 vehicles purchased or leased for use by their sales and service personnel bear Big 3 nameplates.

General Motors came out on top in the survey, with nearly 41 percent of all fleet sales. Ford had 34 percent and Chrysler 23 percent.

Imports will account for 2 percent of 1992 fleet sales in the United States, with Toyota the biggest seller.

"Fleets have long been great supporters of the domestic manufacturers," says Gordon West, NAFA president. "Year in and year out, the Big 3 have been able to count on the fact that fleets will purchase at least 25 percent of all newly manufactured vehicles. In tough economic times such as these, and with global competition a reality, it's difficult to ignore the importance of steady fleet sales."

Only 1 percent of all respondents said they plan to switch from company-provided to employee-provided vehicles.

Respondents indicated they purchased or expect to purchase 33,082 1992 cars, 14,601 light-duty trucks and 8,726 vans (total 56,409).

Respondents indicated they have leased or will lease 45,933 cars, 12,771 vans and 6,657 light-duty trucks (total 65,361).

The combined total of purchased and leased vehicles is 121,770, up from last year's total of 80,490.

Not only will strong fleet sales continue, but 15 percent of respondents said they will increase the number of vehicles in their fleets during the next year. With each respondent managing an average of 1,194 vehicles, that means manufacturers should be in for another good fleet sales year in 1992.

VEHICLE SELECTION FACTORS

Rating System:

1 Most important
2 Very important
3 Important
4 Somewhat important
5 Little importance
6 No importance

	U.S. fleets		Canadian fleets	
	Avg. rating	Rank	Avg. rating	Rank
Initial cost	1.8	1	1.6	1
Job suitability	2.0	2	2.0	2
Repair record	2.6	4	2.7	4
Economy of operation	2.6	4	2.7	4
Depreciation resale value	2.8	5	2.8	5
Serviceability	2.6	4	2.5	3
Safety record	2.5	3	2.8	5
Warranty program	2.9	6	2.9	6
Order/delivery time/distribution	3.2	7	3.3	8
Country where manufactured	3.3	8	3.3	8
Company image/prestige	3.6	9	3.2	7
Driver preference	3.8	10	3.5	9
Administrative ease	4.0	11	3.8	10
Insurance costs	4.4	12	4.2	11
Fringe benefit	4.8	13	4.5	12

Source: National Association of Fleet Administrators survey

More than half of survey respondents said manufacturers' option packages have affected their selection of fleet vehicles. Most significantly, respondents said option packages have resulted in increased vehicle costs.

Cellular phones are making drivers more efficient; 51 percent of all survey respondents provide cellular phones in their fleet vehicles.

Who has cellular phones in their company-provided vehicles? According to the survey, 52 percent are provided to management, executives and administrative personnel. In addition, three of 10 vehicles provided to field sales, marketing, service and claims personnel have cellular phones. And "those who need one" (11 percent) are provided with a cellular phone.

Most respondents (84 percent) indicated they do not order optional or aftermarket anti-theft devices for their fleet vehicles.

More than one-quarter of survey respondents indicated they plan to acquire alternate-fuel vehicles for their fleets, and compressed natural gas vehicles are the top choice (58 percent).

Of the 13 percent who indicated changes are planned in the size or type of their fleets, most are going from fleets of mainly full-sized to mid-sized vehicles. This reverses the trend in last year's survey.

The survey drew 562 responses, or 27 percent of NAFA's membership. Corporate members made up 58 percent of the respondents, government/law enforcement personnel 18 percent, and public utility personnel 6 percent. They manage 362,574 company-owned and 209,411 leased vehicles (571,985 total).

Most of those vehicles (56 percent) are cars, with light-duty trucks second (23 percent) and minivans third (21 percent). ☐

Canadian fleet managers' purchases also emphasize safety

Canadian vehicle fleets are becoming safer too.

A survey by NAFA found that 8 percent of corporate respondents only order vehicles with airbags and 32 percent order airbags whenever the option is available.

None of the respondents representing public utility fleets said they require airbags, although 33 percent order them as an option when available. The figures for law enforcement/government fleets indicated 17 percent require airbags.

Anti-lock brakes are required by nine percent of Canada's corporate respondents; 21 percent order them as an option when available.

No public utility respondents required ABS, but 33 percent order it as an option when available.

The figures for law enforcement/government fleets indicate 8 percent only order vehicles with ABS; 8 percent order it as an option when available.

Ten percent of corporate respondents order optional or aftermarket anti-theft devices for their fleet vehicles, while 33 percent of public utility fleets provide the devices. So do eight percent of law enforcement/government fleets.

Canadian respondents indicated they purchased or expect to purchase 3,348 cars, 1,211 vans and 1,905 light-duty trucks (total 6,464) in 1992. They lease or expect to lease 3,703 cars, 736 vans and 1,036 light-duty trucks (5,475 total), for a grand total of 11,939 new vehicles acquired.

Canadian members purchased or expect to purchase most of their vehicles from General Motors (39 percent). Ford was second at 35 percent, with Chrysler at 24 percent.

Imports accounted for 2 percent of Canadian fleet sales, with Nissan on top.

Of the 53 percent of Canadian respondents who indicated manufacturers' option packages affected their selection of fleet vehicles, three-quarters said it resulted in increased vehicle costs.

Over half (51 percent) said they provide cellular telephones in their fleet vehicles. The phones are provided to management, executives and administrative personnel (36 percent); field, sales, marketing, service and claims personnel (29 percent); and those who need them (17 percent).

Over one-quarter (28 percent) plan to acquire alternate-fuel vehicles for their fleets. Propane is the fuel of choice of 57 percent.

Thirteen percent of respondents indicated vehicle changes are planned, with many switching from mid- and full-sized cars to minivans. Ten percent will increase the number of vehicles in their fleets.

NAFA received 82 responses from Canadian members (up 11 percent from last year). Of those, 59 represented corporate members, 12 were from law enforcement/government, three were from public utilities and nine indicated "other." They manage 50,472 company-owned and 13,505 leased vehicles (63,977 total). ☐

▶ **From Page 14i**

According to NAFA's survey, 14 percent of corporate fleet managers only order vehicles with ABS, 4 percent of public utility fleets provide ABS, and 11 percent of law enforcement and government fleets require ABS.

Almost one-third of both corporate and public utility fleets order ABS as an option when available, and 45 percent of law enforcement and government fleets order ABS as an option when available.

NAFA also has released the results of another membership survey conducted at the request of OSHA to determine the frequency of certain safety-related practices of U.S. fleets.

Questions focused on policies which require drivers to wear seat belts while operating vehicles on official business, and on policies regarding any employer-provided safety awareness training for drivers.

Two conclusions were reached:

- An overwhelming number of fleets (78 percent) already require drivers to wear seat belts while operating vehicles on official business.
- The great majority of fleets (70 percent) do not provide mandatory driver safety awareness training for all individuals who drive regularly on official business.

According to the survey, generally the larger the fleet, the greater the likelihood that the fleet would mandate seat belt use.

About one-third of employers who require seat belt use impose a penalty on drivers who fail to obey the policy.

Companies that do not impose a penalty said it is difficult to discover non-use in scattered fleet operations, and, in any case, seat belt-use is required by law in most areas.

Fewer than one-third said they provide driver safety awareness education for "all employees who regularly drive on official business."

Some companies said they provide training for drivers covered by commercial drivers license regulations, but not for sales, service or executive personnel.

In-house instructors are the most popular vehicle for employer-provided driver safety awareness training. Others use outside vendors and a few use videotapes.

The most common time period for providing driver safety training is within the first 90 days of employment. The duration of training is usually four or more hours.

Many who cited training as lasting more than four hours said the training includes commercial drivers-license education and instruction that includes behind-the-wheel sessions.

Driver safety awareness instruction also usually includes vehicle familiarization, use of safety equipment, effects of alcohol and drugs, and safe driving practices. ☐

Al Fleming is industry editor of Automotive News.

HUGHES

Will lead GM Europe by doing

continued from PAGE 3

tion has a long way to go and we don't kid ourselves," he said.

If Eisenach works, "it becomes almost a lighthouse, a symbol for the rest of Europe," Hughes said.

Hughes had intended to stay at Opel for another two years, particularly to see Eisenach through to full capacity. But since Opel represents two-thirds of GM's European manufacturing capacity, he is certain "my reforms will not be jeopardized."

Hughes said he knew "for some time" that he was a candidate for the job vacated by Eaton, Chrysler Corp.'s new vice chairman. But he said there was no connection between his promotion and his being named a corporate vice president the week before Eaton resigned.

"That was a true coincidence," Hughes said.

Hughes is not easily labeled as either a "bean-counter" or a "car guy," the tags given to executives from the finance or engineering side. Hughes understands both the process and the balance sheet.

Hughes, who earned a mechanical engineering degree from the former General Motors Institute and a master's degree in business administration from Harvard University, joined GM in 1966, under a work-study program.

He moved to the corporate treasurer's office in New York in 1973, was promoted to assistant treasurer in 1982 with general overall responsibility for international activities, and was named vice president of finance and a member of the board of directors of GM of Canada in 1985.

In March 1987, Hughes moved to GM Europe headquarters in Zurich as vice president of finance. He became Opel's chairman and managing director in April 1989.

Executives say Hughes won over his managers and blue-collar workers at Opel by learning German and insisting that all business be conducted in German. He talked to workers, spent a week on the assembly line in Russelsheim at Opel's major plant, and streamlined the business.

But Hughes refuses to take sole credit for transforming Opel's image, product range and processes. "Our accomplishment is what the team has put together," Hughes said.

He wants his workers to feel that "anyone can come to you and feel they are being listened to and their are problems acted on."

"They have to know that they are treated as a peer," he said.

When problems occur, it is because of a failure in the process or the system, not necessarily because of an employee, Hughes said.

At the helm of GM Europe, Hughes said he will "do the same thing I did at Opel.

"For a while I will listen and sit down and have in-depth discussions with key players, and sort it out and build a team again. We have a very good team."

The reshuffling of GM management corporatewide hasn't increased the pressure on Hughes, who attributes his ability to cope to a balanced life he shares with his wife Candy, a psychologist, and his children.

"I sleep well every night despite the pressure. I take my briefcase home on Friday night, play with my kids, and do not open it until Sunday evening. You have to know when to shut the company off, to regenerate yourself."

EXPORTS

MITI gives more to smaller makers

continued from PAGE 1

companies comes from Daihatsu, which announced its withdrawal from the U.S. passenger-car market earlier this year.

The allocation for Suzuki Motor Corp. will match the company's U.S. sales in the year ending March 31, sources said.

Overall, the changes are expected to accelerate existing trends for Japanese makers in the United States — higher prices and a shift upmarket; increased emphasis on luxury brands; and more U.S. production. In determining allocation, MITI used actual exports for fiscal 1990 and 1991, giving consideration to U.S. production capabilities.

Toyota, Honda, Mitsubishi and Mazda have used at least 80 percent of their allocations in recent years, while Nissan, Subaru, Suzuki and Daihatsu used far less.

In fiscal 1990, Isuzu exported 121,000 passenger cars to the United States, its entire allocation. The company expected to export 110,000 passenger cars in the just-ended fiscal year, when its allocation was 124,000 units, but a spokeswoman last week declined to confirm the figure. According to the spokeswoman, Isuzu shipped 94,102 units to the United States in calendar 1991. The allocation for the coming year is 110,000.

General Motors buys most of Isuzu's passenger-car exports to the United States for distribution through the Geo sales channel.

Ben Moyer, an analyst at Merrill-Lynch's Tokyo office, said he expects the lower ceiling to affect Japanese planning in the United States: "They've wiped out 650,000 units of future supply capability. It is going to change their strategy."

Moyer cited several possible consequences:

- Mitsubishi Motors might now try to reduce the proportion of Chrysler models coming out of the Diamond-Star Motors plant in Normal, Ill.;
- Toyota could move up plans for a second Camry assembly line in Georgetown, Ky.;
- Honda may add capacity in the United States.

Moyer predicted that incentives will be used less aggressively by the Japanese companies: "There is not as much need to reduce inventories. They can let inventories come down more naturally."

JAPAN AUTOMAKERS' NEW EXPORT QUOTAS

	New allocs.	Est. actual FY 1991	Previous allocs.
Toyota	480,000	514,000	610,000
Nissan	300,000	323,000	544,000
Honda	320,000	340,000	427,000
Mazda	195,000	208,000	226,000
Mitsubishi	155,000	163,000	193,500
Isuzu	110,000	94,102[1]	124,000
Subaru	60,000	51,000	107,000
Suzuki	30,000	30,000	60,000
Daihatsu	—	6,200	17,000
TOTAL	**1,650,000**	**1,729,302**	**2,308,500**

(1) 1991 calendar year

TOYOTA

Execs may share responsibilities

continued from PAGE 1

of strategic and product planning.

- James Press, 46, recently named president at subsidiary Toyota Aviation Inc. after serving as senior vice president at Southeast Toyota Distributors Inc.
- Jerry Pyle, 55, president and general manager of Gulf States Toyota Inc., an independent distributor.
- John Matt, 53, general manager of Toyota's Los Angeles region.

Olson said that the company had planned to make announcements about all the changes after a biannual meeting with the Toyota Motor Corp. board in June. But press reports in Japan about McCurry's departure "forced our hand" into making an announcement last week. He said additional changes will be revealed "as soon as Yale and Shinji are ready."

Sources inside and outside the company say that Toyota in Japan had been planning to change the guard for months. The parent company had viewed the pending retirement of McCurry as an opportunity to exert more control. That will be easier with a more decentralized structure.

In addition, Toyota's volume-oriented strategy has been costly politically and financially. The move to a more finance-oriented leadership, as reflected by the choice of Gieszl and Sakai, acknowledges a need to capture more profit from each sale.

McCurry has left a deep imprint on Toyota's U.S. sales organization since taking over in 1984. A quintessential salesman, he pushed volume with aggressive advertising, incentives and promotions — and through the sheer force of his personality.

Dealers say he demanded total loyalty. Those that weren't viewed as "team players" risked having their allocation squeezed.

Detractors say he manages by fear. Others say he simply knows what he wants done and how to do it. "I don't get stress, I give it," is one of his favorite sayings, according to Toyota lore.

While McCurry is rightly credited with establishing Toyota firmly as the top importer in the United States, his autocratic style was out of step with the times. As Toyota and other Japanese companies have come under protectionist fire, McCurry's volume-at-any-cost strategies conflicted with Japan's wish for a lower profile.

McCurry, for example, had publicly proclaimed his need for a full-sized pickup. The parent company, apparently shy of pitting Toyota squarely against the Big 3's last remaining exclusive profit center, first put the decision on hold. When the truck arrives in the 1993 model year, it will be a less threatening mid-sized model.

Togo is also a hard-charging salesman in much the same mold as McCurry. Unlike many Japanese executives who keep a low profile, Togo relishes the spotlight. He visits dealers frequently. His round business cards, which feature a caricature of him, have become a Toyota legend.

Together, they've made a formidable pair.

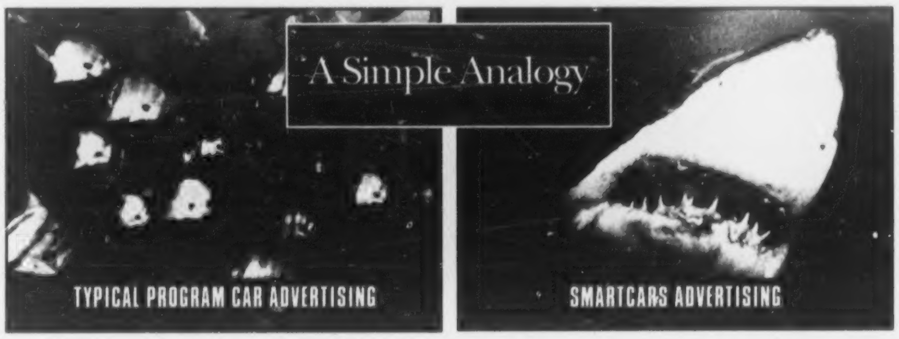
"Whether you liked their strong-arm tactics or not, they did a helluva job," says one dealer.

In contrast, Gieszl is said to be quiet and contemplative. And Sakai is different than Togo. "As Bob and Yuki are alike, so are Yale and Shinji," says Olson.

Sakai's background, like Gieszl's, is in finance. As a Toyota Motor Corp. director since 1988, Sakai has worked with U.S. executives as a liaison between the parent company and the U.S. sales arm. In his most recent position, Sakai oversaw North American production and marketing.

Toyota says it hasn't decided exactly what Togo and McCurry will do in their new jobs. Some dealers wonder whether they'll actually step out of the day-to-day loop.

Olson said McCurry has discussed working in Toyota's Washington office. Togo plans to set up an office in Hawaii.



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U.S. CAR AND LIGHT-TRUCK SALES, MARCH — 1992 vs. 1991 (ranked by car and light-truck total sales)

Final

Make	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	101,180	99,082	14.0	13.6	119,834	98,795	30.7	27.8	221,014	197,877	19.9	18.2	1.7	11.7
Chevrolet/Geo†	91,002	101,038	12.6	13.8	91,134	94,403	23.4	26.6	182,136	195,441	16.4	18.0	-1.6	-6.8
Toyota	64,548	62,035	9.0	8.5	24,785	22,695	6.4	6.4	89,333	84,730	8.0	7.8	0.2	5.4
Dodge	23,523	24,990	3.3	3.4	50,463	42,810	12.9	12.1	73,986	67,800	6.7	6.2	0.4	9.1
Pontiac	49,605	47,366	6.9	6.5	2,560	1,883	0.7	0.5	52,165	49,249	4.7	4.5	0.2	5.9
Honda	48,941	62,258	6.8	8.5	—	—	—	—	48,941	62,258	4.4	5.7	-1.3	-21.4
Oldsmobile	40,839	38,034	5.7	5.2	3,211	2,397	0.8	0.7	44,050	40,431	4.0	3.7	0.2	9.0
Buick	40,683	46,634	5.6	6.4	—	—	—	—	40,683	46,634	3.7	4.3	-0.6	-12.8
Nissan	25,949	29,998	3.6	4.1	12,808	14,518	3.3	4.1	38,757	44,516	3.5	4.1	-0.6	-12.9
Mazda	27,849	27,124	3.9	3.7	7,759	10,094	2.0	2.8	35,608	37,218	3.2	3.4	-0.2	-4.3
Plymouth	15,823	15,821	2.2	2.2	16,761	15,873	4.3	4.5	32,584	31,694	2.9	2.9	0.0	2.8
Mercury	31,910	32,235	4.4	4.4	—	—	—	—	31,910	32,235	2.9	3.0	-0.1	-1.0
GMC	—	—	—	—	26,870	24,520	6.9	6.9	26,870	24,520	2.4	2.3	0.2	9.6
Jeep	—	—	—	—	21,219	12,216	5.4	3.4	21,219	12,216	1.9	1.1	0.8	73.7
Cadillac	19,427	18,862	2.7	2.6	—	—	—	—	19,427	18,862	1.8	1.7	0.0	3.0
Saturn	16,757	3,302	2.3	0.5	—	—	—	—	16,757	3,302	1.5	0.3	1.2	407.5
Lincoln	15,319	17,309	2.1	2.4	—	—	—	—	15,319	17,809	1.4	1.6	-0.3	-14.0
Chrysler	11,479	9,811	1.6	1.3	1,033	379	0.3	0.1	12,512	10,190	1.1	0.9	0.2	22.8
Mitsubishi	10,972	10,815	1.5	1.5	1,463	1,564	0.4	0.4	12,435	12,379	1.1	1.1	0.0	0.5
Acura	10,517	12,703	1.5	1.7	—	—	—	—	10,517	12,703	0.9	1.2	-0.2	-17.2
Subaru	10,482	11,439	1.5	1.6	—	—	—	—	10,482	11,439	0.9	1.1	-0.1	-8.4
Hyundai	10,212	12,005	1.4	1.6	—	—	—	—	10,212	12,005	0.9	1.1	-0.2	-14.9
Lexus	8,488	4,459	1.2	0.6	—	—	—	—	8,488	4,459	0.8	0.4	0.4	90.4
Isuzu	899	746	0.1	0.1	7,337	9,731	1.9	2.7	8,236	10,477	0.7	1.0	-0.2	-21.4
Volvo	8,148	7,358	1.1	1.0	—	—	—	—	8,148	7,358	0.7	0.7	0.1	10.7
VW	7,475	8,191	1.0	1.1	99	456	0.0	0.1	7,574	8,647	0.7	0.8	-0.1	-12.4
Mercedes	5,783	5,234	0.8	0.7	—	—	—	—	5,783	5,234	0.5	0.5	0.0	10.5
BMW	5,545	4,672	0.8	0.6	—	—	—	—	5,545	4,672	0.5	0.4	0.1	18.7
Eagle	4,902	5,091	0.7	0.7	—	—	—	—	4,902	5,091	0.4	0.5	0.0	-3.7
Infiniti	3,755	2,389	0.5	0.3	—	—	—	—	3,755	2,389	0.3	0.2	0.1	57.2
Saab	3,124	3,754	0.4	0.5	—	—	—	—	3,124	3,754	0.3	0.3	-0.1	-16.8
Suzuki	549	500	0.1	0.1	1,844	1,926	0.5	0.5	2,393	2,426	0.2	0.2	0.0	-1.4
Audi	1,662	861	0.2	0.1	—	—	—	—	1,662	861	0.1	0.1	0.1	93.0
Daihatsu	1,132	536	0.2	0.1	520	266	0.1	0.1	1,652	802	0.1	0.1	0.1	106.0
Jaguar	714	1,038	0.1	0.1	—	—	—	—	714	1,038	0.1	0.1	0.0	-31.2
Yugo	518	146	0.1	0.0	—	—	—	—	518	146	0.0	0.0	0.0	254.8
Porsche	361	532	0.1	0.1	—	—	—	—	361	532	0.0	0.0	0.0	-32.1
Alfa Romeo	308	340	0.0	0.0	—	—	—	—	308	340	0.0	0.0	0.0	-9.4
Range Rover	—	—	—	—	272	319	0.1	0.1	272	319	0.0	0.0	0.0	-14.7
Peugeot	60	347	0.0	0.0	—	—	—	—	60	347	0.0	0.0	0.0	-82.7
Sterling	0	240	—	0.0	—	—	—	—	0	240	0.0	0.0	0.0	-100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**720,607**	**729,962**	**100.0**	**100.0**	**389,972**	**354,845**	**100.0**	**100.0**	**1,110,579**	**1,084,807**	**100.0**	**100.0**	**0.0**	**2.4**
TOTAL BIG 3	**462,449**	**460,075**	**64.2**	**63.0**	**333,085**	**293,276**	**85.4**	**82.6**	**795,534**	**753,351**	**71.6**	**69.4**	**2.2**	**5.6**
TOTAL JAPAN	**214,081**	**225,002**	**29.7**	**30.8**	**56,516**	**60,794**	**14.5**	**17.1**	**270,597**	**285,796**	**24.4**	**26.3**	**-2.0**	**-5.3**
TOTAL EUROPE	**33,865**	**32,880**	**4.7**	**4.5**	**371**	**775**	**0.1**	**0.2**	**34,236**	**33,655**	**3.1**	**3.1**	**0.0**	**1.7**
GM	258,313	255,236	35.8	35.0	123,775	123,203	31.7	34.7	382,088	378,439	34.4	34.9	-0.5	1.0
Ford	148,409	149,126	20.6	20.4	119,834	98,795	30.7	27.8	268,243	247,921	24.2	22.9	1.3	8.2
Chrysler	55,727	55,713	7.7	7.6	89,476	71,278	22.9	20.1	145,203	126,991	13.1	11.7	1.4	14.3
Toyota/Lexus	73,036	66,494	10.1	9.1	24,785	22,695	6.4	6.4	97,821	89,189	8.8	8.2	0.6	9.7
Honda/Acura	59,458	74,961	8.3	10.3	—	—	—	—	59,458	74,961	5.4	6.9	-1.6	-20.7
Nissan/Infiniti	29,704	32,387	4.1	4.4	12,808	14,518	3.3	4.1	42,512	46,905	3.8	4.3	-0.5	-9.4
VW/Audi	9,137	9,052	1.3	1.2	99	456	0.0	0.1	9,236	9,508	0.8	0.9	0.0	-2.9
†Geo	*18,975*	*17,306*	*2.6*	*2.4*	*2,509*	*2,128*	*0.6*	*0.6*	*21,484*	*19,434*	*1.9*	*1.8*	*0.1*	*10.5*
*Made by Japan**	*248,118*	*259,332*	*34.5*	*35.5*	*58,880*	*62,457*	*15.1*	*17.6*	*306,998*	*321,789*	*27.7*	*29.7*	*-2.0*	*-4.6*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 3 MONTHS — 1992 vs. 1991

Make	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	276,339	268,246	14.3	14.1	303,059	261,730	30.1	28.6	579,398	529,976	19.7	18.0	1.7	9.3
Chevrolet/Geo†	245,130	270,458	12.7	14.2	241,147	239,177	24.0	26.1	486,277	509,635	16.6	17.4	-0.8	-4.6
Toyota	166,104	150,194	8.6	7.9	61,741	59,550	6.1	6.5	227,845	209,744	7.8	7.1	0.7	8.6
Dodge	65,207	84,884	3.4	4.5	126,998	107,151	12.6	11.7	192,205	192,035	6.5	6.5	0.0	0.1
Honda	141,927	136,931	7.3	7.2	—	—	—	—	141,927	136,931	4.8	4.7	0.1	3.6
Pontiac	127,927	119,176	6.6	6.3	6,655	4,709	0.7	0.5	134,582	123,885	4.6	4.2	0.4	8.6
Buick	124,996	128,501	6.5	6.7	—	—	—	—	124,996	128,501	4.3	4.4	-0.1	-2.7
Nissan	76,753	76,326	4.0	4.0	36,127	37,343	3.6	4.1	112,880	113,669	3.8	3.8	0.0	-0.7
Oldsmobile	100,338	97,831	5.2	5.1	7,724	5,708	0.8	0.6	108,062	103,539	3.7	3.5	0.2	4.4
Mercury	90,107	84,501	4.7	4.4	—	—	—	—	90,107	84,501	3.1	2.9	0.2	6.6
Plymouth	42,554	48,840	2.2	2.6	43,566	39,573	4.3	4.3	86,120	88,413	2.9	3.0	-0.1	-2.6
Mazda	60,390	63,454	3.1	3.3	20,788	25,736	2.1	2.8	81,178	89,190	2.8	3.0	-0.3	-9.0
GMC	—	—	—	—	71,228	60,960	7.1	6.7	71,228	60,960	2.4	2.1	0.3	16.8
Cadillac	55,036	52,819	2.9	2.8	—	—	—	—	55,036	52,819	1.9	1.8	0.1	4.2
Jeep	—	—	—	—	54,213	35,678	5.4	3.9	54,213	35,678	1.8	1.2	0.6	52.0
Saturn	39,996	6,878	2.1	0.4	—	—	—	—	39,996	6,878	1.4	0.2	1.1	—
Lincoln	39,851	46,629	2.1	2.4	—	—	—	—	39,851	46,629	1.4	1.6	-0.2	-14.5
Mitsubishi	34,672	39,312	1.8	2.1	4,706	8,043	0.5	0.9	39,378	47,355	1.3	1.6	-0.3	-16.8
Chrysler	33,786	30,111	1.7	1.6	2,613	890	0.3	0.1	36,399	31,001	1.2	1.1	0.1	17.4
Acura	29,559	31,465	1.5	1.7	—	—	—	—	29,559	31,465	1.0	1.1	-0.1	-6.1
Lexus	24,012	11,886	1.2	0.6	—	—	—	—	24,012	11,886	0.8	0.4	0.4	102.0
Subaru	23,387	26,557	1.2	1.4	—	—	—	—	23,387	26,557	0.8	0.9	-0.1	-11.9
Hyundai	23,080	28,325	1.2	1.4	—	—	—	—	23,080	28,325	0.8	1.0	-0.2	-18.5
VW	19,986	22,134	1.0	1.2	376	1,155	0.0	0.1	20,362	23,289	0.7	0.8	-0.1	-12.6
Isuzu	2,372	1,870	0.1	0.1	17,917	22,337	1.8	2.4	20,289	24,207	0.7	0.8	-0.1	-16.2
Volvo	18,644	18,339	1.0	1.0	—	—	—	—	18,644	18,339	0.6	0.6	0.0	1.7
Mercedes	14,900	12,592	0.8	0.7	—	—	—	—	14,900	12,592	0.5	0.4	0.1	18.3
Eagle	13,008	12,109	0.7	0.6	—	—	—	—	13,008	12,109	0.4	0.4	0.0	7.4
BMW	12,943	10,585	0.7	0.6	—	—	—	—	12,943	10,585	0.4	0.4	0.1	22.3
Infiniti	8,787	6,156	0.5	0.3	—	—	—	—	8,787	6,156	0.3	0.2	0.1	42.7
Suzuki	1,511	1,253	0.1	0.1	4,287	4,430	0.4	0.5	5,798	5,683	0.2	0.2	0.0	2.0
Saab	5,648	6,591	0.3	0.3	—	—	—	—	5,648	6,591	0.2	0.2	0.0	-14.3
Daihatsu	2,535	1,409	0.1	0.1	1,306	790	0.1	0.1	3,841	2,199	0.1	0.1	0.1	74.7
Audi	3,835	2,578	0.2	0.1	—	—	—	—	3,835	2,578	0.1	0.1	0.0	48.8
Jaguar	1,987	2,117	0.1	0.1	—	—	—	—	1,987	2,117	0.1	0.1	0.0	-6.1
Yugo	1,412	758	0.1	0.0	—	—	—	—	1,412	758	0.0	0.0	0.0	86.3
Porsche	1,190	1,084	0.1	0.1	—	—	—	—	1,190	1,084	0.0	0.0	0.0	9.8
Range Rover	—	—	—	—	814	731	0.1	0.1	814	731	0.0	0.0	0.0	11.4
Alfa Romeo	921	860	0.0	0.0	—	—	—	—	921	860	0.0	0.0	0.0	7.1
Peugeot	211	1,011	0.0	0.1	—	—	—	—	211	1,011	0.0	0.0	0.0	-79.1
Sterling	0	655	—	0.0	—	—	—	—	0	655	0.0	0.0	0.0	-100.0
Other*	501	501	—	0.0	—	—	—	—	501	501	0.0	0.0	0.0	0.0
TOTAL	**1,931,542**	**1,905,926**	**100.0**	**100.0**	**1,005,265**	**915,691**	**100.0**	**100.0**	**2,936,807**	**2,821,617**	**100.0**	**100.0**	**0.0**	**4.1**
TOTAL BIG 3	**1,254,275**	**1,250,983**	**64.9**	**65.6**	**857,203**	**755,576**	**85.3**	**82.5**	**2,111,478**	**2,006,559**	**71.9**	**71.1**	**0.8**	**5.2**
TOTAL JAPAN	**572,009**	**546,813**	**29.6**	**28.7**	**146,872**	**158,229**	**14.6**	**17.3**	**718,881**	**705,042**	**24.5**	**25.0**	**-0.5**	**2.0**
TOTAL EUROPE	**82,178**	**79,805**	**4.3**	**4.2**	**1,190**	**1,886**	**0.1**	**0.2**	**83,368**	**81,691**	**2.8**	**2.9**	**-0.1**	**2.1**
GM	693,423	675,663	35.9	35.5	326,754	310,554	32.5	33.9	1,020,177	986,217	34.7	35.0	-0.2	3.4
Ford	406,297	399,376	21.0	21.0	303,059	261,730	30.1	28.6	709,356	661,106	24.2	23.4	0.7	7.3
Chrysler	154,555	175,944	8.0	9.2	227,390	183,292	22.6	20.0	381,945	359,236	13.0	12.7	0.3	6.3
Toyota/Lexus	190,116	162,080	9.8	8.5	61,741	59,550	6.1	6.5	251,857	221,630	8.6	7.9	0.7	13.6
Honda/Acura	171,486	168,396	8.9	8.8	—	—	—	—	171,486	168,396	5.8	6.0	-0.1	1.8
Nissan/Infiniti	85,540	82,482	4.4	4.3	36,127	37,343	3.6	4.1	121,667	119,825	4.1	4.2	-0.1	1.5
VW/Audi	23,821	24,712	1.2	1.3	376	1,155	0.0	0.1	24,197	25,867	0.8	0.9	-0.1	-6.5
†Geo	*58,037*	*54,245*	*3.0*	*2.8*	*6,148*	*6,024*	*0.6*	*0.7*	*64,185*	*60,269*	*2.2*	*2.1*	*0.1*	*6.5*
*Made by Japan***	*633,670*	*614,384*	*33.0*	*32.2*	*154,226*	*165,384*	*15.3*	*18.1*	*775,869*	*762,609*	*26.5*	*27.0*	*-0.5*	*1.7*

*Includes 1991 estimated sales of 240-Ferrari, 81-Lotus, 66-Rolls/Bentley, 60-Maserati, 30-Lamborghini, and 15-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

FIRST QUARTER
SALES

RESULTS

Truck sales boost first quarter sales

continued from PAGE 3

the companion Dodge Shadow was up 18.7 percent.

The Sundance sales gain was due to sizeable incentives on the one-price base America model as well as strong sales of the sportier V-6 Plymouth Duster version introduced this year.

— Mary Connelly

Ford

Ford Motor Co. entered the second quarter with a spring in its step. Combined sales of the company's cars and trucks totaled 709,356 units, a 7.3 percent increase over the same period last year. Ford Division recaptured the car lead from Chevrolet, outselling Chevrolet (which includes Geo) by 31,209 units. At the end of March last year, Chevrolet was ahead by 2,212 car sales.

With 84,321 sales, Taurus was the No. 2 car through March and was 1,355 units behind the Honda Accord.

Ford's truck lead over Chevrolet of 61,912 units was almost three times last year's margin.

"General Motors is my second favorite car company," said Ross Roberts, general manager of Ford Division. "I hope they do well, but we're gonna beat" Chevrolet this year in car sales.

Ford Division's worst showing was the Probe, with a 30 percent sales decline.

The Lincoln Town Car almost held steady with a 3 percent decline, but Continental sales fell 37.4 percent and Mark VII's sales dipped 31 percent.

Lincoln was more dependent on fleets than any other brand in 1991, with 62.1 percent registrations in rental or other fleet service, according to R.L. Polk and Co.

Stephen Lyons, general marketing manager for Lincoln-Mercury Division, says the 1993 Mark VIII and a soon-to-be-restyled Continental will give the nameplate a much needed boost.

"Ultimately, the Continental and the Mark VIII will be the cars to compete against the Japanese" luxury imports, Lyons said.

— Kathy Jackson

General Motors

Sales at Saturn orbited at new heights in the first quarter as the company ranked as the No. 14 car brand for the quarter, and No. 13 for March.

Elsewhere at GM, the biggest increase in sales and share was at Pontiac, which sold 8,751 more cars and 1,946 more trucks, raising its share to 4.6 percent. Sales of the new Bonneville and the Grand Am were up about 10,000 units each and Sunbird sales were down only 4,000 units, despite much lower fleet sales. The Grand Prix took up some of the slack from the discontinued Pontiac 6000, and even the old Firebird recovered. And sales of the Trans Sport were up significantly now that the minivan has a more powerful engine available.

GMC sold 10,268 more trucks as

▶

FIRST QUARTER SALES

year-to-date sales of all models were up from a year ago.

However, small pickups and sport-utilities and big vans were down in March.

Oldsmobile may be turning a corner. The old Cutlass Ciera was the division leader and the new Achieva was strong despite a late start.

Sales of the new Eighty Eight were better in the quarter than a year ago, but began slowing in March.

Buick — last year's shining star — saw its sales slip, largely because of the Park Avenue, Regal and Skylark.

The worst news was at Chevrolet, which had a quarterly sales loss of nearly 5 percent. Cavalier and Caprice sales fell like a rock.

— *Phil Frame*

Asians

More than half the Asian makes failed to better their marks from the war-torn first quarter of 1991.

Overall sales by the 12 Japanese divisions and Korea's Hyundai increased 1.2 percent, but because the market was up more, the Asians' share fell to 25.3 percent.

Toyota Motor Sales U.S.A. Inc. had a 13.6 percent overall increase, driven by a doubling of Lexus sales.

American Honda Motor Co. had a split decision. Acura was off, but the Honda brand held on to a 3.6 percent gain despite a significant decline in March of 13,317 units.

Sales at Nissan Motor Corp. in U.S.A.'s Infiniti Division rose 42.7 percent, while the Nissan Division slipped slightly.

Like Nissan Division, Mazda is looking forward to a new mid-sized sedan later this year. In March, Mazda topped Nissan in passenger car sales.

Mitsubishi had a tough first quarter, too. Even though it is selling a number of products that it didn't have last year, sales dropped 16.8 percent.

A big drop in fleet sales accounted for most of the decline in cars.

Kevin Ormes, vice president for sales at Mitsubishi Motor Sales of America Inc., said his company sold 11,908 fleet cars last year in the first quarter, and just 7,757 this year.

Hyundai added another down month to a growing string despite energetic marketing.

First quarter sales were off 18.5 percent in spite of the new Elantra compact, aggressive rebates and a two-year free-maintenance program for all its cars.

— *Kristine Stiven Breese*

Europeans

German luxury imports enjoyed a first-quarter sales recovery, but not Volkswagen, the volume leader.

Overall, European imports topped a disastrous first quarter last year by 2.1 percent, losing 0.1 points of share to the Big 3.

Volkswagen, the European make with most sales in the United States, fell 12.6 percent. Volvo, the No. 2 European marque, rose 1.7 percent and is just 1,342 cars behind Volkswagen. In March, Volvo outsold the German brand.

A year ago, Alfa Romeo was the only European that managed to improve in the first quarter, and it did so again this year, by 7.1 percent. Porsche improved 9.8 percent to 1,190, and Audi, a division of Volkswagen, jumped 48.8 percent.

Toyota's Lexus Division outsold each European in the first quarter. A year ago, Volvo, Volkswagen and Mercedes-Benz all sold more cars than Lexus.

Yugo sales, which were off 61.8 percent in the year-ago period, improved 86.3 percent to 1,412 units.

— *Jim Henry*

TOP 10 SELLERS, MARCH 1992

	Sales
1. Ford F-series pickups	39,324
2. Chevrolet C/K pickups	36,291
3. Ford Taurus	31,459
4. Honda Accord	28,897
5. Toyota Camry	26,270
6. Ford Explorer	25,402
7. Ford Ranger	23,490
8. Pontiac Grand Am	22,817
9. Dodge Caravan	21,890
10. Ford Tempo	21,769

Source: Automotive News Data Center

LIGHT-TRUCK SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mos., 1992	3 Mos., 1991
Town & Country	1,033	379	2,613	890
Total Chrysler	**1,033**	**379**	**2,613**	**890**
Vans	5,563	4,740	12,708	10,692
Ram Wagon	2,501	2,351	5,930	4,456
Caravan	21,890	18,802	54,465	49,358
Caravan C/V	884	742	1,762	1,751
Ram 50	473	380	1,206	1,131
Ramcharger	330	553	1,116	1,610
Dakota	11,070	6,883	28,873	18,207
Pickups	7,752	8,359	20,938	19,946
Total Dodge	**50,463**	**42,810**	**126,998**	**107,151**
Voyager	16,761	15,873	43,566	39,573
Total Plymouth	**16,761**	**15,873**	**43,566**	**39,573**
Wrangler	4,981	3,045	11,764	8,204
Cherokee	13,398	8,329	38,847	25,039
Grand Wagoneer	2,417	331	2,417	983
Comanche	423	511	1,185	1,452
Total Jeep	**21,219**	**12,216**	**54,213**	**35,678**
CHRYSLER CORP.	**89,476**	**71,278**	**227,390**	**183,292**
Vans	10,863	7,776	27,274	22,612
Aerostar	15,100	12,133	36,034	31,576
Club Wagon	3,856	1,666	7,896	4,228
Ranger	23,490	21,096	62,395	56,935
Bronco	1,799	2,304	4,895	6,172
Explorer	25,402	22,229	71,149	55,668
Pickups	39,324	31,591	93,416	84,539
FORD MOTOR CO.	**119,834**	**98,795**	**303,059**	**261,730**
Vans	7,252	7,019	18,450	16,934
Sportsvan	592	688	1,805	1,515
Geo Tracker (domestic)	2,509	2,128	6,148	6,024
Geo Tracker (import)	0	4	0	7
Astro	9,912	10,571	25,606	24,271
Lumina APV	4,121	4,060	11,023	9,946
S10	15,514	19,622	43,932	48,379
S10 Blazer	9,860	10,133	27,677	29,288
Blazer	1,513	1,162	3,317	2,827
Suburban	3,570	3,092	8,710	8,565
Pickups	36,291	35,928	94,479	91,428
Total Chevrolet	**91,134**	**94,403**	**241,147**	**239,177**
Vans	2,626	2,968	7,966	6,307
Safari	3,529	2,726	8,378	6,927
S15/Sonoma	4,242	4,322	11,771	10,490
S15 Jimmy	2,403	2,643	7,061	6,950
Jimmy	453	262	886	739
Suburban	1,635	1,251	3,607	3,338
Pickups	11,666	10,082	30,606	25,406
P Model	138	187	445	485
W4	178	79	508	318
Total GMC	**26,870**	**24,520**	**71,228**	**60,960**
Silhouette	1,795	2,397	3,882	5,708
Bravada	1,416	0	3,842	0
Total Oldsmobile	**3,211**	**2,397**	**7,724**	**5,708**
Trans Sport	2,560	1,883	6,655	4,709
Total Pontiac	**2,560**	**1,883**	**6,655**	**4,709**
GENERAL MOTORS	**123,775**	**123,203**	**326,754**	**310,554**
DAIHATSU Rocky	**520**	**266**	**1,306**	**790**
Pickup (domestic)	1,476	1,250	3,597	2,674
Pickup (import)	984	2,525	2,495	5,845
Amigo	693	667	1,755	1,701
Trooper	678	2,983	1,386	7,269
Rodeo (domestic)	3,506	2,306	8,684	4,848
ISUZU	**7,337**	**9,731**	**17,917**	**22,337**
Pickup	4,265	4,089	11,398	11,330
MPV	2,876	5,160	7,702	11,822
Navajo (domestic)	618	845	1,688	2,584
MAZDA	**7,759**	**10,094**	**20,788**	**25,736**
Pickup	883	969	2,832	5,519
Montero	578	591	1,872	2,477
Van	2	4	2	47
MITSUBISHI	**1,463**	**1,564**	**4,706**	**8,043**
Pickup (domestic)	10,262	11,162	28,389	28,618
Pathfinder	2,546	3,284	6,884	8,271
Axxess	0	72	0	208
Van	0	0	0	2
Hawaii	0	0	854	244
NISSAN	**12,808**	**14,518**	**36,127**	**37,343**
RANGE ROVER	**272**	**319**	**814**	**731**
Samurai	325	450	758	1,235
Sidekick (domestic)	1,105	421	1,585	788
Sidekick (import)	414	1,055	1,683	2,407
SUZUKI	**1,844**	**1,926**	**4,026**	**4,430**
Pickup (domestic)	3,076	0	5,644	0
Pickup (import)	13,616	13,695	34,076	35,452
Previa	4,233	4,717	11,280	12,166
4Runner	3,133	3,591	8,807	9,897
Land Cruiser	727	692	1,934	2,035
TOYOTA	**24,785**	**22,695**	**61,741**	**59,550**
VOLKSWAGEN Vanagon	**99**	**456**	**376**	**1,155**
IMPORTS	**56,887**	**61,569**	**147,801**	**160,115**
INDUSTRY TOTAL	**389,972**	**354,845**	**1,005,004**	**915,691**

Sales charts compiled by Karen Detkowski

Source: Automotive News Data Center

DOMESTIC CAR SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mos., 1992	3 Mos., 1991
Summit	479	520	1,278	1,345
Talon	2,837	2,933	7,141	7,222
Premier	368	1,021	1,438	1,837
Total Eagle	**3,684**	**4,474**	**9,857**	**10,404**
Horizon	0	76	0	247
Laser	2,171	2,473	5,731	6,133
Sundance	5,650	2,864	15,162	9,319
Acclaim*	6,454	9,283	17,713	30,112
Total Plymouth	**14,275**	**14,696**	**38,606**	**45,811**
LeBaron A*	2,708	1,520	9,253	4,421
LeBaron J	3,946	3,863	9,380	9,329
Fifth Avenue	3,113	2,554	8,761	9,666
Imperial	444	588	1,698	2,616
New Yorker	1,268	974	4,694	3,608
Total Chrysler	**11,479**	**9,499**	**33,786**	**29,640**
Omni	0	75	0	259
Shadow*	6,980	5,757	18,625	15,695
Monaco	131	410	483	833
Daytona	1,121	1,338	3,057	3,510
Spirit*	5,441	7,627	15,144	26,601
Dynasty	7,157	6,806	20,882	29,865
Total Dodge	**20,830**	**22,013**	**58,191**	**76,763**
CHRYSLER CORP.	**50,268**	**50,682**	**140,440**	**162,618**
Escort*	19,333	17,660	58,820	61,477
Mustang	7,996	6,295	19,365	17,268
Tempo	21,769	20,240	54,247	50,669
Taurus	31,459	27,768	84,321	75,566
Thunderbird	5,954	8,732	18,527	19,888
Probe	5,358	6,684	12,027	17,159
Crown Victoria	6,361	8,025	19,075	17,405
Total Ford Division	**98,230**	**95,404**	**266,382**	**259,432**
Topaz	6,824	5,417	16,870	13,544
Sable	10,274	7,733	26,140	21,882
Cougar	3,945	4,632	11,009	12,221
Grand Marquis	6,421	8,479	21,545	19,929
Total Mercury	**27,464**	**26,261**	**75,564**	**67,576**
Continental	3,375	5,135	8,673	13,847
Town Car	11,398	11,882	29,621	30,527
Mark VII	546	792	1,557	2,255
Total Lincoln	**15,319**	**17,809**	**39,851**	**46,629**
Total L-M Division	**42,783**	**44,070**	**115,415**	**114,205**
FORD MOTOR CO.	**141,013**	**139,474**	**381,797**	**373,637**
Roadmaster	3,367	1,112	9,066	1,596
Skylark	5,521	7,867	17,035	25,205
Century*	9,419	9,400	27,541	26,371
Regal	5,892	9,361	18,881	24,486
LeSabre	10,409	10,852	35,440	26,764
Reatta	20	243	72	666
Park Avenue	5,035	6,376	14,228	19,485
Riviera	1,020	1,423	2,733	3,928
Total Buick	**40,683**	**46,634**	**124,996**	**128,501**
Allante	250	223	444	525
Seville	3,472	4,748	9,362	9,479
DeVille	12,335	9,616	36,129	32,411
Brougham	1,105	2,390	3,316	6,410
Eldorado	2,265	1,885	5,785	3,994
Total Cadillac	**19,427**	**18,862**	**55,036**	**52,819**
Geo Metro	7,724	5,644	23,756	18,095
Geo Prizm	5,559	5,139	16,272	19,010
Cavalier	19,808	27,150	54,463	75,879
Camaro	5,522	3,983	14,564	9,927
Celebrity	0	114	1	3,884
Corsica-Beretta	16,102	17,388	41,527	42,853
Lumina	19,153	20,868	47,995	47,596
Caprice	9,602	12,392	24,415	31,887
Corvette	1,840	1,837	4,127	4,187
Total Chevrolet	**85,310**	**94,515**	**227,121**	**253,318**
Calais	688	8,512	2,442	20,070
Achieva	9,363	0	18,447	0
Cutlass Ciera	11,019	8,357	28,563	21,473
Cutlass Supreme	9,081	7,978	19,901	20,591
Eighty Eight	6,185	6,354	19,747	18,713
Custom Cruiser	492	704	1,335	1,831
Ninety Eight	3,506	4,350	8,573	12,065
Toronado	505	779	1,330	2,083
Total Oldsmobile	**40,839**	**38,034**	**100,338**	**97,831**
Sunbird	6,215	7,749	18,071	22,192
Firebird	1,968	1,666	4,825	4,653
Grand Am	22,817	17,690	52,297	42,159
Pontiac 6000	121	2,408	425	6,644
Grand Prix	9,537	9,247	24,507	22,488
Bonneville	7,288	5,551	23,236	13,672
Total Pontiac	**47,946**	**44,311**	**123,361**	**111,808**
Total Saturn	**16,757**	**3,302**	**39,996**	**6,878**
GENERAL MOTORS	**250,962**	**245,658**	**670,848**	**651,155**
Civic	11,925	9,710	32,409	24,336
Accord	23,039	32,917	67,768	66,477
HONDA	**34,964**	**42,627**	**100,177**	**90,813**
MX-6	2,418	4,054	4,138	9,549
626	5,590	8,054	13,114	19,697
MAZDA	**8,008**	**12,108**	**17,252**	**29,246**
Eclipse	5,562	3,517	12,969	13,769
Mirage	641	863	2,825	4,401
MITSUBISHI	**6,203**	**4,380**	**15,794**	**18,170**
NISSAN Sentra	**7,757**	**11,006**	**24,523**	**26,807**
Corolla	12,248	10,545	30,181	24,493
Camry	18,978	17,693	48,996	40,679
TOYOTA	**31,226**	**28,238**	**79,177**	**65,172**
SUBARU Legacy	**6,519**	**4,588**	**12,741**	**10,198**
SUZUKI Swift	**12**	**96**	**55**	**130**
DOMESTIC TOTAL	**536,932**	**538,857**	**1,442,804**	**1,428,026**
IMPORT TOTAL	**183,675**	**191,105**	**488,738**	**477,900**
INDUSTRY TOTAL	**720,607**	**729,962**	**1,931,542**	**1,905,926**

*Includes units produced in Mexico.

Source: Automotive News Data Center

INCENTIVE WATCH—DEALER INCENTIVES

NEW PROGRAMS

SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA	
Accord, Prelude (1991, no expiration date)	$500
ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)	
Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer.

LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31)	
DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31)	
G van	$500-1,000
Safari	$500
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31)	
G van	$500-1,000
Safari	$400
Other GMC (expires May 4)	
Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
MAZDA (1992 models, expires April 6)	
Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national)	
5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

incentive
WATCH

New programs: Toyota, Subaru, Hyundai, Suzuki

ARLENA SAWYERS
Staff Reporter

Toyota Motor Sales U.S.A. Inc., Subaru of America Inc., Hyundai Motor America and American Suzuki Motor Corp. added fuel to the incentive fires with new retail and factory-to-dealer programs.

Programs for Toyota, Subaru and Hyundai expire June 2; Suzuki's plan runs through Aug. 3.

Also, Oldsmobile introduced a SmartLease on the Ninety Eight Regency that expires June 30.

Toyota is offering dealer incentives of up to $500 on 1991 and 1992 Tercel; up to $1,200 on 1992 Corolla; and up to $1,300 on 1991 and 1992 pickups. The payments are based on sales quotas.

Customer rebates and dealer incentives make up **Subaru's** program. Buyers of 1991 and 1992 Loyale sedans and wagons receive $500 rebates. Dealers earn from $500 to $1,500 on 1992 Legacy with payments depending on whether the vehicle was invoiced before or after Feb. 3. Also, dealers earn $1,000 on 1991 Legacy.

Hyundai customer incentives range from $1,000 to $2,000 on 1991 models and $500 to $1,500 on 1992 models.

Suzuki's customer rebates include 1991 and 1992 Swift, ranging from $400 to $1,000; and 1991 and 1992 Sidekick, ranging from $500 to $1,500.

With no money down, consumers can lease **Oldsmobile** Ninety Eight Regency sedans for $399 a month for 36 months.

CLASSES

NADA kicks off certification effort

continued from PAGE 3

A month before classes started, NADA sent pupils a set of training tapes and an instruction manual. But only a handful said they had completed the 12 hours of study needed to prepare for the classes.

Huebner described much of the instruction in the manual and on tapes as common sense.

And yet, most of the salespersons there were unable to answer acceptably some of the ethical questions posed to them in obviously loaded examples — such as the salesman who wanted $1,000 over sticker from a long-time customer even though the model was overstocked.

At first, trainer Deborah Mack had difficulty eliciting responses from the mostly seasoned group. But once she had raised the gate, a tide of pent-up emotions burst on everything from dealership operations to customer deceit.

Salespersons essentially argued that all's fair in sales and selling as long as it is legal. The buyer should beware.

"The bottom line is how much we make for the dealership and ourselves," said one participant. "When 30 days are up, you have to make your quota. If you don't sell, you don't eat."

Other participants said salespersons don't need their ethics overhauled. Instead, they assert customers should burnish their own ethics.

"Customers lie," said one salesman. "They will tell you their credit is good, forgetting to mention a bankruptcy or two. Nobody says anything about the customer's ethics, but we must change ours."

Salesmen said they are pushed and pulled by dealers and finance and insurance managers on one side, and customers on the other.

They contend dishonesty starts with manufacturers and trickles down to dealers and finally to themselves.

"If a Cavalier is advertised for $7,999, you had better load it up with extras or your head is on the chopping block," said one participant.

Another said price negotiations with customers preclude ethics: "It is our job to sell value. We should get sticker price for a car. I suggest that a customer pays over sticker price. Any other price devalues the car."

Said another: "I am honest but I still have to make as much as I can on a car. The worst thing you can do is admit the price is jacked up and start cutting."

What about honesty and full disclosure during the selling process?

"If the cars were perfect you could do it," said one participant."

The consensus: Honesty and full disclosure will put you out of business.

Salespersons said they often get conflicting signals from dealers and sales managers.

"Ethically, we should quote payments on a stripped vehicle to customers," said one participant. "But that cuts out the finance and insurance manager so we are told at sales meetings to quote loaded payments. You can always come down but you can't go up."

The program, which cost NADA $1 million and three years to develop, is designed to improve salespersons' professionalism and self-esteem. It hopes to convert salespersons into "transportation consultants."

For dealers, the sales certification program could help stop high salesperson turnover. The average dealership has an annual turnover rate of more than 50 percent, according to NADA estimates.

The program is open to salespersons, sales managers and dealers. The curriculum includes ethical and legal practices, selling techniques and consumer psychology. It combines home study with training seminars.

Tuition is usually shared by the dealer and the participant. But some dealers are underwriting the entire cost for employees.

Despite their lapses on questions of ethics, most of the salespersons truly believe they are honest even though they are sometimes cagey with customers.

But then again, it is their job to sell cars.

Mary Kelly, a saleswoman with Fairchild Chevrolet in Lakewood, Ohio, said she would never do anything that would conflict with her own moral standards.

"I will charge the top price for a car because that is what I am there for," she says.

"I work at a car dealership and I want to sell cars."

How would you answer this question?

This ethical issue is included in the National Automobile Dealers Association sales certification program. Salespersons are asked if there are any ethical issues at work and the action the salespersons should take.

"Susan has a loyal customer to whom she has sold several vehicles. Four years ago, she was able to get him a particular model that had just been introduced, was selling very well and was in short supply. The customer is now ready to replace that vehicle. He says, 'This car has been so good that I want another one just like it.' He has not seen that you have 30 units of the same model in inventory.

"The customer says, 'I remember that I had to pay list price last time, because there was so much demand for my car. I know that the new one will cost me a lot, but I'm counting on you to get me the best price you can.'

"As they begin to fill out the paperwork, Susan is considering what price to quote."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
GENERAL MOTORS		
Arlington, Texas*	4/6, 4/13, 4/20, 4/27	
Buick Roadmaster		1,400
Chevrolet Caprice		480
Cadillac Brougham		1,200
Total U.S. car		**3,080**
Total units lost week of 4/13		**3,080**

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

GM cries foul, seizes 732 cars

PAT MILTON
The Associated Press

PORT JEFFERSON, N.Y. — General Motors shut down a Long Island car dealership and seized $20 million in new cars after charging the owner duped the company out of $400 million in loans for non-existent autos.

The action against McNamara Buick-Pontiac of Port Jefferson Station began when GM filed a civil suit against its owner, John McNamara. The FBI is now investigating for possible criminal charges, a police source said.

Last Thursday, Suffolk County sheriff's deputies were still towing away vehicles and seizing auto parts and other assets. They also took computer and phone systems listed in a court order and notified service customers to pick up their cars immediately.

GM obtained a court order last week to close the dealership and remove 732 new vehicles.

In a civil suit filed in state Supreme Court, General Motors Acceptance Corp. accused McNamara of obtaining loans to finance vehicles that did not exist.

The suit charged McNamara received financing for "thousands of vehicles supposedly shipped overseas and that none or only a fraction of the vehicles existed."

McNamara falsified documents to make it appear the vehicles were real, court papers said. He was accused of diverting money from vehicle sales "to entities other than" GMAC, hiding assets and reneging on an agreement to disclose his financial and business transactions to GMAC.

McNamara did not return calls seeking a response to the allegations. Attorney J. Timothy Shea said McNamara had filed a motion opposing the seizure of his assets.

Lynda Koskinski, a GMAC spokeswoman in Detroit, declined to comment on the allegations.

In December, GMAC became concerned about the growing debt and began to suspect the vehicles did not exist, the court papers stated. GMAC secured promises for repayment and collateral, and began an investigation.

Justice Paul Baisley said in an order he was allowing the confiscation of assets to ensure the vehicles did not somehow disappear.

One of the dealership's customers, Nancy Vanek, was called to pick up her van, brought in for a 3,000 mile service check.

"I was so worried that I wouldn't get my van back," said Vanek. "But it's sitting in my garage right now, safe and sound." AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/6-4/11/92	Actual 3/30-4/4/92	March Total	Year 1/1-4/11/92	Year 1/1-4/13/91
LeBaron J	1,300	1,404	4,134	13,680	10,701
New Yorker	75	0	1,188	4,438	2,414
Fifth Avenue	350	0	2,959	7,495	8,119
Imperial	15	0	257	1,250	2,189
Town & Country (trk.)	300	297	1,403	3,538	862
Total Chrysler Div.	**2,040**	**1,701**	**9,941**	**30,401**	**24,285**
Sundance	1,600	1,498	3,368	14,405	12,085
Acclaim	1,775	1,942	6,582	20,911	21,549
Voyager (trk.)	2,385	1,896	9,759	25,674	22,863
Voyager (Can. trk.)	2,868	2,952	12,045	40,074	28,533
Total Plymouth	**8,628**	**8,288**	**31,754**	**101,064**	**85,030**
Daytona	275	299	585	3,087	3,703
Shadow	2,300	2,381	5,015	21,103	14,138
Dynasty	700	0	5,573	19,554	36,656
Spirit	1,750	1,661	5,936	20,341	19,481
Viper	5	1	2	6	0
Monaco (Can.)	0	0	0	0	690
Caravan (trk.)	2,750	2,503	12,446	33,521	29,051
Caravan (Can. trk.)	3,576	3,528	16,052	52,442	38,253
Caravan C/V (trk.)	50	50	381	799	1,110
Caravan C/V (Can. trk.)	156	150	687	2,493	9,840
Dakota (trk.)	2,925	3,076	13,548	34,946	17,967
Ram pickup (trk.)	1,500	1,500	6,612	17,180	18,213
Ram wagon (Can. trk.)	660	531	2,445	7,010	5,887
Ram van (Can. trk.)	1,692	1,357	6,201	17,567	10,451
Total Dodge	**18,329**	**17,037**	**75,483**	**230,049**	**285,440**
Premier (Can.)	0	0	0	0	1,613
Cherokee (trk.)	3,250	3,601	15,580	40,206	25,234
Comanche (trk.)	60	54	235	708	1,513
Grand Cherokee (trk.)	625	1,619	5,443	9,673	0
Wagoneer (trk.)	4	7	85	329	801
Wrangler (Can trk.)	1,920	1,963	8,562	27,184	14,460
Total Jeep-Eagle	**5,859**	**7,244**	**29,905**	**78,180**	**43,621**
Total U.S. car	**10,145**	**9,186**	**35,599**	**126,270**	**131,035**
Total Can. car	**0**	**0**	**0**	**0**	**2,303**
Total U.S. truck	**13,849**	**14,603**	**65,492**	**166,654**	**117,614**
Total Can. truck	**10,872**	**10,481**	**45,992**	**146,770**	**107,424**
CHRYSLER CORP.	**34,866**	**34,270**	**147,083**	**439,694**	**358,376**
Escort	5,150	0	16,663	37,947	48,461
Mustang	0	2,581	9,267	21,477	14,827
Tempo	3,194	2,950	13,661	36,650	27,018
Tempo (Can.)	3,351	3,475	11,632	34,767	30,123
Taurus	7,824	7,286	31,242	104,053	83,278
Thunderbird	2,301	1,799	6,473	22,362	18,891
Crown Victoria (Can.)	2,380	2,449	11,216	27,927	26,697
Aerostar (trk.)	4,010	4,025	17,750	51,574	35,275
Bronco (trk.)	0	646	2,060	5,390	2,925
Explorer (trk.)	6,741	6,607	29,077	92,685	76,587
Mazda Navajo (trk.)	185	137	598	1,472	4,171
Econoline (trk.)	4,573	4,566	19,676	54,102	32,000
Heavy (trk.)	995	1,034	4,591	13,322	10,271
Light truck (trk.)	6,077	8,118	44,484	126,618	67,173
Light truck (Can. trk.)	0	3,070	13,448	42,591	23,624
Ranger (trk.)	7,330	7,222	28,931	75,575	63,328
Total Ford Division	**54,111**	**55,965**	**280,700**	**748,512**	**564,649**
Topaz	1,321	1,578	6,035	15,174	12,195
Topaz (Can.)	1,449	1,421	4,889	12,791	7,824
Cougar	1,299	1,801	5,578	16,307	13,992
Sable	2,858	3,455	14,895	34,684	27,003
Grand Marquis (Can.)	2,420	2,351	10,136	29,150	17,466
Total Mercury	**9,347**	**10,606**	**41,533**	**108,106**	**78,480**
Continental	1,194	992	4,248	11,403	16,572
Mark VII	0	206	1,074	2,375	2,895
Town Car	2,982	2,998	13,301	34,615	38,703
Total Lincoln	**4,176**	**4,196**	**18,623**	**48,393**	**58,170**
Total L-M Division	**13,523**	**14,802**	**60,156**	**156,499**	**136,650**
Total U.S. car	**28,123**	**25,646**	**122,437**	**337,047**	**303,835**
Total Can. car	**9,600**	**9,696**	**37,873**	**104,635**	**82,110**
Total U.S. truck	**29,911**	**32,365**	**147,167**	**420,738**	**291,730**
Total Can. truck	**0**	**3,070**	**13,448**	**42,591**	**23,624**
FORD MOTOR CO.	**67,634**	**70,767**	**320,925**	**905,011**	**701,299**
Skylark	995	1,115	6,439	18,982	32,923
Century	1,461	1,502	7,280	17,802	20,605
Regal (Can.)	3,000	3,011	7,206	22,694	31,975
Riviera	350	269	1,156	3,454	2,784
Park Avenue	1,553	871	7,265	17,916	26,337
LeSabre	3,865	3,231	11,242	40,272	33,069
Roadmaster sedan	0	821	4,613	15,663	0
Roadmaster wagon	256	220	1,327	3,844	7,217
Reatta	0	0	0	0	779
Total Buick	**11,480**	**11,040**	**46,519**	**140,627**	**155,689**
Eldorado	1,101	846	3,750	12,538	4,564
Seville	1,509	1,177	4,753	14,468	9,376
Brougham	0	0	0	2,170	5,469
DeVille	2,040	1,738	9,276	30,753	38,251
Allante	64	64	150	320	894
Total Cadillac	**4,714**	**3,825**	**17,929**	**60,249**	**58,554**
Cavalier	5,722	5,266	20,869	63,886	77,915
Camaro	1,387	972	6,442	16,750	10,727
Corsica-Beretta	4,800	4,414	19,092	55,252	57,799
Lumina (Can.)	5,800	5,865	14,653	56,687	50,621
Caprice	1,248	1,726	9,679	28,979	35,729
Corvette	381	288	2,060	4,862	6,687
Astro (trk.)	3,666	3,213	14,655	46,431	24,568
Blazer (trk.)	545	495	1,839	5,777	275
Lumina APV (trk.)	1,099	688	4,292	11,520	9,048
Mediums (trk.)	80	31	408	1,465	370
P-model (trk.)	550	531	1,970	5,741	4,738
Pickup (trk.)	6,748	6,672	26,552	71,092	65,096
Pickup (Can. trk.)	3,500	3,504	17,242	56,896	39,522
S10 (trk.)	4,652	4,580	20,138	49,630	64,157
S10 Blazer (trk.)	3,152	2,876	12,591	37,551	7,193
Sportsvan (trk.)	0	0	3,368	11,405	10,956
Sportsvan (Can. trk.)	1,390	1,385	6,891	21,002	11,544
Suburban (trk.)	1,066	969	4,048	11,858	6,365
Total Chevrolet	**45,786**	**43,475**	**186,789**	**586,784**	**483,389**
Achieva/Calais	2,425	2,371	11,471	35,780	32,449
Cutlass Ciera	2,564	1,511	9,664	33,142	16,840
Cutlass Ciera (Can.)	0	0	0	0	16,067
Cutlass Supreme	1,920	1,440	7,975	19,173	28,130
Toronado	187	142	938	2,170	2,012
Eighty Eight	1,814	1,246	7,409	23,198	18,968
Custom Cruiser wag.	96	73	412	1,430	3,531
Ninety Eight	600	730	2,676	8,697	23,029
Silhouette (trk.)	244	295	1,759	4,261	4,409
Bravada (trk.)	320	118	1,019	4,134	6,906
Total Oldsmobile	**10,170**	**7,926**	**43,323**	**131,994**	**152,241**
Sunbird	2,068	2,033	8,691	27,823	34,785
Grand Am	6,085	5,532	19,988	65,630	59,680
Firebird	357	256	2,369	6,331	2,700
Grand Prix	1,912	1,268	8,053	29,724	26,140
Pontiac 6000	0	0	0	0	8,817
Bonneville	2,608	1,287	10,852	27,844	20,940
Trans Sport (trk.)	925	688	3,394	7,316	5,518
Total Pontiac	**13,955**	**11,064**	**53,347**	**164,668**	**158,580**
Yukon-Jimmy (trk.)	224	204	672	1,912	745
Medium (trk.)	520	710	2,698	7,698	669
P-model (trk.)	60	58	301	768	950
Pickup (trk.)	2,656	2,653	9,647	27,856	32,846
Pickup (Can. trk.)	1,690	1,691	6,519	21,349	15,637
Syclone-Sonoma (trk.)	1,572	1,185	5,308	12,731	16,063
Typhoon-S15 Jimmy (trk.)	809	1,091	4,195	10,818	2,581
Safari (trk.)	1,564	1,380	6,565	18,593	9,624
Suburban (trk.)	804	731	3,111	7,844	6,350
Vandura (trk.)	0	0	999	5,803	4,394
Vandura (Can. trk.)	625	624	3,043	10,624	5,726
Total GMC	**10,524**	**10,316**	**43,058**	**126,195**	**95,585**
Total Saturn*	**4,437**	**4,437**	**19,081**	**52,283**	**16,147**
Total U.S. car	**53,805**	**46,846**	**224,970**	**681,145**	**665,293**
Total Can. car	**8,800**	**8,876**	**21,861**	**79,381**	**98,063**
Total U.S. truck	**31,256**	**29,167**	**129,529**	**362,283**	**283,728**
Total Can. truck	**7,205**	**7,204**	**33,695**	**110,071**	**72,429**
GENERAL MOTORS	**101,066**	**92,083**	**410,055**	**1,232,880**	**1,120,105**
Can. car†	2,300	2,300	9,418	32,631	37,290
Can. trk.	1,400	1,405	5,999	20,366	16,497
CAMI†	**3,700**	**3,705**	**15,417**	**52,997**	**53,787**
DIAMOND-STAR†	**3,310**	**3,201**	**14,486**	**46,967**	**45,157**
Civic	2,140	1,603	8,581	26,609	26,689
Civic (Can.)	2,200	1,998	9,749	32,900	30,643
Accord	7,835	6,263	33,060	112,802	101,309
Total U.S. car	**9,975**	**7,866**	**41,641**	**139,411**	**127,998**
Total Can. car	**2,200**	**1,998**	**9,749**	**32,900**	**30,643**
HONDA	**12,175**	**9,864**	**51,390**	**172,311**	**158,641**
HYUNDAI Sonata (Can.)	**325**	**387**	**1,127**	**4,454**	**11,373**
MAZDA†	**1,251**	**938**	**2,737**	**16,396**	**41,936**
U.S. trk.	1,560	1,497	5,123	19,000	21,896
Can. trk.	165	166	735	2,331	2,206
NAVISTAR	**1,725**	**1,663**	**5,858**	**21,331**	**24,102**
Sentra	2,700	2,718	11,583	40,899	41,132
Pickup (trk.)	2,500	2,558	11,434	39,760	39,616
NISSAN	**5,200**	**5,276**	**23,017**	**80,659**	**80,748**
Geo Prizm	1,500	1,606	8,291	26,836	29,788
Toyota Corolla	2,300	2,342	10,284	33,774	30,213
Toyota Pickup (trk.)	1,000	1,012	3,911	10,789	0
NUMMI	**4,800**	**4,960**	**22,486**	**71,399**	**60,001**
Legacy	1,200	1,194	5,264	17,038	16,426
Pickup (trk.)	365	354	2,059	6,856	0
Rodeo (trk.)	645	627	3,564	11,949	0
Total U.S. car	**1,200**	**1,194**	**5,264**	**17,038**	**16,426**
Total U.S. trk.	**1,010**	**981**	**5,623**	**18,805**	**14,956**
SUBARU-ISUZU	**2,210**	**2,175**	**10,887**	**35,843**	**31,382**
Camry	4,190	4,507	20,306	67,095	64,522
Corolla (Can.)	1,450	1,466	6,642	21,323	19,592
TOYOTA	**5,640**	**5,973**	**26,948**	**88,418**	**84,114**
VOLVO 740, 940 (Can.)	**150**	**90**	**660**	**2,046**	**2,518**
AM GENERAL (trk.)	**375**	**375**	**1,650**	**5,325**	**6,056**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**10,560**	**34,080**	**40,100**
Total U.S. car	**118,499**	**106,050**	**497,598**	**1,531,880**	**1,497,336**
Total Canada car	**24,825**	**24,813**	**87,330**	**277,370**	**284,492**
Total U.S.-Canada Car	**143,324**	**130,863**	**584,928**	**1,809,250**	**1,781,827**
Total U.S. truck	**83,861**	**84,938**	**380,480**	**1,077,354**	**815,682**
Total Canada truck	**19,642**	**22,326**	**99,869**	**322,129**	**222,180**
Total U.S.-Canada truck	**103,503**	**107,264**	**480,356**	**1,399,483**	**1,037,862**
TOTAL U.S.	**202,360**	**190,988**	**878,087**	**2,609,234**	**2,313,017**
TOTAL CANADA	**44,467**	**47,139**	**187,199**	**599,499**	**506,672**
TOTAL U.S.-CANADA CAR & TRUCK	**246,827**	**238,127**	**1,065,286**	**3,208,733**	**2,819,689**

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

'92 build passes 3 million

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian automakers assembled their 3 millionth vehicle last Monday, 13 days ahead of 1991.

March vehicle production in the United States and Canada topped the year-ago month by 26.9 percent. Cars increased 11.4 percent from the year-ago month and trucks rose 52.6 percent.

In the first quarter, U.S. and Canadian car and truck production was up 16.6 percent from 1991; cars were up 2.9 percent and trucks climbed 41.0 percent.

Last week's U.S. car production was estimated at 118,499, up 11.7 percent from the prior week and 24.4 percent from the year-ago week.

Year-to-date, U.S. car production is 1,531,880, up 2.3 percent from 1991.

Car production in Canada was estimated at 24,825 last week, virtually even with the prior week and up 24.2 percent from the year-ago week.

Canadian automakers have assembled 277,370 cars so far this year, down 2.5 percent from 1991.

U.S. truck production was estimated at 83,861 last week, a dip of 1.3 percent from the prior week but up 33.1 percent from the year-ago week.

So far in 1992, U.S. truckmakers have assembled 1,077,354 units, an increase of 32.1 percent from the same period one year ago.

In Canada, truckmakers' estimated production last week was 19,642, down 12.0 percent from the prior week but up 13.4 from the year-ago week.

March truck production in Canada was 99,869, the highest monthly production ever recorded for trucks in Canada.

Year-to-date, truck production in Canada is 322,129, up 45.0 percent from 1991.

The daily-build rate of cars and trucks in the United States and Canada was 49,365, an increase of 3.7 percent from the prior week and 26.2 percent from the same week in 1991.

Ford Motor Co. will begin building the Mercury Villager and Nissan Quest minivans this week at the Avon Lake, Ohio, facility. Job 1 for the Mercury Villager is slated for Tuesday, April 14. The first Quest is expected to be built the following day.

General Motors scheduled Saturday overtime last week at five truck facilities: Janesville, Wis.; Baltimore; Moraine, Ohio; Scarborough, Ontario; and Oshawa, Ontario.

Ford and Chrysler Corp. have no overtime or downtime scheduled this week.

In the same week one year ago, the Big 3 idled six truck and four car plants due to slow sales. Ford also reduced two truck plants to single shifts in the same week in response to sluggish sales. AN

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Automotive News

APRIL 20, 1992

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EPA plans pollution trade

Firms buying electric cars may get smokestack break

MAX GATES
Staff Reporter

WASHINGTON — The government's air pollution chief says he wants to trade smokestack emissions for clean cars to help get electric vehicles on the road.

The plan could help the auto industry clear many of the hurdles that stand in the way of widespread use of electric cars and other alternative-fuel vehicles. By giving polluters incentives to invest in non-gasoline-powered vehicles, the EPA hopes to create a market for them and help drive down costs. Wider use among business fleets will help develop an infrastructure for delivering new sources of vehicle power and pave the way for consumer purchases.

"It's a way to make the economics (of alternative-fuel vehicles) work," said William Rosenberg, assistant administrator in charge of the EPA's Air and Radiation Division.

Under Rosenberg's plan, a polluter would be allowed to purchase a fleet of cleaner, alternative-fuel vehicles instead of putting more pollution controls on a smokestack. Or an electric utility might buy batteries for electric vehicles and rent them to the cars' owners. That would make the cars more affordable, and the utility could receive credits for emission reduction.

Rosenberg is in charge of carrying out the 1990 Clean Air Act. In addition to mandating tighter tailpipe controls on all cars in the 1994 model year, the law will require that 150,000 cars annually in California run on reformulated gas or alternative fuels starting in 1996. It also carries clean-fuel mandates for fleets in the nation's 24 smoggiest cities.

Separate rules in California will require progressively tighter controls on emissions. The most stringent phase begins in the 1998 model year, when 2 percent of each maker's fleet must be zero-emission vehicles.

Automakers argue that they have to build the cars, but there is no guarantee that people will buy them. Rosenberg says his plan addresses that problem by giving companies an incentive to put large numbers of alternative-fuel cars on the road. With that, costs will be lower, the infrastructure more advanced and the transition to consumer purchases smoother.

The plan is part of a larger effort to create

see TRADE-OFF, 35

late news

Allante price climbs 4.9%

DETROIT — The 1993 Cadillac Allante roadster will carry a sticker of $59,975, up 4.9 percent from $57,170 for the 1992 version.

The 1993 model, which goes on sale April 23, will feature Cadillac's new four-camshaft, 32-valve, 290-horsepower Northstar V-8 engine.

The car is rated at 14 mpg city and 21 mpg highway, subjecting it to a $1,700 gas-guzzler tax. The tax is not included in the sticker price. The gas-guzzler tax was $1,300 on the 1992 Allante.

An Allante will pace the 76th Indianapolis 500 May 26.

Chevy revises incentive plan

Chevrolet's customer rebate program, which was to expire May 4 on 1991 models and June 4 on 1992 models, has been revised for the second time since it was announced in late January.

Cadillac and American Isuzu Motors Inc. announced new incentives on their vehicles, and Ford Motor Co. wants to put college graduates on the road with a new incentive program.

Chevrolet's customer rebates range from $500 to $1,000 on 1991 and 1992 cars and from $400 to $1,000 on 1991 and 1992 trucks.

The following rebates

see LATE NEWS, 2

Bigger Brougham

What's heavier than 2.7 Geo Metros, longer than an average run by Barry Sanders and can go more than 500 miles after a single filling? The 1993 Cadillac Brougham, a luxury liner launched in a sea of green vehicles last week at the New York International Automobile Show. See stories on Pages 3 and 4.

Smith makes export sales a GM priority

PHIL FRAME
Staff Reporter

General Motors is expected to quickly impose export sales priorities on North American Operations and consolidate some segments of domestic and overseas operations as part of its new fitness regime.

Company insiders now say new President John F. "Jack" Smith Jr. is unlikely to name a successor to assume overall coordination of the international operations. Smith was vice chairman in charge of international operations when the job of slimming North American Operations was handed to him by the GM board two weeks ago.

Besides eliminating a layer of management, this structure assures

see GM, 36

Jeep dealers fume over mix, shortage of transmissions

MARY CONNELLY
Staff Reporter

Chrysler Corp. and its Jeep-Eagle dealers are squabbling over the mix of old-to-new Jeep Cherokees because a Japanese supplier cannot build enough automatic transmissions to meet demand for the popular sport-utilities.

It is a frustrating situation for Chrysler, which underestimated the popularity of the 8-year-old Jeep Cherokee that is being sold alongside the new 1993 Jeep Grand Cherokee.

Just as Chrysler is unleashing a megawatt advertising campaign for the Grand Cherokee, Jeep-Eagle dealers are asking the company to build more old-style Cherokees.

Some Jeep-Eagle dealers have protested to Chrysler officials the company's decision to reduce production of the "classic" Cherokee as it ramps up the build of the Grand Cherokee.

Jeep dealers are clamoring for more Cherokees because, in the midst of a sluggish economy, sales are skyrocketing. Sales in the first three months of the year were up 55 percent over 1991.

Dealers say demand for the sport-utility remains strong despite the entry of the Grand Cherokee.

"The 8-year-old Cherokee just had its best January in two years, its best February in four years and just missed having its best March ever," Lawrence Baker, Jeep-Eagle general manager, said at the New York auto show last week.

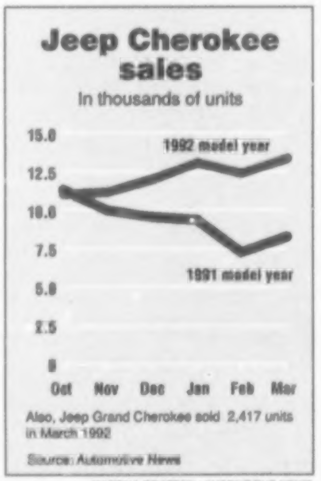
U.S. sport-utility sales are strong. Sales in the segment were up 13 percent in the first three months of 1992 compared with one year ago. Sales of the Ford Explorer were up 27 percent in the same period.

But Chrysler can do little with its unexpected showroom star.

Chrysler cannot meet dealer demand for the Cherokee because of a shortage of the four-speed automatic transmission used in both the Cherokee and the Grand Cherokee.

Chrysler cannot build more

see JEEP, 34



Jeep Cherokee sales

In thousands of units

Also, Jeep Grand Cherokee sold 2,417 units in March 1992

Source: Automotive News

MARTHA GRATTAN / AUTOMOTIVE NEWS

GMAC can't explain loss in $436 million floorplan

EDWARD LAPHAM
Managing Editor

General Motors Acceptance Corp. wants to know how its internal controls broke down and allegedly allowed a Port Jefferson, N.Y., dealer to defraud the finance company of $436 million in a complex, phony floorplan scheme.

At the same time, the financing arm of General Motors is trying to reassure dealers and investors that the alleged duping by dealer John McNamara amounts to a one-time, non-recurring loss.

Although GMAC officials eventually uncovered the scheme, in-

see GMAC, 34

Yugo America vanishes

JIM HENRY
Staff Reporter

NEW YORK — Yugo America Inc., named after a country that no longer exists, quietly shut off the lights, locked the doors and filed for Chapter 7 bankruptcy last week.

Yugo said it was withdrawing from the United States, and what assets it has will be sold to raise money toward paying its millions of dollars in debts.

Ray Potts, the Yugo and Peugeot manager at Ken Smith Motors (Yugo-Peugeot-Lincoln-Mercury) in Ridgewood, N.J., said he called on Yugo America last week, only to find the headquarters office in Upper Saddle River, N.J., locked. He said the only activity was a truck hauling a load of parts away from the adjoining Yugo warehouse. The warehouse appeared to him to be empty.

Potts said that a week earlier, a Yugo executive warned him Yugo was in "very grave" con-

see YUGO, 39

Automotive News

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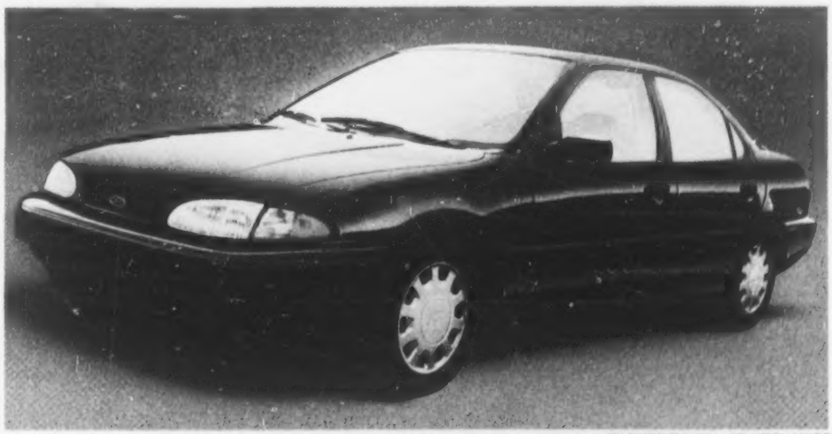

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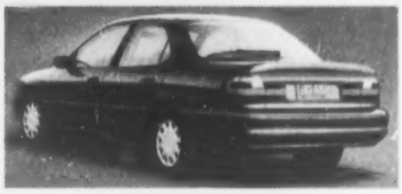

Ford's new Tempo

Replacements for the Tempo and Topaz are due for the 1995 model year. These computer-enhanced spy pictures show a grille with large ovoid headlamp units, above. The rear view, right, shows a rounded C-pillar and taillamp treatment similar to the Ford Taurus.

latenews

CONTINUED *from* PAGE 1

expire April 30: 1991 Astro, $400; 1992 Astro, $500; 1991 and 1992 C/K pickup extended cab, $400; and 1991 and 1992 G-Van upfit, $1,000.

Rebates of $750 to $1,000 on the 1992 Geo Tracker and $1,000 on the 1992 Geo Metro convertible have been extended through Sept. 23.

Rebates on other Chevrolets expire May 4 on 1991 models and June 4 on 1992 models. In lieu of rebates, consumers may choose 6.9 percent financing for 12- to 48-month contracts.

Cadillac is paying customer rebates of $1,500 on the 1992 Brougham and the 1992 DeVille until June 30.

Through June 30, Isuzu is paying consumer or dealer rebates (dealer's choice) in California and its Southwest region and dealer incentives everywhere else.

The incentives range from $600 to $2,500 on 1990-92 cars; $500 to $1,500 on 1990-92 pickups; and $500 to $1,250 on 1990-92 Rodeos. There is a rebate of $750 on 1990-91 Troopers.

The incentive tables appear on Page 38.

— *Arlena Sawyers*

Nissan recalls 33,000 vans

CARSON, Calif. — Nissan Motor Corp. in U.S.A. is recalling about 33,000 of its 1987-90 vans to repair a cooling system flaw that could result in a fire.

Nissan said a failure in the cooling system could allow coolant to spray on the exhaust manifold, which could cause a fire in the engine compartment.

Production of the van ended in 1990. The recall does not include the Axxess minivan.

5-series wagon debuts in June

NEW YORK — BMW of North America will begin selling its 525i Touring wagon in late June for $38,600.

The price is $3,000 more than the 525i sedan, upon which the new wagon is based. Karl Gerlinger, president and chief executive officer, said BMW hopes to sell 5,000 to 6,000 a year.

Gerlinger said the car is aimed at drivers of minivans or sport-utilities who would sacrifice some space for a sportier driving experience.

The wagon — BMW prefers not to call it a station wagon — shares the 525i sedan's basic chassis, powertrain and exterior dimensions except height.

— *Jim Henry*

Nield retiring from AIAM

WASHINGTON — George Nield, president of the Association of International Automobile Manufacturers for 21 years, will retire Oct. 1.

An engineer by training, Nield, 67, has seen the staff organization grow from three to 16. For years the association served primarily as a conduit for getting U.S. engineering requirements to its 17 European and Japanese automaker members. That changed recently, "when the trade issue reared its ugly head," Nield said.

The association is getting ready to review possible successors, Nield said.

Nield plans to travel and spend more time flying his Cessna 210. "I'm crazy about flying, but the only chance I had was on business trips," Nield said. "Now I'll do it for enjoyment."

— *Max Gates*

TV ads debut for new Jeep

Chrysler Corp. launched its 1993 Jeep Grand Cherokee with prime time TV spots that show off the sport-utility's all-terrain ability in locales around the world.

During yesterday's 8:30 p.m. and 10 p.m. commercial breaks on network and major cable TV stations, viewers saw one of five 30-second spots created for the campaign by Campbell-Mithun-Esty, in Southfield, Mich.

The Grand Cherokee is shown rolling along snow-covered mountains, deserts, rain forests and canyons.

The campaign also includes print and radio spots.

Ford cash helps disabled

DEARBORN, Mich. — Ford Motor Co. is paying $750 to offset installation costs for adaptive driving equipment or wheelchair lifts on new Ford, Lincoln and Mercury cars and light trucks.

The Mobility Motoring program, announced last week, is retroactive to Feb. 15. It ends Sept. 30.

Ford opens recycling center

DEARBORN, Mich. — Just in time for Earth Day, Ford Motor Co. will unveil a major recycling center April 21.

The center, near Ford headquarters, will be capable of processing 50,000 tons of refuse annually and will serve 50 Ford Michigan locations.

Ford officials say the center will reduce the amount of waste sent to local landfills by 50 to 70 percent and save 1 million trees per year.

Alfa account in review

Fiat is reviewing the $45 million Alfa Romeo advertising business across Europe, reports *Advertising Age*.

This is the final phase of an ambitious realignment of the Italian automaker's $565 million European advertising budget.

Alfa Romeo is currently split between WPP Group-owned Conquest Europe of Milan, which handles the business in 11 countries, and BBDO Worldwide, which has Alfa Romeo in Spain and shares the Italian account with Conquest.

An executive familiar with the review said four or five agencies, including both incumbents, have been invited to pitch.

— *Crain News Service*

briefly

Some guys never grow up

If anyone knows that rank has its privileges, it's **Chrysler Corp.** Chairman Lee Iacocca. Iacocca's latest perk is the first production model of the V-10 Dodge Viper. "VIN number one I got," Iacocca said at the New York auto show last Wednesday. "I get it Friday and to hell with the rest of you."

SAY THAT AGAIN? Iacocca has found a new role for himself after he steps down as **Chrysler** chairman Dec. 31. Speaking at the New York show last week, he noted that Robert Eaton will soon take over the day-to-day running of the company. "Then I can really devote time to the trade issue," Iacocca said. Can the war of the words escalate much more?

SHO GOES AUTOMATIC — Taurus SHO enthusiasts are eagerly awaiting their first convention this summer, where they'll get a glimpse of a 1993 SHO prototype. Bill Staib, editor of the *SHO Registry,* says the 1993 model year will include a SHO automatic for the first time, a model he has test driven near the Taurus plant in Atlanta. Staib says the SHO automatic is "real responsive, definitely peppy." He says the automatic has a little less horsepower than the manual but more torque. The convention will be held July 16-19 in Peoria, Ill.

FAMILY FEUD — The sailboat battle for America's Cup is down to the semifinals, pitting Cadillac vs. Chevrolet. Cadillac is a sponsor of Dennis Conner, the perennial sailboat champ, and his *Stars & Stripes.* Chevrolet's Corvette is the official car of *America3,* the Bill Koch entry. While New Zealand and Italy battle to be the challenger, the U.S. boats battle for the right to defend. Says a Chevy spokeswoman proudly: "Whoever wins, a GM division will be backing the American defender."

NEW DIGS — Gerald Greenwald didn't get the job as the next chairman of **Chrysler.** But the one-time heir apparent to Chrysler boss Iacocca has landed new employment. Greenwald is the new president of Toronto-based real estate giant Olympia & York Developments Ltd., the biggest commercial landlord in North America. Greenwald won't have to worry about placing names with faces. Former Chrysler Vice Chairman Robert S. "Steve" Miller Jr., now an investment banker, is leading Olympia's restructuring talks with its bankers.

THE GOOD OL' DAYS — The 15-member board of directors that **General Motors** shareholders will elect next month includes only five who can be considered "insiders." Three are officers of the company (Chairman Robert Stempel, Vice Chairman Robert Schultz and President Jack Smith); one is an alumnus (Roger Smith); and one occupies the "Fisher Body seat" (Detroit banker Charles T. Fisher III). Compare that with the board that greeted Frederic Donner when he became chairman in 1958. The board had 35 members; 12 were GM officers, 11 were retired officers and four represented the duPont family, which owned 23 percent of GM's common stock. John Smale's palace revolt wouldn't have had a chance in those days.

Smale: good timing

GMC splits light, medium field sales

JOSEPH BOHN
Truck Editor

SAN FRANCISCO — GMC Truck is restructuring its field sales operations, primarily to increase the competitiveness of its medium-duty dealers.

Hurd

The reorganization includes splitting light-duty truck sales and service operations from medium-duty operations and creating separate staffs, said Ray Rota, GMC general sales manager, at the American Truck Dealers convention.

GMC has 2,398 light-duty dealers and 648 medium-duty Chevrolet and GMC dealers for whom it handles marketing.

GMC's light-truck sales totaled 71,228 in the first quarter, up 16.8 percent from a year ago. Its light-truck order backlog is the highest in five years.

The division has requested an additional 20,000 units for the 1992-model buildout period, Rota said. But sales gains in the soft medium-duty market have been harder to come by.

Despite increasing its medium-duty market share to 31.2 percent in the first quarter from 22.8 percent a year ago, GMC's medium-duty sales of 30,881 were barely ahead of last year.

GMC wants to increase production at the Janesviile, Wis., plant at a time when it faces stiff competition from Freightliner Corp., Ford Motor Co. and Navistar International.

It will do so partly by adding new products at Janesville, such as the "GP" chassis, going into production in August. General Motors plans to produce 8,000 to 10,000 of the new chassis annually.

But dealers are still the key to its competitiveness. In its reorganization, GMC will move a large number of telemarketing people from its headquarters in Pontiac, Mich., into the field to provide dealers with more direct factory contact and support.

One account executive will be assigned to every 25 or 26 medium-duty or light-duty dealers, under the reorganization that begins May 1. Rota anticipates it will be completed by June 1.

On the medium-duty side, James Hurd, currently GMC sales manager of fleet operations, will be named medium-duty sales and service manager, effective May 1. His group includes 45 people.

Hurd will report to Rota. Reporting to Hurd will be two regional managers: Greg Rice, currently manager of dealer operations, who will be named regional manager, medium-duty West, and Al Tandrup, currently GMC Northeastern zone manager, who will become regional manager, medium-duty East.

Tandrup will handle 14 geographic areas, and Rice will handle 11.

On the light-duty side, Jack Kehl, GMC sales manager for the Eastern United States, will be named assistant general sales manager East.

Larry Rickard, GMC sales manager for the Western United States, will be named assistant general sales manager West. Both report to Rota.

Rickard

Kehl

GMC will create six "super zone" offices to handle light-duty sales. Thomas Carpenter will be named manager of the Northeast zone in Parsippany, N.J. Donald Buechler will head the Midwest zone office in Chicago.

Robert Hatcher will head the Central zone oifice in Denver. Steve Pottenger will head the Southwest zone office in Dallas. Lynn Pew will head the Pacific zone office in San Francisco.

The Southeast zone manager has not been named. He will be based in Atlanta.

Execs' pay dips at GM as red ink gets deeper

PHIL FRAME
Staff Reporter

DETROIT — General Motors confirms that its top executives made less money last year because the company lost $4.5 billion.

But don't pine for Chairman Robert Stempel because his compensation based on 1991 performance fell $444,000 from the year before, to merely $1 million. He also received about $1.1 million during 1991 that had been deferred from previous years' earnings.

All of GM's top five officers made one-quarter to one-third less last year than in 1990. Over the past two years, when GM lost $6.5 billion, compensation for the top five fell from 44 percent for Stempel to 51 percent for Alan Smith, executive vice president.

Their fortunes were buoyed in 1991 because a portion of the compensation they earned in good years was paid to them last year.

Besides his $1 million 1991 salary and the $33,000 company contribution to his savings-stock purchase program, Stempel's W-2 form for last year also reflected receipt of $575,000 in bonus attributable to 1986 to 1990 performance and $519,402 in stock awarded to him in 1988 and 1989.

GM paid no bonuses and made no new stock awards to its top five officers in 1991.

The company did give the executives new stock options last year, but those do not have real value until they are exercised. The option price was $40 per share; GM common was closed at $39.88 per share last Wednesday. The options expire unless they are used within 10 years and cannot be used until Aug. 5 this year.

Despite the compensation cuts in 1991, the UAW said the GM executives' pay was "way out of line."

"GM's losses have obviously tempered the most extreme increases in GM executive compensation," UAW President Owen Bieber and Vice President Stephen Yokich said in a joint statement.

"Still, the generous compensation being paid to the company's top officials is excessive, especially when you consider the pain inflicted on workers and communities by the misguided decisions and ineffective leadership of GM's executives," the UAW officials said.

The UAW said the generous compensation paid to GM officials is excessive when you consider the pain inflicted on communities by misguided decisions.

The executive pay was revealed in the company's 1992 proxy statement for the annual meeting on May 22 in Fort Wayne, Ind.

The proxy also reflected the shakeup of GM's board and top management two weeks ago, when then-President Lloyd Reuss was deposed and he and Alan Smith were removed from the board of directors. In addition, Chief Financial Officer Robert O'Connell was demoted to senior vice president.

Reuss was demoted and replaced as president by John F. "Jack" Smith Jr., who had been vice chairman in charge of international operations. O'Connell, who was replaced as chief financial officer by Executive Vice President William Hoglund, becomes chairman of General Motors Acceptance Corp. next week.

In the proxy, no management candidates were nominated for the board seats vacated by Reuss and Alan Smith. The removal of Reuss and Alan Smith chops the GM board from 17 to 15 members and cuts management's influence.

Only three GM executives are board members — Stempel, Jack Smith and Vice Chairman Robert Schultz. Other board members considered to be in the insider category are former chairman Roger Smith and Charles Fisher, a member of the Fisher Body family.

STOCK OPTIONS GRANTED IN 1991

Companies have differing rules and restrictions on how and when an executive can cash out an option.

Executive	Options	Average price	4-14-92 close	4-14-92 value
CHRYSLER				
Lee Iacocca	175,000	$13.52	$17⅞	$762,125
Robert Lutz	105,000	13.22		488,775
Robert Miller	90,000	13.07		432,450
Jerome York	80,000	13.09		382,800
Thomas Denomme	75,000	13.02		364,125
GENERAL MOTORS				
Robert Stempel	100,000	40	39⅞	0
Lloyd Reuss	70,000	40		0
John F. Smith Jr.	65,000	40		0
Robert Schultz	55,000	40		0
F. Alan Smith	45,000	40		0
FORD				
Harold Poling	135,000	30	41	1,485,000
Philip Benton	95,000	30		1,045,000
Louis Ross	42,000	30		462,000
Alan Gilmour	52,000	30		572,000
Alex Trotman	42,000	30		462,000

Source: Company proxies, Automotive News

GM's 1991 COMPENSATION

Name	Salary	Bonus	Stock[1] benefits	Total	Earnings[2] from prior years
Robert Stempel	$1,000,000	0	$33,333	**$1,033,333**	$1,094,402
Lloyd Reuss	725,000	0	24,166	**749,166**	761,433
John F. Smith Jr.	575,000	0	19,166	**594,182**	637,648
Robert Schultz	525,000	0	36,247	**561,247**	*289,117
F. Alan Smith	600,000	0	20,000	**620,000**	657,277

1-Includes exercised stock options and savings-stock purchase program. No other stock awards given in 1991.
2-Earnings from earlier years and reported when granted, but not actually paid until 1991. Includes third installment of 1988 stock grants, 2nd installment of 1989 stock grants, and 3rd installment of bonuses related to 1984-1990 performance.
*Some compensation not disclosed

Bieber: Caterpillar didn't beat union

LIZ PINTO
Staff Reporter

DETROIT — UAW President Owen Bieber denied last week that Caterpillar Inc. had defeated the union when the UAW ended a five-month strike and returned to work and the bargaining table.

"We agreed to recess the strike and acquiesced to the mediator's request, which brought people back into the plant," Bieber told the Automotive Press Association.

But Bieber said the UAW "will keep the pressure on" as talks continue and that the union "reserved the right to use any means it saw fit" to accomplish its goal at the contract talks.

Caterpillar had threatened to begin hiring replacement workers when the UAW decided to return to work.

FIGHTING THE PATTERN

The UAW has been insisting that a Caterpillar contract follow a national pattern, and the company has insisted on breaking the pattern.

Thousands of workers reported back to their jobs last Wednesday, only to be told by Caterpillar not to report to work until today.

"This was a stunning blow to the UAW, which has been thought of as one of the largest, most powerful unions in the world," said Dan Polsby, a labor expert and law professor at Northwestern University in Chicago.

Polsby said the UAW's capitulation will send shock waves through unions, particularly because Caterpillar withstood the union's insistence on a contract patterned after one reached with farm-equipment manufacturer Deere & Co.

The union is expected to seek pattern bargaining in negotiations with the Big 3 next year.

"The core companies are in a greatly strengthened position now, with the principle of pattern bargaining gone," Polsby said.

IMPORTANT SHOWDOWN

The showdown represented the first time a major industrial company has tried to break a union of the UAW's size and strength by threatening to replace employees with non-union workers.

Bieber said the union would work hard to promote passage of a bill currently in the Senate that would make the hiring of permanent replacements for striking workers illegal. The bill has already passed through the House of Representatives.

Polsby said the Big 3 will view Caterpillar's strategy as a "test case" in negotiations with the UAW next year.

The Associated Press contributed to this report.

Voyager spurs Chrysler export sales; 1st quarter jumps 17%

HIGHLAND PARK, Mich. — Chrysler Corp. said last week that export sales in the first three months of 1992 rose 17 percent from a year earlier as Voyager sales in Europe nearly doubled and demand rose sharply in Taiwan and the Middle East.

Chrysler said worldwide export sales rose to 16,017 units in the quarter, and March sales rose 11 percent to 5,622. European sales of the Voyager alone totaled 5,380 in the first quarter and 2,022 in March, up 52 percent from a year earlier, Chrysler said.

"In spite of a soft European market, Voyager sales continue to increase," said Joseph Cappy, vice president international. A small number of Voyagers are being produced at Chrysler's joint-venture plant in Graz, Austria, and capacity there is scheduled to rise to about 35,000 units a year by next year.

Chrysler said first-quarter sales in Taiwan rose 189 percent from a year earlier to 2,182, and Middle Eastern sales rose 12 percent to 2,467.

Separately, the company said Chrysler and Synghelides S.A. have launched Chrysler Jeep Hellas S.A. to distribute Jeep products, Dodge Dakota pickups and Voyagers in Greece.

Passenger cars will be added to the lineup in 1993, Chrysler said.

letters

continued from PAGE 12

how to revive a brand. Just look what GM has done to revive Pontiac, Buick and Cadillac. It just takes interest and determination, and those are two qualities that Iacocca and his team apparently lack.

When I hear the name Plymouth, I think of excellent automotive value with conservative but attractive styling.

When I hear Eagle, I think of a chain of discount clothing stores. And at least Plymouth does not have a model named after a brand of zippers.

But who am I to complain? I am just a small stockholder and a loyal Plymouth owner. Not the type of person to interest the executive whizzes at Chrysler.

I hope that as Iacocca departs the chairman's office in December, Robert Eaton will toss all that ridiculous Albatross (er, Eagle) baggage after him.

MICHAEL OWENS
Austin, Texas

Little 3 arrogance is the big problem

I think the domestic automakers' problem is "Little 3 arrogance."

The degree of corporate arrogance they display is unbelievable. If you have ever worked for one of them, owned one of their dealerships or talked to a mechanic at the dealerships, you will discover that the companies will not listen to anyone because *they* know it all.

After all, who are those stupid traitors who buy foreign cars, demanding what? Quality? Well, they are hard-working Americans who realize that money is hard to find and who want a car that lasts longer than two or three years.

None of the three have discovered that they are in the people business. It is always smart to take swimming lessons after you drown.

LOU RIFE
Cookeville, Tenn.

Rewriting pacts isn't an easy job

Automotive News should be commended for its series on the service contract tax situation. You have clearly and fairly presented the facts, in my view.

Your March 16 editorial ("Bush must halt IRS tax grab on service contracts") is correct and does a great service for the entire automobile industry.

It is disturbing that certain individuals in the industry have misled dealers by saying that "all the warranty companies have to do is rewrite the contracts, make themselves the obligor and the dealers' problems will be over."

Most states do not allow that practice and will issue "cease and desist orders" when that type of contract appears.

Certain other states have taken a passive interest or do not have the resources to regulate service contracts.

However, when administrator-obligor programs begin to appear, I believe many more states will enforce restrictions.

The administrator-obligor programs are living on borrowed time.

LLOYD GEARHART
President
Western Diversified
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Europe up 1% in first quarter

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Despite weakness in two major markets, Germany and Britain, Europe's new-car sales in the first quarter rose 1 percent over a strong period last year.

According to *Automotive News* estimates, sales in the 17-nation market rose to 3.75 million units from 3.71 million a year earlier, despite declines of 2.8 percent in Germany and 11 percent in the United Kingdom. Germany is Europe's largest market; the United Kingdom is fourth.

March sales slipped 1.5 percent from 1991, to 1.34 million, as demand fell 3.1 percent in Germany and 15.3 percent in Britain.

Analysts said continuing weakness in Germany and Britain is being offset by gains in Italy, France and Spain as consumers in those countries shake off their recessionary moods.

"Italy, again, has defied the pundits and remains remarkably strong," said Arthur Maher, who follows the industry for DRI/Europe in London. "The outlook remains favorable for it to come in above 2.3 million units again this year."

Maher also expects a second-quarter upturn in France, Europe's third-largest market, where first-quarter sales rose 1.4 percent to 521,500. An expected 3.5-point cut in the value-added tax, to 18.6 percent, should boost sales to 2.1 million for the year, Maher said.

First-quarter sales in Spain were jump-started by a reduction in the value-added tax to 28 percent from 33 percent. Sales rose 28.2 percent in the first three months, to 268,500.

The big question mark for the year will continue to be Britain, now in the third year of a severe downturn, Maher said.

"April will be a telling month, but the U.K. market will have to struggle to reach 1.7 million units this year" from 1.55 million in 1991, he said.

Among the top six carmakers, Volkswagen Group sales rose 2.2 percent in March, to 228,700, as the company boosted its market share to 17.1 percent. VW says it has a six-week order backlog for the new Golf III.

General Motors edged out Fiat Auto for second place in March, with a 12.4 percent share of market, although sales slipped 1.5 percent from a year earlier, to 165,400 units.

Thomas Mason, vice president of sales and marketing for General Motors Europe, said March's momentum could not be maintained for the entire year.

"We haven't got the capacity to keep the (No. 2) spot, and it has not been an expectation or a target for us. Our target is to operate at or close to capacity and to be profitable," Mason said.

Fiat slipped to third place in March with 12.1 percent of the market. Sales declined 5.8 percent, to 161,100. Fiat's home-market sales slid 25 percent from a year earlier.

Ford of Europe continued to suffer in March because of its reliance on the United Kingdom, its home market. The company's sales fell 5.8 percent last month to 158,200 cars.

Both French automakers had good monthly and quarterly figures, benefiting from new products and the revival of their home market. Peugeot Group sales rose 4.1 percent in March from a year earlier, to 156,100, for an 11.7 percent market share. Renault SA sales rose 8.6 percent last month to 146,400 cars, and an 11 percent share. AN

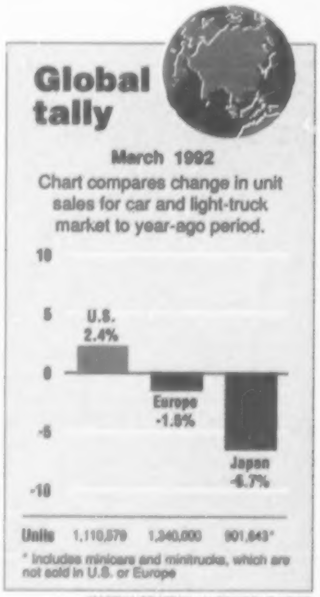
EUROPEAN SALES BY MANUFACTURER

Manufacturer	3 mos. 1992	% share[1]	3 mos. 1991	% change
Volkswagen[2]	624,600	16.6	601,800	3.8
Fiat Auto[3]	488,200	13.0	512,600	− 4.8
General Motors[4]	460,900	12.3	457,500	0.7
Peugeot S.A.[5]	447,600	11.9	419,200	6.8
Ford[6]	443,700	11.8	455,300	− 2.5
(Jaguar	2,900	0.1	3,800	− 23.7)
Renault	405,600	10.8	367,500	10.4
BMW	118,400	3.2	78,500	50.8
Nissan	118,400	3.2	113,700	4.1
Mercedes-Benz	117,800	3.1	126,700	− 7.0
Toyota	85,400	2.3	90,900	− 6.1
Rover	77,200	2.1	105,900	− 27.1
Mazda	71,400	1.9	77,200	− 7.5
Volvo	58,300	1.6	57,800	0.9
Others	50,400	1.3	60,800	− 17.1
Honda	44,000	1.2	40,900	7.6
Mitsubishi	39,400	1.0	47,200	− 16.5
Suzuki	27,300	0.7	26,200	4.2
Lada	23,500	0.6	23,000	2.2
Subaru	14,100	0.4	13,800	2.2
Saab	13,800	0.4	13,600	1.5
Daihatsu	12,900	0.3	14,000	− 7.9
Skoda	10,400	0.3	11,500	− 9.6
TOTAL	3,753,300	100.0	3,715,600	1.0

[1] Does not add to 100 because of rounding.
[2] Includes Volkswagen, Audi and Seat brands.
[3] Includes Fiat, Alfa Romeo and Lancia.
[4] Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
[5] Includes Peugeot and Citroen.
[6] Includes Jaguar.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	3 mos. 1992	% change vs. 1991
Germany	1,076,500	− 2.8
Italy	763,000	3.3
France	521,500	1.4
United Kingdom	406,200	− 11.1
Spain	268,500	28.8
Netherlands	170,400	− 0.4
Belgium-Lux.	157,000	11.4
Austria	87,700	7.1
Switzerland	80,300	0.9
Portugal	66,600	23.6
Sweden	43,800	1.9
Greece	29,700	− 14.2
Finland	21,800	− 22.1
Denmark	23,700	11.3
Ireland	21,800	− 4.4
Norway	15,000	16.3
TOTAL	3,753,500	1.0



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trucks

Ford sets $2.7 billion for truck projects

KATHY JACKSON
Staff Reporter

Ford Motor Co. will invest $2.7 billion in the next three years to enhance its truck lineup.

Nearly $1 billion will be spent to re-equip the Oakville, Ontario, assembly plant near Toronto to build a new front-wheel-drive minivan based on the Taurus platform. Production is slated to begin in January 1994, and the van will be sold by Ford Division.

Another $1 billion will go to equip the Windsor Engine Plant No. 2 in Windsor, Ontario, for the production of a new truck engine, beginning in 1995.

The company will spend $650 million to expand and equip the Kentucky Truck plant in Louisville, Ky., for production of F-series pickups. Louisville also will continue to produce Ford's medium- and heavy-duty trucks.

"With the future growth potential of the North American light-truck market, we want to ensure that we have product and production plans in place that will allow Ford to solidify its position," Ford Executive Vice President Alex Trotman said in a statement.

The debut of the fwd minivan for Ford Division will bring to three the number of minivans offered by Ford Motor Co. The rear-wheel-drive Ford Aerostar was introduced May 31, 1985, as a 1986 model. The all-new front-wheel-drive 1993 Mercury Villager will be in dealer showrooms in July.

Bill Van Gall, president of Canadian Auto Workers Local 707 in Toronto, said Job 1 for the new minivan is scheduled for January 1994. He said the vehicle will be larger than the Villager but similar in style and will have a 3.8-liter V-6 engine.

"This announcement by Ford contradicts negative reports that Ontario is not a good place to do business," Van Gall said. The Ontario government is studying legislation that will make it less cumbersome for workers to join unions. Critics say that will chase business away.

Production of the new minivan will add about 400 jobs at Oakville. One shift at the nearby Ontario Truck Plant will be eliminated in November 1993. Those 700 jobs will go to Oakville along with the 400 new positions.

Trotman said Ford will continue production of the Aerostar along with the new minivan. For 1992, Aerostar received a new grille, flush aero headlights, a car-like instrument panel and a driver-side airbag.

Aerostar sales through March totaled 36,034, compared with 31,576 at the end of March last year.

But workers at the St. Louis assembly plant, sole source of the Aerostar, are worried.

"Our sales are pretty good right now," said John Sherlock, president of UAW Local 325. But he said the union is not confident that Ford will keep both products in the marketplace.

"It's a big concern," Sherlock said, "but there are very strong rumors we will get another product." The rumor, Sherlock said, is that St. Louis also will produce the hot-selling Explorer sport-utility.

Through March, Explorer was the fifth best-selling vehicle in the United States with 71,149 deliveries, up from 55,668 at the same time last year.

St. Louis has 2,400 hourly and 225 salaried workers.

Ford's investment will mean additional jobs in both Kentucky and Windsor. Trotman said employment at the Kentucky Truck plant could increase by 1,300 when the plant reaches full production in 1995.

He said an additional 850 workers will be needed to build the new truck engines in Windsor.

Ford is the No. 1 light-truck seller in the United States. Through March, dealers had delivered 303,059 light trucks, up from 261,730 last year.

Ford's light-truck market share increased to 30.2 percent in the first quarter, compared with 28.6 percent for the first quarter of 1991. ■

MARCH 1992 TRUCK SALES BY GVW

	Mar. 1992	Mar. 1991	3 mos. 1992	3 mos. 1991
Class 1-3	118,385	96,997	299,627	256,768
Class 4	1,449	1,798	3,432	4,962
Class 6	489	334	1,115	1,175
Class 7	1,910	1,604	4,931	4,847
Class 8	892	670	2,558	1,918
FORD	**123,125**	**101,403**	**311,663**	**269,670**
Class 6	25	0	55	0
Class 7	105	0	229	0
Class 8	2,106	1,777	5,563	5,479
FREIGHTLINER	**2,236**	**1,777**	**5,847**	**5,479**
Class 1-3	90,919	94,298	240,490	238,908
Class 4	215	105	657	269
Class 5	10	7	19	33
Class 6	147	306	420	908
Class 7	397	518	1,233	1,515
CHEVROLET	**91,688**	**95,234**	**242,819**	**241,633**
Class 1-3	26,696	24,452	70,874	60,818
Class 4	174	68	354	142
Class 5	48	32	107	98
Class 6	1,669	420	4,316	1,037
Class 7	1,016	1,447	2,536	3,031
GMC	**29,603**	**26,419**	**78,187**	**65,126**
Class 7	11	10	33	45
Class 8	1,087	783	2,676	2,805
KENWORTH	**1,098**	**793**	**2,709**	**2,850**
Class 6	30	35	98	123
Class 7	68	46	188	165
Class 8	890	922	2,021	2,430
MACK	**988**	**1,003**	**2,307**	**2,718**
Class 6	48	43	127	78
Class 7	37	39	61	141
MERCEDES-BENZ	**85**	**82**	**188**	**219**
Class 4	0	1	0	7
Class 5	0	2	6	15
Class 6	493	849	1,465	1,607
Class 7	2,028	3,353	6,622	8,091
Class 8	1,337	2,498	4,414	6,805
NAVISTAR	**3,858**	**6,703**	**12,507**	**16,525**
Class 7	16	23	43	58
Class 8	919	624	2,357	2,345
PETERBILT	**935**	**647**	**2,400**	**2,403**
Class 7	46	33	175	87
Class 8	1,184	898	3,057	2,082
VOLVO/GM HEAVY	**1,230**	**931**	**3,232**	**2,169**
Class 1-3	1	32	3	81
Class 4	39	0	85	0
Class 5	57	38	107	112
Class 6	72	64	150	162
Class 7	108	54	251	146
HINO	**277**	**188**	**596**	**501**
Class 1-3	117	56	262	126
Class 5	106	86	205	209
Class 6	151	34	217	81
Class 7	68	44	92	94
NISSAN DIESEL	**442**	**220**	**776**	**510**
Class 1-3	680	777	1,422	1,608
Class 4	215	81	485	213
Class 5	109	20	208	74
Class 6	195	85	420	183
Class 7	35	8	66	56
ISUZU TRUCK	**1,234**	**971**	**2,601**	**2,133**
Class 1-3	206	191	462	405
Class 5	64	49	1	141
Class 6	56	35	145	93
Class 7	41	45	65	101
MITSUBISHI FUSO	**367**	**320**	**835**	**740**
SCANIA Class 8	0	1	0	8
Class 1-3	0	908	0	1,210
Class 4	0	297	0	395
Class 5	0	149	0	199
Class 6	0	96	0	128
IVECO TRUCKS*	**0**	**1,450**	**0**	**1,932**
WESTERN STAR Class 8	**48**	**53**	**152**	**188**
Class 1-3	154,134	139,098	392,802	357,016
Class 6,7,8	17	43	47	112
OTHER TRUCKS	**154,151**	**139,141**	**392,849**	**357,128**
CLASS 1-3	**391,138**	**356,809**	**1,005,942**	**916,940**
CLASS 4	**2,092**	**2,350**	**5,013**	**5,988**
CLASS 5	**394**	**383**	**815**	**881**
CLASS 6	**3,375**	**2,301**	**8,528**	**6,575**
CLASS 7	**5,886**	**7,224**	**16,525**	**18,376**
CLASS 8	**8,480**	**8,269**	**22,845**	**24,172**
TOTAL TRUCKS	**411,365**	**377,336**	**1,059,668**	**971,932**

*1991 figures are Automotive News estimates

Source: Automotive News Data Center and MVMA

Dealers get add-ons with new Jeep

Parts, service issues get early attention

DALE JEWETT
Service Editor

Chrysler Corp.'s platform team system has given Jeep dealers several profit-building accessories to go along with the new Grand Cherokee.

For Chrysler, the accomplishment is another part of its strategy to increase customer satisfaction via the parts and service business.

Previously, the availability of dealer-installed accessories at the the launch of a new vehicle would happen only by accident, said Mykle Jacobs, general manager for service and customer satisfaction.

Accessories for the Jeep Grand Cherokee include aluminum brush guards, ski carriers, bicycle racks and compact disc players.

"They're out as we speak," Jacobs said. "In the old days, they might not have been out for a year."

And those benefits will accompany the rest of Chrysler's new products, including the 1993 mid-sized sedans code-named LH that debut this fall.

The platform team process also gave greater consideration to the service and parts needs of the Grand Cherokee much earlier in the design process, said Gerald Blake, general manager of Mopar Parts.

"It was a real boost to our comfort level, knowing long before the vehicle was out that we can service it," Blake said. "We were not waiting for prototypes before beginning our work.

"We see the quality and general launch of the ZJ as a victory for the platform team," Blake said. "The quality level of this vehicle is outstanding — that's a tribute to the whole group."

Among the special service considerations was the use of environmentally friendly 134a refrigerant in the Grand Cherokee's air conditioning system.

Use of the new refrigerant requires dealers to buy new service tools and refrigerant recovery equipment and to retrain their technicians.

The platform team system give dealers a head start on training before the launch, Blake said. ■

Seven states enact crash parts laws

HELEN KAHN
Senior Correspondent

In 1991, seven states passed legislation dealing with the use of aftermarket crash parts made either by the original vehicle manufacturer or independent maker.

Arkansas: Provides for disclosure of any non-original equipment manufacturer aftermarket crash part made or supplied for use in the state on or after Jan. 1, 1992; requires disclosure of when non-OEM part is used in preparing estimates for repairs. Approved April 10, 1991.

Georgia: Tells the Commissioner of Insurance to provide procedures for settling property damage claims under private passenger vehicle policies including use of aftermarket parts. Approved April 17, 1991.

Indiana: Requires insurers to give policy holders a chance to indicate in writing approval or disapproval of use of new OEM, new non-OEM or used crash parts before telling a body shop to repair a vehicle during its six model years. Signed into law on April 25, 1991.

Michigan: Provides that starting Feb. 1, 1992, if an insurance company requests the use of non-OEM crash parts to fix a vehicle it insures, a repair shop may use non-OEM parts but must disclose that use to a policy holder. Approved Dec. 5, 1991.

North Carolina: Forbids any insurance company to specify a repair or service operation or company as a condition for paying a claim. Effective June 24, 1991.

Oklahoma: As of Sept. 1, 1991, non-OEM crash parts must disclose identity of manufacturer; forbids insurance companies from specifying non-OEM crash parts and permits use of non-OEM parts by repair shops only if the customer gets written notice of their use; if a repair facility uses non-OEM parts, it must identify them in a written estimate and a disclosure statement. Approved May 7, 1991.

Texas: As of Sept. 1, 1991, auto insurance policies cannot specify the brand, type, age or condition of parts or products used in repairing motor vehicles; gives consumers freedom to choose repairer or repair facility; insurance firms must disclose limitations on policies to consumers and consumers must consent to them in writing when they buy policies. Approved June 6, 1991. ■

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Service business falls in Feb.

DETROIT — After starting the year on a positive note, parts and service business at new-car dealerships declined slightly in February.

Repair business in February was 97.6 percent of that recorded in February 1991, as calculated by the Automotive News Service Index. The year-to-year index was 102.2 percent in January.

For the first two months of this year, service business was virtually unchanged at 99.9 percent of that for the same period in 1991.

The biggest change in February was a 4.4 percent drop in total labor sales. Declines also were noted in gross profit on all labor and parts and accessory sales, off 1.6 percent, and sales of all parts and accessories, down 1.5 percent.

Repair orders written rose a slight 1.1 percent, and shop parts sales gained 0.1 percent.

For two months, shop parts sales were up 2.2 percent, and sales of all parts and accessories rose 1.3 percent. Conversely, total labor sales were off 2 percent.

Among the reasons dealers cited for the change in service volume:

- "The main reason for the increase in sales and gross would be a higher labor rate and a different price matrix in parts. The labor rate is $3 an hour higher than it was in February 1991."
- "More repair orders written; however, not a higher gross due to discounting, promos and more warranty work."
- "We have noticed a decreased volume of labor sales, due mainly to smaller repair shops in our area with less overhead, which allows them to perform repairs at a lower price to the customer. That also accounts for the increase in total parts and accessories sales, since most of those shops purchase parts from us over the counter at a wholesale price."
- "Business decreased due to fewer units in operation, thus fewer repair orders. Also, fewer new-vehicle sales result in fewer accessories being sold."

Figures used in the Service Index are compiled from a cross-section of new-car dealerships. ■

SERVICE INDEX
97.6*

	Feb. '92 vs. Feb. '91	Jan.-Feb. '92 vs. Jan.-Feb. '91
Gross Profit on All Labor and P&A Sales	− 1.6%	− 0.4%
Repair Orders Written	+ 1.1%	0.0%
Total Labor Sales (Customer & Warranty)	− 4.4%	− 2.0%
Shop Parts Sales (Customer & Warranty)	+ 0.1%	+ 2.2%
Sales of All P&A	− 1.5%	+ 1.3%

* Survey by Automotive News shows that dealers' service and parts business in February 1992 was 97.6 percent of business in February 1991. Service business in 1992 was 99.9 percent of business in the corresponding period in 1991.

in brief

SERVICE

Trouble Shooters can win grants

ORLANDO, Fla. — More than $1.1 million in scholarships will be available to the winners of state finals in the 1992 Chrysler/AAA Trouble Shooting Contest.

The written portion of the state contests concluded March 28. State "hands-on" competitions began April 16.

The national finals are scheduled for June 15 at the Chrysler Technology Center in Auburn Hills, Mich.

Thirty-eight member schools of the Career College Association offer tuition scholarships to state championship teams. Both members of the two-person championship team from every state will qualify for a $3,000 to $13,500 scholarship.

The scholarships cover motor-vehicle service courses ranging from six-month certificate programs to two-year associate of applied science degree programs. More than 10,000 high school seniors throughout the nation are participating in the contest.

Meijer to chair ASA board

BEDFORD, Texas — Pieter Meijer, owner of Continental Motors in Santa Barbara, Calif., has been named 1992 chairman of the Automotive Service Association board of directors. He succeeds Gary Spear.

A 17-year veteran of the auto service industry, Meijer has been an association member since 1974.

Coin markets electronic catalog

ATLANTA — Coin Dealership Systems is marketing an electronic parts catalog system.

Called the EPC100, it is available for General Motors, Honda and Acura dealerships. It uses a personal computer and compact disc read-only-memory storage to store and display manufacturers' parts catalogs.

Finalists picked in service contest

LEESBURG, Va. — Three finalists in the automotive service technology International Youth Skill Olympics trials have been selected.

Matt Carr, 20, of Pocatello, Idaho, Michael Nugent, 20, of Vero Beach, Fla., and David Stapinski, 20, of Bethlehem, Pa., will participate in the finals at the National Automobile Dealers Association convention in New Orleans next February.

The winner will join the United State team sponsored by the Vocational Industrial Clubs of America at the international competition in Taipai, Taiwan, in 1993.

Contestants had to demonstrate proficiency in gasoline engine tuneup, diesel engine service, car electrical, rear axle and body electrical, steering and wheel alignment, engine overhaul, brake operations and transmission operations.

CANADIAN CAR AND TRUCK SALES

MARCH 1992

	March 1992	March 1991	3 mos. 1992	3 mos. 1991
BMW (imported-car)	**370**	**312**	**924**	**816**
N.A. car	7,363	7,682	17,607	22,914
Imported-car	2,688	1,700	5,903	4,583
N.A. truck	9,931	8,455	24,330	21,485
Imported-truck	91	87	214	250
CHRYSLER	**20,073**	**17,924**	**48,054**	**49,232**
N.A. car	11,818	11,092	28,331	30,351
Imported-car	727	771	1,751	1,698
N.A. truck	11,310	7,954	25,535	19,894
FORD	**23,855**	**19,817**	**55,617**	**51,943**
N.A. car	17,335	20,539	52,023	56,478
Imported-car	1,280	1,073	2,835	2,260
N.A. truck	10,298	12,140	28,382	28,050
Imported-truck	371	604	995	1,175
GM	**29,284**	**34,356**	**84,235**	**87,963**
N.A. car	2,975	2,319	6,835	4,773
Imported-car	6,195	7,588	13,177	16,836
HONDA	**9,170**	**9,907**	**20,012**	**21,609**
N.A. car	287	482	662	1,159
Imported-car	1,140	1,522	2,770	3,711
HYUNDAI	**1,427**	**2,004**	**3,432**	**4,870**
JAGUAR (imported-car)	**60**	**72**	**120**	**161**
Imported-car	76	50	177	96
Imported-truck	24	15	60	53
LADA	**100**	**65**	**237**	**149**
LAND ROVER (imported-truck)	**6**	**9**	**34**	**40**
N.A. car	196	686	632	1,503
Imported-car	3,539	2,318	7,873	5,096
Truck*	2,071	1,525	4,367	3,397
MAZDA	**5,806**	**4,529**	**12,872**	**9,996**
MERCEDES-BENZ (imported-car)	**280**	**273**	**727**	**721**
N.A. car	1,246	785	2,814	1,708
Imported-car	1,930	2,356	4,666	4,803
Truck*	979	1,310	2,566	2,964
NISSAN	**4,155**	**4,451**	**10,046**	**9,475**
PEUGEOT (imported-car)	**4**	**15**	**10**	**27**
SUBARU (imported-car)	**628**	**1,015**	**1,619**	**2,137**
N.A. car	17	157	92	266
Imported-car	1,247	557	2,532	1,412
N.A. truck	451	332	917	786
Imported-truck	301	408	740	1,032
SUZUKI	**2,016**	**1,454**	**4,281**	**3,496**
N.A. car	1,516	2,552	4,253	4,974
Imported-car	5,589	4,657	11,587	11,098
Imported-truck	1,328	1,662	3,305	4,201
TOYOTA	**8,433**	**8,871**	**19,145**	**20,273**
Imported-car	2,593	3,078	5,772	7,709
Imported-truck	61	50	180	135
VOLKSWAGEN	**2,654**	**3,128**	**5,952**	**7,844**
N.A. car	119	157	278	540
Imported-car	243	267	549	586
VOLVO	**362**	**424**	**827**	**1,126**
N.A. car	**42,872**	**46,451**	**113,527**	**124,666**
Imported-car	**28,589**	**27,624**	**62,992**	**63,750**
TOTAL CAR	**71,461**	**74,075**	**176,519**	**188,416**
N.A. truck	**31,990**	**28,881**	**79,164**	**70,215**
Imported-truck	**5,232**	**5,670**	**12,461**	**13,247**
TOTAL TRUCK	**37,222**	**34,551**	**91,625**	**83,462**
TOTAL CANADA SALES	**108,683**	**108,626**	**268,144**	**271,878**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Sales in Canada hold steady in March

March sales of light vehicles in Canada were 108,683, an increase of 57 over the year-ago month.

Trucks were up for the third month in a row, topping 1991 by 10.8 percent. Cars fell 7.7 percent.

For the first quarter, light-vehicle sales were 268,144, off 1.4 percent from the same period in 1991. Trucks were up 9.8 percent, and cars declined 6.3 percent, which was the pattern in each of the three months.

— *Anne E. Wright*

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Alamo Auto Auction, 2719 Fredericksburg, San Antonio 78201. 11:30 a.m. Thursday. Repos, leases, consignments. Charles, 800-462-5686. So. TX independent auction.

TEXAS

San Antonio Auto Auction, 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

VIRGINIA

Fredericksburg Auto Auction, 703-898-4900. 4907 Jefferson Davis Hwy, Fredericksburg, VA. Sale every Thurs. 9:30 am. Full service auction-fleet, lease & repos.

WISCONSIN

Metro Milwaukee Auto Auction. GM Sponsored auctions Tues., consignment sale Wed., Chrysler Cr, FMCC, GMAC, Thrifty RAC, Isg. 1-800-662-2947, Caledonia, WI.

Interstate Auto Auction, I-90/94 & Hwy. 33, Portage, WI. Every Thurs. 11 A.M. Chrysler Cr., Fleet/Lease, Bank Repos. Salvage Auction service also available thru affiliate. Tom Francois or Rich Jacobson, 608-742-8245.

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

		Days' Supply	
	Units	Apr. 1, 1992	Mar. 1, 1992
ALFA ROMEO (imp.)	**1,154**	**97**	**83**
Acura (imp.)	**40,384**	**100**	**104**
Domestic car	106,200	79	70
Imported car	55,300	103	99
Honda	**161,400**	**88**	**82**
AMERICAN HONDA	**201,800**	**88**	**72**
BMW (imp.)	**12,200**	**58**	**56**
Summit	5,200	285	292
Talon	9,300	86	110
Premier	800	56	69
Wrangler (trk.)	22,300	117	151
Cherokee (trk.)	28,200	55	58
Grand Wagoneer (trk.)	4,800	52	0
Comanche (trk.)	1,800	111	124
Total Jeep-Eagle	**15,300**	**109**	**128**
Total Jeep-Eagle (imp.)	**7,900**	**169**	**174**
Total Jeep-Eagle (trk.)	**57,170**	**70**	**88**
Laser	11,100	133	153
Sundance	13,300	61	73
Acclaim	14,900	60	66
Voyager (trk.)	47,900	74	83
Total Plymouth	**39,300**	**71**	**82**
Total Plymouth (trk.)	**47,900**	**74**	**83**
LeBaron A	6,900	67	58
LeBaron J	6,900	45	55
Fifth Avenue	5,900	49	59
Imperial	1,600	95	106
New Yorker	3,200	66	53
Town & Country (trk.)	2,100	53	51
Total Chrysler	**24,500**	**56**	**59**
Total Chrysler (imp.)	**37,000**	**176**	**198**
Total Chrysler (trk.)	**2,100**	**53**	**51**
Shadow	1,400	5	65
Monaco	400	85	90
Daytona	5,000	116	133
Spirit	14,100	67	75
Dynasty	8,100	29	37
Vans (trk.)	13,800	65	86
Ram Wagon (trk.)	1,900	19	29
Caravan (trk.)	48,200	57	68
Caravan C/V (trk.)	1,500	43	81
Ram 50 (imp. trk.)	4,500	249	291
Ramcharger (trk.)	900	71	70
Dakota (trk.)	34,800	82	86
Pickups (trk.)	25,200	85	84
Total Dodge	**29,000**	**36**	**60**
Total Dodge (imp.)	**1,265,000**	**61**	**177**
Total Dodge (trk.)	**126,300**	**67**	**77**
Total domestic car	**108,100**	**56**	**70**
Total imported car	**1,309,900**	**176**	**198**
Total domestic truck	**233,500**	**69**	**79**
CHRYSLER CORP.	**1,651,500**	**69**	**83**
Imported car	1,500	35	39
Imported truck	400	21	21
DAIHATSU	**1,900**	**31**	**33**
Escort	57,400	77	65
Mustang	19,700	64	71
Tempo	26,100	31	33
Taurus	52,800	44	49
Thunderbird	15,500	68	43
Probe	23,000	112	190
Crown Victoria	24,800	101	84
Vans (trk.)	37,200	89	92
Aerostar (trk.)	34,100	59	70
Club Wagon (trk.)	5,500	37	62
Ranger (trk.)	71,200	79	84
Bronco (trk.)	6,400	92	97
Explorer (trk.)	62,600	64	67
Pickups (trk.)	132,500	88	100
Total Ford Div.	**219,300**	**58**	**58**
Total Ford Div. (imp.)	**12,100**	**107**	**78**
Total Ford Div. (trk.)	**349,500**	**76**	**83**
Topaz	11,500	44	49
Sable	20,800	53	59
Cougar	12,900	85	59
Grand Marquis	23,400	95	67
Total Mercury	**68,600**	**65**	**58**
Total Mercury (imp.)	**13,300**	**78**	**61**
Continental	6,800	52	45
Town Car	17,100	39	43
Mark VII	2,800	133	100
Total Lincoln	**26,700**	**45**	**46**
Total L-M Div.	**95,300**	**58**	**55**
Total domestic car	**314,600**	**58**	**57**
Total imported car	**25,400**	**89**	**70**
Total domestic truck	**349,500**	**76**	**83**
FORD MOTOR CO.	**689,500**	**67**	**74**
Skylark	17,300	81	65
Century	15,400	43	44
Regal	23,500	104	86
LeSabre	18,500	46	31
Roadmaster	17,800	137	180
Reatta	100	130	167
Park Avenue	20,500	105	92
Riviera	3,700	94	97
Total Buick	**116,800**	**75**	**67**
Allante	1,300	104	387
Seville	7,700	58	57
DeVille	22,600	46	43
Brougham	7,500	177	202
Eldorado	10,800	124	122
Total Cadillac	**49,900**	**65**	**61**
Geo Prizm	23,100	108	98
Cavalier	47,800	63	65
Camaro	13,100	62	70
Corsica-Beretta	25,300	41	41
Lumina	48,500	66	76
Caprice	22,300	60	75
Corvette	5,100	72	94
Vans (trk.)	44,800	161	171
Sportsvan (trk.)	1,400	61	47
Geo Tracker (trk.)	13,300	138	153
Astro (trk.)	35,200	92	78
Lumina APV (trk.)	14,400	91	120
S10 (trk.)	61,200	103	134
S10 Blazer (trk.)	35,200	93	102
Blazer (trk.)	2,600	45	46
Suburban (trk.)	4,200	31	36
Pickups (trk.)	121,200	87	84
Total Chevrolet	**105,200**	**56**	**61**
Total Chevrolet (imp.)	**71,500**	**327**	**224**
Total Chevrolet (trk.)	**333,500**	**95**	**102**
Calais/Achieva	20,300	56	67
Cutlass Ciera	21,800	51	66
Cutlass Supreme	23,000	66	110
Eighty Eight	27,900	117	104
Ninety Eight	15,900	118	139
Toronado	2,400	124	122
Silhouette (trk.)	3,500	51	99
Bravada (trk.)	2,800	51	52
Total Oldsmobile	**111,300**	**71**	**139**
Total Oldsmobile (trk.)	**6,300**	**51**	**73**
Sunbird	15,400	64	71
Firebird	15,900	118	124
Grand Am	2,400	124	51
Pontiac 6000	111,300	71	74
Grand Prix	15,400	64	74
Bonneville	7,500	99	73
Trans Sport	6,400	65	71
Total Pontiac	**167,900**	**37**	**74**
Total Pontiac (imp.)	**5,800**	**91**	**151**
Total Pontiac (trk.)	**6,400**	**65**	**71**
Vans (trk.)	17,500	173	157
Safari (trk.)	11,300	83	106
S15/Sonoma (trk.)	15,900	97	127
S15 Jimmy (trk.)	10,600	115	119
Jimmy (trk.)	2,600	149	249
Suburban (trk.)	4,300	68	85
Pickups (trk.)	43,700	97	99
Total GMC (trk.)	**105,900**	**102**	**112**
Total Saturn	**300**	**85**	**73**
Total domestic car	**631,400**	**66**	**65**
Total imported car	**77,300**	**273**	**224**
Total domestic truck	**452,100**	**95**	**103**
GENERAL MOTORS	**1,160,800**	**76**	**84**
HYUNDAI (imp.)	**36,100**	**92**	**120**
Imported car	5,400	157	192
Truck (dom./imp.)	1,000	96	191
ISUZU	**6,400**	**159**	**199**
JAGUAR (imp.)	**2,100**	**75**	**87**
Domestic car	15,500	50	104
Imported car	35,900	47	68
Truck (dom./imp.)	1,039,600	81	111
MAZDA	**1,091,000**	**55**	**90**
MERCEDES-BENZ (imp.)	**9,300**	**42**	**54**
Domestic car	27,600	116	104
Imported car	41,300	225	130
Imported truck	11,600	205	171
MITSUBISHI	**80,500**	**180**	**136**
Infiniti (imp.)	**6,800**	**47**	**73**
Domestic car	25,400	133	104
Imported car	91,300	130	143
Truck (dom./imp.)	50,000	101	92
Nissan	166,700	112	114
NISSAN MOTOR CORP.	**173,500**	**106**	**112**
PEUGEOT (imp.)	**69**	**30**	**30**
PORSCHE (imp.)	**1,300**	**96**	**71**
RANGE ROVER (imp. trk.)	**1,000**	**96**	**86**
SAAB (imp.)	**5,200**	**43**	**89**
Domestic car	29,300	117	197
Imported car	25,600	168	185
SUBARU	**54,900**	**136**	**199**
Car (dom./imp.)	2,700	128	180
Truck (dom./imp.)	6,000	85	137
SUZUKI	**8,700**	**94**	**152**
Lexus (imp.)	**6,200**	**19**	**17**
Domestic car	25,400	133	28
Imported car	55,100	43	47
Imported truck	42,000	44	55
Toyota	**122,500**	**37**	**34**
TOYOTA MOTOR SALES	**128,700**	**36**	**33**
Audi (imp.)	**6,600**	**184**	**181**
Volkswagen (imp.)	**30,000**	**105**	**121**
VWoA	**36,700**	**105**	**133**
VOLVO (imp.)	**16,000**	**53**	**101**
YUGO (imp.)	**600**	**28**	**48**
Domestic car	**1,265,000**	**61**	**64**
Imported car	**628,000**	**80**	**90**
TOTAL CAR	**1,893,000**	**68**	**78**
Domestic truck	**1,030,000**	**81**	**90**
Imported truck	**181,000**	**83**	**91**
TOTAL TRUCK	**1,221,400**	**81**	**90**
TOTAL STOCK	**3,115,000**	**73**	**77**

Saturn tops March sales per dealer

KAREN DETKOWSKI

Statistician

The Saturn marque and marketing philosophy are hitting their stride. Saturn Corp. had a record month in March, and Saturn dealers topped the *Automotive News* calculations for sales per dealer with an average of 116 each.

Toyota was a distant second in March, at 75 units. Toyota dealers weren't unhappy; they improved from February by seven more cars and five more trucks on average.

Of 39 makes, 27 improved in March, eight remained in line with February and four declined.

At Infiniti, March sales rose 45 percent over February, reflecting 46 sales per dealer. William Bruce, Infiniti vice president and general manager, said "March was a terrific sales month for all of our products, especially for the Q45, which had a banner month." AN

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Mar. Total	Feb. Total
Saturn	116	—	**116**	103
Toyota	54	21	**75**	63
Lexus	69	—	**69**	68
Ford	23	28	**50**	45
Honda	50	—	**50**	49
Infiniti	46	—	**46**	24
Mazda	32	9	**40**	26
Chevrolet	19	20	**39**	35
Acura	35	—	**35**	32
Nissan	23	12	**35**	35
Dodge	8	18	**26**	22
Hyundai	24	—	**24**	14
Mitsubishi	20	3	**23**	31
Volvo	20	—	**20**	12
Pontiac	17	1	**18**	16
BMW	15	—	**15**	10
Subaru	14	—	**14**	10
Oldsmobile	13	1	**14**	11
Mercedes	14	—	**14**	12
Buick	14	—	**14**	15
Isuzu	2	12	**14**	11
Jeep	—	14	**14**	11
Cadillac	12	—	**12**	13
Mercury	12	—	**12**	12
GMC	—	11	**11**	10
Plymouth	5	6	**11**	10
VW	10	0	**10**	9
Saab	9	—	**9**	5
Lincoln	9	—	**9**	8
Suzuki	2	6	**8**	4
Daihatsu	5	2	**7**	7
Jaguar	5	—	**5**	5
Audi	5	—	**5**	3
Chrysler	4	0	**4**	4
Range Rover	—	3	**3**	3
Eagle	3	—	**3**	3
Yugo	3	—	**3**	2
Alfa Romeo	2	—	**2**	2
Porsche	1	—	**1**	2

Mitsubishi to offer 'fuzzy logic' on car

TOKYO — Mitsubishi Motors Corp. last week introduced an active-control system based on so-called "fuzzy-logic" computer chips. The system, which will be used in an unspecified model, adjusts the car's control systems to various driving conditions.

Fuzzy-logic computers are so named because of their ability to understand such ambiguous conditions as "slightly icy."

— *Mary Ann Maskery*

NISSAN

Debt rating takes a hit

continued from PAGE 3

man said. "But we think that capital investment and r&d are necessary for the long term. It is inevitable."

The change in rating, he said, "will increase our interest burden, and our profit will be affected."

With its profit drying up in a shrinking worldwide market, Nissan will have to increasingly resort to more expensive debt to come up with funds for new products, new technology and better distribution and marketing.

Nissan's borrowings in the just-ended fiscal year totaled 270 billion yen (about $2 billion at current rates) at an average interest rate of 7 percent. The company estimates it will need to raise "at least" another 200 billion yen this fiscal year.

Doying estimates the rating change will add .05 percentage point to Nissan's interest expense, or an indicated 100 million yen (about $770,000) on 200 billion yen in new debt.

To help ease its cash bind, Nissan earlier this year took the highly unusual action of raising prices on commercial vehicles in Japan by 4 percent — the first such increase since 1974. Since Nissan's move, Mazda Motor Corp., Mitsubishi Motors Corp. and Toyota have followed suit with increases slightly below 4 percent.

Price hikes are virtually unknown in the Japanese market because there is no U.S.-style model year, and price increases are incorporated into model changes.

According to industry sources, the makers are now considering an industrywide price increase on passenger cars, although such a move would be opposed by both dealers and consumers.

"If a price increase is implemented now, it will only accelerate the severe conditions in the market," said Kenichiro Ueno, president of the Japan Automobile Dealers Association.

Mazda not worrying over Miata decline

LINDSAY CHAPPELL
Staff Reporter

If March sales are any indication, the bloom may be fading from one of Mazda Motor Corp.'s brightest roses.

Sales for Mazda's Miata, one of the hottest sports cars on the market since it appeared in 1989, dropped by nearly half in March at 2,323 units, down from 4,476 a year earlier. Overall import car sales in March were off 4 percent.

So far this year, the Miata is more than 40 percent behind first-quarter 1991. At this rate, the year could close with Miata selling about 20,000 units — 16,000 less than it sold in 1990.

Officials at Mazda Motor of America Inc. pooh-pooh the idea that the Miata craze is winding down. The company projects 1992 sales of about 32,000.

"The winter months are traditionally slow for the car," company spokesman Fred Aikens said. "It always picks up when the weather turns warm."

One new stumbling block may be Mazda's own doing. The company introduced the snazzy MX-3 last fall that, although a completely different vehicle, treads uncomfortably close to the Miata.

Do Miata sales plus MX-3 sales equal Miata would-be sales?

"We're selling some MX-3s to people who probably came in looking for a Miata," says Ben Giles, general manager of Lindell Mazda in St. Petersburg, Fla. "We're still selling (Miatas), but Mazda has more product now. We're not keeping as many in inventory."

IMPORTED CAR SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mcs., 1992	3 Mos., 1991
Integra	5,688	6,814	14,879	17,094
Legend	3,574	5,637	11,047	13,853
NSX	135	252	363	518
Vigor	1,120	0	3,270	0
ACURA	**10,517**	**12,703**	**29,559**	**31,465**
Milano	1	1	1	1
Spider	109	138	260	340
164	198	201	660	519
ALFA ROMEO	**308**	**340**	**921**	**860**
ASTON MARTIN*	**5**	**5**	**15**	**15**
S4	8	0	8	0
80	188	151	510	535
90	57	116	213	427
V8 Quattro	36	44	89	161
Coupe Quattro	8	34	50	96
100/200	1,236	435	2,669	1,105
100/200 Quattro	129	81	296	254
AUDI	**1,662**	**861**	**3,835**	**2,578**
3 series	2,886	2,202	7,015	5,257
5 series	2,002	1,785	4,128	3,678
635 CSi	0	1	0	4
7 series	528	376	1,354	860
850i	76	223	324	580
M3	15	40	48	105
M5	38	45	74	101
BMW	**5,545**	**4,672**	**12,943**	**10,585**
Geo Storm	4,770	5,401	15,300	14,014
Geo Metro (import)	922	1,122	2,709	3,126
Geo Metro (domestic)	*7,724*	*5,644*	*23,756*	*18,095*
CHEVROLET/GEO	**5,692**	**6,523**	**18,009**	**17,140**
Colt	1,648	1,796	4,444	5,121
Stealth	1,730	1,682	4,331	4,416
Summit (import)	1,218	617	3,151	1,705
Summit (domestic)	*479*	*520*	*1,278*	*1,345*
Vista	863	624	2,189	1,613
TC	0	312	0	471
CHRYSLER CORP.	**5,459**	**5,031**	**14,115**	**13,326**
DAIHATSU	**1,132**	**536**	**2,535**	**1,409**
FERRARI*	**80**	**80**	**240**	**240**
FORD Festiva	**2,950**	**3,678**	**9,957**	**8,814**
Civic/CRX (import)	4,782	5,631	14,588	14,807
Civic (domestic)	*11,925*	*9,710*	*32,409*	*24,336*
Accord (import)	5,858	11,977	17,908	26,150
Accord (domestic)	*23,039*	*32,917*	*67,768*	*66,477*
Prelude	3,337	2,023	9,254	5,161
HONDA	**13,977**	**19,631**	**41,750**	**46,118**
Excel	4,262	6,902	10,396	16,418
Sonata	1,051	2,073	2,629	5,155
Scoupe	1,592	3,030	3,645	6,752
Elantra	3,307	0	6,410	0
HYUNDAI•	**10,212**	**12,005**	**23,080**	**28,325**
M30	607	846	1,239	1,203
Q45	1,452	459	3,486	2,058
G20	1,228	1,084	3,594	2,895
J30	468	0	468	0
INFINITI	**3,755**	**2,389**	**8,787**	**6,156**
I-Mark	0	9	0	47
Impulse	360	338	842	893
Stylus	539	399	1,530	930
ISUZU	**899**	**746**	**2,372**	**1,870**
XJ6	533	786	1,162	1,557
XJS	181	252	825	560
JAGUAR	**714**	**1,038**	**1,987**	**2,117**
LAMBORGHINI*	**13**	**13**	**39**	**39**
ES250/300	3,408	1,616	8,961	4,644
LS400	3,023	2,843	8,531	7,242
SC400/300	2,057	0	6,520	0
LEXUS	**8,488**	**4,459**	**24,012**	**11,886**
LOTUS*	**27**	**27**	**81**	**81**
MASERATI*	**20**	**20**	**60**	**60**
323	2,207	2,259	5,185	5,366
Protege	10,149	4,060	19,136	10,850
626 (import)	61	1,805	301	4,630
626 (domestic)	*5,590*	*8,054*	*13,114*	*19,697*
MX-6 (import)	22	129	71	188
MX-6 (domestic)	*2,418*	*4,054*	*4,138*	*9,549*
MX-5 Miata	2,323	4,478	5,222	8,822
MX-3	2,376	0	6,436	0
929	2,244	1,583	5,797	2,882
RX-7	459	702	990	1,470
MAZDA	**19,841**	**15,016**	**43,138**	**34,208**
190 class	1,585	1,446	3,897	3,487
300 class	2,465	1,774	5,785	4,293
S class	1,214	1,134	3,837	2,755
SL Coupe/Roadster	453	845	1,277	1,963
Tourist	66	35	104	95
MERCEDES-BENZ	**5,783**	**5,234**	**14,900**	**12,592**
Tracer	3,048	4,284	10,010	12,634
Capri	1,398	1,690	4,533	4,291
MERCURY	**4,446**	**5,974**	**14,543**	**16,925**
Diamante	1,392	20	4,187	20
Mirage (import)	187	2,343	2,251	8,278
Mirage (domestic)	*641*	*863*	*2,825*	*4,401*
Galant	1,111	2,455	5,846	8,800
Sigma	1	22	2	79
Precis	97	188	409	770
3000GT	1,071	1,381	2,839	3,078
Expo LRV	428	0	1,199	0
Expo	482	0	2,141	0
Wagon	0	26	4	117
MITSUBISHI	**4,769**	**6,435**	**18,878**	**21,142**
Sentra (import)	3,916	1,816	11,910	5,095
Sentra (domestic)	*7,757*	*11,006*	*24,523*	*26,887*
Pulsar	0	0	0	9
NX	752	286	2,081	515
Stanza	3,749	6,592	11,828	15,163
Maxima	6,836	6,365	19,491	18,519
240SX/200SX	1,961	2,596	4,619	6,723
300ZX	720	1,351	2,043	3,313
Hawaii	258	272—	258	561
NISSAN	**18,192**	**19,278**	**52,230**	**49,898**
PEUGEOT	**60**	**347**	**211**	**1,011**
PONTIAC LeMans	**1,659**	**3,055**	**4,566**	**7,368**
944S/Cabriolet	122	85	231	194
911 Carrera 2	132	298	494	555
911 Turbo	37	46	172	78
911 Carrera 4	55	87	244	191
928S4/GT	15	17	49	66
PORSCHE	**361**	**532**	**1,190**	**1,084**
ROLLS/BENTLEY*	**22**	**22**	**66**	**66**
900	685	869	1,251	1,494
900S	937	1,006	1,652	1,736
900 Turbo	482	775	914	1,396
9000S	511	521	862	888
9000CD	287	326	589	605
9000 Turbo	200	249	358	456
Tourist	22	8	22	16
SAAB	**3,124**	**3,754**	**5,648**	**6,591**
STERLING	**0**	**240**	**0**	**655**
Legacy (import)	1,198	3,039	2,830	5,326
Legacy (domestic)	*6,519*	*4,588*	*12,741*	*10,198*
Loyale	1,928	2,796	5,861	8,236
XT/XT6	0	283	0	607
Justy	411	733	972	2,190
SVX	426	0	983	0
SUBARU	**3,963**	**6,851**	**10,646**	**16,359**
Swift (import)	537	404	1,456	1,123
Swift (domestic)	*12*	*96*	*55*	*130*
SUZUKI	**537**	**404**	**1,456**	**1,123**
Corolla (import)	7,302	7,155	20,025	18,442
Corolla (domestic)	*12,248*	*10,545*	*30,181*	*24,493*
Paseo	3,458	0	9,345	0
Tercel	9,544	9,039	24,198	24,906
Celica	4,641	8,203	11,110	17,279
Supra	128	351	364	882
Camry (import)	7,292	7,002	19,372	17,991
Camry (domestic)	*18,978*	*17,693*	*48,996*	*40,679*
Cressida	319	917	933	2,588
MR2	638	1,130	1,580	2,934
TOYOTA	**33,322**	**33,797**	**86,927**	**85,022**
Cabriolet	1,074	548	2,017	1,245
Corrado	397	663	957	1,708
Jetta	2,801	2,767	7,693	7,706
Golf/GTI	1,226	1,170	3,258	3,117
Passat	965	1,418	2,928	4,230
Quantum	0	0	0	1
Fox	1,012	1,625	3,133	4,127
VOLKSWAGEN	**7,475**	**8,191**	**19,986**	**22,134**
240 series	2,737	3,273	5,922	7,809
700 series	2,045	2,571	5,066	7,072
940 series	3,347	1,495	7,607	3,406
Tourist	19	19	49	52
VOLVO•	**8,148**	**7,358**	**18,644**	**18,339**
YUGO	**518**	**146**	**1,412**	**758**
IMPORT TOTAL	**183,675**	**191,391**	**488,738**	**478,359**

*Estimate • Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

Washington-area GM dealers unite for advertising blitz

DAVID VERSICAL
National Editor

WASHINGTON — While American quality took a beating during the Big 3 chiefs' visit to Japan last January, General Motors dealer Jack Pohanka plotted a counterattack.

His plan: persuade consumers that GM's quality has improved despite the widespread perception that it hasn't.

"We feel that our products are damn good, but consumers aren't aware," says Pohanka, whose Pohanka Automotive Group in Marlow Heights, Md., sells Saturn, Chevrolet, Oldsmobile, GMC, Cadillac and eight other makes.

The results began airing yesterday, when GM dealers in the Washington area began a one-month, 1,000-ad blitz on local TV asking viewers to "discover" GM.

The campaign is unusual because six GM dealer groups combined to create it. Their ad agencies competed to create the spots.

Chevrolet's local agency, Demaine-Vickers of Alexandria, Va., prevailed with a series that combines an owner's pitch for a product or division with a plug for GM.

Chevrolet, which accounts for about half of GM volume in the area, will be the focus of about half the spots.

Once the local dealers agreed on their plan, dealer Pohanka asked GM headquarters to help out.

"I thought I would be laughed out of the room," he says. Instead, the automaker gave $500,000 for the $1.5 million program.

If it works, the idea could be copied in other parts of the country.

While the owner testimonials in the Washington ads mention rebates, the focus is on product and features.

"I looked at the Lexus," says Oldsmobile Eighty Eight buyer Wes Buschow in one ad. "Are you smart to spend $20,000 more? I don't think so."

Saturn is the only GM make not featured in the ads. But GM's newest car division will take part in a related event May 2 in Tysons Corner, Va. On that day, GM will offer test drives to the public and a chance to talk to workers who designed and built the car. Showroom salespeople won't be there.

Organizers insist they are not bashing Japan with the campaign. But according to GM spokesman Bill Noack, there probably isn't a more important city for these ads to run than Washington.

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April 1st thru May 28th
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Frank Hooley, Troy, N.Y., 518-273-1345
M/F, 10 a.m./4:30 p.m., EDT
No Brokers Please

Light trucks pick up April 1-10 sales

EDWARD LAPHAM
Managing Editor

The spring sales recovery is stuck in low gear. Early April new-vehicle sales failed to pick up momentum because of lingering consumer reluctance.

April 1-10 sales of domestic and imported light vehicles totaled 302,675, up just 4.0 percent over the dismal early-April period last year.

Sales of domestically produced light-duty trucks were up 10.4 percent and provided what little impetus there was in the period, signaling that the recovery is still in the formative stages.

Although commercial purchases are accelerating, consumer activity remains sluggish.

"There was some pretty genuine disappointment in the early April results," said auto analyst William Pochiluk, president of Autofacts Inc. in Paoli, Pa.

Pochiluk expects some movement in the sales numbers soon as fleet purchasers get back in the market.

"Fleet numbers have been very weak, but they're coming back," Pochiluk said.

"Some of the major fleets will come back into the market over the next six to eight weeks to recycle last fall's six-month program cars. That should make the numbers look pretty good."

New-vehicle inventories are ready for the recovery. Dealer stocks of new cars and trucks at the beginning of the month were slightly higher than recent April 1 levels.

Total new-car and truck inventories for domestic and import makers equaled a 73-day supply at the beginning of the month, compared with a five-year average of 69 days on April 1. (See inventory table on Page 27.)

Domestic car stocks were the leanest with a 61-day supply; imported-car stocks on April 1 were 89 days.

There was an 81-day supply of domestically produced light trucks at the beginning of the month. The stock of imported trucks was 83 days.

Although sales of domestically produced trucks were up dramatically in early April, imported-truck sales were off 7.1 percent at 10,794.

In early April, sales of domestic cars rose 2.7 percent to 151,476 units, while imported-car deliveries declined 2.6 percent to 40,213.

General Motors, which posted a 2.2 percent sales decline in early April, started the month with a 76-day supply of vehicles.

Ford Motor Co., which was up 10.1 percent in the April 1-10 period, had a 67-day supply as of April 1.

It was estimated that Chrysler Corp. sales were up 14.7 percent in the 10-day period.

Chrysler began the month with a 69-day supply of vehicles. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 1-10, 1992	Apr. 1-10, 1991
ALFA ROMEO (imp. car)*	62	68
Acura (imp. car)	2,345	3,007
Domestic car	10,461	10,312
Imported car	3,731	4,770
Honda	14,192	15,082
AMERICAN HONDA	16,537	18,089
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	1,109	934
Domestic car*	2,384	2,306
Imported car*	0	62
Domestic truck*	119	97
Chrysler Division*	2,503	2,465
Domestic car*	6,713	6,492
Imported car*	539	595
Domestic truck*	13,495	10,999
Imported truck*	95	76
Dodge*	20,841	18,162
Domestic car*	699	676
Imported car*	244	123
Eagle*	942	799
Domestic truck*	5,212	4,249
Jeep*	5,212	4,249
Domestic car*	3,905	3,776
Imported car*	310	225
Domestic truck*	4,974	4,055
Plymouth*	9,188	8,056
Domestic car*	13,700	13,250
Imported car*	1,092	1,006
Domestic truck*	23,800	19,399
Imported truck*	95	76
CHRYSLER CORP.*	38,687	33,731
Imported car*	226	107
Imported truck*	104	53
DAIHATSU*	330	160
FERRARI (imp. car)*	16	16
Domestic car	30,764	25,588
Imported car	840	1,341
Domestic truck	37,676	33,153
Ford Division	69,280	60,082
Domestic car	4,028	4,230
Lincoln	4,028	4,230
Domestic car	8,542	9,792
Imported car	1,532	1,647
Mercury	10,074	11,439
Domestic car	43,334	39,610
Imported car	2,372	2,988
Domestic truck	37,676	33,153
FORD	83,382	75,751
Domestic car	10,610	12,405
Buick	10,610	12,405
Domestic car	5,671	5,884
Cadillac	5,671	5,884
Domestic car	24,188	28,254
Imported car	1,888	2,748
Domestic truck	25,868	27,076
Imported truck	154	41
Chevrolet	52,098	58,119
GMC	7,644	6,870
Domestic car	11,454	11,370
Domestic truck	705	687
Oldsmobile	12,159	12,057
Domestic car	15,991	14,447
Imported car	854	1,288
Domestic truck	1,134	615
Pontiac	17,979	16,350
Domestic car	4,436	1,379
Saturn	4,436	1,379
Domestic car	72,350	73,739
Imported car	2,742	4,036
Domestic truck	35,351	35,248
Imported truck	154	41
GENERAL MOTORS	110,597	113,064
HYUNDAI*†	2,042	2,401
Imported car*	180	149
Domestic truck	699	557
Imported truck*	1,467	1,946
ISUZU*	2,346	2,652
JAGUAR (imp. car)*	143	208
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,447	1,985
Imported car*	3,968	3,003
Domestic truck	116	189
Imported truck*	1,552	2,019
MAZDA*	7,083	7,196
MERCEDES-BENZ (imp. car)*	1,157	1,047
Domestic car	1,726	2,091
Imported car*	954	1,287
Imported truck*	293	313
MITSUBISHI*	2,972	3,691
Infiniti	751	478
Domestic car	1,602	2,044
Imported car*	3,638	3,798
Domestic truck	2,045	2,173
Imported truck*	2,562	2,904
Nissan*	9,847	10,919
NISSAN MOTOR CORP.	10,598	11,397
PEUGEOT (imp. car)*	12	69
PORSCHE (imp. car)*	72	106
RANGE ROVER (imp. truck)*	54	64
ROLLS/BENTLEY (imp. car)*	4	4
SAAB (imp. car)*	625	751
STERLING (imp. car)*	0	48
Domestic car	601	631
Imported car*	793	1,370
SUBARU*	1,394	2,001
Imported car	107	81
Imported truck	369	385
SUZUKI†	476	466
Lexus (imp. car)	1,681	914
Domestic car	6,255	3,825
Imported car	6,817	5,310
Domestic truck	505	0
Imported truck	4,125	3,727
Toyota	17,702	12,862
TOYOTA MOTOR SALES	19,383	13,776
Audi (imp. car)*	332	172
Imported car*	1,495	1,638
Imported truck*	20	91
Volkswagen*	1,515	1,729
VWoA*	1,847	1,902
VOLVO*†	1,630	1,472
YUGO (imp. car)*	104	29
Domestic car	151,476	147,487
Imported car	40,213	41,282
TOTAL CAR	191,689	188,769
Domestic truck	100,192	90,719
Imported truck	10,794	11,619
TOTAL TRUCK	110,986	102,338
TOTAL CAR & TRK.	302,675	291,107

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Piech to take helm at VW

FRANKFURT — As expected, the Volkswagen AG supervisory board has officially named Ferdinand Piech, 54, to succeed Carl Hahn as chairman on Jan. 1, 1993.

Hahn, 65, has been chairman since Jan. 1, 1982. Piech, chairman of Audi AG, also is a director and major shareholder in Porsche AG.

During Hahn's 10 years as chairman, VW has moved ahead of Fiat Auto S.p.A. to become Europe's largest auto manufacturer. He also set the company on a massive international expansion course.

Piech succeeds Hahn

Under Hahn, VW has acquired Spain's Seat SA; set up the Autolatina joint venture in Brazil with Ford Motor Co.; created two joint ventures in China; and acquired a controlling interest in Skoda, the Czechoslovakian state-owned carmaker.

The board said Hahn had recommended Piech as his successor "as a means of assuring the continuity of the policies he had himself pursued" at the helm.

The board named Daniel Gouedevert, 50, deputy chairman of the board of VW. He will combine the new job with the post of chairman of the VW-brand board of management that he currently holds.

— Diana T. Kurylko

Mercedes exec goes to PR firm

LOS ANGELES — The head of Mercedes-Benz of North America Inc.'s western region, Gerald Giaquinta, has left the company to become president and chief executive officer at Bob Thomas & Associates, a Manhattan Beach, Calif., public relations agency.

Giaquinta, 40, says he hopes to expand the agency into such areas as public affairs and government relations. It currently handles the Nissan and Infiniti accounts for Nissan Motor Corp. in U.S.A.

Agency founder Bob Thomas will remain chairman of the firm.

Before joining Mercedes' public relations staff in 1989, Giaquinta worked at Toyota Motor Sales U.S.A. Inc. for 10 years. AN

Employer spiffs spur vehicle sales

ARLENA SAWYERS
Staff Reporter

Cimco Inc. expected maybe a "couple of dozen" takers when it offered $1,500 to any employee who bought a new Big 3 vehicle.

But from mid-January to the end of March, the sheet metal tooling supplier paid $160,500 to 107 workers who bought new Chrysler Corp., Ford Motor Co. or General Motors vehicles. The company has 300 employees.

Cimco of Warren, Mich., is one of several auto suppliers and other companies that took up the cause of the ailing U.S. auto industry by offering cash to employees who buy or lease Big 3 vehicles or vehicles built in North America.

The cash incentives usually range from $100 to $2,000.

GM, Ford and Chrysler sweetened the deal by matching the companies' offers up to $1,000 in addition to their national and regional incentives.

Chrysler's matching program expires April 30; the programs at Ford and GM are scheduled to end June 4.

John Ausilio, Cimco executive vice president, was so proud of his employees that he invited the 107 new-vehicle owners to a champagne party.

The movement sprouted from a dismal economy and Japanese officials' unflattering assessments of U.S. auto workers and the vehicles they build.

Torrington Co. of Torrington, Conn., a supplier of bearings and precision components, is another company that came to the aid of the Big 3.

The subsidiary of Ingersoll-Rand Co. limited its $2,000 employee incentive to purchasers of GM, Ford and Chrysler products made in North America.

Four weeks into the program, 400 of the company's 9,000 employees had applied for the cash.

While the effort is informally dubbed "Buy American," some firms offering employee incentives say the label is a misnomer. The idea, they say, is to stimulate auto sales and boost the U.S. economy, not to bash Japan or Japanese manufacturers.

"It was about putting people back to work," said David Lippy, a spokesman for Jump Start America, a Warren, Ohio, organization that urged businesses to offer their employees cash incentives to buy vehicles assembled in the United States.

Jump Start America was begun by Lippy's father, William Lippy, a Warren, Ohio, surgeon, who offered his 35 staff members $600 each if they bought vehicles made in the United States.

So far, three have purchased new vehicles.

Chrysler was pleased with the companies' efforts and sent them letters explaining the matching fund program, a Chrysler spokesman said.

It's difficult to determine what, if any, effect "Buy American" has had on vehicle sales.

But the Big 3 gained 0.8 of a point of market share in the first quarter while the Japanese makes lost 0.5 of a point.

The cash offer encourages people who were planning to buy new vehicles to buy them sooner rather than later.

"We wanted employees to do something now, not in six or 12 months," said Jim Buckley, executive vice president of Saginaw Machine Systems Inc., a Saginaw, Mich., machine tool manufacturer.

Twenty-nine of Saginaw Machine's 146 employees bought Big 3 vehicles during a 60-day period and received $1,000 from the company.

Monsanto Chemical Co. of St. Louis, a supplier to all automakers including the Japanese, has paid $1,000 to 1,288 of its 12,000 employees who bought or leased vehicles assembled in North America.

"We feel we're going to hit the 2,400 mark," said Carl Moskowitz, director of Monsanto's "Project Get Rolling." AN

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INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA	
Accord, Prelude (1991, no expiration date)	$500
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000

HONDA

Officials working to replace Irimajiri

continued from PAGE 3

under no circumstances will the reorganization be scrapped.

"The management structure will not change," said Kawamoto in response to a series of questions submitted by *Automotive News*.

"From an operational point of view, his absence is a minus. But we're trying to fill the gap with our existing management team. It might take some time, but I'm convinced we can do it."

The new structure was announced on March 15, 1991, a date now referred to inside Honda with a kind of "Year Zero" sense of importance. The changes effectively brought Honda into the modern era of management by implementing basic direct-line responsibility for top executives in place of a clumsy consensus system and a collection of vaguely defined board-level positions.

SPLITTING THE BUSINESS

The year-ago changes split the auto, motorcycle and power products businesses into three autonomous groups and established a more centralized, top-down structure with clear lines of authority.

The major emphasis of the born-again Honda is now on regional product development and faster decision-making.

The auto division was set up with two big groups — product development and manufacturing under Irimajiri, and sales and marketing under Munekuni. Kawamoto wears two hats, running the automobile division as well as serving as president of the corporation.

"Now everyone has very clear responsibilities," said the Honda spokesman. "It is as if top management stepped down to take line responsibilities."

Below the top three are only four senior managing directors. They include Hiroyuki Yoshino, president of Honda of America Manufacturing, Inc. — the man likely to replace Irimajiri — and Koichi Amemiya, president of American Honda Motor Co.

Previously, Honda's president and executive vice presidents had no specific responsibilities, and most other board members had only slightly more defined realms of expertise. Yet the board was linked directly with each operating division, a system that made swift response to external conditions difficult.

"I have noticed a definite improvement in our determination to speed up decision making, especially at the top level," said Kawamoto. "But it is too early to evaluate the total results. It will take at least two years for the changes to spread throughout the organization."

"Considering the current economic conditions in the global market, I'm more convinced we were correct in doing the reorganization," he said.

ANALYSTS APPLAUD

Most industry analysts have applauded the reorganization.

"I think what they did a year ago was the right thing to do," said Ben Moyer of Merrill-Lynch's Tokyo office. "They needed somebody in charge of each division, not only to boost revenues, but to control costs."

Stephen Usher, auto industry analyst at Kleinwort Benson International in Tokyo, said it is still too early to assess the merits of the reorganization.

"It will take two or three years," he said. "In certain cases it may require a whole new product cycle, four years. But there is a sharp improvement in morale at Honda."

Endo also says the changes improved morale. But the shift from a consensus style to less democratic rule by Kawamoto, Munekuni and Irimajiri carried inevitable problems, he said.

"It is still too early to say if it is successful or not," said Endo. "But by looking at the resignation of Mr. Irimajiri and various rumors, many people seem to think it was not necessarily successful so far."

Endo even speculated that Irimajiri's leaving could result in a return of the former system.

"It is possible, but it is too soon for it to happen," he said.

While the reorganization seems appropriate for a company grown to Honda's size — 85,500 employees worldwide — Endo said the company owes its success to the management methods of founder Soichiro Honda.

CHANGING THE CHEMISTRY

To therefore adopt a system no different from Toyota or Nissan means "Honda may have lost its uniqueness," he said.

For Kawamoto, the major objective of the reorganization was to change the "chemistry" of Honda, to improve decision-making and to make the process more efficient and effective.

"Our corporate culture, a challenging spirit, remains unchanged," he said. "The fact that we are undergoing reorganization is itself extremely challenging."

While centralizing management in Japan, Honda also decentralized product development, thrusting more self-reliance onto its American and European operations.

But the surprise resignation of Irimajiri and the resulting need to rethink the top-tier structure that hinged on the individual abilities and personalities of the ruling troika sent Kawamoto and associates behind closed doors to work out a new top-level set-up.

Usually among the most accessible of Japanese chief executives, Kawamoto has been notably inaccessible of late.

"Since Iri resigned, Mr. Kawamoto has been very hard to reach," said a Honda official.

The company also is awash in speculation about the cause of Irimajiri's resignation. Indeed, almost no theory for why a man would leave a company has not turned up in rumor form.

Irimajiri has been not been seen for weeks and his house is vacant.

Reportedly, Irimajiri told Kawamoto shortly before resigning his job on March 16 that, "I'm totally exhausted, both physically and mentally. I can no longer take on the arduous tasks this job demands, so I wish to resign."

According to Usher, the resignation of Irimajiri is a huge question mark because no one really knows the truth.

"There is a certain amount of uncertainty now," he said. "The resignation and the way it was handled are the causes of that uncertainty."

Irimajiri remains a member of the boards of Honda Motor Co. and Honda R&D, but not an executive. Temporarily, Munekuni is taking all the manufacturing responsibilities, while Kawamoto runs Honda R&D.

"Someone or some people will replace Irimajiri," said Usher. "But I don't think you'll see Munekuni take on a significant increase in responsibilities." Finding someone of Irimajiri's stature to step in would be difficult, he reckoned.

Sources say Honda of America Manufacturing's Yoshino is the probable successor to Irimajiri. But the size and division of responsibility of the top management team could change drastically. For example, a company official speculated that there may be only a president, Kawamoto, and a single executive vice president, Munekuni, but the range of duties that had been handled by the three men could be spread over as many as five.

Or alternatively, a fourth or even fifth executive vice president could be named.

However, Honda officials insist that the basic precepts set forth a year ago will not be diluted.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHEVROLET	
1992 models	
Expires June 4 unless otherwise noted. In lieu of rebate, finance rate of 6.9 percent is offered.	
Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro	$500
Geo Storm and Prizm, Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$,1000
G-Van (upfit; expires April 30)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro (expires April 30)	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab, expires April 30)	$400
1991 models	
Expires May 4 unless otherwise noted. In lieu of rebate, finance rate of 6.9 percent is offered.	
Same as 1992 models with the following exceptions:	
Geo Metro conv. (expires May 4)	$1,000
Geo Metro Tracker (expires May 4)	$750-1,000
Astro (expires April 30)	$400

CONTINUING PROGRAMS

CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco,	
Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird,	
Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco,	
Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
GMC	
Same as 1992	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national)	
5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
GENERAL MOTORS		
Arlington, Texas	4/20, 4/27,	*
Buick Roadmaster Chevrolet Caprice Cadillac Brougham		

†Plant closed for retooling until spring 1992
*Model changeover
Source: Automotive News Data Center

YUGO

War drives final nail in importer's coffin

continued from PAGE 1

dition. "I asked him, 'How grave?' And he asked me if I'd like to buy a desk and some chairs."

Yugo owes "millions," but its assets represent "a much, much lower number," said Bruce Buechler, a Roseland, N.J., attorney representing Yugo in U.S. Bankruptcy Court in Newark, N.J., where the petition was filed.

Buechler said some dealers were told last week before the filing that Yugo was thinking about quitting.

The political turmoil and civil war in the Yugoslavian federation finally did Yugo in. The U.S. company couldn't get cars out of the Serbian republic, where parent company Zavodi Crvena Zastava is located, and Zastava was having problems getting components in.

The "uncertainties" in Yugoslavia "made it impossible to provide Yugo America Inc. with a regular and dependable supply of vehicles and necessary financial support," the company said in a prepared statement. Zastava "is presently investigating the possibility of continuing to supply spare parts for Yugo vehicles in the United States."

Despite the problems in Yugoslavia, Yugo never really recovered from declaring Chapter 11 bankruptcy in January 1989. Yugo, which had been an independent distributor, managed to reorganize itself and emerge from bankruptcy a year later as a wholly owned subsidiary of Zastava and Genex, a Yugoslavian trading company.

But the damage was done, especially with Yugo's dealers, who were among the largest creditors. Yugo co-founder William E. Prior, who rejoined the company in April 1991 only to quit again seven months later, said he was shocked to find when he came on board that Yugo had fewer than 10 dealers actively pursuing Yugo sales. As of Jan. 1, the company had 157 dealers.

Yugo's fundamental problem was the poor quality of its early imports, rated by *Consumer Reports* as the worst car it had ever tested.

"It's a dirty shame. There was nothing wrong with those cars," said Ben Stepman, a Yugo dealer in Henderson, Nev. "If you put a Ford badge on those cars, Ford couldn't build enough of 'em."

Yugo sales improved 86.3 percent in the first quarter of this year to 1,412. But apparently the company was selling out of inventory and never sold 1992 models.

Yugo entered the U.S. market in 1985. Its highest sales came in 1987, with 48,812 units. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/13-4/18/92	Actual 4/6-4/11/92	4/1-4/18/92	Year 1/1-4/18/92	Year 1/1-4/20/91
LeBaron J	1,200	1,414	3,456	14,994	12,541
New Yorker	240	217	457	4,820	2,468
Fifth Avenue	700	614	1,314	8,459	8,089
Imperial	80	59	139	1,374	2,125
Town & Country (trk.)	200	273	651	3,711	920
Total Chrysler Div.	**2,420**	**2,577**	**6,018**	**33,358**	**26,143**
Sundance	960	1,555	3,414	15,320	12,085
Acclaim	1,440	1,793	4,398	22,369	21,549
Voyager (trk.)	1,400	2,077	4,615	26,766	25,100
Voyager (Can. trk.)	1,912	2,799	6,482	41,917	31,023
Total Plymouth	**5,712**	**8,224**	**18,909**	**106,372**	**89,757**
Daytona	200	282	661	3,294	4,243
Shadow	1,920	2,449	5,798	23,172	15,038
Dynasty	1,320	1,289	2,609	21,463	33,206
Spirit	900	1,708	3,605	21,199	19,481
Viper	42	2	15	15	0
Monaco (Can.)	0	0	0	0	690
Caravan (trk.)	1,900	2,533	5,935	35,204	30,775
Caravan (Can. trk.)	2,384	3,651	8,152	54,901	41,477
Caravan C/V (trk.)	48	69	147	866	1,293
Caravan C/V (Can. trk.)	104	153	347	2,594	10,306
Dakota (trk.)	2,360	3,097	7,303	37,478	20,195
Ram pickup (trk.)	1,120	1,539	3,559	18,339	20,164
Ram wagon (Can. trk.)	440	538	1,297	7,328	5,885
Ram van (Can. trk.)	1,128	1,327	3,269	18,330	10,453
Total Dodge	**13,836**	**18,637**	**42,695**	**244,183**	**213,206**
Premier (Can.)	0	0	0	0	1,613
Cherokee (trk.)	2,860	3,562	8,583	43,378	29,334
Comanche (trk.)	32	43	107	803	1,613
Grand Cherokee (trk.)	1,300	1,448	3,719	11,796	0
Wagoneer (trk.)	0	0	4	325	951
Wrangler (Can trk.)	1,280	1,636	4,094	28,180	16,097
Total Jeep-Eagle	**5,472**	**6,689**	**16,507**	**84,482**	**49,608**
Total U.S. car	**8,972**	**11,382**	**25,866**	**136,479**	**130,825**
Total Can. car	**0**	**0**	**0**	**0**	**2,303**
Total U.S. truck	**11,220**	**14,641**	**34,623**	**178,666**	**130,345**
Total Can. truck	**7,248**	**10,104**	**23,641**	**153,250**	**115,241**
CHRYSLER CORP.	**27,440**	**36,127**	**84,129**	**468,395**	**378,714**
Escort	4,521	5,169	9,690	42,487	54,228
Mustang	2,240	0	3,789	23,717	18,523
Tempo	2,263	3,187	7,220	38,906	30,314
Tempo (Can.)	2,687	3,326	8,098	37,429	33,398
Taurus	6,451	7,934	18,757	110,614	90,879
Thunderbird	2,024	2,296	5,399	24,381	21,348
Crown Victoria (Can.)	2,134	2,442	6,045	30,123	28,128
Aerostar (trk.)	3,210	4,025	9,650	54,799	39,439
Bronco (trk.)	549	0	937	5,939	2,925
Explorer (trk.)	5,227	6,628	15,819	97,799	83,190
Mazda Navajo (trk.)	123	154	359	1,564	4,356
Econoline (trk.)	3,667	4,585	10,992	57,781	34,019
Heavy (trk.)	758	942	2,320	14,027	11,297
Light truck (trk.)	8,747	6,115	19,733	135,403	71,295
Light truck (Can. trk.)	2,444	0	4,286	45,035	23,624
Ranger (trk.)	6,566	7,318	18,217	82,129	69,980
Total Ford Division	**53,611**	**54,121**	**141,311**	**802,133**	**616,943**
Topaz	1,355	1,343	3,645	16,551	13,299
Topaz (Can.)	1,153	1,484	3,490	13,979	9,133
Cougar	856	1,304	3,241	17,168	15,628
Sable	2,329	2,903	7,305	37,058	29,662
Grand Marquis (Can.)	1,802	2,414	5,627	30,946	[illegible]
Mercury Villager (trk.)	52	0	52	52	0
Nissan Quest (trk.)	15	0	15	15	0
Total Mercury	**7,562**	**9,448**	**23,374**	**115,769**	**88,110**
Continental	954	1,200	2,749	12,363	17,780
Mark VII	0	0	124	2,375	3,105
Town Car	2,390	3,000	7,189	37,023	41,835
Total Lincoln	**3,344**	**4,200**	**10,062**	**51,761**	**62,728**
Total L-M Division	**10,906**	**13,648**	**33,435**	**167,530**	**150,838**
Total U.S. car	**25,383**	**28,336**	**69,107**	**362,643**	**336,601**
Total Can. car	**7,776**	**9,606**	**23,259**	**112,477**	**91,047**
Total U.S. truck	**28,914**	**29,767**	**78,094**	**449,508**	**316,501**
Total Can. truck	**2,444**	**0**	**4,286**	**45,035**	**23,624**
FORD MOTOR CO.	**64,517**	**67,709**	**174,746**	**969,663**	**767,773**
Skylark	808	1,107	2,584	19,902	35,082
Century	2,483	2,061	5,445	20,885	22,452
Regal (Can.)	2,480	3,100	7,387	25,274	34,813
Riviera	237	293	691	3,634	3,069
Park Avenue	1,249	1,549	3,321	19,161	26,337
LeSabre	3,082	3,580	8,601	43,069	33,219
Roadmaster sedan	0	0	493	15,663	0
Roadmaster wagon	255	310	697	4,153	8,007
Reatta	0	0	0	0	877
Total Buick	**10,594**	**12,000**	**29,218**	**151,741**	**163,856**
Eldorado	744	960	2,212	13,141	4,935
Seville	1,020	1,311	3,037	15,290	10,272
Brougham	0	0	0	2,170	5,943
DeVille	3,202	1,890	6,135	33,805	39,384
Allante	51	64	153	371	958
Total Cadillac	**5,017**	**4,225**	**11,537**	**64,777**	**61,492**
Cavalier	4,576	5,446	13,182	68,186	84,269
Camaro	1,704	1,740	4,027	18,807	11,400
Corsica-Beretta	3,840	4,654	11,142	58,946	64,125
Lumina (Can.)	4,980	6,226	14,725	62,093	55,755
Caprice	1,280	1,573	3,889	30,584	39,128
Corvette	377	479	1,029	5,337	7,175
Astro (trk.)	2,447	3,574	7,949	48,786	27,335
Blazer (trk.)	665	605	1,567	6,502	2,084
Lumina APV (trk.)	1,090	1,227	2,730	12,738	9,042
Mediums (trk.)	115	137	271	1,637	578
P-model (trk.)	440	542	1,301	6,173	5,130
Pickup (trk.)	5,394	6,846	16,243	76,584	68,114
Pickup (Can. trk.)	3,359	4,199	9,660	60,954	39,557
S10 (trk.)	3,594	4,882	11,224	53,454	69,548
S10 Blazer (trk.)	2,482	3,050	7,258	39,931	9,247
Sportsvan (trk.)	0	0	0	11,405	12,437
Sportsvan (Can. trk.)	1,223	1,529	3,583	22,364	13,075
Suburban (trk.)	1,500	1,363	3,444	13,655	7,132
Total Chevrolet	**39,066**	**48,072**	**113,223**	**598,136**	**525,131**
Achieva/Calais	1,940	2,339	5,702	37,643	34,554
Cutlass Ciera	2,834	2,998	6,739	36,410	19,712
Cutlass Ciera (Can.)	0	0	0	0	17,847
Cutlass Supreme	1,890	2,196	4,950	21,339	30,599
Toronado	126	167	378	2,276	2,171
Eighty Eight	1,454	1,740	3,942	24,578	19,118
Custom Cruiser wag.	64	117	225	1,515	3,736
Ninety Eight	942	573	1,953	9,612	23,683
Silhouette (trk.)	244	472	893	4,733	4,415
Bravada (trk.)	284	311	666	4,409	7,212
Total Oldsmobile	**9,778**	**10,913**	**25,447**	**142,515**	**163,047**
Sunbird	1,656	2,010	4,886	29,421	37,533
Grand Am	4,868	5,884	14,071	70,297	64,973
Firebird	440	460	1,054	6,874	3,426
Grand Prix	1,912	2,407	5,080	32,131	27,945
Pontiac 6000	0	0	0	0	9,420
Bonneville	2,099	2,604	5,475	29,939	20,940
Trans Sport (trk.)	925	1,177	2,515	8,493	5,448
Total Pontiac	**11,900**	**14,542**	**33,080**	**177,156**	**169,685**
Yukon-Jimmy (trk.)	215	195	532	2,098	751
Medium (trk.)	470	601	1,497	8,249	1,056
P-model (trk.)	83	34	152	825	1,061
Pickup (trk.)	2,224	2,583	6,399	30,006	34,192
Pickup (Can. trk.)	1,247	1,559	3,821	22,465	15,747
Syclone-Sonoma (trk.)	1,247	1,158	3,116	13,564	17,103
Typhoon-S15 Jimmy (trk.)	752	1,097	2,504	11,858	3,171
Safari (trk.)	1,047	1,579	3,447	19,655	10,175
Suburban (trk.)	833	757	2,029	8,630	6,943
Vandura (trk.)	0	0	0	5,803	4,800
Vandura (Can. trk.)	576	720	1,670	11,495	6,337
Total GMC	**8,894**	**10,283**	**25,167**	**134,648**	**101,336**
Total Saturn*	**3,550**	**4,437**	**10,649**	**55,833**	**17,532**
Total U.S. car	**48,683**	**54,949**	**131,740**	**730,972**	**711,974**
Total Can. car	**7,460**	**9,326**	**22,112**	**87,367**	**108,415**
Total U.S. truck	**26,051**	**32,190**	**75,735**	**389,188**	**306,974**
Total Can. truck	**6,405**	**8,007**	**18,734**	**117,278**	**74,716**
GENERAL MOTORS	**88,599**	**104,472**	**248,321**	**1,324,805**	**1,202,079**
Can. car	1,756	2,195	5,331	34,282	39,480
Can. trk.	1,098	1,373	3,314	21,437	17,347
CAMI†	**2,854**	**3,568**	**8,645**	**55,719**	**56,827**
DIAMOND-STAR†	**2,640**	**3,190**	**7,751**	**48,487**	**48,278**
Civic	1,985	2,077	5,024	28,531	28,753
Civic (Can.)	1,760	2,241	5,200	34,701	32,887
Accord	6,315	7,916	17,989	119,198	108,878
Total U.S. car	**8,300**	**9,993**	**23,013**	**147,729**	**137,631**
Total Can. car	**1,760**	**2,241**	**5,200**	**34,701**	**32,887**
HONDA	**10,060**	**12,234**	**28,212**	**182,430**	**170,518**
HYUNDAI Sonata (Can.)	**240**	**187**	**659**	**4,556**	**11,870**
MAZDA†	**1,224**	**1,251**	**3,038**	**17,622**	**45,927**
U.S. trk.	1,200	1,538	3,636	20,178	23,532
Can. trk.	132	166	398	2,464	2,371
NAVISTAR	**1,332**	**1,704**	**4,034**	**22,642**	**25,903**
Sentra	2,079	2,351	6,061	42,629	43,725
Pickup (trk.)	2,472	2,622	6,629	42,354	42,302
NISSAN	**4,551**	**4,973**	**12,690**	**84,983**	**86,027**
Geo Prizm	1,200	1,488	3,652	28,024	31,770
Toyota Corolla	1,800	2,491	5,696	35,765	32,271
Toyota Pickup (trk.)	1,000	1,256	2,863	12,045	0
NUMMI	**4,000**	**5,235**	**12,211**	**75,834**	**64,041**
Legacy	943	1,223	2,882	18,004	17,619
Pickup (trk.)	276	362	850	7,129	0
Rodeo (trk.)	520	626	1,522	12,450	0
Total U.S. car	**943**	**1,223**	**2,882**	**18,004**	**17,619**
Total U.S. trk.	**796**	**988**	**2,373**	**19,579**	**15,642**
SUBARU-ISUZU	**1,739**	**2,211**	**5,255**	**37,583**	**33,261**
Camry	4,645	4,326	11,675	71,876	68,934
Corolla (Can.)	1,190	1,486	3,556	22,549	20,940
TOYOTA	**5,835**	**5,812**	**15,231**	**94,425**	**89,874**
VOLVO 740,940 (Can.)	**120**	**150**	**324**	**2,166**	**2,698**
AM GENERAL (trk.)	**300**	**375**	**900**	**5,625**	**6,450**
MISCELLANEOUS (trk.)**	**1,920**	**2,400**	**5,760**	**36,000**	**42,750**
Total U.S. car	**105,869**	**120,980**	**290,479**	**1,640,230**	**1,605,555**
Total Canada car	**20,302**	**25,251**	**60,441**	**298,098**	**309,640**
Total U.S.-Canada Car	**126,171**	**146,231**	**350,920**	**1,938,328**	**1,915,195**
Total U.S. truck	**73,873**	**85,777**	**210,613**	**1,153,143**	**884,496**
Total Canada truck	**17,327**	**19,650**	**50,373**	**339,464**	**233,299**
Total U.S.-Canada truck	**91,200**	**105,427**	**260,985**	**1,492,607**	**1,117,795**
TOTAL U.S.	**179,742**	**206,757**	**501,092**	**2,793,373**	**2,490,051**
TOTAL CANADA	**37,629**	**44,901**	**110,813**	**637,562**	**542,939**
TOTAL U.S.-CANADA CAR & TRUCK	**217,371**	**251,658**	**611,905**	**3,430,935**	**3,032,990**

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Holiday trims output

ANNE E. WRIGHT
Chief Statistician

All assembly plants in the United States and Canada except Toyota Motor Manufacturing U.S.A. Inc.'s Georgetown, Ky., facility were closed on Good Friday.

Chrysler Corp., Ford Motor Co. and General Motors plants will be closed today under terms of their UAW contracts.

Last week's estimated U.S. and Canadian car and truck production slipped 13.6 percent below the prior week, but rose 3.4 percent from the year-ago week despite the Friday close.

U.S. car production was estimated at 105,869, down 12.5 percent from the prior week and down 1.9 percent from the year-ago week.

Year-to-date, U.S. car production is 1,640,230, up 2.2 percent from 1991.

Car production in Canada was estimated at 20,302 last week, down 19.6 percent from the prior week and down 10.3 percent from the year-ago week.

Canadian car production so far this year is 298,098, down 3.7 percent from 1991.

U.S. truck production was estimated at 73,873 last week, down 13.9 percent from the prior week and up 7.9 percent from the same week one year-ago.

Year-to-date, U.S. truckmakers have assembled 1,153,143 vehicles, an increase of 30.4 percent over the same period one year ago.

In Canada, truckmakers' estimated production last week was 17,327, down 11.8 percent from the prior week but up 55.6 percent from the year-ago week.

So far this year, truck production in Canada is 339,464, an increase of 45.5 percent over 1991.

The daily build rate of cars and trucks in the United States and Canada was 54,343 for the four-day holiday week, an increase of 8.0 percent over the prior week and 29.3 percent over the five-day week in 1991.

Production of the Jeep Wrangler at Chrysler's Brampton, Ontario, facility ended last week. Brampton employees are being transferred to the Bramalea, Ontario, plant, which is slated to begin production of the new Chrysler, Dodge and Eagle midsized sedans in June.

Production of the Wrangler will be shifted to Toledo, Ohio, where all other Jeep models are produced.

General Motors scheduled overtime last Thursday on the Suburban line at the Janesville, Wis., facility.

Ford scheduled daily overtime last week at the Atlanta; Chicago; and Kansas City, Mo., car plants.

The company also ran daily overtime at the Lorain, Ohio; Edison, N.J.; Louisville, Ky.; and Twin Cities (St. Paul, Minn.), truck facilities last week.

Chrysler did not schedule any overtime last week. ■

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APRIL 27, 1992

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Isuzu Rodeo, pickup price up

WHITTIER, Calif. — Following price hikes by other Japanese importers, American Isuzu Motors Inc. last week raised the prices on its pickup and Rodeo sport-utility last week.

Isuzu lifted the price on the four-cylinder base Rodeo by 2.2 percent to $13,199 from $12,919. The top-of-the-line V-6 Rodeo will now be $19,479, up 2.8 percent.

New prices of the 1992 pickups range from $8,599 to $16,299. Previously, the range was $8,349 to $15,879.

Isuzu did not raise prices on its passenger cars, which are only a small part of the company's volume. Prices for the Amigo sport-utility and the recently introduced Trooper were not changed.

— Kristine Stiven Breese

U.S. dealer guru departs Honda

American Honda Motor Co. lost its No. 1 dealer contact last week when Jim Cardiges, Honda Division senior vice president for auto sales, resigned.

Cardiges, who had been with Honda since 1977 and had been in the top field sales position since 1988, left "to pursue other business

see LATE NEWS, 2

10-day truck sales roll > 4, 37

Yugo dealers left stranded

Sudden pullout exposes gaps in laws' protection

JIM HENRY
Staff Reporter

NEW YORK — Yugo America Inc. has left its dealers and owners stranded with its sudden withdrawal from the United States.

State and federal laws require defunct car retailers to honor warranties and oversee safety and emission recalls. But the laws assume that there will be someone around to carry out the company's obligations.

So far, at least, the only prospect Yugo has offered its dealers and customers is that it is "investigating the possibility of continuing to supply spare parts for Yugo vehicles in the United States." Yugo's parent company, Zavodi Crvena Zastava, hasn't said when, how, or if that will be done.

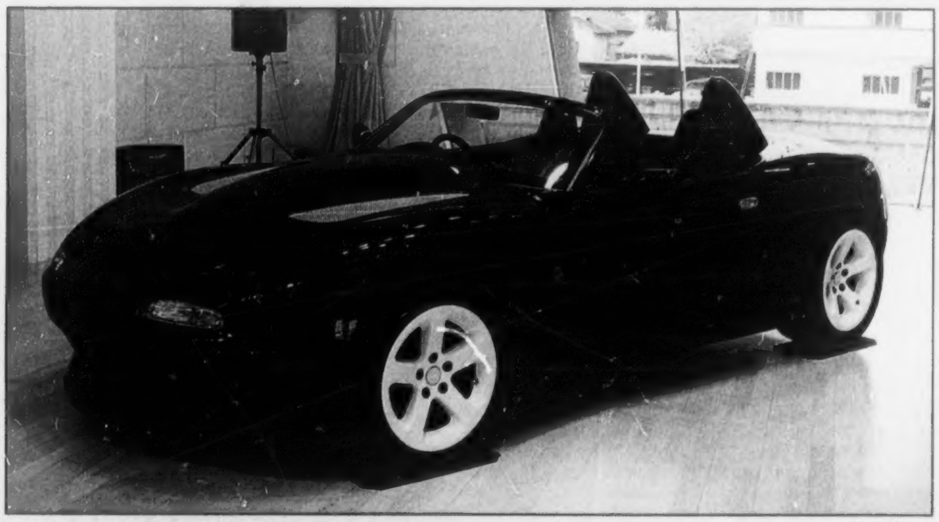
"The problem is, neither the federal nor the state statutes were written with the thought in mind that somebody might go out of business entirely," said Vernon Vig, a New York attorney who helped Daihatsu America Inc. research its legal obligations upon ending U.S. sales.

"There are a whole host of duties and obligations to various constituents — dealers, customers and government agencies — even if they're not as clear as they might be," he said. "But I don't know what happens in a case like Yugo. I think everybody's probably out of luck."

He said that rather than a single, uniform body of law, the biggest factors ruling a company's conduct when it withdraws from the United States are "common sense and good faith."

Yugo has little to lose in the United States.

see YUGO, 34



David Nelson

Macho Miata

Mazda designers, seeking to create a modern version of Carroll Shelby's V-8 sports car classic of the 1960s, have crafted this wide-bodied M2 1006 prototype based on the Miata. If approved, the 3.0-liter, V-6 powered sports car could see limited production for Japan by early 1994. See story on Page 31.

McNamara could lose C-P deal in GMAC mess

JIM HENRY
Staff Reporter

NEW YORK — Federal prosecutors could stake a claim to virtually everything Long Island dealer John M. McNamara owns, including his Chrysler dealership, if the government can show that McNamara used illegal proceeds from the gigantic General Motors Acceptance Corp. fraud case to run his other businesses.

Although McNamara's Station Chrysler-Plymouth-Jeep-Eagle dealership in Port Jefferson Station, N.Y., has not been named in fraud charges relating to his General Motors dealership, it could be in jeopardy. The Chrysler dealership was still open last Friday.

Without referring specifically to the McNamara case, an FBI spokesman said it is common in money-laundering cases for the government to go after assets tainted by illegally obtained funds.

GMAC already seized the assets of McNamara's other dealership, McNamara Buick-Pontiac in Port Jefferson Station, on April 3, after negotiations broke down over payments on McNamara's $436 million debt to GMAC.

McNamara: free on $300 million in bail.

A State Supreme Court judge later threw out the order authorizing the seizure, but GMAC is appealing that ruling.

Meanwhile, Station Chrysler-Plymouth is "running and healthy, and I plan to keep it that way tor a long time," said General Manager Steve Brien.

For its part, Chrysler Financial Corp. has checked and double-checked McNamara's accounts with Chrysler, and found he's "up to date," said Bob Heath, a Chrysler Financial spokesman.

"We have done our homework

see GMAC, 34

Losh wins big as Smith speeds GM

JOSEPH BOHN
Staff Reporter

General Motors President Jack Smith has kicked the corporate reorganization into warp speed with the appointments last week of the captains of the new North American Operations structure.

Oldsmobile General Manager J. Michael Losh, 45, wins big. Losh gets a top position as group executive of a newly-created North American Vehicle Sales and Marketing operation. All the other marketing division general managers will report to him.

John Rock, 56, former general manager of GMC Truck, replaces Losh at Oldsmobile.

GM had planned to develop NAO at a deliberate pace this year. But since the GM board replaced Lloyd Reuss with Smith on April 6, that organization's shape has rapidly become clear:

- All North American sales and marketing from Mexico to Canada, except Saturn Corp., now report to one man, Losh.
- Car and truck development moves firmly into platform teams and away from the two virtually defunct super groups that were established in the 1984 reorganization. E. Michael Mutchler, 57, head of of the Chevrolet-Pontiac-Canada group, becomes group executive for car platforms.
- All the top executives now report to the president. GM public relations people sent out an organization chart last Friday with Smith at the top. Chairman Robert Stempel was not shown on the chart.

Stempel, Smith and William Hoglund, the new chief financial officer, addressed GM employees on a closed-circuit broadcast Friday morning to talk about the appointments.

The appointments came on a day when the national media were already shouting headlines about GM's product lines. *The Washington Post* reported Friday that the Jack Smith regime, as part of a "top-to-bottom assessment of all GM products," is looking at cutting some redundant car models, such as the Chevrolet Caprice, and consolidating GMC Truck into Chevrolet.

The newspaper did not suggest that such cuts were imminent.

During the telecast, Stempel said GM won't be eliminating any of its

see GM, 33

J. Michael Losh has the top position as group executive of a newly created North American Vehicle Sales and Marketing operation.

GM readies electric car for '94 debut

PHIL FRAME
Staff Reporter

General Motors' electric car will roll out of the assembly plant in early 1994 in time for spring selling season.

But the company is less sure about how many of the two-seaters the public will be willing to buy. GM has established widely varying production forecasts, calling for a 1996 production of as few as 4,600 electric cars or as many as 23,000, according to a report from an internal GM supplier.

GM also plans to introduce a right-hand-drive version for

see ELECTRIC, 34

IMPACT PRODUCTION FORECAST

Model year	Pessimistic LHD	Pessimistic RHD	Optimistic LHD	Optimistic RHD
1994	300	0	1,700	0
1995	2,900	200	14,700	900
1996	4,000	600	19,800	3,200
1997	3,400	600	17,200	2,800
1998	3,300	600	16,900	2,800

LHD — Left-hand drive, RHD — Right-hand drive

Automotive News

IDEA MACHINES
Transplants wring new life from suggestion boxes. PAGE 4

EXPLORING ST. LOUIS
Missouri Ford plant may take the Explorer for 1995. PAGE 4

GM GOES SAFETY BASHING
GM officials fault Japanese for protection in crashes. PAGE 6

MAZDA EYES 500,000 MARK
Mazda moves toward goal with new 626, MX-6. PAGE 6

EPA AIRS EMISSION RULES
Decision needed on states splitting Calif. air rules. PAGE 8

FORD GETS HEAVY
Investments aimed at Class 4-8 truck share. PAGE 8

BRAZILIAN NIX

▲ Paccar plans to stop medium imports. PAGE 18

TOYOTA TURNDOWN
Rolls-Royce is now likely to remain with Vickers. PAGE 39

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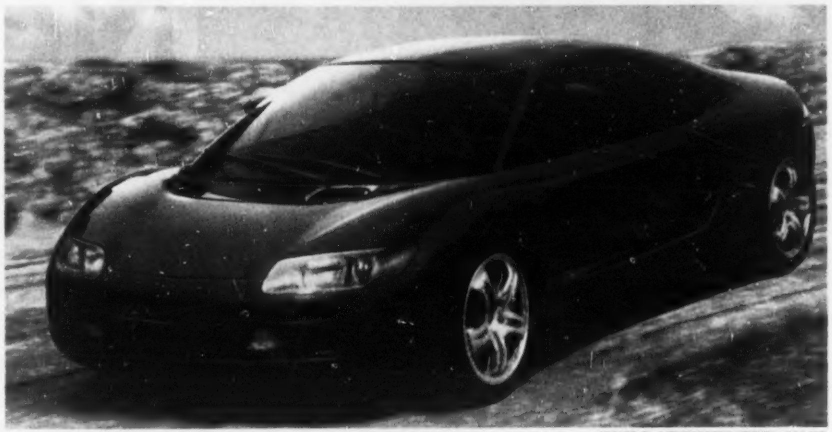
correction

The April 20 index on Page 2 identified a photograph of the 1993 Mazda 626 as the Mazda MX-6.



HANS G. LEHMANN/HIDDEN IMAGE

Renault considers new Alpine

Renault is using its Laguna concept car from the 1990 Paris auto show as the basis for a new Alpine sports car, shown in this computer-enhanced spy photograph. Power comes from a 200-horsepower, 2.0-liter turbocharged four-cylinder mounted midship. A decision has not been made, but if Renault gives the thumbs up, a 1995 debut is anticipated.

latenews

CONTINUED
from PAGE 1

interests," according to a company spokesman.

Executive Vice President Takeo Okusa will assume Cardiges' responsibilities until a replacement is named, according to Honda.

— *Kristine Stiven Breese*

Ford to export vans to Israel

DEARBORN, Mich. — Ford Motor Co. will begin exporting the Aerostar minivan to Israel next January, the first time Ford's North American operations will ship to that country.

Ford spokeswoman Lin Cummins said she did not know how many minivans would be shipped. She said the company is determining if changes need to be made to the vehicle, primarily to deal with the heat.

Cummins said Ford may also export the Aerostar to Europe because the company does not have a presence there with a passenger-type van. "It's a market that we think looks promising," Cummins said.

Ford of Europe has exported vehicles to Israel.

Sperlich heads Masco unit

Wayfaring Harold Sperlich has found yet another home at age 62.

The former Ford Motor Co., Chrysler Corp. and home-building executive has landed at Masco Industries Inc., where he's top-banana of Creative Industries Group in Taylor, Mich.

While he's not working full-time, the dynamic product whiz is executive in charge of Creative. His main task: planning and developing product and operation strategies.

In April 1991, Masco Industries consolidated Creative Industries, a design and engineering group, and C&C Inc., a design, engineering and production services firm for OEM special vehicle programs, which it purchased in 1987.

Sperlich was a Ford vice president in the 1970s. He joined Chrysler in the 1980s, becoming a driving force in development of the company's K-car and minivans, before leaving as president in 1988.

In 1990, he spent spent nine months as chairman and chief executive officer of PHM Corp., a home builder based in Bloomfield Hills, Mich.

— *Al Fleming*

GMAC rolls out Smartbuy plan

DETROIT — General Motors Acceptance Corp. announced an alternative vehicle purchase plan that combines lower monthly payments of leasing with the advantage of vehicle ownership.

GMAC's Smartbuy program debuted April 24 and is similar to Gold Key Plus, a program introduced by Chrysler Corp. last fall.

At the beginning of the Smartbuy contract, the company establishes the end-of-contract residual value of the vehicle. The down payment varies on an individual basis. At the end of the contract the consumer can choose to keep the vehicle by making the pre-established residual payment, or refinance it at the same monthly amount.

With 30-day written notice to GMAC, the consumer may turn the vehicle over to the dealer and pay a $250 disposal fee plus charges for excess mileage or wear and use.

Chrysler's program is similar except that a down payment of at least 5 percent is required and its specifies that the vehicle be returned in good condition. Also, under Chrysler's plan, the customer is billed 8 cents a mile for every mile over 15,000 a year.

GM sued for discrimination

WASHINGTON — The U.S. Equal Employment Opportunity Commission filed suit against General Motors in Chicago last week, charging that the automaker's dispute resolution policy discriminates against salaried workers.

The suit stems from a case in which Irvin Talbert, a salaried worker at GM's Electro-Motive Division in LaGrange, Ill., filed an age and race discrimination charge with the commission. He then sent a letter to GM's personnel department protesting his treatment by the company. The personnel department wrote back that Talbert could not use GM's Open Door Policy for resolving disputes because he had already filed a complaint with the commission.

The commission said its suit is based on a recent federal appeals court ruling in Chicago that makes it illegal for companies to force employees to give up their right to file Equal Employment Opportunity Commission charges if they want to also use in-house dispute resolution procedures.

Chrysler adds van incentive

HIGHLAND PARK, Mich. — Chrysler Corp. last week sweetened the deal on its minivans with consumer discounts on standard and optional equipment.

"Chrysler's First National Minivan Sale," which began April 23, applies to all 1991 and 1992 Chrysler Corp. minivans, except Dodge commercial vans, delivered from dealer stock by June 22 with the factory-installed discounted equipment.

Coupled with rebates already in place, the discounts raise customer savings to $2,100 to $2,600, depending on the region. Minivans carry a customer rebate of $1,000 in California and Hawaii and $500 elsewhere.

Customers may choose one or more of the following equipment discounts: integrated child seat, $100; sunscreen glass, $200; rear air conditioning, $300; Quad Command seats, $300; anti-lock brakes, $300; and leather seats, $500.

Also, 1992 long-wheelbase minivans that dealers order by May 15 and deliver within five working days will be eligible for the equipment discount.

See Page 38 for the incentive watch tables.

briefly

Iacocca's trip tops Bush's

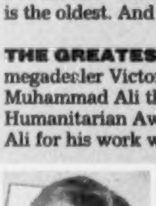
So you thought the trip to Japan was a waste of time, eh? Well, not so, according to **Chrysler Corp.** boss Lee Iacocca. Iacocca has told U.S. Commerce Secretary Barbara Franklin that President George Bush's trip to Tokyo in January has helped the U.S. automaker ink a $1.2 billion deal with its Japanese partner **Mitsubishi Motors Corp.** As previously reported here, Mitsubishi and Chrysler agreed in principal in October 1991 — months before the trip — that Chrysler will supply the powertrains for the next generation **Eagle** Talon, **Dodge** Daytona and Chrysler LeBaron coupe to be built by Mitsubishi at its U.S. plant in Normal, Ill. The agreement was signed in February after Bush's trade mission with the Big 3 auto chiefs in tow. The talks between Chrysler and long-time trading partner Mitsubishi were moving along at a "snail's pace" until the president and Commerce Department became involved, Iacocca told Franklin.

OUCH! — At the headquarters of defunct **Yugo America Inc.,** a sign in the window once trumpeted: "Yugo: Fastest-Selling European Import in U.S. History." But after Yugo shut its doors, some wag crossed out "Selling" and wrote "Disappearing."

NO FORD NOSTALGIA — How good were the "good old days?" For **General Motors** and **Chrysler Corp.,** they were very good indeed. For **Ford Motor Co.,** just so-so. Bob Thatcher of Export, Pa., sent along new-car sales figures for the first seven months of 1941. GM had 48.7 percent of the market, and Chrysler had 24.0 percent. Just a bit better than last year's 35.6 percent for GM and 8.6 percent for Chrysler. Ford hasn't changed much. It had 18.3 percent of 1941 sales and 20.0 percent last year. In 1941, imports were part of "miscellaneous," which accounted for less than one-tenth of 1 percent of the pie. Need the Big 3 be reminded that imported nameplates captured 35.8 percent of last year's new-car sales?

THE WINDIEST — For the record, the Chicago Automobile Trade Association took exception to a reference in *Automotive News* to the recent New York International Automobile Show as the "nation's oldest." The Chicago group cited an old copy of *Motor Age* magazine that dates the first Chicago show in March 1900, a few months before the first New York show the same year. The Greater New York Automobile Dealers Association says it doesn't want to argue, but the New Yorkers still feel their show is the oldest. And the biggest.

THE GREATEST — New York-based megadealer Victor Potamkin gave Muhammad Ali the Potamkin Humanitarian Award last week, honoring Ali for his work with children's groups. The Champ, hobbled by Parkinson's disease that has slurred his speech, didn't address the crowd at the posh Pierre Hotel, but he patiently signed autographs and posed for countless pictures. "I've got to do *something* to keep my name in front of people," joked Potamkin, whose name is in no danger of disappearing. He's modest about his own considerable charity work.



Potamkin: lauds The Champ

Ford may add Explorer to St. Louis

Workers worry over future of Aerostar

KATHY JACKSON
Staff Reporter

A Ford Motor Co. assembly plant in St. Louis may be retooled to take on added production of the popular Explorer sport-utility for the 1995 model year.

Rainey Crawford, employee relations manager at the St. Louis plant, says a study is being conducted to determine if St. Louis would be a logical site for a second Explorer facility.

"There would have to be modificiations," Crawford says, "and that would take a significant amount of money."

Ford spent $260 million to retool and expand its Louisville, Ky., plant, the sole source of the Explorer since it was introduced in the spring of 1990.

St. Louis is the lone plant for the Ford Aerostar minivan.

John Sherlock, president of UAW Local 325, which represents St. Louis workers, says the plant manager at Louisville, Les Tischler, recently issued a memo to Louisville employees stating that some four-door Explorers would be produced at St. Louis for the 1995 model year.

A phone call to Tischler was returned by Ford spokesman Bert Serre, who would not disclose the contents of the memo.

Sherlock says his members are concerned because Ford Division plans to introduce a new front-wheel-drive minivan for the 1995 model year.

He says the future of the rear-wheel-drive Aerostar is shaky.

"It (the Aerostar) was supposed to end in '91, but here it is '92," Sherlock says.

"I'm very upset with all these rumors going on. I wish the company would tell us something."

Serre says Ford has no plans to eliminate the Aerostar and that the new fwd van will enhance Ford's minivan offerings to three, including the Aerostar and Lincoln-Mercury's Villager, to be introduced this summer.

General Motors kept its rear-wheel-drive minivans when it introduced its fwd minivans in 1990 model year. The rwd Chevrolet Astro and GMC Safari were introduced in 1985.

In calendar 1991, sales of the Astro dropped to 105,808 from 121,168 in 1990; Safari sales decreased from 34,300 in 1990 to 33,600 in 1991.

Sales of the new minivans were down as well.

The Explorer has been one of the hottest selling vehicles in the United States; production is on the rise this year, while production of many other vehicles is down.

Through March 31, Louisville had produced 81,966 Explorers compared to 65,304 during the same period last year.

Explorer sales for the first quarter were up 27.9 percent to 71,149 units.

Aerostar sales through March totaled 36,034, up from 31,576 through last March. AN

Plant floor is fertile soil for ideas

Transplants give new life to the old suggestion box

LINDSAY CHAPPELL
Staff Reporter

GEORGETOWN, Ky. — Leonard Habermehl belongs to an army of thousands who are giving the Japanese transplants a manufacturing edge in North America.

Not because he works harder or faster or better at Toyota Motor Co.'s Kentucky plant than his Big 3 counterparts do. But because he's an idea machine.

Habermehl has generated 200 suggestions so far this year to make Toyota a better manufacturer.

The 34-year-old manual spot welder even carries a small notebook in his shirt pocket, with scribbles on both sides, to keep track of ideas. His most recent one renders aerosal cans non-hazardous so they can be discarded with the normal trash. The company will save $2,500 a month in special hauling fees.

Last year Habermehl was paid $1,332 for his ideas. He also is paid overtime to implement them and is rewarded with plaques, dinners, kudos from top management and other shows of appreciation for his efforts.

Habermehl is not alone.

Last year, Toyota Motor Manufacturing U.S.A. Inc. implemented more than 20,000 employee ideas. That averages more than six per employee. This year's target is 24,000. Eventually, the Georgetown plant hopes to match the levels of its comparable Japanese plants, or about 40,000 a year.

The growth of Japanese transplants has helped stimulate a new tool for competition in the United States: worker creativity.

Carmakers estimate that employee suggestions are shaving millions a year from factory overhead costs. The programs are not cheap. Toyota in Japan spends about 1 percent of its total manufacturing costs on suggestion-system rewards.

Plant administrators — echoed by the workers — say the programs have a more subtle function. They involve people in the well-being of the operation, make employees feel responsible for its success and eliminate the classic alienation of an industrial work force.

There are also material paybacks: cash, paid vacations and even new cars.

Whatever the rewards, observers believe the suggestion programs help the largely non-union Japanese transplants keep workers happy enough to avoid the UAW. But UAW-represented plants are chasing employee ideas, too.

The idea of worker creativity is not new. The Big 3 began suggestion programs in the 1940s. General Motors alone calculates it has paid out $925 million in awards for ideas since then. Last year, it paid $72 million for 211,000 suggestions.

RICHARD NUGENT

Johnny Coleman, a worker at Toyota's Georgetown, Ky., plant, rides a chair pirated from a bass boat. A co-worker designed the seat to reduce bending and walking.

> "It's recognition that people want. It's rewarding to have the president of the company come to you and congratulate you in front of all your peers."
>
> **DAWN BURRIS**
> HONDA SUGGESTION PROGRAM FACILITATOR

But the Japanese — particularly Toyota and Honda Motor Co. — are on top in ideas per employee.

Toyota administrators privately worry about keeping up with the deluge of ideas, which range from designs for rough, hand-made automated tools to repositioning rubbish bins.

But the company is still a model.

"We've been looking at Toyota," admits James Emanuel, employee suggestion program coordinator for Ford Motor Co. "Our goal is to increase the level of participation by our people. Toyota's doing some things right."

Ford received 15,000 ideas from its North American production workers last year, about one-sixth of a suggestion each.

A Chrysler Corp. spokeswoman said the automaker doesn't track the number of worker suggestions, but estimated the total would be "in the thousands."

GM last year averaged less than one idea per hourly worker.

GUNG-HO WORK FORCES

Some of the imbalance in the transplants' favor may be cultural. Newer organizations with fresh work forces — Toyota's Georgetown plant has been in operation for four years — tend to be more gung-ho on new ideas.

In addition, new plants invite suggestions as the kinks are worked out.

GM has been studying transplant partner CAMI Automotive Inc. in Ingersoll, Ontario, for the past three years. The 50-50 joint venture with Suzuki Motor Co. Ltd. netted an astounding 100,000 suggestions from its 2,200 workers last year — half the number of GM in North America combined.

It might also reflect national culture. While one in 10 workers takes part in the average U.S. company suggestion program each year, the average Japanese system gets a 67 percent response, according to the Japan Human Relations Association. More than half of Japanese firms get more than 90 percent participation.

Ironically, the suggestion system Ford created in the 1940s served as the model for Toyota's own program a decade later. Now the teacher-student roles are reversed. Toyota's Japanese operations have put more than 20 million ideas to work since the 1950s.

The results may also be a response to employer attitude. Honda of America Manufacturing Inc. in Marysville, Ohio, gives out modest awards for worker input — under $5 for most ideas, and generally no more than $100. But Honda's suggestion program has a 42-percent participation rate and yields about 16,000 ideas a year. Three of every four are implemented.

SMALL REWARDS ADD UP

The small returns add up for factory and workers alike. When Honda began its U.S. program in 1985, it promised a new Civic to anyone who accumulated 2,500 points — a long-term goal, considering that few ideas earn more than 13 points. Supervisors, engineers and managers assign points after

see IDEAS, 36

Domestic trucks notch sales gain

LINDSAY CHAPPELL
Staff Reporter

Strong truck sales for Ford Division were a bright spot in mid-April as the industry's daily selling rate for cars and light trucks edged up 8.3 percent over last year's anemic total.

Ford truck deliveries rose 25.5 percent over last year on a daily-rate basis. The division attributed the gain to its full-sized trucks and a redesigned van line.

GMC, Chevrolet and Chrysler Corp. shared in the truck upturn. GMC's daily rate climbed 14.0 percent; Chevrolet's was up 5 percent, and Chrysler's rose an estimated 28.5 percent.

Car and light-truck sales for April 1-10 totaled 329,637, down from 342,425 last year. But the 1992 period had eight selling days, compared to nine in 1991. The daily

see SALES, 37

10-day sales by the numbers > 37

Honda revising management to mirror U.S. setup

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. is expected to further decentralize its worldwide passenger-car operations in June, in effect bringing the rest of the world into step with the way Honda is organized in the United States.

Under a proposed new global structure widely reported in Japan last week, Honda will formally designate Los Angeles as the U.S. regional headquarters. That merely confirms the existing set-up, since American Honda Motor Co. Inc. in Torrance, Calif., already functions as a regional headquarters in North America.

A European regional office will reportedly be established in London, and Honda's Tokyo base would oversee Japanese operations. Another headquarters would have responsibility for operations in the world's developing countries. Each of the regional centers would be managed by locally based Honda Motor Co. senior managing directors.

Honda sources say the automaker will separate the domestic market operations from the global oversight function at the Tokyo headquarters.

In America, "I don't think there would be a tremendous change," said a Honda executive.

Honda won't detail the impending changes.

Some analysts speculate that Honda may become more systematic in uniting all its North American operations under a single headquarters, including sales and manufac-

see HONDA, 36

Irimajiri gives clues to exit > 36

GM: Japanese cars aren't as safe

Officials fault protection in crashes, airbag design

JACK KEEBLER
Staff Reporter

Cars built by Japanese makers offer poorer protection in crashes than General Motors cars, say two of GM's top safety experts.

But Toyota Motor Sales U.S.A. Inc. and Nissan North America Inc. deny there has been a safety gap with any of their vehicles.

GM is taking its safety communications campaign on the road. The GM experts — David Viano, principal research scientist and assistant head of the biomedical science department, and Mitchel Scherba, manager of safety and crashworthiness systems — visited *Automotive News* offices in Detroit to get the word out on GM's safety leadership.

A GM spokesman said the company's safety group has visited Chicago and Dallas media and plans to meet with media and others in New York and Toronto.

Viano and Scherba targeted three major areas in which they said Japan has a safety breech:

- Older-model body structures that did not crush well in order to absorb crash impacts. Newer models are better.
- Airbags in many current Japanese models have excessive inflation pressures, high inflation gas temperatures and poorly positioned gas vent holes. These increase the possibility of burns.
- The Japanese makers, unlike the Europeans, have made little effort to share their safety research with the world's automakers in international forums such as SAE papers or on the Medline database.

"The Japanese have not traditionally viewed safety with the same level of social commitment as we have," said Viano. "Our commitment goes beyond the regulations."

Two of Japan's largest vehicle makers took strong exception to Viano's statement and GM's perception of their vehicle safety.

"Our safety is world class," said John Shook, a Toyota spokesman.

"To say it's not is purely subjective," Shook said. "And I'm sure there is FARS (Fatal Accident Reporting System) and other crash data that would verify that. Of course, 20 years ago, it might have been a different story."

The response from Nissan was just as strong.

"Mr. Viano is entitled to his opinion," said Fred Standish, a spokesman for Nissan North America Inc. "But we believe that it is unfounded and unsupported. "We are very proud of the safety design and performance of our cars. But don't take our word for it. Just look at government tests and field results like NHTSA

see SAFETY, 18

Product-rich Mazda eyes 500,000 mark

ARLENA SAWYERS
Staff Reporter

DETROIT — Mazda Motor of America Inc. believes it moved closer to its goal of selling 500,000 vehicles annually in the United States with the introduction of the redesigned 626 and MX-6 lines.

"Our long-term objectives have not changed. We didn't launch five new cars to stay where we are," said Clark Vitulli, Mazda senior vice president, at a press preview last week. "We launched them to grow."

The 1993 626 mid-sized sedan and MX-6 sport coupe are already trickling into dealer showrooms, Vitulli said. They are the last of five new vehicles introduced by Mazda in the past nine months. The others are the 1992 MX-3 and 929 and the 1993 RX-7.

Mazda sold 343,612 vehicles in the United States during the 1991 calendar year, of which 90,759 were MX-6 and 626 models. Vitulli said he expects to sell about the same number of those cars this year and "would like to see that grow to 100,000" next year.

Vitulli said Mazda expects to reach its 500,000 sales goal in the 1990s.

He said the MX-6 and 626 contain 75 percent domestic content and are expected to qualify as domestic under EPA guidelines. They are assembled at Mazda's Flat Rock, Mich., plant.

The typical 626 buyer is 37, married, has a household income of $60,000 and is just as likely to be male as female, said Jan Thompson, vice president of marketing.

The 626 is positioned to go head-to-head with the Toyota Camry and Honda Accord, she said.

The average MX-6 buyer is 38, single, has a household income of $55,000 and is looking for value more than price, with a little style, fun and prestige, too, Thompson said.

The MX-6's main competitors are the Honda Prelude, Toyota Celica and Nissan 240SX.

The ad campaigns for the MX-6 and 626 break May 18 and June 15 on network TV. Print ads will appear in 100 publications.

In addition to the TV and print campaign, Mazda has a sports marketing agenda that includes sponsorship of golf, tennis and marathons.

To make the vehicles more attractive financially, Mazda will offer consumer leasing programs.

Vitulli said Mazda is focusing 100 percent of it marketing budget on the five new vehicles.

While he would not reveal the marketing budget for the launches, he said the company did not increase its budget over last year.

JOE WILSSENS/AUTOMOTIVE NEWS

Marketing chief Jan Thompson wants distinct MX-6 and 626 personalities.

626 positioned as serious rival in its segment

KRISTINE STIVEN BREESE
Staff Reporter

SAN DIEGO — With its redesigned 626 sedan, Mazda Motor of America Inc. will have a serious entry in the sizable mid-sized segment dominated by the Honda Accord, Ford Taurus and Toyota Camry.

But Mazda's lower profile, combined with capacity constraints at its U.S. plant, will keep sales well below Honda, Ford and Toyota.

INTRO-'93

Still, Mazda hopes the redesigned model's styling, which mimics its top-of-the-line 929, and boosted performance will help the 1993 626 compete in a way that the former model never did.

Capacity at the Flat Rock, Mich., plant is limited to 240,000 units. Half of production likely will go to the 626 and the MX-6 coupe; the Ford Probe will have the balance.

Mazda says it can tinker with the ratio of 626 and MX-6 models produced at the plant; it anticipates nearly 70,000 sales of the 626 this year. In 1991, Mazda sold 68,369 units. But unlike last year, the company will source the cars only from Michigan. None will be shipped from Japan.

Mazda designers set out to "redefine the sedan," according to Kenichi Fukunaga, general manager of the development coordination department at Mazda Motor Corp. Fukunaga said Mazda wants to focus more on performance and style rather than simply function as with most family sedans.

MAZDA 626 FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
626	102.8	184.4	68.9	55.1	2,626	2.0L, I-4	fwd	4-dr.

The 626's dimensions are smaller than that of the Accord and Camry.

Two new engines are offered: a 2.0-liter, 16-valve dual-overhead-cam four-cylinder and a 2.5-liter, 24-valve dohc V-6.

Mazda opted for the V-6 for the high-trim 626 and dropped the turbocharged four-cylinder offered in the old model. Mazda says it made the change to boost driving smoothness and eliminate the drastic torque steer with turbo.

The V-6, which is shared by the high-end MX-6, produces 164 horsepower at 5,600 rpm and 160 pounds-feet of torque at 4,800 rpm. The 626's standard four-cylinder engine delivers 118 hp at 5,500 rpm and 127 pounds-feet of torque at 4,500 rpm.

By comparison, the base Accord sedan has a 125-hp four-cylinder engine, while the top-of-the-line has a 140-hp four-cylinder; there is no V-6 option. The standard Ford Taurus sedan carries a 140-hp V-6; a larger V-6 is optional. The Camry sedan comes with a 135-hp four-cylinder; a 185-hp V-6 is available.

Mazda is offering a standard driver-side airbag and optional anti-lock brakes on the DX, LX and the V-6 powered ES.

Court kills GM's veto in transfer of franchise

HELEN KAHN
Senior Correspondent

A Florida appeals court has told General Motors it no longer has veto power over potential buyers of its dealerships because its franchise agreement conflicts with state law.

The case involves the "right of first refusal" provision in the GM franchise agreement. The provision allows a manufacturer to reject a proposed buyer of a dealership and, when state law permits, to purchase the dealership if a suitable buyer cannot be found.

The provision applies only to transfer of the franchise; it does not affect the sale of other assets such as land.

A three-judge appellate panel said the provision is void because it "collides with the legislative mandate" of the Florida Motor Vehicle Dealer Franchise Law. The ruling applies not only to GM, but to other companies with such provisions in their franchise contracts.

The ruling won't be final until April 30, the last date for GM to file a petition for rehearing before the full Court of Appeals for the First District of Florida.

The ruling stems from an agreement between Ace Golden Oldsmobile and Bayview Buick-GMC, both in New Port Richy.

After Ace agreed to transfer the entire assets of the dealership to Bayview or its assignee in May 1991, Ace notified GM of the pending transfer as required by state franchise law.

That law requires the manufacturer to inform the dealer of approval or give reasons for questioning the transfer. It allows manufacturers to file complaints with the state Department of Safety and Highway Vehicles if they object to the buyer as unqualified.

But GM did not do any of those things. Instead, it exercised its right of first refusal and rejected the sale. GM cannot offer to purchase the dealership because Florida law does not allow automakers to own dealerships except under unusual, temporary conditions.

Bayview then sued both Ace and General Motors and lost. But when Bayview appealed, the three appellate judges reversed the lower court.

They said that the provisions of the state franchise law are "unambiguous" and if they are not followed, the transfer occurs automatically.

Further, the judges said, the franchise law limits the freedom of the automaker to reject a buyer. So long as the buyer is of good moral character and has met the "written, reasonable and uniformly applied standards" relating to business experience, the law says he should be approved.

In this case, since Bayview is already a GM dealership, the judges said its qualifications are "presumptively acceptable."

The attorney for Bayview, Daniel Myers of Myers and Forehand in Tallahassee, said the ruling protects car dealers.

Myers said for the last 18 months, GM has tried to re-mold its dealer body. If the right of first refusal is not curbed, Myers believes GM and other makers eventually could control the market by dictating franchise dualing.

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Paccar to build mid-range in Canada

JOSEPH BOHN
Truck Editor

SAN FRANCISCO — Paccar Inc. plans to stop importing medium-duty low-cab-foward trucks from Brazil and begin assembling them in North America this summer.

Paccar, the parent company of Peterbilt Motors Co. and Kenworth Truck Co., also plans to come out with a new line of conventional medium duties in the second half of the 1990s.

That would fuel a war in what has been a market fairly evenly divided among Ford Motor Co., General Motors and Navistar International Corp.

Peterbilt and Kenworth dealers will receive their first shipments of Paccar's new Mid-Liner in August, David Hovind, president of Paccar, confirmed during the American Truck Dealers Convention.

Hovind said the company will bring in Brazilian-built Volkswagen cabs and assemble the trucks in Montreal using its own chassis and North American vendors.

Paccar has been importing Class 6 and 7 Mid-Rangers from Autolatina in Brazil since 1986. Inflation and labor problems no longer make this cost efficient.

Hovind did little more than confirm the project. But George Rafferty, chairman of the American Truck Dealers' 29th annual convention and president of Chicago Kenworth in Markham, Ill., said the new Mid-Rangers would be chiefly Class 7 vehicles with some specification provisions for Class 6 use.

The cabs will be mostly shells, with Kenworth and Peterbilt providing the interior trim and all the accessory installations. The chassis will be Paccar's.

The vehicles also will have more North American content. Suppliers include Cummins for B- and C-series engines, Ford Motor Co. for the transmission and Eaton Corp. for the axles, Rafferty said.

At first, Paccar will purchase the same cab it has been using, but it plans to create its own cab, Rafferty said.

He applauded the move, saying it would improve delivery times and quality, as well as making the vehicles more cost-efficient.

"Up to now they, in effect, have been dictating the specifications and buying a purchased vehicle. Now, they can build their own to their own specifications and under their quality standards," Rafferty said.

The fact that Paccar is building the vehicle rather than buying a joint venture product is also good news for Kenworth and Peterbilt dealers looking for greater product exclusivity.

Autolatina is a joint venture between Volkswagen do Brasil and Ford do Brasil.

The low-cab-forward segment of the medium-duty market has been dominated by Japanese makers.

Ford, which began assembling the Cargo in Louisville, Ky., last year, is the only domestic producer and accounts for about 15 percent of the medium-duty market.

Conventional medium-duty GMC/Chevrolet, Ford and Navistar models account for the balance.

Freightliner Corp. entered the medium-duty conventional market last year, but hasn't made much of an impact yet with its Business Class line.

Paccar hasn't made a formal announcement about getting into the medium-duty conventional market, but has clearly indicated its desire to do so, according to Kenworth and Peterbilt dealers.

They said that new medium-duty conventionals, slated for the second half of the decade, are in the prototype stage.

They will fuel an outright war in Class 6 and 7, making it as competitive as Class 8, which has seven major players. ■

The Peterbilt 227 medium-duty model is imported from Autolatina in Brazil.

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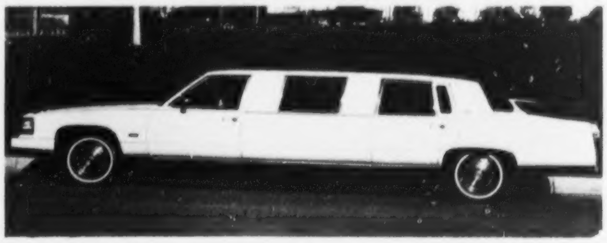

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SAFETY

GM claims Japanese lag in protection

continued from PAGE 6

crash reports."

Standish said the National Highway Traffic Safety Administration has published crash data as recently as March 26 that showed Nissan vehicles outperformed GM vehicles in the same weight classes.

GM maintains that Japanese carmakers do not participate fully in discussions on vehicle crashworthiness and passenger safety.

But at least recently, Nissan has attempted to participate more fully in safety forums. In February, Nissan Motor Co. presented two crash-safety papers at the SAE congress in Detroit. One, titled "Numerical Analysis of Vehicle Frontal Crash Phenomena," explained how Nissan uses a supercomputer that simulates full-scale frontal crash tests to do finite-element analysis of body structures.

The other, "An Investigation of Steering Column Collapse Behavior Using Finite Element Analysis," describes a Nissan computer model to predict column behavior as the column slid, bent and tore from its energy-absorbing bracket.

Nissan's Detroit public relations office issued a statement covering the safety-paper publishing question: "We know GM produces a lot of technical papers. Nissan, too, has produced papers. But we prefer to spend time on computers designing better cars."

Viano and Scherba said Japanese makers, including Toyota and Nissan, frequently talk to GM's biomedical science department at the Warren, Mich., Technical Center seeking advice and information on crash safety improvements.

"I used to talk to the Japanese on the telephone," said Viano. "I was helping them until quite recently. But with this 'war' we have going on right now, I've had second thoughts about taking the calls."

Ford Motor Co. and Chrysler Corp. declined official comment on Japanese-vehicle crash safety. A Ford insider said that although Japan-based makers were "slow out of the blocks" on safety, they are catching up fast.

Viano said discussions with the Japanese on crash safety are currently very one-sided.

Shook at Toyota cited two reasons for the general reluctance to participate in safety discussions. The first is a language problem. Engineers at Toyota did not see translating their safety work into English as a "value-added" effort. The second is a fear of legal action by overly aggressive lawyers.

"A little bit of knowledge can sometimes be a dangerous thing," said Shook. "We fear product liability problems."

A Ford spokesman said GM has spent considerably more than other makers in establishing its own biomedical laboratory "with a full-time staff, company doctors and live-animal research." The spokesman said Ford's funded university research is more cost-effective.

The spokesman said the full-time staff also is the reason GM has more published safety papers than other makers. Research funded by Ford is frequently published by the participating universities.

GM's Scherba said two critical factors favored its airbags over Japanese bags:

- GM crash-sensing systems use multiple sensors and have higher sensitivity.
- GM bags have safer deployment because of cooler internal bag temperatures, better positioning of bag vent holes to prevent burns, lower pressures and smoother unfolding.

"I don't want to criticize," said Scherba. "But some of the Asian makers rushed cars to market with airbags. We didn't."

Toyota questions what data GM experts have been examining to support their claims of superior airbag protection.

"On the airbags, we really wonder what was looked at," said Toyota's Shook. "Inflation rates and pressures for our airbags are all tuned for specific models. The inflation rates in these different vehicles are all intentional."

Nissan said its airbags perform according to finely tuned company specifications. Nissan also said it is aware of no complaints concerning either excessive inflation pressures or high gas temperatures that might lead to burns. ■

SAE SAFETY PUBLICATIONS, BY SOURCE

For 1965-1990

General Motors	221
Ford	75
Chrysler	32
Mercedes-Benz	49
Volvo	31
Peugeot-Renault	73
NHTSA	48
All others	43

Source: General Motors

EXPORTS

GM plans to boost overseas sales

continued from PAGE 3

countries, Lee said. He said the in-house distribution company will keep control over exports to six countries in Central Europe, which he declined to identify.

Lee said Italy, Spain, Norway and Finland probably will get independent distributors. That leaves Germany, Austria, Belgium, Denmark, the Netherlands and Switzerland as the countries to be handled in-house.

Last year, the Middle East took about half of the GM vehicles exported from the United States. By the mid-1990s, Europe is expected to be the biggest export market with half of GM's volume. Lee said that requires not only a new distribution system but also products geared for the market.

GM wants to homologate all its export vehicles in their North American assembly plants.

GM is studying the markets to decide which of its products might do best and then will work with North American platform organizations to design product attributes that sell overseas, Lee said.

LEADING CANDIDATES

International Export Sales already has identified some top export candidates: the next-generation front-wheel-drive minivans, (see accompanying story below), the Chevrolet S10 Blazer sport-utility, Saturn cars and N-body models (mainly the Pontiac Grand Am).

Right-hand drive is one of the product attributes that the unit is trying to get, and much depends on availability of capital, Lee said.

Lee said overseas markets that require right-hand drive — mainly Japan, the United Kingdom and Australia — also are key markets for export expansion.

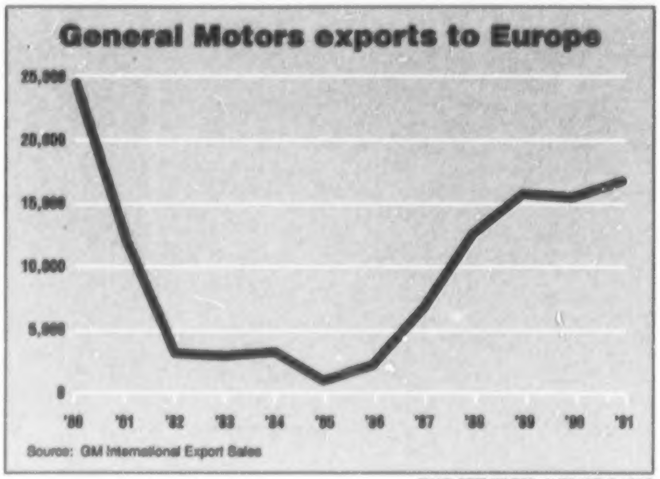
The next-generation minivan, S10 Blazer, N-cars and Saturns are being designed to have right-hand-drive versions for them.

Lee said the Saturn will be the first GM car to offer right-hand drive for export, followed closely by the minivan and the Blazer. Saturn won't have right-hand drive until the vehicles are redesigned, said Donald Hudler, Saturn vice president of sales, service and marketing.

Hudler wouldn't say when that will happen, but the Saturn coupe originally was scheduled for a redesign for the 1994 model year and the sedans the next year.

Right-hand drive will come with redesign of the S10 Blazer in the 1995 model year and the minivan in the 1996 model year.

But a rejuvenated effort in continental Europe, where right-hand drive isn't an issue, is considered the key to the unit's plans. AN



Source: GM International Export Sales

CHARLOTTE WINTER / AUTOMOTIVE NEWS

GM designs minivan with Europe in mind

PHIL FRAME
Staff Reporter

Without sales in Europe, some General Motors vehicles might not have a future in North America.

The next-generation GM front-wheel-drive minivan, due in calendar 1995 as a 1996 model, shows how GM's International Export Sales unit is working with North American platform groups to accomplish both international and domestic goals.

GM has had little success in Europe selling the minivan equipped with the 3.8-liter gasoline engine. Sales last year totaled about 5,000.

Richard Lee, executive in charge of International Export Sales, said the minivan needs a smaller gasoline engine and possibly a diesel to make significant volume gains in Europe, where vehicle taxes are based on engine displacement.

The 3.1-liter engine available on base models in the United States wouldn't help because the taxes typically jump at the 3.0-liter level.

In North America, the minivan has done so poorly that GM plans to close the vehicle's assembly plant in North Tarrytown, N.Y., in 1995 and move production of the new minivan to an unnamed plant that will build another product with it.

As a way to justify continuing a minivan, GM is planning for the next generation vehicle to include not just domestic sales but significant sales by International Export Sales and GM's Adam Opel AG subsidiary in Russelsheim, Germany.

A low-end version for Europe will be equipped with a 2.0- to 2.5-liter gasoline engine and possibly a diesel. That vehicle would be badged as the first American-made Opel. Lee said the Quad 4 engine is under consideration, as are some Opel engines. The engine could be built in Europe or the United States.

Lee said that for a more upscale European audience, GM would continue to market Chevrolet and Pontiac versions of the minivan equipped with the 3.8-liter engine. AN

VW

Payment guarantee attracts attention

continued from PAGE 3

year because the company was virtually out of vans and campers in preparation for the arrival of the 1993 EuroVan.

VW dealers sold 201 vans and campers in February-March, down from 834 last year. Car sales, as noted, were down 13.7 percent for the period.

The payment protection plan, Schembri said, is part of a "strategic plan" to help VW launch five new products, including the EuroVan, in the 1992 and 1993 model years.

The new products are the 1992 Corrado SLC, introduced in January; the 1993 EuroVan, to debut in July; the 1993 Passat GLX in late September; and the 1993 Golf and 1993 Jetta later in the fall.

Schembri said the program's success is measured in ways other than just sales numbers.

> The payment plan is part of a strategic plan to help VW launch five new products.

For instance, VW's toll-free consumer information telephone number, which has been in operation for two years, was included in the TV spots for Payment Protection Plus.

The telephone line received about 18,000 calls during the program, about 600 percent more than during its previous peak period.

Also, 80 percent of the calls were from "non-Volkswagen oriented people. People's general awareness toward Volkswagen was renewed," Schembri said.

VW has moved to the next step of its strategy, Schembri said. On April 1, the company broke a 30-second brand-oriented commercial highlighting the 1992 Passat began running on cable TV. AN

Finance manager gets jail term

SACRAMENTO — A finance manager for a Fairfield, Calif., car dealership has been sentenced to three years in federal prison for income tax evasion.

R. Scott McDonald, 42, of Vacaville, earned more than $200,000 in 1986 while working for Woodard Chevrolet but paid no federal income taxes, prosecutors said.

McDonald falsely claimed roughly $175,000 in employee business expenses to avoid paying about $43,000 in federal taxes from 1984 through 1986, according to the U.S. attorney's office.

He pleaded guilty in January to tax evasion for the 1986 calender year.

U.S. District Judge David Levi ordered McDonald to begin serving his sentence May 26.

Levi also agreed to let prosecutors investigate whether McDonald should have to repay the cost of his defense, which was furnished at taxpayers' expense.

— *The Associated Press*

SALES

Domestic models have good showings

continued from PAGE 4

rate this year was 8.3 percent ahead of 1991.

Domestic models performed best in mid-April. On a daily-rate basis, sales of trucks built in the United States and Canada rose 18.8 percent, and cars jumped 6.9 percent.

Conversely, sales of imported trucks plunged 15.8 percent while imported cars went up 1.0 percent.

The increase in domestic car sales represented an additional 1,218 cars a day. The import hike was 68 cars a day.

The industry sold 41,204 cars and trucks a day during the 10-day period this year, up from 38,047 a day in the same period last year.

Tom Webb, chief economist for the National Automobile Dealers Association, noted that the overall volume was still low on a seasonally adjusted basis.

"We were expecting somewhat more of an improvement," Webb said.

"Most people would tell you that sales continue to be disappointing. We believe the improvement in the economy is out there, but we are still at about the same level of sales we've been at since last October."

A Ford spokesman said the truck gains were due largely due to the new Econoline van, introduced last fall. Sales of Ford's entire van line were up 35 percent over last year. The restyled Flareside F-series pickup also contributed to the advance.

A number of high-volume car lines experienced declines in daily selling rates in mid-April. Buick sales were off 14.9 percent from last year, and Lincoln was down 10.7 percent.

On the other hand, daily selling rates rose 17.6 percent for Cadillac, 14.6 percent for Pontiac and 12.4 percent for Oldsmobile, although volume was about the same as last year. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 11-20, 1992	Apr. 11-20, 1991
ALFA ROMEO (imp. car)*	**92**	**102**
Acura (imp. car)	**2,917**	**3,850**
Domestic car	11,601	11,544
Imported car	3,878	4,802
Honda	**15,479**	**16,346**
AMERICAN HONDA	**18,396**	**20,196**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,664**	**1,402**
Domestic car*	2,401	2,584
Imported car*	0	94
Domestic truck*	133	116
Chrysler Division*	**2,534**	**2,794**
Domestic car*	6,762	7,277
Imported car*	808	893
Domestic truck*	15,024	13,154
Imported truck*	142	114
Dodge*	**22,736**	**21,438**
Domestic car*	704	757
Imported car*	365	185
Eagle*	**1,069**	**942**
Domestic truck*	5,804	5,081
Jeep*	**5,804**	**5,081**
Domestic car*	3,933	4,232
Imported car*	464	338
Domestic truck*	5,539	4,849
Plymouth*	**9,936**	**9,419**
Domestic car*	13,800	14,851
Imported car*	1,638	1,509
Domestic truck*	26,499	23,200
Imported truck*	142	114
CHRYSLER CORP.*	**42,878**	**39,673**
Imported car*	340	161
Imported truck*	156	80
DAIHATSU*	**496**	**241**
FERRARI (imp. car)*	**24**	**24**
Domestic car	27,529	25,857
Imported car	755	1,239
Domestic truck	40,459	36,279
Ford Division	**68,743**	**63,375**
Domestic car	3,373	4,251
Lincoln	**3,373**	**4,251**
Domestic car	6,577	8,421
Imported car	2,805	2,674
Mercury	**9,382**	**11,095**
Domestic car	37,479	38,529
Imported car	3,560	3,913
Domestic truck	40,459	36,279
FORD MOTOR CO.	**81,498**	**78,721**
Domestic car	11,938	15,772
Buick	**11,938**	**15,772**
Domestic car	5,010	4,791
Cadillac	**5,810**	**4,791**
Domestic car	26,721	30,907
Imported car	2,106	3,457
Domestic truck	29,152	31,435
Imported truck	107	50
Chevrolet	**58,086**	**65,849**
GMC	**8,586**	**8,398**
Domestic car	11,931	11,942
Domestic truck	664	673
Oldsmobile	**12,305**	**12,615**
Domestic car	12,526	12,293
Imported car	443	954
Domestic truck	787	576
Pontiac	**13,756**	**13,823**
Domestic car	5,152	1,385
Saturn	**5,152**	**1,385**
Domestic car	73,278	77,090
Imported car	2,549	4,411
Domestic truck	39,109	41,082
Imported truck	107	50
GENERAL MOTORS	**115,043**	**122,633**
HYUNDAI*†	**3,064**	**3,602**
Imported car*	270	224
Domestic truck	1,267	1,132
Imported truck*	2,201	2,919
ISUZU*	**3,738**	**4,275**
JAGUAR (imp. car)*	**214**	**311**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**8**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	2,112	3,052
Imported car*	5,952	4,505
Domestic truck	183	228
Imported truck*	2,328	3,028
MAZDA*	**10,575**	**10,813**
MERCEDES-BENZ (imp. car)*	**1,736**	**1,570**
Domestic car	2,213	2,349
Imported car*	1,431	1,931
Imported truck*	439	469
MITSUBISHI*	**4,083**	**4,749**
Infiniti	**1,127**	**717**
Domestic car	2,628	3,784
Imported car*	5,458	5,698
Domestic truck	3,314	3,599
Imported truck*	3,842	4,355
Nissan*	**15,242**	**17,436**
NISSAN MOTOR CORP.	**16,369**	**18,153**
PEUGEOT (imp. car)*	**18**	**104**
PORSCHE (imp. car)*	**108**	**160**
RANGE ROVER (imp. truck)*	**82**	**95**
ROLLS/BENTLEY (imp. car)*	**7**	**7**
SAAB (imp. car)*	**937**	**1,126**
STERLING (imp. car)*	**0**	**72**
Domestic car	954	1,007
Imported car*	1,189	2,055
SUBARU*	**2,143**	**3,062**
Imported car	161	121
Imported truck	553	578
SUZUKI†	**714**	**699**
Lexus (imp. car)	**1,694**	**1,597**
Domestic car	7,341	7,165
Imported car	7,185	9,573
Domestic truck	611	0
Imported truck	4,340	7,177
Toyota	**19,477**	**23,915**
TOYOTA MOTOR SALES	**21,171**	**25,512**
Audi (imp. car)*	**499**	**258**
Imported car*	2,243	2,457
Imported truck*	30	137
Volkswagen*	**2,272**	**2,594**
VWoA*	**2,771**	**2,852**
VOLVO*†	**2,444**	**2,207**
YUGO (imp. car)*	**155**	**44**
Domestic car	**151,406**	**159,371**
Imported car	**52,570**	**58,532**
TOTAL CAR	**203,976**	**217,903**
Domestic truck	**111,442**	**105,520**
Imported truck	**14,220**	**19,003**
TOTAL TRUCK	**125,662**	**124,523**
TOTAL CAR & TRK.	**329,638**	**342,426**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)	
Legend sedan	$2,500
Legend coupe	$3,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA	
Accord, Prelude (1991, no expiration date)	$500
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)	
Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1392)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000

Though Toyota will drop one shift, the decision is not expected to impact U.S. plans to introduce a Lexus model based on the Aristo.

Toyota feels squeeze, drops shift

RICHARD JOHNSON

Staff Reporter

TOKYO — Toyota Motor Corp. will eliminate an entire production shift next month for the first time since 1987, when the Japanese economy was being hammered by a rapidly appreciating yen.

The cut will affect production of Toyota's new Crown Majesta and Aristo luxury models. It will not impact plans to introduce the Aristo as a Lexus model in the United States during the 1993 model year, company insiders say.

Toyota President Shoichiro Toyoda said two-shift operations on one assembly line at the Tahara plant in Aichi Prefecture — producing Crown Majesta and Aristo — will be replaced by a single shift after the Golden Week holidays in early May.

The cutback is attributed to the economic slowdown in Japan, which has hurt sales of the two models. The Crown Majesta and Aristo were launched in the Japanese market last fall and are built on a new, highly automated line.

Crown Majesta sales totaled 18,121 in February and 19,154 in March, while Aristo's numbers were 1,600 in February and 2,412 in March. That compares with original projections last fall of 17,000 Crowns per month and 3,500 Aristos.

But Toyota officials say that February and March sales reflected orders entered during last fall's introduction, and they said orders have since slumped.

Through last week, the Crown-Aristo line was turning out 300 cars per day on double shifts, well under full two-shift capacity of 750 units, or 15,000 cars per month. The company did not specify what the build rate will be under one shift.

The cutbacks will be temporary, although the company did not say how long the second line will be shut down. To facilitate a quick return to double shifts, Toyota will alternate day and night shift operations instead of closing down one line altogether.

The Aristo is due to arrive in the United States as a Lexus model for the 1993 model year, slotting between the LS400 and ES300. Some Japanese analysts speculated last week that the reduction to one line could delay the planned Aristo introduction in the United States. But Toyota insiders say that will not happen.

Dealers are due to be shown the new Lexus in October, and the Aristo will go on sale some time during the 1993 model year. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CH[illegible]ORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro	$500
Geo Storm and Prizm, Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$,1000
G-Van (upfit; expires April 30)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro (expires April 30)	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab, expires April 30)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet	
Same as 1992 models with the following exceptions:	
Geo Metro conv. (expires May 4)	$1,000
Geo Metro Tracker (expires May 4)	$750-1,000
Astro (expires April 30)	$400
GMC	
Same as 1992	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MITSUBISHI (expires April 30)	
Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

Ford, GM try nationalism approach in regional ads

RAYMOND SERAFIN

Crain News Service

Ford Motor Co. and General Motors are stepping up regional ads and promotions that are aimed at winning back import buyers.

Both companies are trying to capitalize on recent "Buy American" sentiment by appealing to nationalistic feelings while touting product benefits and improved quality.

If successful, the campaigns could show up in other parts of the country.

In New England, Ford launched a $7 million campaign that is aimed at boosting sales of its high-volume Escort and Taurus models. The ads will run through May 11 in Maine, Vermont, New Hampshire, Rhode Island, Massachusetts, northern New York and most of Connecticut.

One key to converting an import buyer is demonstrating that he is "an intelligent purchaser if he drives" a domestic car, said Timothy Kelling, executive vice president and director of the auto division at W.B. Doner & Co. in Southfield, Mich. The agency created the ads.

The campaign includes three regionalized ads with personalized direct response cards in three Time Warner publications; 125,000 Taurus videocassettes mailed to Honda and Toyota owners; three test-drive incentives; and spot TV and radio advertising.

Page ads for Taurus, headlined "Now New Englanders have a safe place to put their money," ran in regional pages of *Time, People* and *Sports Illustrated*. Attached was a personalized card offering a free cellular phone or compact discs in return for a test drive in a new Taurus.

TV spots use the theme, "Ford makes it smart to buy American," focusing on safety, quality, styling and the Escort's pricing.

A second promotion, touted in TV spots, offered $100 to anyone who bought a Honda or Toyota after test driving an Escort or Taurus.

The third promotion is included in the video packaging, offering three videos for test driving a Taurus.

In the Washington area, GM dealers began a $1.5 million campaign April 19 that relies on customer testimonials to boost the image of its newest products.

Chevrolet's local agency, Demaine, Vickers & Associates of Alexandria, Va., won the assignment. It works with McCann-Erickson Worldwide, the GM corporate agency, and McCann/SAS, its affiliate that handles GMC Truck.

The four-week effort includes an unusual test drive program May 1-2 at a mall in suburban Tysons Corner, Va.

The GM effort, themed "The time is right," uses about two dozen 15- and 30-second spots cut from 300 interviews with purchasers, said Ron Vickers, executive vice president at Demaine Vickers.

The 30-second ads consist of a piggybacking of two fifteen-second spots for different brands. In one typical spot, a young mom describes how the standard anti-lock brakes on her Pontiac Grand Am stopped her "just in time" to avoid a crash. AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Toledo, Ohio	4/27	
Jeep Cherokee		3,895
Jeep Comanche		60
Jeep Grand Cherokee		1,360
Jeep Wagoneer		20
FORD		
Norfolk, Va.	4/27, /4	3,200
Ford F series		
GENERAL MOTORS		
Arlington, Texas	4/27	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		
Total U.S. truck		8,535
Total units lost week of 4/27		8,535

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

No thanks, Toyota tells Rolls-Royce

MAURICE GLOVER
Special Correspondent

LONDON — After being rejected by Toyota Motor Corp., Rolls-Royce Motor Cars is likely to remain in the hands of Vickers PLC, the chairman of Vickers said last week.

Vickers has talked with Toyota and other potential buyers, but proposed purchase prices have been far below what Vickers expected, Chairman Sir David Plastow told shareholders.

He made the statement a day after Toyota Motor Corp. President Shoichiro Toyoda disclosed in Tokyo that Toyota has turned down a request from Rolls that Toyota acquire Rolls.

Toyoda cited a "lack of time" to respond to the proposition. He said Rolls "asked Toyota to make a quick decision."

Earlier this year, BMW AG was considered a leading contender to buy a stake in Rolls. Nissan Motor Co. Ltd. also has been the subject of rumors in Japan.

"I can't see the point in Toyota buying a luxury badge," said analyst Stephen Usher of Kleinwort Benson International in Tokyo. "The Japanese haven't played that game."

Last Thursday, Plastow told Vickers shareholders in London: "Our discussions with potential purchasers have ranged far and wide but, so far, the valuations put upon Rolls-Royce do not match the long-term value which we think it has to Vickers."

Rolls-Royce lost £60 million ($106 million) last year, but Plastow stressed that the company is "most definitely not" in permanent decline and has introduced new working practices that are far ahead of changes only now being talked about at other companies.

"These production methods have cut back the cost base, and the break-even volume has been brought down to less than 2,000 cars a year," he added.

Separately, Rolls-Royce's U.S. subsidiary announced it has has cut its field offices from six to four. ■

Staff Reporter Richard Johnson in Tokyo contributed to this report

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/20-4/25/92	Actual 4/13-4/18/92	4/1-4/25/92	Year 1/1-4/25/92	Year 1/1-4/27/91
LeBaron J	1,120	1,227	4,603	16,141	12,490
New Yorker	280	271	748	5,111	2,468
Fifth Avenue	680	726	2,020	9,165	8,089
Imperial	120	74	253	1,488	2,125
Town & Country (trk.)	260	283	1,014	4,074	1,019
Total Chrysler Div.	2,460	2,581	8,639	35,979	26,191
Sundance	1,100	1,220	4,774	16,680	12,085
Acclaim	1,760	1,590	6,308	24,279	24,149
Voyager (trk.)	1,440	1,511	6,166	28,317	27,424
Voyager (Can. trk.)	2,390	1,886	8,846	44,281	33,737
Total Plymouth	6,690	6,207	26,094	113,557	97,395
Daytona	200	229	890	3,523	5,054
Shadow	1,900	2,000	7,778	25,152	14,138
Dynasty	1,480	1,409	4,178	23,032	33,206
Spirit	1,000	1,165	4,870	22,464	21,731
Viper	2	6	11	11	0
Monaco (Can.)	0	0	0	0	1,245
Caravan (trk.)	1,860	1,988	7,883	37,152	33,399
Caravan (Can. trk.)	2,980	2,346	11,094	57,843	44,699
Caravan C/V (trk.)	40	65	204	923	1,331
Caravan C/V (Can. trk.)	130	104	477	2,724	10,549
Dakota (trk.)	2,300	2,398	9,641	39,816	22,174
Ram pickup (trk.)	1,100	1,166	4,705	19,485	22,173
Ram wagon (Can. trk.)	440	443	1,740	7,771	6,600
Ram van (Can. trk.)	1,128	1,157	4,426	19,487	11,658
Total Dodge	14,560	14,476	57,895	259,383	227,957
Premier (Can.)	0	0	0	0	2,333
Cherokee (trk.)	2,800	2,883	11,406	46,201	33,438
Comanche (trk.)	40	41	156	852	1,786
Grand Cherokee (trk.)	1,500	1,246	5,165	13,242	0
Wagoneer (trk.)	0	0	4	325	1,006
Wrangler (Can trk.)	912	1,287	5,013	29,099	16,227
Total Jeep-Eagle	5,252	5,457	21,744	89,719	54,790
Total U.S. car	9,622	9,917	36,433	147,046	135,535
Total Can. car	0	0	0	0	3,578
Total U.S. truck	11,360	11,581	46,344	190,387	143,750
Total Can. truck	7,980	7,223	31,596	161,205	123,470
CHRYSLER CORP.	28,962	28,721	114,372	498,638	406,333
Escort	4,615	4,529	14,313	47,110	59,669
Mustang	2,240	2,245	6,034	25,962	21,863
Tempo	2,250	2,288	9,495	41,181	33,445
Tempo (Can.)	2,696	2,711	10,818	40,149	33,241
Taurus	6,420	6,449	25,175	117,032	97,363
Thunderbird	1,581	2,026	6,982	25,964	23,584
Crown Victoria (Can.)	2,110	2,130	8,151	32,229	29,481
Aerostar (trk.)	3,002	3,220	12,662	57,811	43,605
Bronco (trk.)	561	521	1,470	6,472	3,613
Explorer (trk.)	5,336	5,093	21,021	103,001	88,746
Mazda Navajo (trk.)	124	126	486	1,691	4,491
Econoline (trk.)	3,595	3,539	14,459	61,248	37,937
Heavy (trk.)	832	763	3,157	14,864	11,288
Light truck (trk.)	9,484	8,660	29,130	144,800	80,270
Light truck (Can. trk.)	2,432	2,452	6,726	47,475	26,645
Ranger (trk.)	6,880	6,533	25,064	88,976	75,999
Total Ford Division	54,158	53,285	195,143	855,965	671,240
Topaz	1,363	1,341	4,994	17,900	14,583
Topaz (Can.)	1,144	1,149	4,630	15,119	9,081
Cougar	1,303	854	4,542	18,469	17,640
Sable	2,355	2,327	9,658	39,411	31,854
Grand Marquis (Can.)	1,802	1,806	7,433	32,752	23,014
Mercury Villager (trk.)	66	64	130	130	0
Nissan Quest (trk.)	28	4	32	32	0
Total Mercury	8,061	7,545	31,418	123,813	96,172
Continental	317	958	3,070	12,684	18,778
Mark VII	0	0	124	2,375	3,283
Town Car	920	2,402	8,121	37,955	44,158
Total Lincoln	1,237	3,360	11,315	53,014	66,219
Total L-M Division	9,298	10,905	42,732	176,827	162,391
Total U.S. car	23,364	25,419	92,507	386,043	366,220
Total Can. car	7,752	7,796	31,032	120,249	94,817
Total U.S. truck	29,908	28,523	107,611	479,025	345,949
Total Can. truck	2,432	2,452	6,726	47,475	26,645
FORD MOTOR CO.	63,456	64,196	237,875	1,032,792	833,631
Skylark	808	704	3,288	20,606	34,929
Century	2,483	1,533	6,978	22,418	24,299
Regal (Can.)	2,250	2,230	9,387	27,274	34,813
Riviera	233	233	920	3,863	3,346
Park Avenue	1,238	1,222	4,532	20,372	28,593
LeSabre	3,082	3,064	11,665	46,133	33,432
Roadmaster sedan	0	0	493	15,663	0
Roadmaster wagon	256	257	955	4,411	8,797
Reatta	0	0	0	0	975
Total Buick	10,350	9,243	38,217	160,740	169,184
Eldorado	807	715	2,990	13,919	5,294
Seville	1,024	980	4,021	16,274	11,199
Brougham	0	0	0	2,170	6,418
DeVille	3,202	3,057	9,192	36,862	42,913
Allante	51	51	204	422	1,011
Total Cadillac	5,084	4,803	16,407	69,647	66,835
Cavalier	4,576	4,513	17,695	72,699	89,695
Camaro	1,704	1,391	5,418	20,198	12,533
Corsica-Beretta	3,840	3,717	14,859	62,663	70,653
Lumina (Can.)	5,330	5,328	20,403	67,771	60,797
Caprice	1,280	1,245	5,134	31,829	42,331
Corvette	377	387	1,416	5,724	7,618
Astro (trk.)	2,503	2,463	10,468	51,305	29,369
Blazer (trk.)	532	484	1,918	6,853	2,223
Lumina APV (trk.)	1,099	1,120	3,859	13,867	10,272
Mediums (trk.)	78	21	255	1,621	672
P-model (trk.)	440	468	1,769	6,641	5,069
Pickup (trk.)	5,264	5,391	21,504	81,845	74,495
Pickup (Can. trk.)	3,400	2,796	12,496	63,790	41,755
S10 (trk.)	3,698	3,591	14,919	57,149	76,202
S10 Blazer (trk.)	2,485	2,394	9,655	42,328	10,930
Sportsvan (trk.)	0	0	0	11,405	13,158
Sportsvan (Can. trk.)	1,390	1,106	4,856	23,637	14,627
Suburban (trk.)	1,123	1,021	4,088	14,299	7,929
Total Chevrolet	39,119	37,435	150,711	635,624	570,328
Achieva/Calais	1,940	1,808	7,510	39,451	34,616
Cutlass Ciera	2,834	2,659	9,398	39,069	22,187
Cutlass Ciera (Can.)	0	0	0	0	19,650
Cutlass Supreme	1,890	1,902	6,852	23,241	32,964
Toronado	63	122	437	2,335	2,317
Eighty Eight	1,446	1,448	5,382	26,018	19,330
Custom Cruiser wag.	64	98	323	1,613	3,941
Ninety Eight	942	910	2,863	10,522	25,160
Silhouette (trk.)	244	229	1,122	4,962	5,038
Bravada (trk.)	284	294	960	4,703	7,003
Total Oldsmobile	9,707	9,470	34,846	151,914	172,206
Sunbird	1,656	1,616	6,502	31,037	39,896
Grand Am	4,868	4,854	18,925	75,151	71,207
Firebird	440	353	1,407	7,227	3,929
Grand Prix	1,912	1,917	6,997	34,048	29,965
Pontiac 6000	0	0	0	0	10,070
Bonneville	2,078	2,106	7,560	32,024	20,940
Trans Sport (trk.)	925	909	3,424	9,402	7,118
Total Pontiac	11,879	11,755	44,814	188,689	183,125
Yukon-Jimmy (trk.)	145	132	594	2,160	846
Medium (trk.)	507	458	1,992	8,744	1,620
P-model (trk.)	96	30	195	868	1,124
Pickup (trk.)	2,121	2,012	8,308	31,915	36,546
Pickup (Can. trk.)	1,250	1,001	4,825	23,469	16,804
Syclone-Sonoma (trk.)	1,242	1,094	4,205	14,653	18,382
Typhoon-S15 Jimmy (trk.)	751	906	3,409	12,763	3,698
Safari (trk.)	991	1,052	4,443	20,651	11,531
Suburban (trk.)	727	661	2,584	9,185	7,308
Vandura (trk.)	0	0	0	5,803	5,650
Vandura (Can. trk.)	600	526	2,220	12,045	6,699
Total GMC	8,430	7,872	32,775	142,256	110,208
Total Saturn*	3,550	3,550	14,199	59,383	18,917
Total U.S. car	48,644	46,412	178,113	777,345	759,475
Total Can. car	7,580	7,558	29,790	95,045	115,266
Total U.S. truck	25,255	24,730	99,669	413,122	336,183
Total Can. truck	6,640	5,428	24,397	122,941	79,885
GENERAL MOTORS	88,119	84,128	331,969	1,408,453	1,290,803
Can. car	2,200	1,810	7,585	36,536	41,920
Can. trk.	1,390	1,113	4,719	22,842	18,397
CAMI†	3,590	2,923	12,304	59,378	60,317
DIAMOND-STAR†	2,640	3,190	10,941	51,677	51,470
Civic	1,990	1,632	6,661	30,168	30,340
Civic (Can.)	2,190	1,761	7,391	36,892	35,088
Accord	7,970	6,312	25,956	127,165	116,500
Total U.S. car	9,960	7,944	32,617	157,333	146,840
Total Can. car	2,190	1,761	7,391	36,892	35,088
HONDA	12,150	9,705	40,007	194,225	181,928
HYUNDAI Sonata (Can.)	345	286	1,030	4,927	12,316
MAZDA†	1,535	1,223	4,572	19,156	49,132
U.S. trk.	1,577	1,181	5,194	21,736	24,940
Can. trk.	165	131	562	2,628	2,537
NAVISTAR	1,742	1,312	5,756	24,364	27,477
Sentra	2,079	2,071	8,132	44,700	46,366
Pickup (trk.)	2,483	2,468	9,108	44,833	44,963
NISSAN	4,562	4,539	17,240	89,533	91,329
Geo Prizm	1,500	1,188	5,140	29,512	33,710
Toyota Corolla	2,400	1,971	8,267	38,336	34,389
Toyota Pickup (trk.)	1,200	1,062	4,125	13,307	0
NUMMI	5,100	4,221	17,532	81,155	68,099
Legacy	1,200	938	4,077	19,199	18,684
Pickup (trk.)	350	289	1,213	7,492	0
Roden (trk.)	660	510	2,172	13,100	0
Total U.S. car	1,200	938	4,077	19,199	18,684
Total U.S. trk.	1,010	799	3,385	20,592	16,560
SUBARU-ISUZU	2,210	1,737	7,463	39,791	35,244
Camry	4,700	4,548	16,278	76,479	73,346
Corolla (Can.)	1,400	1,155	4,921	23,914	22,330
TOYOTA	6,100	5,703	21,199	100,393	95,676
VOLVO 740, 940 (Can.)	150	120	474	2,316	2,878
AM GENERAL (trk.)	375	300	1,275	6,000	6,850
MISCELLANEOUS (trk.)**	2,400	1,920	8,160	38,400	45,400
Total U.S. car	107,644	104,821	397,675	1,746,826	1,715,167
Total Canada car	21,617	20,466	82,222	319,879	328,187
Total U.S.-Canada Car	129,261	125,287	479,897	2,066,705	2,043,354
Total U.S. truck	75,568	72,564	284,872	1,227,402	964,595
Total Canada truck	18,607	16,347	68,000	357,091	250,934
Total U.S.-Canada truck	94,175	88,911	352,872	1,584,493	1,215,529
TOTAL U.S.	183,212	177,385	681,947	2,974,228	2,679,762
TOTAL CANADA	40,224	36,813	150,221	676,970	579,121
TOTAL U.S.-CANADA CAR & TRUCK	223,436	214,198	832,168	3,651,198	3,258,883

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Daily rate is close to 56,000

ANNE E. WRIGHT
Chief Statistician

Although all Big 3 plants in the United States and Canada were closed last Monday for the contractual Easter holiday, car and truck production rose 4.3 percent over the prior week, which also was shortened by a holiday.

Last week's estimated daily build of cars and trucks in the two countries was 55,859, an increase of 4.3 percent over the prior week and up 20.5 percent from the corresponding week last year, which had five work days.

U.S. car production was estimated at 107,644 last week, an increase of 2.7 percent over the prior week but off 4.7 percent from the year-ago week.

So far this year, U.S. carmakers have assembled 1,746,826 cars, 1.8 percent ahead of the 1991 tally at this point.

Car production in Canada last week was estimated at 21,617, up 5.6 percent over the prior week but down 2.7 percent from the year-ago week.

Year-to-date, Canada car producers have assembled 319,879 cars, down 2.5 percent from the same period one year-ago.

U.S. truck production was estimated at 75,568 last week, up 4.1 percent over the prior week and down 4.3 percent from the same week one year-ago.

U.S. truckmakers have assembled 1,227,402 vehicles so far this year, up 27.2 percent from the same period one year-ago.

In Canada, estimated truck production last week was 18,607, up 13.8 percent from the prior week and up 5.5 from the year-ago week.

Since the beginning of the year, Canadian producers have built 357,091 trucks, an increase of 42.3 percent over this point last year.

Ford Motor Co. began production of the 1993 Lincoln Mark VIII last Tuesday at the Wixom, Mich., plant. The Lincoln Continental and the Lincoln Town Car are also produced at the plant.

General Motors scheduled overtime last Saturday at the following plants: Oklahoma City; Van Nuys, Calif.; Detroit; Oshawa, Ontario; and Scarborough, Ontario. In addition, the company ran overtime on the Suburban line at Janesville, Wis., and on the postal vehicle line at Moraine, Ohio.

Ford scheduled daily overtime last week at the Atlanta and Chicago car plants and the following truck plants: Kansas City, Mo.; Twin Cities (St. Paul, Minn.); Edison, N.J.; Louisville, Ky.; and the Econoline line at the Lorain, Ohio plant.

Chrysler Corp.'s Jefferson North Assembly Plant (Detroit), worked one shift last Saturday and is scheduled for one nine-hour shift each day this week.

Chrysler's St. Louis truck plant worked two nine-hour shifts last Saturday and is scheduled for three seven-hour shifts each day this week. ■

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Automotive

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late news

Chrysler to lose Mitsubishi seat

TOKYO — Chrysler Corp.'s representative on the board of Mitsubishi Motors Corp. will be dropped at the annual meeting in June, according to press reports here.

The decision is a tacit admission that Chrysler intends to sell its last remaining 5.8 percent stake in the Japanese carmaker as soon as regulations permit, the reports say.

Chrysler staff in Tokyo would neither confirm nor deny the reports. The Chrysler seat is held by Jeffrey Higgs, managing director for Chrysler's North Pacific Operations.

Over the past two years, Chrysler has been selling what was once a 15 percent stake in Mitsubishi. It sold 43.6 million shares, or slightly more than 5 percent of Mitsubishi, in March of this year.

— *Mary Ann Maskery*

Mazda hikes price of MX-3

DETROIT — Mazda Motor of America Inc. last week continued its spring round of price increases by adding $250 to the sticker of the base MX-3 coupe. The tag now is $11,250. The price of the MX-3 GS coupe stays at $13,800.

Automotive News estimates that Mazda's spring price increase averages $735 per car, or 5.1 percent. The increase was made in three

see LATE NEWS, 2

GM sharpens platform ax

Nothing sacred in downsizing

JACK KEEBLER
and PHIL FRAME
Staff Reporters

General Motors product planners are wasting no time in turning sacred cows into hamburger following the corporate reorganization last month.

There already are plans to eliminate some big-car models, consolidate mid-sized cars on a single platform and even a proposal to build the Chevrolet Corvette on the same platform with the Chevrolet Camaro and Pontiac Firebird.

The corporate trick is to get all of these consolidations done without further eroding market share, angering dealers or pushing up the cost of popular low-cost models.

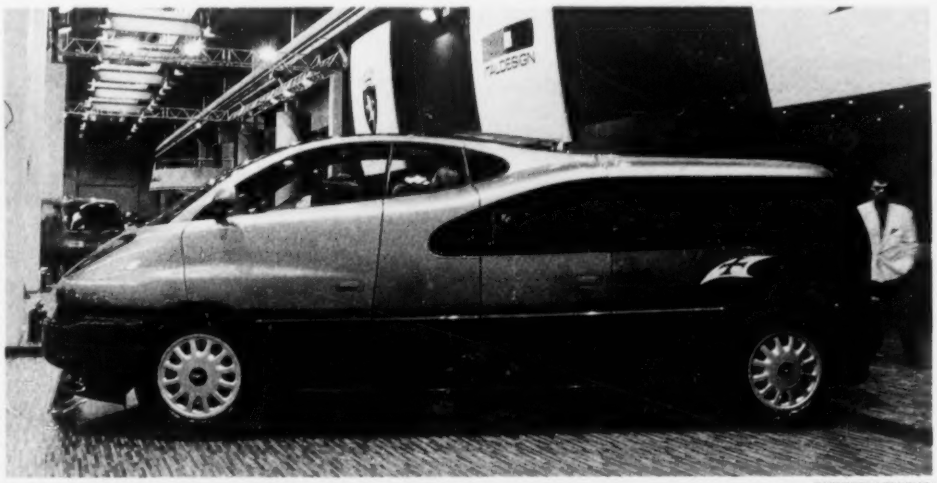
GM already has consolidated the groups of people who make up platform teams, but decisions on how to combine the hardware they oversee are still being made. Product planners are trying to consolidate individual models onto the same platforms without diluting their character to avoid the badge engineering problems of the early 1980s.

see GM, 34

PLACING THE PIECES
Losh puts focus on numbers ➤ 4
NAO to reorganize fleets staff ➤ 4
Organizational chart ➤ 20

POTENTIAL GENERAL MOTORS PLATFORM CONSOLIDATIONS

Host platform	Additions
Y-car (Chevrolet Corvette)	**F-car** (Chevrolet Camaro, Pontiac Firebird)
N-car (Buick Skylark, Oldsmobile Achieva, Pontiac Grand Am)	**J-car** (Chevrolet Cavalier, Pontiac Sunbird) **L-car** (Chevrolet Corsica, Beretta)
W-car (Buick Regal, Chevrolet Lumina, Oldsmobile Cutlass Supreme, Pontiac Grand Prix)	**A-car** (Buick Century, Oldsmobile Cutlass Ciera) **U-van** (Chevrolet Lumina APV, Oldsmobile Silhouette, Pontiac Trans Sport)
G-car (1994 Buick Riviera, 1994 Oldsmobile Toronado)	**E-car** (Current Buick Riviera, Oldsmobile Toronado/Trofeo) **C-car** (Buick Park Avenue) **H-car** (Buick LeSabre, Oldsmobile Eighty Eight, Pontiac Bonneville)
K-car (Cadillac Seville, Eldorado)	**C-car** (Cadillac DeVille/Fleetwood)



ANDREW YEADON

Minibus or megavan

In a design proposal obviously aimed at either Mercedes-Benz or BMW, Italy's Italdesign styling studios unveiled this 3-ton grand-tourer concept vehicle at the recent Turin International Auto Show. Called the Columbus, the 21-footer is powered by a 5.0-liter V-12 and seats eight. See show story on Page 22.

Nagging faults pursue Seville and Eldorado

PHIL FRAME
Staff Reporter

Cadillac and its dealers seem to have avoided serious consumer backlash from early quality problems on the Eldorado and Seville that resulted in at least 15 service bulletins.

The service bulletins have been sent to Cadillac dealers during the past two months. They cover problems ranging from rattles and noises to rough idling and stalling. The problems probably afflict few of the estimated 54,353 Sevilles and Eldorados (1992 models) built at the Hamtramck, Mich., assembly plant through April, said Cadillac spokesman William O'Neill.

"This is not that unusual when you start up a new model," O'Neill

see CADILLAC, 35

Car models drop; GM chops 18

ndustry has 555, down 36 from '91

OHN K. TEAHEN JR.
nior Editor

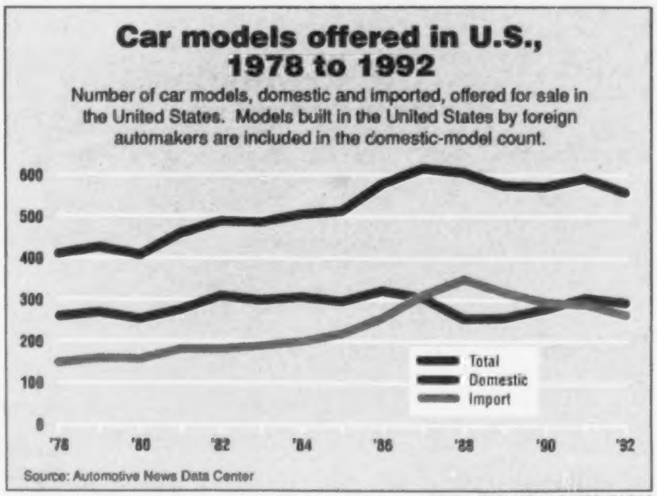
A major cut by General Motors nd the withdrawal of several imorts trimmed the number of car odels for the 1992 season.

The annual *Automotive News* tabation finds that the domestic and oreign manufacturers are offering 55 passenger-car models for sale the United States, down 36 from 91 at this time last year.

The total also is down from 569 r 1990. Models assembled in the nited States and Canada exceed nported autos for the second raight year after a four-year import edge.

Car models offered in U.S., 1978 to 1992

Number of car models, domestic and imported, offered for sale in the United States. Models built in the United States by foreign automakers are included in the domestic-model count.



Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

The current figure of 555 compares with a post-World War II peak of 614 in 1987. The all-time high was 621 in 1928.

The model count was compiled for the 1992 *Automotive News Market Data Book,* which will be published May 27. Totals for individual domestic and imported makes, nameplates and corpora-

see MODELS, 14

Tax deal nears on warranty rule

CHARLES M. THOMAS
Staff Reporter

A change in the tax code could be on the way for thousands of recession-weary dealers vulnerable for millions of dollars in back taxes on the sale of extended service contracts.

Lawyers representing independent extended service contract administrators and the National Automobile Dealers Association are working out a plan that could give dealers some relief on the issue of how to treat extended service contracts for tax purposes.

"Details of this agreement are still being discussed," said Richard Strauss, NADA president. "There are some areas that we still have to negotiate."

An agreement also would help independent extended service contract administrators whose businesses are threatened under the IRS advisory that says extended service contracts should be treated as prepaid insurance.

Dave Robertson, who is coordinating efforts on behalf of the extended service contract administrators, said the IRS has shown a willingness to work with the industry on the issue.

He said discussions are under way with the IRS that may allow dealers to match costs with revenues over the terms of the extended service contracts for tax purposes rather than take the income from the sale in the first year and amortize costs over the term of the contract. "If the plan is adopted by the IRS, dealers will avoid a large tax hit in the year the contract is sold,"

see IRS, 35

Automotive News

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GM NAO sales chief Michael Losh is a "rare bird." PAGE 4

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More changes on tap at North American Operations. PAGE 4

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Japan's Yanase & Co. ends 38-year relationship. PAGE 5

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Airbags aren't the last frontier in auto safety. PAGE 5

BUSHELL PLEADS GUILTY
Ex-Lotus head to be sentenced in DeLorean case. PAGE 6

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▲ Ford won't boost 1993 car's sticker much. PAGE 6

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Many makers stick around after quitting U.S. PAGE 8

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Northwood Institute offers taste of real world. PAGE 9

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March new car sales rise 52.1 percent. PAGE 33

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Sales, year to date by maker
Sales, domestic car by model
Sales, light-truck by model
Production, weekly/April totals

MAY 18
Sales, imported car by model
Sales, Canada by make
Sales, dealer by make
Sales, 10 day by make
Sales, truck by gvw
Inventory, as of May 1
Production, weekly by model

MAY 25
Production, weekly by model

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Circulation Department
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Outside Michigan..............1-800-678-9595
Classified Ad Department..... (313) 446-6065
Display Ad Department........ (313) 446-6030
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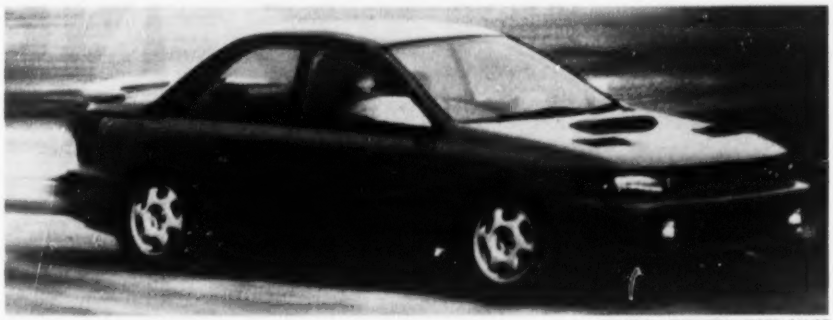

HANS G. LEHMANN/HIDDEN IMAGE

Subaru lavishes attention on Loyale

Here is a spy photo of the replacement for the Subaru Loyale, which is expected to be introduced late this year as the Leone in Japan and in the 1994 model year in the United States. The current Loyale's angular, boxy styling is replaced by more aerodynamic lines, including a steeper rake for the windshield. Four-door sedans and wagons will be offered. This sport version has a 16-valve four-cylinder engine that develops about 250 horsepower.

latenews

CONTINUED
from PAGE 1

stages and includes the pricing of the new MX-6, RX-7 and 626 lines, which Mazda is marketing as 1993 models.

Right-drive Taurus planned

WASHINGTON — Ford Motor Co. will begin building right-hand-drive versions of Ford Taurus and Mercury Sable models for export to Japan, says Allan Gilmour, executive vice president of Ford.

Gilmour did not mention a production date but said the company also is considering right-hand-drive versions of some of its truck lines as well.

Gilmour, in a speech to the SAE here Thursday, said he does not expect the new versions to make much of a dent in the U.S. trade deficit with Japan.

He challenged the notion that the lack of right-hand-drive vehicles has kept the Big 3 from selling more cars there. "It's somewhat of a false issue," he said.

For real gains to be made, the federal government will have to help open up Japan's markets, he said.

— Max Gates

Renault ties benefit Volvo

GOTHENBURG, Sweden — Volvo Group's earnings from its share cross-holdings with France's Renault SA will be double what the two companies projected when they formed their alliance, Volvo President Christer Zetterberg told shareholders at the annual meeting last week.

Zetterberg, who turned Volvo's presidency over to Soren Gyll at the meeting, said the company now expects to earn 4 billion kroner (about $665 million) a year from Renault from 1995 onward, compared with an earlier forecast of 2 billion kroner a year.

The two companies are linked through a web of minority shareholdings in one another's parent companies and car- and truck-making subsidiaries. Additionally, the two are increasingly sharing the cost of new-product development and parts acquisition.

— Stig Bjorklund

Hughes takes top Saab spot

Louis Hughes, the new president of General Motors Europe, was named chairman of Saab Automobile AB, the Swedish luxury maker that is 50 percent owned by GM. The appointment is *pro forma.* Hughes's predecessor as head of GM Europe, Robert Eaton, now chairman-designate of Chrysler Corp., also served as Saab's chairman.

— Diana T. Kurylko

Edict hinders Clean Air rules

WASHINGTON — President Bush's moratorium on new federal regulations isn't supposed to effect the auto industry. But federal officials say it has had an impact by slowing down rules to implement the 1990 amendments to the Clean Air Act.

Last Wednesday, Bush extended his January moratorium on new regulations for another four months. He said the moratorium would not cover regulations affecting safety and those mandated by law, such as the Clean Air Act.

Officials of the National Highway Traffic Safety Administration said the moratorium has not slowed efforts to implement safety rules in last year's transportation bill.

But at the EPA, now trying to implement the new Clean Air Act rules, the process has "slowed substantially," said Donald Zinger, assistant director of EPA's Office of Mobile Sources. "The rules will still get out, though at a slower pace."

He said the chief hangup has come in getting EPA's proposed rules approved by the White House.

— Max Gates

Subaru recalls Legacy wagons

CHERRY HILL, N.J. — Subaru of America is recalling about 9,500 1992 Subaru Legacy station wagons to inspect for a possible fuel tank leak.

Subaru said the affected wagons were built between July 1991 and Jan. 14, 1992, by Subaru-Isuzu Automotive Inc. in Lafayette, Ind.

The fuel tank may have been punctured during vehicle assembly, which could result in leaks or a fire.

Ypsilanti fights GM closing

ANN ARBOR, Mich. — Ypsilanti Township filed a lawsuit against General Motors last week to force the automaker to keep its Willow Run assembly plant open.

In February, GM announced it would transfer the assembly of large, rear-wheel-drive cars to its Arlington, Texas, plant.

Township officials said the wording of tax abatements granted to GM in 1984 and 1989 for new machinery guarantee that the plant will remain open until at least June 2003. The suit seeks a restraining order forcing GM to keep the plant open while the abatement case is decided.

Paula Powell, a GM spokeswoman, said the only determining factor in keeping a plant open is sales of the products it makes.

Powell said Michigan's abatement law allows corporate tax breaks of up to 50 percent for up to 12 years. But she said even if a 12-year abatement is granted, GM is not obligated to stay.

— The Associated Press

GM plant seeks cancer findings

LORDSTOWN, Ohio — General Motors workers here are anxious for the results of a cancer study begun at local GM plants three years ago.

The GM-UAW study might show a cancer risk above norms in the general public, according to a Cleveland newspaper report last week.

The Plain Dealer, citing a source it did not identify, reported that the first draft of a final report was completed nine months ago. The draft supports a 1989 preliminary finding that said workers at the Lordstown stamping and assembly plants have rates of certain types of cancer higher than those in the general public, the newspaper said.

Dr. Douglas Van Brocklin, GM director of occupational safety and health, said the final report will be completed in a few weeks.

— The Associated Press

briefly

Chrysler sows wild rice

Chrysler Corp. is asking Chippewa Indians for help with an environmental effort. The company is building a seven-acre "replacement wetland" at its Chelsea, Mich., proving ground. The original four-acre wetland was disturbed when a new handling road was created in 1989. Chrysler asked the White Earth Reservation Tribal Council of White Earth, Minn., to provide 75 pounds of wild rice seed which was once native to the area. Chrysler also has received the EPA's Administrator's Award for progress and innovation in pollution prevention design at its new Jefferson North assembly plant. Chrysler's win in the large business category is a first for an automotive company.

FOR THE BIRDS — The **Chrysler** Technology Center is about 30 percent occupied, and last week locator signs were posted inside. It wasn't always easy for the early occupants. Martha Wallace, manager of the pilot production plant there, noted that when her 3.6-acre room was closed in, some birds were living in the rafters. "We used to joke about leaving bread crumbs behind us as a trail to find our way out, and the birds would come down and eat them." By the way, the birds were safely lured outside with an offering of bird seed.

WILL IT BUILD SALES? A **Ford Motor Co.** assembly plant near San Jose, Calif., will be the site of a manufacturers' discount mall. Ford Motor Land Development Corp. has teamed up with a developer to refurbish the 1.3-million-square-foot plant. The scheduled opening is fall 1994. The plant, in Milpitas, Calif., closed in 1983.

HENRY WOULD BE PROUD — Some things never change. Following up on experiments by the late **Ford** founder Henry Ford, the No. 2 automaker says it will switch to soy ink from petroleum ink for most of its printing projects. The company says not only is soy ink less polluting than petroleum-based ink, but the use of soy will help American farmers who produce soybeans. William Clay Ford Jr., great grandson of Ford and a company executive, said in a statement that his great grandfather experimented with potential uses of soybeans throughout his lifetime. "His vision is still valid," Ford said.

TRIPLE THREAT — **Chevrolet** General Manager Jim Perkins shared this theory on increasing sales: "A guy told me one time years ago, when you can't appeal to a dealers' greed anymore you appeal to their ego, and if that doesn't work, you throw dirt in their face because they're dead."

PERKINS, PART II — Jim Perkins theorized on why Chuck Jordan, **GM's** vice president in charge of design who is retiring in October, allowed **Chevrolet** to showcase classic Corvette concept cars at a recent event in San Diego: "We all have a little trepidation when we have to face Chuck Jordan about something like that because Chuck can really be a nice guy and he can decide at times he's not going to be a nice guy. But there's a theory about his retirement: He needs people to come to his party."

Jordan: needs to pad guest list

CAFE average improves after 2-year decline

MAX GATES
Staff Reporter

WASHINGTON — The nation's new car fleet reversed a two-year slide in fuel economy in the 1991 model year and improved by 0.3 mpg to 28.3 mpg, the government says.

But hold the trumpets. The gain came primarily from one automaker, Ford Motor Co. And Ford's numbers rose because of an extended model year for its fuel-efficient Escort/Tracer and a shorter model year for its thirstier Crown Victoria/Grand Marquis. In all, Ford's corporate average fuel economy average for domestic cars increased 1.4 mpg.

Still, two-thirds of 21 manufacturers improved their CAFE rating in the 1991 model year, the National Highway Traffic Safety Administration said in its 16th annual report to Congress on fuel economy. Those 14 companies accounted for 70 percent of the cars sold last year, NHTSA said.

The Big 3 combined improved 0.5 mpg for all cars classified as domestic, rising to 27.4 mpg. The fuel economy of imported cars, including those sold by the Big 3, remained at 29.8 mpg, the same as the 1990 model year, NHTSA reported.

As a result, the CAFE gap between domestic and imported cars shrank to its narrowest point ever, a 2.4 mpg difference, the agency said.

The overall fuel economy of light trucks also improved last year, increasing from 20.7 mpg to 21.3 mpg. Domestic trucks improved 0.7 mpg to 20.9; imported trucks stayed the same at 23.0 mpg.

Passenger car manufacturers are required to achieve an average of 27.5 mpg.

The light-truck standard of 20.2 mpg will rise to 20.4 mpg in the 1993 model year and 20.5 mpg for 1994.

While Ford's domestic fleet jumped 1.4 mpg to 27.7, Ford imports improved 1.6 mpg to 34.0. Both the domestic and imported fleet improvements were the result of model changes, said David Kulp, manager of Ford's fuel-economy planning and compliance department.

When Ford began building its new Tracer subcompact in Mexico in early 1990, the car joined Ford's domestic CAFE fleet because it had more than 75 percent North American content. The previous Tracer had less than 75 percent content and was classified as an import.

PASSENGER CAR FUEL ECONOMY

Model year CAFE (mpg)

Manufacturer*	1991	1990	1989
Chrysler	27.5	27.4	28.0
Ford	27.7	26.3	26.6
GM	27.2	27.1	27.2
Big 3 average	**27.4**	**26.9**	**27.1**
BMW	23.2	22.2	22.2
Chrysler Imp.	28.8	28.9	30.3
Daihatsu	43.4	41.0	44.1
Ford Imports**	34.0	32.4	31.5
GM Imp.***	31.8	32.1	37.1
Honda	30.4	30.8	31.6
Hyundai	32.9	33.3	33.4
Isuzu	34.2	33.5	35.8
Mazda	30.1	30.2	29.8
Mercedes-Benz	22.4	21.4	21.4
Mitsubishi	30.3	30.4	31.4
Nissan	28.9	28.5	30.4
Peugeot	25.9	25.1	25.5
Porsche	21.1	21.7	23.0
Sterling	25.2	24.9	23.6
Subaru	28.2	27.8	32.5
Suzuki	43.2	46.5	36.9
Toyota	30.6	30.8	32.1
Volvo	25.3	25.1	25.0
Volkswagen	29.7	29.1	30.4
Yugo	34.6	34.0	33.6
Import average	**29.8**	**29.8**	**30.7**
TOTAL FLEET ECONOMY	**28.3**	**28.0**	**28.3**
FUEL ECONOMY STANDARDS	**27.5**	**27.5**	**26.5**

*Manufacturers of fewer than 10,000 passenger cars annually that have requested alternative fuel economy standards are not listed.
**Includes Jaguar production for 1990 and 1991.
***Includes Saab production for 1990 and 1991.
Source: NHTSA

Since NHTSA's figures are sales-weighted, the 18-month 1991 model year for the Escort/Tracer played a big role in boosting Ford's CAFE for the year.

In addition, Ford introduced its 1992 Crown Victoria/Grand Marquis models early in the 1991 calendar year. The shortened 1991

see CAFE, 35

Saturn now tells dealers to wait on new stores

PHIL FRAME
Staff Reporter

After telling its dealers just two months ago to speed development of additional stores, Saturn Corp. now is asking them to slam on the brakes.

There is no production problem at the plant in Spring Hill, Tenn., that is limiting supply of cars, said Donald Hudler, vice president of sales, service and marketing. The plant is building more cars than it was two months ago, while internal quality audits have improved, Hudler said.

Hudler's reason for delaying new points: 98 percent of Saturn's dealers are profitable, and the ones that aren't have not had time to be — they've been open less than 90 days.

Who would want to tamper with a near-perfect record of profitability?

"We've gone through this great dilemma: 'What's the right number of stores?' " Hudler said.

Saturn had been worried that cars would stockpile at the 2,450-acre Spring Hill manufacturing complex after workers agreed to step up production by adding a day of overtime to their work week.

At February's National Automobile Dealers Association convention in Dallas, Saturn officials asked the retailers to expand more quickly so the plant workers who voted overwhelmingly for the extra work day wouldn't feel their commitment was in vain. Originally, Saturn did not plan to add the fifth work day until next year.

❛ We're just altering the timetable. ❜

DONALD HUDLER
SATURN VICE PRESIDENT

In February, the plant produced 900 cars per day on two 10-hour shifts, five days a week.

Now, the plant is building 925 to 930 cars per day, about 82 percent of its capacity of 1,125 to 1,130 cars. Some days, the plant has built 1,000 cars, Hudler said.

Nonetheless, current capacity is 120 to 125 cars fewer than the 1,250 per day Saturn had planned to have at this point, according to a 1990 production plan. Based on the 1990 plan, Saturn anticipated building 21,250 cars in April 1992 using a four-day week with two

see SATURN, 32

A KINDER, GENTLER TOYOTA

Criticism prompts more discreet posture

RICHARD JOHNSON
Staff Reporter

TOKYO

Toyota Motor Corp. executives in Japan are anxious to move the carmaker out of the line of fire in the United States.

Executives here say they recognize that Toyota, amid increasing criticism of Japanese business practices worldwide, must adopt a more discreet posture in the United States.

"Certainly, compared to 10 or 20 years ago, we are seeing more pressure and allegations," said Toshiaki Taguchi, general manager of Toyota's North America Division, in a recent interview in Tokyo.

Toyota still aims to sell 1.5 million vehicles a year in the United States, Taguchi said, but the previous mid-decade target date is now fuzzier.

"Probably the growth pattern will not be as steep as we once wished," said Taguchi, who oversees marketing activities in North America and has done two stints in the United States.

Growth will be slower and will be balanced with other considerations, Taguchi said.

"It's now a new world. Japan's relationship with the United States and the European Community is different from what we have seen in the past," he said.

"We naturally have a certain long-term commitment and objectives, but we are a flexible company. In North America and Europe, we want to be regarded as good corporate citizens."

Taguchi said Japanese carmakers overall will be hard-pressed to maintain their 30 percent share of the U.S. passenger-car market. The American carmakers will be the biggest beneficiaries when the market recovers, and they know it, he said.

Taguchi said the sharp decline in the market and soft U.S. economy has led to the current political climate, which he described as "the most difficult time for us." But, he said, "the pendulum is shifting."

"When the market comes back, we know — and I think the Big 3 know — that . . . most of the additional sales in 1993, 1994 and 1995 will go to the domestics," primarily because Japanese makers do not have the capacity of the Big 3 companies.

Taguchi projects a U.S. passenger-car market of 10 million to 11 million units by mid-decade, an assumption that would require Japanese sales of about 3.3 million units to maintain their current 30 percent share.

"If Japanese brands as a whole reach that level, it would be a very fantastic job," he said. "Personally, I think 30 percent-

see TOYOTA, 33

HIDDEN IMAGE/HANS G. LEHMANN

In March, Toyota said the new pickup would go on sale this year. Now, it says a decision has not been reached.

Toyota backtracks on mid-sized pickup

RICHARD JOHNSON
Staff Reporter

TOKYO — Toyota Motor Co. executives stressed here last week that the company still has not decided to build an intermediate pickup truck — despite pronouncements by the company's U.S. sales arm.

Officials of Toyota Motor Sales U.S.A. Inc. said in March that the company will bring in a mid-sized pickup late this year for sale as a 1993 model.

"We are studying intermediate trucks right now," Toshiaki Taguchi, general manager of Toyota's North America Division, said last week. "(We're) close to coming to a decision."

But he stressed that any "final decisions" have not been made.

"We are still trying, hopefully, to be able to offer (a pickup) to the American public in the near future. (But) final, final decisions — we are still waiting."

Toyota's desire to enter the 110-inch-wheelbase-and-up truck class is spurred by falling sales of its current model. But entry into a larger pickup segment also would exacerbate trade friction, since it would target one of the last strongholds of the U.S. Big 3.

"It is a difficult decision," said Taguchi. "We appreciate this is a sensitive product area. While it is not direct competition to the full-sized American trucks' performance — the specifications are different — we are still very cautious at this time."

The Toyota truck would fit between such compact models as the Ford Ranger and full-sized trucks like the Ford F series and General Motors' C/K line. The Toyota truck is expected to be offered with a V-6 initially and a V-8 option later.

Taguchi said production of a new pickup "most likely" would begin in Japan and shift later to the United States.

"Consideration will be given to find a way to build it in America," he said.

Many expect that the intermediate pickup truck will eventually be built at New United Motor Manufacturing Inc., the Toyota-General Motors joint venture plant in Fremont, Calif.

The joint-venture agreement ends in 1996, and it is believed that Toyota will acquire control of the plant at that time. Toyota began building compact pickups at NUMMI last year.

But Taguchi said it is too early to discuss Toyota's NUMMI intentions: "That is still about four years away. When the time comes, Toyota and General Motors will figure it out." ■

GM, Ford profitable but cautious

CHARLES M. THOMAS
Staff Reporter

General Motors and Ford Motor Co. posted meager first quarter profits after a long and crippling earnings drought, but company officials aren't celebrating yet.

Officials from both companies expressed cautious optimism, saying there is a long way to go to improve financial performance in North American operations despite modest gains in the economy and a moderate increase in vehicle sales.

Chrysler Corp. reported a net loss of $13 million in the first quarter, citing new-product launches and the weak economic rebound.

Without the sale of some shares in Mitsubishi Motors Corp. for a profit of $88 million, and changes in accounting methods which gave the company a one-time gain of $218 million, losses at Chrysler would have been deeper.

The Big 3 said higher retail sales, fewer fleet sales, cost-cutting and lower marketing expenses bolstered earnings.

Analysts weren't surprised that GM reported profits despite a consensus earlier in the year that the beleaguered automaker would lose money in the first quarter.

FIRST QUARTER FINANCIAL RESULTS

	Total sales (millions)	Net income (millions)
GM	$32,043.00	$179.3
Ford	$24,557.50	$338.0
Chrysler	$ 8.19	$ (13.0)

Source: Manufacturers

For the last month, GM officials had hinted at a turnaround. Yet, analysts declined to predict what is ahead for the automaker because GM has announced plans for a public stock offering — the largest in U.S. history — to raise upward of $2.4 billion. The offering will enhance GM's balance sheet and credit ratings, which have been downgraded in recent months. Plans call for an issue of 50 million shares of common stock.

GM had a net profit of $179.3 million on revenues of $32.0 billion in the first quarter, breaking a six-quarter string of earnings losses.

This compares to a 1991 first quarter net loss of $144 million, which GM has now restated after taking advantage of $942 million in accounting changes and the sale of its New York office tower.

In first quarter 1991, GM had reported $1.1 billion in losses.

"The corporation's positive $1.3 billion improvement in earnings, excluding non-recurring items, is due principally to improvements in our North American automotive operations," said Chairman Robert Stempel. He said operations benefitted from increased factory sales to dealers, manufacturing efficiencies, lower incentives, reductions in raw material costs and a better retail-fleet mix.

Still, GM's North American operations suffered a loss of nearly $1 billion, said one analyst.

The automaker's subsidiaries continued to steam ahead. General Motors Acceptance Corp. reported first quarter earnings of $354 million. Electronic Data Systems Corp. posted record profits of $133 million and GM Hughes Electronics Corp. posted earnings of $181 million in the first quarter.

FORD

Ford earned $338 million on revenues of $24.5 billion, compared with a 1991 first quarter loss of $884 million. It was the first profitable quarter for the automaker since third quarter 1990.

"Dealers and retail customers are ordering vehicles at a much greater pace," said David McCammon, treasurer and vice president of finance. But he said the "profit level is below what is required in the long run."

The automaker's cost cutting and reduction in marketing expenses gave a boost to earnings. McCammon said marketing costs as a percent of revenue fell to 13 percent from 17 percent a year ago.

Incentives dipped to $1,000 per vehicle in the first quarter compared to $1,150 in the fourth quarter. And he said there has been a switch from fleet sales to retail sales which boosted profits.

McCammon said the company lost money in Australia and South America in the first quarter. And Jaguar continues to be a drain on the corporation.

Ford's worldwide automotive operations earned $85 million in the first quarter, compared with losses of $1.2 billion a year ago. U.S. automotive operations earned $57 million compared with losses of $947 million a year ago.

The financial services group earned $253 million, down 18 million from a year ago.

Ford Motor Credit Co. reported earnings of $210 million, down 12 percent from the all-time record in the first quarter 1991.

CHRYSLER

Chrysler officials said costs associated with the launch of the Dodge Viper, Jeep Grand Cherokee and preparations for the upcoming LH launches hurt profits.

Although the company reported a net loss of $13 million on revenues of $8.19 billion for the first quarter, without the accounting change losses would have been $231 million.

For first quarter 1991, Chrysler reported a net loss of $598 million, including a change in the way it accounts for incentives.

Chrysler Financial Corp.'s first quarter earnings of $111 million included a one-time gain from an accounting change.

Bushell pleads guilty in DeLorean case

EDWARD LAPHAM
Managing Editor

Former Group Lotus Chairman Frederick Bushell last Thursday pleaded guilty in Crown Court in Belfast, Northern Ireland, to one count of conspiracy to defraud DeLorean Motor Cars Ltd. Bushell, 64, is scheduled to be sentenced June 12.

Bushell pleaded guilty to conspiring with one-time automaker and former General Motors executive John DeLorean and Lotus Cars founder Colin Chapman to defraud the government-backed automaker of $17.65 million. Bushell alone was charged because the U.S. government has declined to extradite DeLorean, and Chapman died in December 1982.

The British government brought charges against Bushell in July 1989 after documents showed that $490,000 in project funds had been diverted to a Swiss bank account in Bushell's name.

In 1978, the British government agreed to fund a Belfast factory for DeLorean's stainless steel gullwing sports cars. Output began in February 1981, but the project collapsed into bankruptcy in 1982. Fewer than 10,000 cars were built.

The British government, and earlier the U.S. government, charged that DeLorean, Bushell and Chapman used a spurious Swiss firm to divert $17.65 million intended for research and development. Of the missing money, $12.5 million was raised by U.S. investors and $5.15 million was part of the British government's $140 million economic package.

In 1986, DeLorean was acquitted of related fraud and racketeering charges after a three-month trial in federal court in Detroit.

DeLorean is still wanted in Britain on fraud charges and will be arrested if he sets foot on British soil, according to the Serious Fraud Office in London.

The receivers of the bankrupt Belfast manufacturing company have continued efforts to recover the government's investment.

John DeLorean and Lotus Cars, now owned by General Motors, have settled civil lawsuits. A civil lawsuit is pending in London against Bushell and Chapman's estate.

The receivers also have a $450 million lawsuit pending against accounting firm Arthur Andersen, which audited the DeLorean project. The suit in federal court in New York charges that the accounting firm should have been able to uncover the fraud. Former British Prime Minister Margaret Thatcher was subpoenaed and earlier this year gave a deposition in that case.

FORD PROBE FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Base	102.9	178.9	69.8	51.6	2,619	2.0L, DOHC, I-4	fwd	3-dr.
GT	102.9	178.9	69.8	51.8	2,815	2.5L, DOHC, V-6	fwd	3-dr.

Sculptured '93 Probe gets more features

KATHY JACKSON
Staff Reporter

The 1993 Ford Probe's motorized seat belts are eliminated with the addition of standard driver-side airbags; anti-lock brakes are optional.

LOS ANGELES — Ford Division officials won't be specific, but they say there won't be much of a price boost when the 1993 Probe bows July 9.

The price will increase to account for added equipment such as a standard driver-side airbag and a bigger engine, but on a comparable equipment basis, Ford plans to hold the line.

INTRO-'93

"There will be good value," said Jim Padilla, small-car segment director for car product development. Pointing to a Honda Prelude, one of Probe's competitors which retails for $16,550 with standard driver-side airbag, Padilla said Probe's prices "will be much lower than that."

Base prices of the 1992 Probes range from $12,257 to $14,857.

For 1993, Probe will offer two models rather than its current three — a base model and a GT.

The new models are lighter, quicker, offer 3 mpg better fuel economy and have a more cab-forward look than their predecessors. More safety features are offered.

The base model is powered by a 2.0-liter, dual-overhead-camshaft 16-valve four-cylinder engine that generates 115 horsepower, compared to the 110 hp the current base models put out.

The GT gets a 2.5-liter, dohc 24-valve V-6 that delivers164 hp. The 1992 LX and GT turbocharged models generate 145 hp.

To achieve the more cab-forward look, Ford designers reduced the cowl height three inches and pulled the base of the windshield forward four inches.

On the inside, there is a new design with a wraparound instrument panel. The center console armrest with storage area and cup holder is standard on the GT and optional on the base model.

Jon Baker, Probe program manager, says Ford expects to sell 150,000 Probes by the end of the 1993 calendar year, with 35,000 of those sales exports.

Another goal is to decrease fleet sales as a total percentage of Probe deliveries. Steve Odell, marketing plans manager for Ford Division specialty cars, says the current mix is about 60 percent retail, but the division would like to increase retail to 70 percent or 80 percent.

Chrysler sees 250,000 minivan sales in Europe by mid-'90s

DIANA T. KURYLKO
Staff Reporter

GRAZ, Austria — Chrysler Corp. expects to sell 200,000 to 250,000 minivans a year in Europe by the mid-1990s, supplying at least half the volume from its new plant here, Chairman Lee Iacocca said last week.

"The first-generation Voyager in 1984 assured our survival in the United States, and the second generation, I think, will assure our survival in Europe," Iacocca said at the dedication of the Eurostar plant, a joint venture with Steyr-Daimler-Puch GmbH.

Chrysler has half the minivan market in the United States, and "I hope we can do 50 percent here," Iacocca said.

He said the European minivan market will easily expand to 800,000 units a year by 1999 from about 75,000 to 80,000 in 1991.

His forecast is based on Chrysler's rapid penetration of the European segment. In four years, Chrysler has captured 21 percent of the European minivan market, and that was accomplished with imported minivans and no diesel engine, Iacocca said.

Because of the diesel's popularity in Europe, where gasoline engines above 2.0 liters are heavily taxed, Chrysler will install a new Italian-built turbodiesel engine in the Voyager. Production of the 2.5-liter diesel Voyager began last week, and Iacocca said he expects it to account for 60 percent of the production at Eurostar.

The new $2.2 billion Eurostar plant has a production capacity of 50,000 units a year and can be expanded to 100,000 without a major addition to the facility, Chrysler says.

That capacity would imply the need for Chrysler to import as many as 150,000 minivans a year from North America if Iacocca's projections are on target. Chrysler's two minivan plants in North America are operating near capacity, and it is not clear where the additional units would come from.

Several of Chrysler's distributors attending the dedication ceremony said they doubted that Iacocca's sales projections could be met. They said the company lacks the extensive European dealer network of its competitors, particularly Renault, maker of the top-selling Espace minivan.

Chrysler is likely to have 1,500 dealers in Europe by next year. But the company started selling in Italy — the second largest market in Europe — only last month.

Great Britain, also one of the biggest markets, will get left-hand drive Jeeps beginning in October. But there are no plans to sell the Voyager in the United Kingdom.

A distributor has yet to be signed in Spain, another major market.

Iacocca also confirmed that another vehicle, possibly a Jeep, could be built at Eurostar by expanding the plant.

Toyota trims build at advanced Tahara plant

Japan sales slump forces shift cut

MARY ANN MASKERY
Staff Reporter

TOKYO — Toyota Motor Corp.'s decision to trim production because of slumping demand in the home market has hit its newest and most advanced plant.

Officials say they don't know when the plant, designed to build more cars more efficiently, will now be able to prove its mettle.

The addition to the Tahara plant was built at a cost of more than 50 billion yen (about $380 million). The addition started up last fall with the introduction of the new Crown Majesta and the Aristo.

The plant, which has an annual build capacity of 396,000 units, had been operating on two shifts. But Toyota cut production to one shift at Tahara's No. 4 assembly plant two weeks ago, and has slowed assembly on other lines.

Analysts say the move could affect Aristo production and derail plans to ship it to the United States. The Aristo is widely expected to be exported to the U.S. market as a new Lexus.

Toyota will not say how long the one-shift operation will continue at Tahara. Until it returns to full capacity-use, however, several labor-saving innovations that Toyota officials call world firsts are going to waste.

For one, the plant houses a 5,200-ton stamping machine that Toyota says is the biggest in the world. The unit can turn out side panels as long as 13.2 feet, and can handle metal sheets of varying thickness at the same time.

In addition, operations for brazing, finishing and fitting of doors, hoods and luggage lids are fully automated, believed to be a world-first.

Other companies have developed automated fitting operations, says Tahara General Manager Kazuhiro Sadamura, but "we believe we are the most advanced."

On final assembly, robots are used to attach engines to chassis, and to position wheels and seats. Robots also install air conditioning units, considered another industry first.

Toyota, which has not relied heavily on automation, averages just 5 percent on final assembly in most of its plants. The ratio at the new plant, however, is about 15 percent.

But Sadamura says the percentage of automation is unimportant.

"In the past, we attached importance to the percentage of automation," he says. "But recently, we have come to think of the figures as meaningless."

Instead, Sadamura wants to emphasize effects in the work place. The object of more automation, he says, "is to improve the environment by eliminating difficult work."

Besides a better work environment, another goal of the new technology is improved quality. Posters in the plant advise workers and visitors of "the relentless pursuit of perfection."

Hiromitsu Hayashida, Toyota's general manager of manufacturing, says the new automation, particularly in the fitting process, has reduced the need for make-overs by 30 to 50 percent.

And since many of the procedures are handled by robots rather than human hands, the damage from scratches has been cut by 50 percent.

When all of this will be put to use in full production is not clear.

Says Sadamura, "That depends on the economy."

TOYOTA

North America chief sees pendulum shift

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plus of an 11 million-car market will be very difficult to attain."

While the new cap of 1.65 million units on Japanese exports to the United States, which was agreed to April, "will not damage our operations," Taguchi said it will limit flexibility when the market demands more cars.

"If the market goes up and the supply capacity of the domestics is not in line with demand, I think American consumers may face a shortage of certain models," he said.

Toyota had already backed off from its long-standing goal of selling 1.5 million units in the United States by the middle of the 1990s.

"I know that in '92, '93 or '94 it will be very difficult to reach that level of sales," said Taguchi. "But our philosophy is not just volume, but how to make our operation more Americanized and also make our dealers more competitive."

Taguchi, rebutting recent press reports, also insisted that adopting a lower profile in the United States has nothing to do with the personalities who will take over U.S. sales operations next month.

Next month, Yale Gieszl, 50, will succeed Robert McCurry as executive vice president of Toyota Motor Sales U.S.A., and Shinji Sakai, 55, will succeed Yuki Togo as president.

Togo, who is 67, will become chairman; the 68-year-old McCurry will become vice chairman.

"Mr. Sakai and Mr. Gieszl may seem from the outside like a big change," said Taguchi.

"Their style of speech or communication may be different, but the basics will be the same. Even if Mr. Togo and McCurry were still in the driver's seat, this is an era in which we are becoming more sensitive."

Taguchi said McCurry and Togo's new duties will be announced in early June.

McCurry will not be active in day-to-day operations, but will have "a different role," Taguchi said. However, even with the strong-willed McCurry out of the daily picture, Toyota's Japanese managers say they will not use the opportunity to exert more influence on U.S. operations.

"Frankly, I don't see it," said Taguchi. "Toyota U.S.A. has certain responsibilities and . . . authority, and I think Mr. Sakai and Mr. Gieszl will continue (to exercise them)," he said.

Taguchi said Toyota USA would become "more sensitive and more responsive to the needs of society . . . even if Mr. Togo and McCurry hypothetically were still in the same positions."

And he said that Togo and McCurry had been "advocating more Americanization, more involvement in America, like manufacturing and engineering, while promoting our sales very strongly."

Taguchi said that the 1.5 million goal was only "one part" of the company's vision of how to be a better company in America.

"It is not a set, fixed objective," he said. "So we will try to be a better company. And if the market grows, and there is a more harmonious relationship in the industry . . . in the long-term we may be able to reach that."

In setting that goal for the United States, Toyota officials in the past had said that half the total would be built locally.

Toyota is now set to reach a North American production capacity of about 700,000 units a year by mid-decade. That would expand if the company takes 100 percent control of its New United Motor Manufacturing Inc. joint venture in Fremont, Calif., with General Motors in 1996.

Taguchi said, however, that the company sees no need for additional capacity in North America.

"Not right now," he said. "We are trying to maintain the 1 million-plus volume sales for the Toyota and Lexus franchises combined, and reasonable growth."

Over the long-term, Lexus sales in the United States may grow faster than Toyota, he said.

"We sold about 70,000 Lexus last year, so we are hopeful that we will be able to go over 100,000 by the mid-'90s," he said.

That is a more cautious view than U.S. estimates that the 100,000 figure can be reached this year. Taguchi doesn't think that will happen in 1992.

He also said that the current U.S. dealer count — 1,180 Toyota points and about 150 Lexus dealers — is adequate.

"We are pretty well covered," he said. "Lexus may need some more smaller points (in more rural markets), but in the major cities we are covered. But volumewise, we won't add so many."

This year, Taguchi said he hopes Toyota will do "a little better" than its 1991 sales of 1,004,000 vehicles in the United States.

"I think our overall business is doing very well in very soft market conditions," he said.

Although Toyota joined most other Japanese makers in raising U.S. prices last month, Taguchi said it is too early to gauge the impact on sales.

One Tokyo auto analyst, Koji Endo of S.G. Warburg Securities, speculated recently that the Japanese may raise prices twice more in 1992.

But Taguchi hopes it doesn't happen.

"The exchange rate was one of the strong factors in the pricing of our products, and the yen has since come back to the 133 level from 125," he said.

"Any pricing action will depend on the situation, but personally I hope we will be able to go into the 1993 model year with today's prices."

Taguchi said the political climate was only "a very small factor" behind the price increase. "We are doing business."

Car sales jump 52.1% in Mexico

MEXICO CITY — Vehicle sales boomed in Mexico in March, led by a 52.1 percent increase in car sales.

Mexico's Big Five automakers sold 66,472 cars and trucks in March, a 39.8 percent gain over March 1991. But much of the surge can be explained by a rule change that ended tax deductions for company-provided cars, said Carlos Lukac, a vice president with the Booz-Allen Hamilton Inc. consulting firm in Mexico City.

Mexican firms have freely issued cars to white-collar employees as a form of compensation, Lukac explained. But beginning March 1, companies can take the tax deductions only on vehicles that stay on company property overnight.

As a result, many white-collar employees who used to have company cars went shopping for their own new cars in March, he said.

The biggest gains were posted by General Motors and Chrysler; each jumped about 90 percent from 1991. Ford, Nissan and Volkswagen also had very strong months.

Mexican production kept pace. The Big Five's car and truck output for the Mexican market rose 45.9 percent. Their export production, most headed for the United States, rose 55.6 percent.

MEXICO CAR AND TRUCK SALES

	March 1992	March 1991	3 mos. 1992	3 mos. 1991
Cars	7,164	3,763	20,484	12,753
Trucks	5,103	3,907	12,373	13,040
Imports	48	165	294	332
CHRYSLER	**12,315**	**7,835**	**33,151**	**26,125**
Cars	5,803	4,266	15,802	14,699
Trucks	5,568	4,659	15,490	13,849
Imports	0	245	0	1,403
FORD	**11,371**	**9,170**	**31,292**	**29,951**
Cars	5,465	2,902	12,547	9,455
Trucks	5,975	5,677	17,165	16,347
Imports	684	446	1,288	1,268
GM	**12,124**	**9,025**	**31,000**	**27,070**
Cars	8,599	6,267	22,377	20,076
Trucks	3,338	2,481	9,025	8,233
Imports	272	127	746	648
NISSAN	**12,209**	**8,875**	**32,148**	**28,957**
Cars	17,158	11,863	43,083	35,005
Trucks	1,295	794	3,702	2,595
Imports	0	1	2	53
VOLKSWAGEN	**18,453**	**12,658**	**46,787**	**37,653**
Cars	44,189	29,061	114,293	91,988
Trucks	21,279	17,518	57,755	54,064
Imports	1,004	984	2,330	3,704
TOTAL BIG 5	**66,472**	**47,563**	**174,378**	**149,756**
OTHER*	**2,984**	**1,917**	**7,757**	**5,868**
TOTAL INDUSTRY	**69,456**	**49,480**	**182,135**	**155,624**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	March 1992	March 1991	3 mos. 1992	3 mos. 1991
Cars for Mexico	7,342	3,599	20,739	12,628
Cars for export	5,671	4,010	18,883	16,621
Trucks for Mexico	5,489	3,452	12,933	13,142
Trucks for export	1,981	328	7,114	1,185
CHRYSLER	**20,483**	**11,389**	**59,669**	**43,576**
Cars for Mexico	5,709	4,400	16,248	4,562
Cars for export	14,585	5,813	30,008	18,644
Trucks for Mexico	5,541	4,394	15,941	13,639
FORD	**25,835**	**14,607**	**62,197**	**36,845**
Cars for Mexico	6,327	3,038	14,048	8,665
Cars for export	5,269	6,348	16,948	14,013
Trucks for Mexico	6,554	5,214	18,552	16,372
GM	**18,150**	**14,600**	**49,548**	**39,050**
Cars for Mexico	8,596	6,238	22,380	20,105
Cars for export	1,267	1,094	5,282	3,328
Trucks for Mexico	3,350	2,485	9,043	8,235
Trucks for export	1,049	453	2,621	1,285
NISSAN	**14,262**	**10,270**	**39,326**	**32,953**
Cars for Mexico	14,864	11,226	41,869	34,384
Cars for export	4,577	4,056	15,869	13,148
Trucks for Mexico	1,438	646	4,072	2,674
VOLKSWAGEN	**20,879**	**15,928**	**61,810**	**50,206**
Cars for Mexico	42,838	28,501	115,284	80,344
Cars for export	31,369	21,321	86,990	65,754
Trucks for Mexico	22,372	16,191	60,541	54,062
Trucks for export	3,030	781	9,735	2,470
TOTAL BIG 5	**99,609**	**66,794**	**272,550**	**202,630**
Trucks for Mexico	2,503	2,117	7,208	6,156
Trucks for export	0	0	0	0
OTHER*	**2,503**	**2,117**	**7,208**	**6,156**
TOTAL INDUSTRY	**102,112**	**68,911**	**279,758**	**208,786**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Service pros laud '92 Eldo, Seville

DALE JEWETT
Service Editor

The longest look service managers at many Cadillac dealerships are getting at 1992 Sevilles and Eldorados is the period from when the cars are unloaded from the transporter to when they are delivered to the buyer.

Cadillac service bulletins

- Cracking of front outside door handles
- Bumper fit
- Door rattles (Eldorado only)
- Loose sun visor mounting
- Creaking noise from body mounts (also on Allante)
- Condensation in rear taillamps (Seville only)
- Water dripping into trunk from license plate cover (Eldorado only)
- Roof panel noise (only Sevilles without sunroof)
- Noisy lumbar motors
- Intermittent stalling, rough idling, engine hesitation (1990-1992 models, including DeVille and Fleetwood)
- Intermittent no-start (1989-1992 models, includes Allante, DeVille, Fleetwood)
- Interior window fogging
- Excessive brake pedal travel to activate brake lights or disengage cruise control (also on Allante)

"The new cars have made life a lot easier than the ones Cadillac was building in the mid-'80s," says Phil Lynch.

Contacted late last week, more than a dozen service managers around the country praised the initial quality and reliability of the new Cadillacs. None reported any serious problems.

Nor were any service managers alarmed by the fact that Cadillac has issued several service bulletins in recent months relating to problems with the Eldorado and Seville.

"I've gotten used to seeing a lot of bulletins," said Ken Presswood, service manager at Lone Star Cadillac in Dallas. "Sometimes I feel we kind of get bulletined to death, but it shows how sensitive the manufacturers are to quality and getting problems fixed quickly."

Ricky Pope, service manager at Cobb Pontiac-Cadillac in Montgomery, Ala., said service bulletins are common. "We kind of expect a lot of bulletins, not only because it's a new car but because it doesn't have to be a big (repair) issue for Cadillac to put out a bulletin," Pope said.

"We have had one come back in the 20 or so we've sold, except for oil changes and routine maintenance," said Kelly Sarver, service manager at King Coal Chevrolet Co. in Oak Hill, W.Va.

Several service managers said most early repairs centered on fit-and-finish concerns that are typically discovered during the pre-delivery inspection.

"I'd have to say I've been pleasantly surprised. We had one come in with a cowl leak from early on in production, but we caught that in the prep process," Presswood said.

"We don't see a lot of them back in the shop. In fact, a couple of months a go I went up front to check to see how many Sevilles and Eldorados we had sold because we weren't seeing them back here and I was afraid they weren't selling well," he added.

"About the only problem we've seen coming from the factory is loose rear bumpers on some Sevilles, but we're taking care of that," Pope said.

"The fit-and-finish concerns are real common with a new model," said Phil Lynch, service manager at Capital Cadillac in Smyrna, Ga. "It seems the factory needs three to four months to learn all the changes for building them.

"But the owners love the car, and fit-and-finish is a bit of a subjective area. What one person thinks is a flaw doesn't bother another," Lynch said. "The new cars have made life a lot easier than, say, the ones Cadillac was building in the mid-'80s, when the quality was not up to the standards that we wanted it to be."

Keith McCallister, service manager at Superior Cadillac-Oldsmobile in Huntington, W.Va., said he hasn't seen any of the problems in the service bulletins.

"Just this week, we've had one come in with a high-pitched whine you hear only from certain parts of the car," he said. "It sounds like a vacuum leak, and the customer is bringing it back next week. We think we can get it solved.

"Usually when you have such a big change with a car line, you have problems with body fit and noise," McCallister said. "But they've really done their homework with this car."

CADILLAC

Nagging faults for Seville, Eldorado

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said. "If you look at these items, they are the kind of things we might not have informed people about in the past. Now, we think these are the things that separate you from being good and being world class."

It could not be determined how many of the 1992 Sevilles and Eldorados may be affected. Only a few of the bulletins provided vehicle identification numbers for cars that may be involved.

O'Neill said he didn't know the actual number of cars with problems, but he said relatively few have gotten into customers' hands. Many of the early production models that had problems were kept in internally controlled fleets, and other cars with problems were caught and corrected before they were shipped, O'Neill said.

Cadillac claims most of the problems were discovered early in production, and fixes were prescribed. Service bulletins inform dealership service technicians how to correct the conditions on cars that have been delivered.

One bulletin on door rattles covers only Eldorados and indicates that only the first 4,152 built could experience a problem. Another bulletin covers excessive brake pedal travel needed to activate brake lights or disengage the cruise control. It indicates that the first 1,454 Eldorados and the first 3,333 Sevilles might be affected. And a bulletin on window fogging indicates that the first 12,027 Sevilles and the first 9,101 Eldorados may experience the condition.

The corrections are being made in the assembly plant so that cars are not delivered with the problems that have been identified, O'Neill said.

"I wouldn't say all of the problems are corrected, but the causes have been identified and the fixes are under way," O'Neill said. "I do not believe any of those are going out of the plant at this time."

Service managers contacted by *Automotive News* report few problems or complaints with the new Sevilles and Eldorados.

The fixes are adding to the time it takes to manufacture cars at the Hamtramck plant, and that makes the plant less efficient, O'Neill acknowledged. "It's certainly not the way you want to do it," he said. Some of the corrections require design changes that cannot be implemented until verified, approved and funded. Until then, workers will continue to make the interim fixes prescribed for the problems.

"This simply means that as we have accelerated and improved, we found conditions that could be found on the cars," O'Neill said. "Are we concerned? Yes. Are we improving? Yes."

O'Neill said the performance of Sevilles and Eldorados in internal customer satisfaction surveys is evidence that the problems haven't been widely experienced.

"The numbers are coming in higher than any other we've had at Cadillac, equal to Lexus and Infiniti," O'Neill said.

He said Seville buyers indicate they are 96 percent satisfied with their cars, and Eldorado buyers are 95 percent satisfied. That compares with a 96 percent approval rating for Lexus and 95 percent for Infiniti, O'Neill said.

It's also a big improvement for Cadillac since the early 1980s, when its Customer Satisfaction Index numbers were running in the low 80 percent range, O'Neill said.

The Seville and Eldorado have proven to be hits for the division. Cadillac sold 17,289 of the 1992 Sevilles and 11,224 of the 1992 Eldorados through April 20. That compared with 16,587 Sevilles and 10,440 Eldorados during the 1991 model year through April 20.

About 56,000 firm dealer orders have been received for the two cars, and another 10,000 to 15,000 orders are anticipated, Cadillac said. Orders are running at three Eldorados for every four Sevilles.

That would exceed Cadillac's goal of selling 60,000 Sevilles and Eldorados in the 1992 model year.

IRS

Deal is in works on tax dilemma

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said Robertson. "It will have a positive affect on a dealer's cash flow."

Strauss viewed talks with the IRS so far as a potential answer to a vexing industry problem: "We appreciate the willingness of the Treasury Department to continue their dialogue with us in an effort to rectify what we view as a very unfair application of a portion of the IRS code." He said the IRS recognizes that this is an unusual issue and has expressed a willingness to resolve it.

Both Robertson and Strauss said this is an example of industry and government working together to solve a potentially crippling industry problem.

For years dealers matched income and expenses on extended service contracts in the same tax period. But an IRS advisory two years ago said dealers should take the income in the year the contract is sold and then pro-rate the expense over the life of the contract.

Ford Motor Co. inadvertently triggered the issue with the IRS by changing its extended service contract program in 1985, making Ford and Lincoln-Mercury dealers the principals under their programs rather than the factory.

But extended service contracts sold by independent administrators and some foreign manufacturers also name dealers as the obligors on the contracts. And most extended service contracts sold by independents and domestic and foreign manufacturers on used cars name dealers as obligors.

The result is that dealers selling those kinds of extended service contracts also were caught in the net. Worse yet, the IRS told dealers the advisory was retroactive. Hundreds of dealers have been audited and assessed hundreds of thousands of dollars in back taxes and interest. Others are waiting for notification of an audit.

But the IRS has not applied the advisory uniformly. For example, more dealers in Oregon and Washington have been audited than dealers in Ohio or Illinois.

For extended service contract administrators, the stakes are even higher. They claim the change in how dealers account for costs and income creates a monopoly for the factory programs. Most factory programs are structured so the dealer is the agent, so the advisory doesn't apply.

Independent administrators can't change their programs to make the dealer the agent. It's contrary to most state laws regarding the sale of independently administered extended service contracts.

CAFE

Ford model changes end in 1.4 mpg gain

continued from PAGE 3

model year for those full-sized cars meant that they were less of a drag on Ford's domestic CAFE than usual.

Ford lowered the domestic content on the 1992 Crown Victoria/Grand Marquis to less than 75 percent. With the cars now in Ford's import fleet, Ford's import fleet average will fall when the 1992 figures are tallied.

Kulp said that while automakers continue their efforts to improve fuel economy, new safety and emissions standards — both of which add weight to cars — may work against improved fuel economy beginning with the 1996 model year. He noted that the continued move of consumers toward bigger, more powerful cars with more options also works counter to improved fuel economy.

But the NHTSA report suggests that the market trend shifted slightly during 1991. The market share of minicompact and subcompact cars grew 3.6 percentage points, while the proportion of large, mid-sized and compact cars declined 3.7 percentage points during the 1991 model year, NHTSA said.

The report did not speculate on what role the slumping economy might have played in those shifts.

Overall, curb weight was up 11 pounds per vehicle for domestics and 35 pounds per vehicle for imports. Performance, as measured by horsepower per 100 pounds of vehicle weight, was down slightly for domestic cars and up slightly for imports, NHTSA reported.

Companies that do not meet the CAFE standards are subject to fines. But the amount of fines can't usually be determined by a single year's performance because automakers are allowed to carry forward credits from other years and use credits retroactively.

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INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

TOYOTA (area served by Gulf States Toyota; expires June 2)	
Camry Deluxe sedan (1992)	$500

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA	
Accord, Prelude (1991, no expiration date)	$500
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (expires May 4)	
240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000

Wiper inventor tackles Chrysler alone

The Associated Press

DETROIT — Robert Kearns resumed his crusade against automakers for infringing on his invention of intermittent windshield wipers, acting as his own attorney in a Detroit federal courtroom last week.

Kearns has won his lawsuit against Chrysler Corp., but he says he can't afford the hundreds of thousands of dollars his attorneys charged him. So the 65-year-old former professor fired them.

Last week, he sought damages of at least $33 million from Chrysler for infringement of his patent on the intermittent wipers used in millions of vehicles.

Kearns won his lawsuit against Chrysler after a $10.2 million settlement from a case against Ford Motor Co. The next phase of the Chrysler trial — to determine damages — began last Monday.

"In the first half of the Chrysler trial, our attorneys billed us $1.8 million for six months' work," Kearns' son Dennis said.

Kearns argues that auto companies have made hundreds of millions of dollars from the intermittent wipers.

He hopes to convince jurors that Chrysler's infringement was intentional, Dennis Kearns said.

Before U.S. District Judge Avern Cohn, Chrysler attorney Deanne Siemer told jurors that intermittent wipers didn't make cars more attractive to consumers and didn't add any significant value. She held a thick stack of documents to indicate that Kearns is one of a host of people who have worked on intermittent wipers.

"Dr. Kearns' patents are in this collection," she said.

"So are the patents of 194 other inventors of intermittent windshield wiper systems or things that are close to intermittent wiper systems."

Cases against General Motors and other defendants are pending. AN

Toyota distributor puts rebate on Camry

ARLENA SAWYERS
Staff Reporter

incentive
WATCH

Toyota's crown jewel, the 1992 Camry, is carrying its first incentive. It is a regional rebate in the area served by an independent distributor.

On April 3, **Gulf States Toyota Inc.,** distributor in Texas, Louisiana, Arkansas, Oklahoma and Mississippi, began paying dealers a $500 incentive on Camry DX four-cylinder and V-6 models.

The program expires June 2, dealers say.

Gulf States Toyota is headquartered in Houston.

A dealer who did not want to be named said he was "shocked" by the incentive since the Camry is selling so well. He said he believes that the dealer cash is the distributor's way of saying "thanks" to dealers for a job well done.

Four General Motors divisions announced revisions to their consumer incentive programs last week.

In lieu of rebates, customers may choose finance rates of 2.9 to 6.9 percent.

Unless otherwise noted, customer rebates expire today on 1991 GM models and June 4 on 1992 models.

Chevrolet raised the rebate on the 1991 and 1992 Geo Prizm from $750 to $1,000 and on the 1991 and 1992 S/T Blazer from $1,000 to $1,500. Also, incentives on 1992 Geos and the 1991 Geo Storm have been extended through Sept. 23. Alternate financing of 6.9 percent for contracts up to 48 months applies.

Consumer rebates of $1,000 on the 1992 Roadmaster sedan and wagon have been added to **Buick's** program. The rebate on option packages for the 1992 Skylark and 1992 Regal has been increased $250 and now ranges from $500 to $1,250. On the 1992 Skylark only, the alternate finance rate is 3.9 percent for contracts up to 48 months.

GMC Truck announced adjustments to its consumer program that put the rebate range on 1991 and 1992 trucks at $400 to $1,500.

Pontiac is offering a finance rate of 4.8 percent for 48 months on the 1992 Bonneville and 2.9 percent for 48 months on the 1992 Sunbird.

Ending today are **Mazda Motor of America Inc.** customer incentives ranging from $1,400 to $1,750 on 1991 and 1992 cars and $600 to $1,500 on 1991 and 1992 trucks.

Expiring last week were incentive programs for **Mitsubishi Motor Sales of America Inc.** and **Acura Division.** AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Roadmaster	$1,000
Century, LeSabre	$250-1,250
Regal, Skylark	$500-1,250
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro (expires Sept. 23)	$500
Geo Prizm (expires Sept. 23)	$1,000
Geo Storm (expires Sept. 23)	$750
Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$1,500
G-Van (upfit)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (exclude Crew cab)	$400
Safari	$500
G-Van	$500-1,000
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet	
Same as 1992 models with the following exceptions:	
Geo Metro conv. (expires May 4)	$1,000
Geo Tracker (expires May 4)	$750-1,000
Astro	$400
GMC Safari	$400
Other rebates same as 1992 models	
Oldsmobile (regional)	
Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

calendar

DEALER CONVENTIONS — '92

May 17-19 — American International Automobile Dealers Association, J.W. Marriott, Washington, (703) 519-7800

May 21-24 — South Carolina Automobile & Truck Dealers Association, Hyatt Regency Hotel, Hilton Head, S.C., (803) 252-0205

June 7-9 — Idaho Automobile Dealers Association, Coeur d'Alene Resort, Coeur d'Alene, Idaho

June 7-10 — Maryland New Car and Truck Dealers Association, Sheraton Hotel, Ocean City, Md.

June 12-14 — Wyoming Automobile Dealers Association, Snow King Inn, Jackson, Wyo., (307) 632-5254

June 21-23 — Texas Automobile DealersAssociation, Hyatt Regency, Houston, (512) 476-2686

June 23-28 — Arkansas Automobile Dealers Association, Half Moon Club, Montego Bay, Jamaica, (501) 372-2596

AUTO SHOWS — '92

May 13-17 — Las Vegas International Motor Car Show, Sands Expo and Convention Center, Las Vegas, (702) 737-7318

May 21-25 — Arizona Auto Show, Phoenix Civic Plaza, Phoenix, (213) 444-5202

May 28-31 — Cincinnati Truck & Van Show, Cincinnati Convention Center, Cincinnati, (513) 825-1600

Oct. 2-25 — State Fair of Texas Auto Show, Fair Park, Dallas, (214) 421-8728

Oct. 13-25 — Los Angeles Recreation Vehicle Show, Recreation Vehicle Industry Association, Fairplex exposition complex, Pomona, Calif., call (703) 620-6003

Oct. 15-18 — Long Island's International New Car Show, Nassau Veterans Memorial Coliseum, Uniondale, Long Island, N.Y., (516) 368-8000

Oct. 16-18 — Northwood Institute Automotive Industry Show, Northwood Institute, Midland, Mich., (517) 837-4237

Oct. 23-Nov. 1 — South Florida Auto Show, Miami Beach Convention Center, Miami Beach, Fla., (305) 758-2643

Oct. 31-Nov. 8 — New England International Auto Show, Bayside Exposition Center, Boston, (800) 732-2914

Nov. 6-8 — Southern Connecticut's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 6-8 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (800) 345-1487

Nov. 11-15— Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (800) 345-1487

Nov. 11-15 — Greater Sacramento International Auto Show, California Exposition & State Fairgrounds, Sacramento, Calif., (800) 732-2914

Nov. 12-15 — Massachusetts International Auto Show, Centrum, Worcester, Mass., (508) 752-5240

Nov. 12-15 — Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Nov. 19-22 — Jacksonville International Auto Show, Prime F. Osborn III Convention Center, Jacksonville, Fla., (800) 345-1487

Nov. 20-22 — Hampton Roads International Auto Show, Pavilion Virginia Beach Convention Center, Virginia Beach, Va., call (800) 345-1487

Nov. 25-29 — Central Florida International Auto Show, Orange County Civic Center, Orlando, Fla., (407) 352-3420

Dec. 7-14 — Dayton Auto Show, Dayton Convention Center, Dayton, Ohio, (513) 825-1600

Dec. 26-Jan. 3 — National Capital Aree International Auto Show, Washington Convention Center, Washington, (800) 732-2914

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SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
FORD		
Norfolk, Va.	5/4	3,200
Ford F series		
Oakville, Ontario	5/4	4,800
Ford Tempo		
Mercury Topaz		
GENERAL MOTORS		
Arlington, Texas	5/4	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		
Total U.S. truck		**3,200**
Total Canada car		**4,800**
Total units lost week of 5/4		**8,000**

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

Hoglund, Losh join GMAC board

CHARLES E. RAMIREZ
Special Correspondent

As part of General Motors' restructuring, William Hoglund, executive vice president and chief financial officer, and Michael Losh, vice president of North American vehicle sales and marketing, have been elected to the board of General Motors Acceptance Corp.

Hoglund and Losh also have been elected to the board of GM's Motors Insurance Corp. subsidiary.

The additions were announced by Robert O'Connell, GM senior vice president and GMAC chairman-elect. Hoglund succeeded O'Connell as GM chief financial officer in last month's shakeup led by GM's outside directors.

GMAC spokeswoman Lynda Kosinski denied the move was prompted by the McNamara affair. Long Island dealer John McNamara is charged with defrauding GMAC of $436 million in loans for non-existent autos. Kosinski said the move is not an attempt by GM to keep a closer watch on GMAC or auto dealers.

GMAC's directors elected Hoglund because "the chief financial officer has always been on the board," she said. "They felt it is a beneficial tradition to continue."

Losh was elected because his expertise, his long-time relationship with GMAC and his new position made it desirable to have him on the board, Kosinski said.

Calif. survey finds support for electrics

LOS ANGELES — More than half of 1,000 California voters contacted in a survey support state regulations that will require about 40,000 zero-emissions vehicles to be sold in the 1998 model year.

In addition, about half of those opposing the law said they would change their minds if tax breaks are granted to electric vehicles.

The survey, conducted in January, was paid for by Southern California Edison, an electric utility. The utility said the public is willing to pay slightly more for electric vehicles.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/27-5/2/92	Actual 4/20-4/25/92	Apr. Est.	Year 1/1-5/2/92	Year 1/1-5/4/91
LeBaron J	1,450	1,172	5,815	17,643	15,009
New Yorker	300	292	1,020	5,443	2,618
Fifth Avenue	1,050	712	2,892	10,247	9,089
Imperial	175	133	406	1,676	2,275
Town & Country (trk.)	450	394	1,488	4,638	1,112
Total Chrysler Div.	**3,425**	**2,703**	**11,622**	**39,647**	**30,103**
Sundance	2,000	1,164	6,438	18,744	12,085
Acclaim	2,250	1,729	8,077	26,498	26,512
Voyager (trk.)	2,340	1,881	8,479	31,098	28,930
Voyager (Can. trk.)	2,868	2,272	11,023	47,031	36,129
Total Plymouth	**9,458**	**7,046**	**34,016**	**123,371**	**103,656**
Daytona	250	237	1,127	3,810	5,236
Shadow	2,500	2,014	9,892	27,766	14,138
Dynasty	1,900	1,536	5,754	24,988	36,706
Spirit	1,125	1,039	5,809	23,626	24,100
Viper	2	3	13	14	0
Monaco (Can.)	0	0	0	0	1,104
Caravan (trk.)	2,850	2,432	10,735	40,574	35,399
Caravan (Can. trk.)	3,582	3,032	14,011	61,477	47,963
Caravan C/V (trk.)	90	95	331	1,068	1,440
Caravan C/V (Can. trk.)	150	127	594	2,871	10,665
Dakota (trk.)	3,050	2,365	12,146	42,931	24,293
Ram pickup (trk.)	1,425	1,153	5,898	20,963	24,237
Ram wagon (Can. trk.)	660	443	2,271	8,434	7,199
Ram van (Can. trk.)	1,692	1,141	5,793	21,192	12,649
Total Dodge	**19,276**	**15,617**	**74,373**	**279,716**	**245,129**
Premier (Can.)	0	0	0	0	2,404
Cherokee (trk.)	0	2,861	11,467	46,262	37,724
Comanche (trk.)	0	54	170	866	1,825
Grand Cherokee (trk.)	1,900	1,657	7,042	15,499	415
Briarwood(trk.)	0	0	4	325	1,065
Wrangler (Can trk.)	0	839	4,940	29,026	17,727
Total Jeep-Eagle	**1,900**	**5,611**	**23,623**	**91,978**	**81,160**
Total U.S. car	**13,002**	**10,031**	**47,243**	**160,457**	**147,768**
Total Can. car	**0**	**0**	**0**	**0**	**3,508**
Total U.S. truck	**12,105**	**13,092**	**57,760**	**204,224**	**156,440**
Total Can. truck	**8,952**	**7,854**	**38,631**	**170,031**	**132,332**
CHRYSLER CORP.	**34,059**	**30,977**	**143,634**	**534,712**	**440,048**
Escort	5,692	4,647	18,899	52,834	65,327
Mustang	2,810	2,252	8,294	28,784	21,866
Tempo	2,812	2,265	11,760	44,008	36,635
Tempo (Can.)	3,380	2,708	13,534	43,541	36,534
Taurus	8,615	6,484	32,131	125,711	105,812
Thunderbird	1,810	1,670	8,519	27,863	25,681
Crown Victoria (Can.)	2,658	2,110	10,278	34,887	31,290
Aerostar (trk.)	4,110	3,197	16,145	62,116	47,520
Bronco (trk.)	706	519	1,992	7,136	3,921
Explorer (trk.)	6,713	5,157	26,213	109,535	94,039
Mazda Navajo (trk.)	156	109	596	1,832	4,794
Econoline (trk.)	4,507	3,661	18,130	65,821	41,991
Heavy (trk.)	954	825	3,914	15,811	12,325
Light truck (trk.)	8,225	9,397	35,623	152,938	88,347
Light truck (Can. trk.)	3,050	2,454	9,188	50,547	29,418
Ranger (trk.)	8,825	7,004	32,248	97,925	82,189
Total Ford Division	**65,023**	**54,459**	**247,462**	**921,289**	**727,689**
Topaz	1,708	1,365	6,362	19,610	15,649
Topaz (Can.)	1,426	1,132	5,758	16,533	10,480
Cougar	1,798	1,226	5,903	20,190	19,711
Sable	3,177	2,307	12,152	42,540	34,385
Grand Marquis (Can.)	2,238	1,802	9,223	34,990	26,711
Mercury Villager (trk.)	109	83	234	256	0
Nissan Quest (trk.)	51	16	61	71	0
Total Mercury	**10,507**	**7,931**	**39,693**	**134,190**	**106,936**
Continental	620	321	3,570	13,308	19,950
Mark VII	0	0	124	2,375	3,491
Town Car	1,858	931	9,618	39,824	46,924
Total Lincoln	**2,478**	**1,252**	**13,312**	**55,507**	**70,365**
Total L-M Division	**12,985**	**9,183**	**53,035**	**189,697**	**177,301**
Total U.S. car	**30,990**	**23,468**	**117,331**	**417,047**	**395,431**
Total Can. car	**9,702**	**7,752**	**38,793**	**129,951**	**105,015**
Total U.S. truck	**34,356**	**29,968**	**136,156**	**513,441**	**375,126**
Total Can. truck	**3,050**	**2,454**	**9,188**	**50,547**	**29,418**
FORD MOTOR CO.	**78,098**	**63,642**	**300,468**	**1,110,986**	**904,990**
Skylark	935	802	4,030	21,535	34,929
Century	2,858	2,505	9,287	25,298	26,307
Regal (Can.)	2,120	2,117	10,950	29,261	36,898
Riviera	307	212	1,145	4,149	3,629
Park Avenue	1,553	1,162	5,696	21,849	31,645
LeSabre	3,887	2,950	14,642	49,888	33,697
Roadmaster sedan	0	0	493	15,663	0
Roadmaster wagon	200	253	1,112	4,608	8,718
Reatta	0	0	0	0	1,073
Total Buick	**11,860**	**10,001**	**47,356**	**172,251**	**176,896**
Eldorado	833	697	3,546	14,642	5,647
Seville	1,136	931	4,837	17,317	12,114
Brougham	0	0	0	2,170	6,813
DeVille	2,411	3,033	10,952	39,104	46,411
Allante	64	51	256	486	1,075
Total Cadillac	**4,444**	**4,712**	**19,591**	**73,719**	**72,060**
Cavalier	5,570	4,345	21,920	78,038	95,021
Camaro	1,986	1,704	7,007	22,184	13,685
Corsica-Beretta	5,760	3,716	19,343	68,299	74,093
Lumina (Can.)	5,400	5,394	24,787	73,235	66,679
Caprice	1,760	1,289	6,551	33,598	42,851
Corvette	574	385	1,883	6,306	7,640
Astro (trk.)	3,157	2,439	12,929	54,398	31,424
Blazer (trk.)	713	574	2,530	7,608	2,445
Lumina APV (trk.)	1,378	1,111	4,973	15,257	11,413
Mediums (trk.)	116	64	333	1,723	872
P-model (trk.)	619	557	2,381	7,377	5,069
Pickup (trk.)	6,721	5,419	27,036	88,721	79,806
Pickup (Can. trk.)	3,400	3,404	15,220	67,194	45,703
S10 (trk.)	4,552	3,768	18,631	61,771	83,039
S10 Blazer (trk.)	3,156	2,372	12,066	45,371	12,025
Sportsvan (trk.)	0	0	0	11,405	14,086
Sportsvan (Can. trk.)	1,580	1,579	6,309	25,406	16,270
Suburban (trk.)	1,280	1,134	5,123	15,590	8,422
Total Chevrolet	**47,722**	**39,254**	**189,024**	**683,481**	**610,545**
Achieva/Calais	2,500	1,877	9,447	41,888	34,616
Cutlass Ciera	3,482	2,881	12,230	42,598	24,508
Cutlass Ciera (Can.)	0	0	0	0	21,442
Cutlass Supreme	2,400	1,906	8,788	25,657	35,633
Toronado	91	90	537	2,453	2,467
Eighty Eight	1,792	1,495	6,864	27,859	19,598
Custom Cruiser wag.	40	58	349	1,647	4,027
Ninety Eight	707	858	3,345	11,145	26,532
Silhouette (trk.)	306	244	1,367	5,268	5,749
Bravada (trk.)	340	328	1,276	5,087	7,107
Total Oldsmobile	**11,658**	**9,737**	**44,202**	**163,602**	**181,679**
Sunbird	2,220	1,545	8,167	33,146	42,450
Grand Am	6,085	4,622	23,547	80,990	77,619
Firebird	614	440	1,898	7,841	4,574
Grand Prix	2,459	1,866	8,918	36,461	32,121
Pontiac 6000	0	0	0	0	11,004
Bonneville	2,608	2,180	9,749	34,734	20,952
Trans Sport (trk.)	1,160	924	4,351	10,561	7,169
Total Pontiac	**15,146**	**11,577**	**56,629**	**203,733**	**195,889**
Yukon-Jimmy (trk.)	226	124	754	2,365	837
Medium (trk.)	462	397	2,268	9,116	2,075
P-model (trk.)	63	38	187	873	1,124
Pickup (trk.)	2,593	1,953	10,214	34,340	39,644
Pickup (Can. trk.)	1,250	1,242	5,817	24,711	17,973
Syclone-Sonoma (trk.)	1,525	1,157	5,340	16,093	19,734
Typhoon-S15 Jimmy (trk.)	914	759	4,148	13,685	4,262
Safari (trk.)	1,287	1,068	5,550	22,015	12,777
Suburban (trk.)	915	724	3,313	10,097	8,011
Vandura (trk.)	0	0	0	5,803	6,381
Vandura (Can. trk.)	630	628	2,752	12,703	7,219
Total GMC	**9,865**	**8,090**	**40,343**	**151,801**	**120,037**
Total Saturn*	**3,550**	**2,849**	**16,329**	**62,223**	**20,362**
Total U.S. car	**58,382**	**46,893**	**222,867**	**833,776**	**801,751**
Total Can. car	**7,520**	**7,511**	**35,737**	**102,496**	**125,019**
Total U.S. truck	**31,503**	**25,154**	**124,771**	**444,524**	**363,473**
Total Can. truck	**6,860**	**6,853**	**30,098**	**130,014**	**87,165**
GENERAL MOTORS	**104,265**	**86,211**	**413,473**	**1,510,810**	**1,377,408**
Can. car	2,165	2,164	9,281	38,665	44,428
Can. trk.	1,300	1,300	5,669	24,052	19,709
CAMI†	**3,465**	**3,464**	**14,950**	**62,717**	**64,137**
DIAMOND-STAR†	**3,310**	**3,316**	**14,265**	**55,663**	**54,639**
Civic	2,080	1,997	8,332	32,255	31,980
Civic (Can.)	2,200	2,182	9,143	39,084	37,361
Accord	7,690	7,693	31,831	134,578	124,081
Total U.S. car	**9,770**	**9,690**	**40,163**	**166,833**	**156,061**
Total Can. car	**2,200**	**2,182**	**9,143**	**39,084**	**37,361**
HONDA	**11,970**	**11,872**	**49,306**	**205,917**	**193,422**
HYUNDAI Sonata (Can.)	**300**	**225**	**1,150**	**5,107**	**12,841**
MAZDA†	**2,241**	**1,525**	**6,355**	**21,387**	**51,915**
U.S. trk.	1,550	1,468	6,325	23,177	26,590
Can. trk.	165	166	695	2,794	2,701
NAVISTAR	**1,715**	**1,634**	**7,020**	**25,971**	**29,291**
Sentra	2,310	2,078	9,979	47,009	49,025
Pickup (trk.)	2,760	2,498	11,331	47,608	47,703
NISSAN	**5,070**	**4,576**	**21,310**	**94,617**	**96,728**
Geo Prizm	1,500	1,527	6,367	31,039	35,689
Toyota Corolla	2,400	2,432	10,219	40,768	36,503
Toyota Pickup (trk.)	1,200	1,326	5,211	14,633	0
NUMMI	**5,100**	**5,285**	**21,797**	**86,440**	**72,192**
Legacy	1,183	1,209	5,033	20,391	19,865
Pickup (trk.)	397	361	1,542	7,900	0
Rodeo (trk.)	746	718	2,827	13,904	0
Total U.S. car	**1,183**	**1,209**	**5,033**	**20,391**	**19,865**
Total U.S. trk.	**1,143**	**1,079**	**4,369**	**21,804**	**17,505**
SUBARU-ISUZU	**2,326**	**2,288**	**9,402**	**42,195**	**37,370**
Camry	4,745	4,432	19,806	80,956	77,742
Corolla (Can.)	1,500	1,513	6,234	25,527	23,845
TOYOTA	**6,245**	**5,945**	**26,040**	**106,483**	**101,587**
VOLVO 740,940 (Can.)	**150**	**148**	**592**	**2,464**	**3,058**
AM GENERAL (trk.)	**375**	**375**	**1,575**	**6,375**	**7,250**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**10,000**	**40,800**	**48,650**
Total U.S. car	**129,743**	**106,401**	**499,626**	**1,875,326**	**1,826,389**
Total Canada car	**23,537**	**21,495**	**100,929**	**343,294**	**355,075**
Total U.S.-Canada Car	**153,280**	**127,896**	**600,555**	**2,218,620**	**2,181,464**
Total U.S. truck	**87,392**	**77,360**	**356,577**	**1,316,586**	**1,042,137**
Total Canada truck	**20,327**	**18,627**	**84,281**	**377,438**	**271,325**
Total U.S.-Canada truck	**107,719**	**95,987**	**440,858**	**1,694,024**	**1,313,462**
TOTAL U.S.	**217,135**	**183,761**	**856,204**	**3,191,912**	**2,868,526**
TOTAL CANADA	**43,864**	**40,122**	**185,211**	**720,732**	**626,400**
TOTAL U.S.-CANADA CAR & TRUCK	**260,999**	**223,883**	**1,041,414**	**3,912,644**	**3,494,926**

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

3 million: 12 days before '91

ANNE E. WRIGHT
Chief Statistician

U.S. car and truck manufacturers assembled their 3-millionth vehicle of the year last Thursday, 12 days ahead of 1991.

So far this year, U.S. automakers have produced 3,191,912 cars and trucks, 11.3 percent ahead of the 2,868,526 built in the same period one year ago.

U.S. car production was estimated at 129,743 last week, up 21.9 percent from the prior week and up 12.2 percent from the year-ago week.

So far this year, U.S. makers have assembled 1,875,326 cars, up 2.7 percent from the same period in 1991.

Last week, car production in Canada was estimated at 23,537, up 9.5 percent from the prior week and down 13.5 percent from the year-ago week.

Canadian car producers have assembled 343,294 so far this year, down 3.3 percent from the same period one year ago.

Last week's U.S. truck production was estimated at 87,392, an increase of 13.0 percent from the prior week. The total was 9.6 percent above the same week last year.

Year-to-date U.S. truckmakers have assembled 1,316,586 vehicles, an increase of 26.3 percent over the year-ago period.

Canadian truckmakers' estimated production last week was 20,327, up 9.1 percent from the prior week and down 0.9 from the year-ago week.

Year-to-date, truck production in Canada is 377,438, up 39.1 percent from 1991.

The estimated daily build rate of cars and trucks in the United States and Canada was 52,200.

That was an increase of 16.6 percent over the prior week and 7.4 percent over the same week one year-ago.

Chrysler Corp.'s St. Louis truck plant worked two nine-hour shifts last Saturday and is scheduled for three seven-hour shifts each day next week.

The company's Jefferson North (Detroit) facility was scheduled for one eight-hour shift last Saturday and one nine-hour shift each day this week. The plant produces the new Jeep Grand Cherokee.

Last Saturday, General Motors scheduled overtime at the following plants:

Oklahoma City; Van Nuys, Calif.; Oshawa, Ontario; and Scarborough, Ontario. The Suburban line at the Janesville, Wis., facility ran one shift of overtime last Friday.

Ford Motor Co. scheduled daily overtime last week at the Atlanta and Chicago car plants

Three truck plants also worked daily overtime: Twin Cities (St. Paul, Minn.); Edison, N.J.; and Louisville, Ky.

Both the car and truck lines at Ford's Kansas City, Mo., plant ran daily overtime last week. The truck line also worked one shift of overtime on Saturday.

Automotive

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NEWSPAPER

MAY 11, 1992

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news

Chevy to limit ZR-1 output

WARREN, Mich. — Chevrolet plans to build only 350 ZR-1 Corvettes per year in an effort to boost the exclusivity of the $64,318 car.

When the option debuted for the 1990 model year, Chevrolet hoped to sell 3,000 a year. The new limit runs until the 1995 model year, a dealer document says.

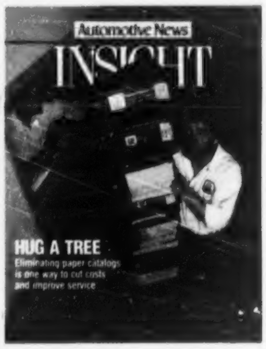
Chevrolet spokesman Dave Hudgens said he would not confirm or deny the plan.

— Phil Frame

Ford holds line on Probe price

DETROIT — The new Ford Probe will debut July 9 with

see LATE NEWS, 2


Automotive News
INSIGHT
HUG A TREE
Eliminating paper catalogs is one way to cut costs and improve service

Profit motives

New-car dealers are experimenting with a variety of ways to create profits in a down market. See *Automotive News Insight*, which follows Page 24.

Olds goal: young and stylish

GM to sharpen divisional images

PHIL FRAME
Staff Reporter

The foundering Oldsmobile Division will get the biggest makeover, moving to younger and more style-conscious buyers, as General Motors' new regime tries to focus the image of its car marketing divisions.

Marketing divisions would sacrifice models that blur their images and compete too closely with other GM vehicles, according to strategies for the mid-to-late 1990s under consideration by GM's North American Operations planners. While all product decisions are not final, conversations with many sources at the new North American Operations reveal general agreement on the focus each division will seek.

The plans under consideration include dropping Oldsmobile Cutlass Ciera and Bravada; Buick Roadmaster; Pontiac LeMans and the four-door Pontiac Grand Prix; and the 1997-model year remake of the Chevrolet Caprice, said sources at GM's new North American Operations.

GM execs taking retirement > 4

Other product changes being considered:

- Replacing the Cadillac Allante with a domestic car.
- Dropping the Oldsmobile Ninety Eight.
- Dropping the Buick Skylark.

Spurred by angry investors and outside board members impatient with GM's $6.5 billion in losses over the past two years, planners are considering previously unthinkable options, NAO sources said. The sources also say the Buick Regal may be in jeopardy, but a division executive, who asked not to be named, strongly denied any plans to kill the model.

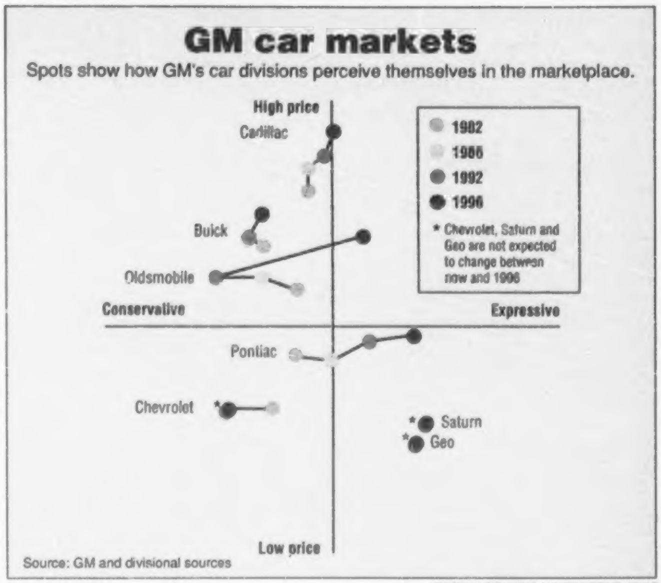
"It's totally untrue," the official said. "I don't know where that got started." He also said there is no plan now to eliminate the Skylark or Roadmaster.

"There's a danger in cutting too much — you can lose market share and volume forever," he said. "I'm not saying we won't have additions and deletions, though."

Among the five passenger-car marketing divisions plus Saturn Corp., Oldsmobile would have to shift the most dramatically from its current position on the GM perceptual map. (See grid, top right)

GM car markets

Spots show how GM's car divisions perceive themselves in the marketplace.



Source: GM and divisional sources

MARTHA GRATTAN / AUTOMOTIVE NEWS

OLDSMOBILE

Outsiders commonly suggest eliminating the Oldsmobile division entirely. But GM executives steadfastly argue that they shouldn't discard a dedicated dealer body of 3,000 and decades of built-up brand equity.

Currently regarded internally as more conservative and nearly as pricey as Buick, Oldsmobile will

see GM,42

GM slashes jobs; is it still good for America?

PETER BROWN
Editor

The people of Ypsilanti, Mich., and North Tarrytown, N.Y., can only stand and watch as General Motors prepares to eliminate thousands of jobs by closing assembly plants in their communities.

They are among the big losers as GM slashes itself into competitive shape in pursuit of profits. By 1995, the automaker plans to close 21 plants and cut 80,000 North American jobs.

Even those cuts weren't enough for the board of directors, which installed a new management team last month to speed up the slimming down. The team of Robert Stempel and Lloyd Reuss, which was slow to shed people, was broken up and Reuss was demoted.

> “For years I thought what was good for our country was good for General Motors — and vice versa.”
>
> **CHARLES E. WILSON**
> FORMER GM PRESIDENT

GM's radical surgery raises a question that first arose in one of the most famous quotations about American business: former GM President Charles E. Wilson's 1953 statement to Congress that "what was good for our country was good for General Motors — and vice versa."

Have the interests of GM and the nation diverged? Is what's good for General Motors in 1992 — plant closings, elimination of jobs — still good for the country?

The answer, according to many people both inside and outside the industry, remains a firm "yes." GM has to remain competitive if it is to contribute to the country.

But GM's strategy creates losers who disproportionately bear the burden of a changing world economy.

"The tragedy in human and social terms is when we say it's OK to let that cost be borne

see GM, 39

Ford strategy: Add options, cut prices

KATHY JACKSON
Staff Reporter

The two-door version of the Mercury Topaz almost got a mercy killing before the 1992 model year.

It was rescued by a test: Lincoln-Mercury Division added $1,700 worth of options and sold it for less than the previous base price. Sales soared.

Value pricing is one of Ford Motor Co.'s strategies for pumping up market share this decade.

It also may be a first step toward reducing or eliminating costly customer rebates. Ford is trying to simplify the buying experience and eliminate the distrust that typifies retail car sales.

In the United States, Ford is testing various everyday-low-pricing concepts on the Mercury Topaz, Tracer and Cougar and the Ford Escort and Thunderbird. All of those programs may go national by fall.

When the Escort and Tracer programs go national May 21, the current $500 customer rebate on the Escort will be reduced.

Securities analyst Wendy Beale Needham says Ford officials told analysts in March that the reduced rebate will allow the company to increase the profit per vehicle by $300.

Ford dealers around the country are anxious for the national rollout of the one-price Escort later

see ONE PRICE, 42

BUICK
DUALAN BUICK INC

JAVIER MENDOZA

Part-time painter Teddy Dualan uses a plywood canvas to broadcast Dualan Buick's reopening.

Picking up after the riots

Los Angeles' auto community struggled to rebound last week. Asian importers helped with relief efforts. Some dealerships suffered damage; most dealt with empty showrooms. As one employee talked a mob out of torching a Ford store, a Toyota service technician died in riot-related violence. See stories on Page 3.

Dealers get a break on waste oil disposal

MAX GATES
Staff Reporter

WASHINGTON — Auto dealers who handle used motor oil in their service departments received a break last week from the EPA, which decided not to tighten rules for disposal of waste oil.

In deciding not to classify used oil as a hazardous waste, EPA in effect maintains the current system for facilities that collect used oil, including dealerships.

EPA Administrator William Reilly said waste oil is already regulated under other laws.

"Because used oil that will be disposed of is already subject to regulation, we see no need for duplication," Reilly said.

If used oil had been reclassified, a dealer would have had to hire a special transport service to haul it away. Dealers feared that disposal costs would increase. Current rules govern how a dealer stores oil and require each dealer to keep records on what is handled.

Also last week, the EPA decided not to regulate used oil filters as a hazardous waste, as long as all

see USED OIL, 46

Automotive News

'93 WATCHWORD: SAFETY
ABS, airbag availability leads model-year changes. PAGE 4

COLLISION COURSE
UAW, GM appear headed for a showdown next year. PAGE 6

VOLKSWAGEN BURDEN
Automaker's U.S. earnings dip 35 percent in 1991. PAGE 8

NEW LEXUS DUE IN MARCH

▲ Next U.S. car is already on sale in Japan. PAGE 28

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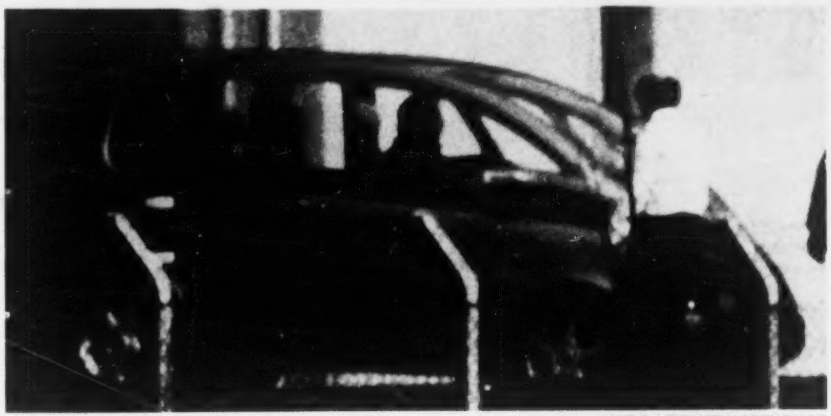
corrections

- A chart in the May 4 issue on Page 20 gave the wrong first name for Richard Lannen, director of General Motors' Service Technology Group.
- A May 4 story on Page 19 incorrectly described the ownership of Cowan Oldsmobile-Cadillac-GMC in Phoenixville, Pa. Roger Penske, who had been the largest shareholder, sold his stock in the dealership in 1983.
- A May 4 story on Page 18 gave an incorrect title for Thomas Ryan, who resigned as vice president of marketing at Hyundai Motor America. Bob Parker is vice president of national sales.



HANS G. LEHMANN/HIDDEN IMAGE

Honda 'mini-minivan' spied

The apparent prototype of a new Honda/Rover supermini van was spied recently being rolled out of a hangar in England. The five-passenger mini is believed to be based on the next Honda City minicar, which will share a platform with the Rover Metro. European versions likely will be sold with a 1.5-liter, four-cylinder engine. Japanese buyers will get the usual 660cc.

latenews

CONTINUED *from* PAGE 1

virtually no price increase from comparably equipped 1992 models.

The base model will rise $588 to $12,845, a 4.8 percent hike and the cost of the GT will increase $317 to $15,174, up 2.1 percent. Most of the increase is to account for the addition of a standard driver-side airbag and an upgraded powertrain, Ford said.

On a comparable equipment basis, prices of the 1993 models are up an average 0.6 percent or $108; optional equipment prices are unchanged.

Ford Division deleted the LX model for 1993.

Saab cuts loss in first quarter

Saab Automobile AB said late last week that it lost $49.4 million in the first quarter, compared to a loss of $160.7 million a year earlier.

Saab attributed the improved performance to a huge restructuring program underway for two years.

First-quarter sales rose 16 percent from a year earlier, to $658 million, Saab said.

— Diana T. Kurylko

Peterbilt strike enters 3rd week

MADISON, Tenn. — Some 390 UAW members continued to strike Paccar Inc.'s Peterbilt Motors Co. Class 8 truck plant after walking out April 27 in a dispute over a new three-year agreement.

The dispute centers on a proposal to increase workers' contribution to health costs.

Jack McRae, Paccar spokesman, said no talks are scheduled. Peterbilt increased production at its non-unionized plant in Denton, Texas, to offset production losses and also is using salaried employees to produce two to three trucks daily in Madison, McRae said.

Ford to repair exhaust systems

DEARBORN, Mich. — Ford Motor Co. is recalling about 306,000 1987 model Ford Taurus and Mercury Sable cars with 3.0-liter V-6 engines to replace the catalyst assembly.

Ford said it is taking the action to make sure the vehicles meet acceptable exhaust emissions levels. Vehicles built for sale in California and Canada are not included.

Ford is recalling about 20,300 1988 Ranger pickups built for sale in California to modify the exhaust system catalyst.

The trucks are equipped with the 2.3-liter four-cylinder engine and manual transmission. Ford said the vehicles may exceed state exhaust emissions standards.

DeLorean faces arrest warrant

BELFAST, Northern Ireland — The Royal Ulster Constabulary last week issued an arrest warrant for one-time automaker John DeLorean, charging him with defrauding the British government in the course of his failed sports car project.

The warrant means DeLorean will be arrested if he ever visits British territory.

A week earlier Frederick Bushell, former Group Lotus chief executive, pleaded guilty to conspiring with DeLorean and others to defraud the British government-backed sports car project of $17.65 million.

DeLorean was acquitted of similar charges in the United States in December 1986.

Mack Canada restructured

ALLENTOWN, Pa. — Mack Trucks Inc. restructured its Canadian subsidiary, Mack Canada Inc., to align its operations more closely with those in the United States.

Canada managers will report directly to a newly formed Executive Management Canadian Advisory Committee of senior executives at Mack Trucks. Guy Claveau, executive vice president and chief financial officer of Mack, is the chair.

Gordon Hellowell was named to the new position of vice president of sales and marketing for Mack Canada.

Farren leaves trade for Bush

WASHINGTON — J. Michael Farren, who has headed U.S. negotiations with Japan on autos and auto parts, will leave the Commerce Department June 1 to be deputy manager of President Bush's re-election campaign.

His successor has not been named.

Farren served in a variety of Commerce Department posts during the Reagan administration before becoming deputy director of Bush's transition team to the White House in 1988 and his current job in 1989.

— Max Gates

Lutz to Japan: Hire minorities

ATLANTA — Chrysler Corp. President Robert Lutz says Japanese automakers should provide more opportunities for minorities.

Speaking at a dinner sponsored by *Black Enterprise Magazine* here, Lutz pointed out that 23.8 percent of Chrysler's employees are minorities and that 18 of the top 100 black businesses listed by the magazine are Chrysler dealerships. "I'd like to challenge the Japanese to do the same thing," he said.

Lutz also pointed out that Chrysler has opened a $1 billion auto plant in Detroit and has committed more than $100 million to minority dealer development.

Ford unites r&d in Europe

LONDON — Ford Motor Co. announced last week that it will consolidate European research and development work at two centers in Germany and Britain. About 2,500 employees in the two countries are involved; no jobs will be lost, Ford said.

Under the two-year reorganization, staff will be transferred from sites in Germany and England to Ford's r&d facilities at Merkinich, Germany, and Dunton, England.

— Maurice Glover

briefly

Ford won't try the hose test

Mimi Vandermolen, a **Ford Motor Co.** design executive, said she had her male colleagues don fake fingernails so they can experience how tough it is to open a car door with long nails. "They really should try getting in and out of a car with pantyhose and a tight skirt, but I didn't want to push it," said Vandermolen, one of the highest-ranking women in the auto design community.

IT'S A CROSS-COUNTRY CLUB — Country clubs for 4x4 vehicle owners. That's what The Searchers, a company in Cortez, Colo., plans to establish soon. Searchers is purchasing its first retreat on the La Sal mountains in Moab, Utah, says company founder Dale Lemmon, and it is looking at other sites across the country. Lemmon says the idea is to establish museums, campsites, cabins, driving courses and restaurants so drivers can enjoy their sport in style. "Much of the premium land is being purchased by foreign countries, and four-wheel-drive trails are being closed on public lands," Lemmon says in the catalog *The Searchers World*. The Moab retreat is slated to open next April.

SLEEPING WITH THE ENEMY — The world is waiting to see what **General Motors** might learn from John Smale, the new chairman of its executive committee. Smale is credited with leading a revolution at Procter & Gamble Co. that put the consumer-goods giant squarely into black ink in the 1980s. Where did Procter & Gamble learn its lessons? A 1990 corporate brochure gives credit to a short list of "well regarded" corporations that P&G looked to for answers. No. 1 on the list: **Ford Motor Co.**

MORE GREEN STUFF — Owner and service manuals for the new **Nissan** Quest minivan and Altima compact sedan will be printed on recycled paper with recyclable ink. The recycled paper includes at least 10 percent "post-consumer" waste paper, some tiny fraction of which might even be old Stanza service manuals.

OLD USE OF NEW — Back when **Chrysler Corp.** was *really* in trouble, it called itself "the New Chrysler Corp." Now **Mazda Motor of America Inc.** is billing itself, in ads and press events, as "the New Mazda." As it happens, Mazda Executive Vice President Clark Vitulli was also at Chrysler when it became "new." But Vitulli says he argued against using "new" at Mazda. When Chrysler used it, he says, the adjective was aimed at keeping the press from always referring to "the beleaguered" or "the financially troubled" Chrysler. Mazda is neither. So why the new name? Vitulli says Mazda folks just liked it because of all the new Mazda cars. It just feels right?

WAY WITH WORDS — Donald Runkle, **GM** vice president of advanced engineering, uttered the expression, "gleam to gleam," at the Society of Plastics Engineers annual technical conference in Detroit last week. The expression is used in connection with the time consumed in bringing a new vehicle to production, Runkle said. It covers the period "from the gleam in the eye to the gleam in the showroom."

Runkle: explains gleam to gleam

Stunned L.A. dealers start cleanup

Toyota technician killed by rioters

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Auto dealers in greater Los Angeles are still reeling from the civil unrest that gripped the city after a jury acquitted four police officers in the beating of motorist Rodney King.

For one, Long Beach Toyota, it means mourning a service technician who was shot dead by rioters. For others, recovery means repairing broken windows or replacing damaged vehicles. But for most, getting back to normal will mean trying to recover from five days or more of dismal sales when stores were closed or traffic disappeared.

"We haven't had any problems, but we haven't had any customers either," said Reiner Kolodinski, general manager at Arrow Buick-Pontiac-GMC Truck in Compton, Calif. He said his dealership didn't sell a single vehicle during the weekend after the riots began. It usually sells four.

Majestic
PONTIAC
HONDA

JAVIER MENDOZA

Majestic Pontiac-Honda on Crenshaw Boulevard suffered minor damage during riots that racked Los Angeles.

But for those dealers close to the violence, the wounds cut far deeper than lost sales. And the recovery may never come.

Matt Haines, 32, a technician at Long Beach Toyota, was one of 57 persons killed in the disturbance.

Service Manager Tom Johnson said that he closed early on Thursday as the violence spread south toward Long Beach, "but Matt stayed until 5:30 p.m. when his work was done. That's the kind of guy he was."

Haines was shot later that evening while riding his motorcycle to a friend's home to help with a car that wouldn't start.

Long Beach Toyota paid for Haines' funeral, and Toyota Motor Sales U.S.A. Inc. made a donation

see DEALERS, 41

Asian makers rush to aid rebuilding

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Asian automakers are helping to rebuild Los Angeles from the racial violence following the Rodney King verdict.

Hyundai Motor America and almost every Japanese importer have announced plans to give money and volunteer assistance to victims of the social unrest that tore the city apart April 29 through May 1.

Every Asian automaker has its U.S. headquarters in Southern California except for Subaru of America Inc., which is in Cherry Hill, N.J. Asian importers also sell a lot of their vehicles here.

"This is our community, where we work and where we live," said Don Spetner, manager of the office of corporate communications at Nissan Motor Corp. in U.S.A. Inc., based in Gardena, Calif., just south of Los Angeles. "We have no choice but to get involved."

By late last week, representatives from the Big 3 and several European makers said they had not decided whether to offer assistance.

One exception was Mercedes-Benz of North America Inc. Its Western Region donated a total of $12,000 to six local relief organizations.

"We're in this community and it's a very important market for us. So we had to get involved," said Denise Norman, Western Region spokeswoman at Mercedes-Benz. She said the Mercedes regional office gives $70,000 annually to local charities.

"We believe that the business community must make a long-term commitment to supporting programs that can enact some change," she added. Mercedes' Western Region office is in Hollywood, near an area hit by looting and violence.

American Honda Motor Co., Mitsubishi Motor Sales of America Inc., Nissan and Hyundai are all helping their employees take

see MAKERS, 41

Dealership porter saves Ford store from rioters' torch

LINDSAY CHAPPELL
Staff Reporter

If Lennox Barrow hadn't faced down rioters shortly after the Rodney King verdict, he wouldn't have a place to work today.

"If I hadn't done something to stop them, everybody here would be out of a job," said the night porter for Crenshaw Motors in south central Los Angeles.

Barrow, 34, was on duty at the Ford dealership when flames engulfed a Firestone tire store across Crenshaw Boulevard. About 10 people carrying what looked like Molotov cocktails then came running toward Crenshaw Motors. It was clear that the 54-year-old store with about 100 cars on the lot was their next target.

But Barrow stopped them.

"I asked them why they wanted to do this," he said in a telephone interview. "I told them that this was my livelihood and that I had a family to support." Barrow has three young children.

Two of the group broke off and began throwing gasoline around the dealership's service area.

"I told them they were wrong to burn it down, that more than 100 people worked here, and that it was good for people in the community," Barrow recalled. "I told them I needed this job for my family, and everybody else working here needed their jobs, too."

The vandals appeared to be in their early to late 20s. Despite the chaos on the streets, they heeded Barrow's pleas.

"One of them said, 'Let's let this one slide.' And they were gone," Barrow said. "Maybe they heard what I was saying about my family. I think that if they'd been any younger, they wouldn't have listened to what I was saying."

Barrow cleaned up the gas and stayed through the night in the blacked out area. He and a neighboring homeowner lit the property with the high beams from two trucks.

"We're here today because of him," said Jim Mancell, Crenshaw sales manager. "It took an awful lot of nerve." AN

LIGHT-TRUCK SALES

	April 1992	April 1991	Percentage change
Chrysler	95,053	68,738	+38.3
Ford.....	126,070	104,774	+20.3
GM......	133,738	119,727	+11.7
Imports.	354,468	292,859	+21.0
TOTAL..	**408,804**	**350,335**	**+16.7**

Source: Automotive News Data Center

April cars still bleak but trucks rise 16.7%

JIM HENRY
Staff Reporter

The sun shone brightly on the Big 3-dominated light-truck segment in April, once again fueling hopes that an automotive recovery has begun.

While car sales in the United States climbed only 3.7 percent over 1991's depressed total, truck sales jumped 16.7 percent.

That put the seasonally adjusted annual selling rate for light trucks at 4.75 million — a peak for this year.

Analysts generally consider stronger truck sales as an encouraging sign for the industry. Trucks tend to slip first when a downturn begins and then lead a recovery.

Light trucks are the Big 3's "anchor to windward," said Joseph Phillippi, auto industry analyst for Shearson Lehman Brothers Inc. in New York.

And there were plenty of big gainers in the Big 3 fleets. Ford's Explorer was up 22.9 percent, its Aerostar rose 31.3 percent and the new Club Wagon advanced 74 percent over last year. General Motors' plastic-bodied minivans all had double-digit gains, led by a 77.2 percent increase for the Pontiac Trans Sport.

Overall, Ford's truck sales were up 20.3 percent, and GM's advanced 11.7 percent.

Chrysler Corp., meanwhile, had a record April for truck sales, aided by its National Minivan Sale

see SALES, 30

9 up for import dealer award

CHARLES E. RAMIREZ
Special Correspondent

Nine import dealers are regional winners of the third annual *Sports Illustrated* All-Star Dealer Award. They will vie for the national All-Star Dealer Award.

Sports Illustrated and the American International Automobile Dealers Association sponsor the contest, which recognizes business performance, community service and commitment to the industry.

The regional winners were nominated by their peers and selected by a panel of graduate business school deans and professors. The same panel also selects the national winner.

The national winner will be announced at a banquet during AIADA's American International Automotive Congress in Washington on May 18. The national winner will serve as a spokesman for the import auto industry throughout the year.

AIADA spokeswoman Andrea McCarthy said this year's competition has one more regional winner than last year because there was a strong pool of candidates. Last year there were 22 nominees;

see AWARDS, 28

HONDA
Scott
HONDA OF AMERICA

JOE WILSSENS/AUTOMOTIVE NEWS

Scott Whitlock is pictured with right-hand-drive engines that will go into Accords shipped to Japan.

PRESSURED POINT MAN

Honda's Scott Whitlock faces numerous political brushfires

LINDSAY CHAPPELL
Staff Reporter

MARYSVILLE, Ohio

You can hear the indignation in Scott Whitlock's voice as he describes the business climate for Honda of America Manufacturing Inc.

"Is this fair?" asks Honda's executive vice president as he reads chapter and verse from proposed federal legislation that threatens to clip the company's U.S. presence.

"How can this possibly be in the best interest of the United States?" Whitlock asks, sounding as incredulous as a country lawyer before a jury. "How can it be good for our country if manufacturers are forced to lay people off?"

Protests against Washington have become almost routine for Whitlock, the top-ranking U.S.-born executive in Honda's ever-expanding manufacturing operation here. The Japanese are a target for

see HONDA, 41

TRANSPLANT TIDBITS
Honda of America keeps adapting > 23
House takes aim at trade deficit > 41

U.S. CAR AND LIGHT-TRUCK SALES, APRIL — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	99,199	85,599	13.9	12.4	126,070	104,774	30.8	29.9	225,269	190,373	20.0	18.3	1.8	18.3
Chevrolet/Geo†	92,916	101,084	13.0	14.6	98,143	91,008	24.0	26.0	191,059	192,092	17.0	18.4	–1.5	–0.5
Dodge	22,959	23,459	3.2	3.4	52,834	39,658	12.9	11.3	75,793	63,117	6.7	6.1	0.7	20.1
Toyota	55,397	49,561	7.7	7.2	19,771	20,709	4.8	5.9	75,168	70,270	6.7	6.7	–0.1	7.0
Pontiac	50,136	45,693	7.0	6.6	3,272	1,847	0.8	0.5	53,408	47,540	4.8	4.6	0.2	12.3
Honda	52,288	56,781	7.3	8.2	—	—	—	—	52,288	56,781	4.7	5.5	–0.8	–7.9
Nissan	30,553	33,165	4.3	4.8	15,169	14,433	3.7	4.1	45,722	47,598	4.1	4.6	–0.5	–3.9
Buick	44,253	47,159	6.2	6.8	—	—	—	—	44,253	47,159	3.9	4.5	–0.6	–6.2
Oldsmobile	40,274	35,607	5.6	5.2	2,596	2,365	0.6	0.7	42,870	37,972	3.8	3.6	0.2	12.9
Mazda	31,361	21,960	4.4	3.2	7,877	8,589	1.9	2.5	39,238	30,549	3.5	2.9	0.6	28.4
Plymouth	17,421	13,297	2.4	1.9	19,368	13,727	4.7	3.9	36,789	27,024	3.3	2.6	0.7	36.1
Mercury	33,902	35,843	4.7	5.2	—	—	—	—	33,902	35,843	3.0	3.4	–0.4	–5.4
GMC	—	—	—	—	29,727	24,507	7.3	7.0	29,727	24,507	2.6	2.4	0.3	21.3
Jeep	—	—	—	—	21,497	15,008	5.3	4.3	21,497	15,008	1.9	1.4	0.5	43.2
Cadillac	17,749	15,487	2.5	2.2	—	—	—	—	17,749	15,487	1.6	1.5	0.1	14.6
Saturn	16,345	4,944	2.3	0.7	—	—	—	—	16,345	4,944	1.5	0.5	1.0	230.6
Mitsubishi	14,220	16,245	2.0	2.4	1,939	2,504	0.5	0.7	16,159	18,749	1.4	1.8	–0.4	–13.8
Lincoln	13,208	14,465	1.8	2.1	—	—	—	—	13,208	14,465	1.2	1.4	–0.2	–8.7
Chrysler	10,154	10,436	1.4	1.5	1,354	345	0.3	0.1	11,508	10,781	1.0	1.0	0.0	6.7
Hyundai	10,438	9,206	1.5	1.3	—	—	—	—	10,438	9,206	0.9	0.9	0.0	13.4
Acura	10,401	12,396	1.5	1.8	—	—	—	—	10,401	12,396	0.9	1.2	–0.3	–16.1
Isuzu	1,241	1,284	0.2	0.2	7,039	8,198	1.7	2.3	8,280	9,482	0.7	0.9	–0.2	–12.7
Subaru	8,269	9,898	1.2	1.4	—	—	—	—	8,269	9,898	0.7	1.0	–0.2	–16.5
Lexus	6,588	4,661	0.9	0.7	—	—	—	—	6,588	4,661	0.6	0.4	0.1	41.3
Mercedes	6,256	5,376	0.9	0.8	—	—	—	—	6,256	5,376	0.6	0.5	0.0	16.4
BMW	5,737	4,911	0.8	0.7	—	—	—	—	5,737	4,911	0.5	0.5	0.0	16.8
VW	5,348	8,632	0.7	1.2	68	505	0.0	0.1	5,416	9,137	0.5	0.9	–0.4	–40.7
Eagle	4,640	5,441	0.6	0.8	—	—	—	—	4,640	5,441	0.4	0.5	–0.1	–14.7
Volvo	4,295	7,171	0.6	1.0	—	—	—	—	4,295	7,171	0.4	0.7	–0.3	–40.1
Infiniti	3,316	2,462	0.5	0.4	—	—	—	—	3,316	2,462	0.3	0.2	0.1	34.7
Saab	2,588	4,013	0.4	0.6	—	—	—	—	2,588	4,013	0.2	0.4	–0.2	–35.5
Suzuki	449	349	0.1	0.1	1,398	1,590	0.3	0.5	1,847	1,939	0.2	0.2	0.0	–4.7
Audi	1,278	1,051	0.2	0.2	—	—	—	—	1,278	1,051	0.1	0.1	0.0	21.6
Daihatsu	669	574	0.1	0.1	379	318	0.1	0.1	1,048	892	0.1	0.1	0.0	17.5
Jaguar	828	809	0.1	0.1	—	—	—	—	828	809	0.1	0.1	0.0	2.3
Alfa Romeo	387	450	0.1	0.1	—	—	—	—	387	450	0.0	0.0	0.0	–14.0
Range Rover	—	—	—	—	303	250	0.1	0.1	303	250	0.0	0.0	0.0	21.2
Porsche	292	456	0.0	0.1	—	—	—	—	292	456	0.0	0.0	0.0	–36.0
Peugeot	34	449	0.0	0.1	—	—	—	—	34	449	0.0	0.0	0.0	–92.4
Sterling	0	302	—	0.0	—	—	—	—	0	302	0.0	0.0	0.0	–100.0
Yugo	0	127	0.0	0.0	—	—	—	—	0	127	0.0	0.0	0.0	–100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**715,556**	**690,970**	**100.0**	**100.0**	**408,804**	**350,335**	**100.0**	**100.0**	**1,124,360**	**1,041,305**	**100.0**	**100.0**	**0.0**	**8.0**
TOTAL BIG 3	**463,156**	**438,514**	**64.7**	**63.5**	**354,861**	**293,239**	**86.8**	**83.7**	**818,017**	**731,753**	**72.8**	**70.3**	**2.5**	**11.8**
TOTAL JAPAN	**214,752**	**209,336**	**30.0**	**30.3**	**53,572**	**56,341**	**13.1**	**16.1**	**268,324**	**265,677**	**23.9**	**25.5**	**–1.6**	**1.0**
TOTAL EUROPE	**27,210**	**33,914**	**3.8**	**4.9**	**371**	**755**	**0.1**	**0.2**	**27,581**	**34,669**	**2.5**	**3.3**	**–0.9**	**–20.4**
GM	261,673	249,974	36.6	36.2	133,738	119,727	32.7	34.2	395,411	369,701	35.2	35.5	–0.3	7.0
Ford	146,309	135,907	20.4	19.7	126,070	104,774	30.8	29.9	272,379	240,681	24.2	23.1	1.1	13.2
Chrysler	55,174	52,633	7.7	7.6	95,053	68,738	23.3	19.6	150,227	121,371	13.4	11.7	1.7	23.8
Toyota/Lexus	61,985	54,222	8.7	7.8	19,771	20,709	4.8	5.9	81,756	74,931	7.3	7.2	0.1	9.1
Honda/Acura	62,689	69,177	8.8	10.0	—	—	—	—	62,689	69,177	5.6	6.6	–1.1	–9.4
Nissan/Infiniti	33,869	35,627	4.7	5.2	15,169	14,433	3.7	4.1	49,038	50,060	4.4	4.8	–0.4	–2.0
VW/Audi	6,626	9,683	0.9	1.4	68	505	0.0	0.1	6,694	10,188	0.6	1.0	–0.4	–34.3
†Geo	*20,253*	*20,384*	*2.8*	*3.0*	*3,337*	*3,111*	*0.8*	*0.9*	*23,590*	*23,495*	*2.1*	*2.3*	*–0.2*	*0.4*
*Made by Japan***	*252,045*	*249,007*	*35.2*	*36.0*	*56,696*	*59,099*	*13.9*	*16.9*	*308,741*	*308,106*	*27.5*	*29.6*	*–2.1*	*0.2*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 4 MONTHS — 1992 vs. 1991

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	375,538	353,845	14.2	13.6	429,129	366,504	30.3	28.9	804,667	720,349	19.8	17.7	2.1	11.7
Chevrolet/Geo†	338,046	371,542	12.8	14.3	339,290	330,185	24.0	26.1	677,336	701,727	16.7	17.3	–0.6	–3.5
Toyota	221,501	199,755	8.4	7.7	81,512	80,259	5.8	6.3	303,013	280,014	7.5	6.9	0.6	8.2
Dodge	88,166	108,343	3.3	4.2	179,832	146,809	12.7	11.6	267,998	255,152	6.6	6.3	0.3	5.0
Honda	194,215	193,712	7.3	7.5	—	—	—	—	194,215	193,712	4.8	4.8	0.0	0.3
Pontiac	178,063	164,869	6.7	6.3	9,927	6,556	0.7	0.5	187,990	171,425	4.6	4.2	0.4	9.7
Buick	169,249	175,660	6.4	6.8	—	—	—	—	169,249	175,660	4.2	4.3	–0.2	–3.6
Nissan	107,306	109,491	4.1	4.2	51,296	51,776	3.6	4.1	158,602	161,267	3.9	4.0	–0.1	–1.7
Oldsmobile	140,612	133,438	5.3	5.1	10,320	8,073	0.7	0.6	150,932	141,511	3.7	3.5	0.2	6.7
Mercury	124,009	120,344	4.7	4.6	—	—	—	—	124,009	120,344	3.1	3.0	0.1	3.0
Plymouth	59,975	62,137	2.3	2.4	62,934	53,300	4.5	4.2	122,909	115,437	3.0	2.8	0.2	6.5
Mazda	91,751	85,414	3.5	3.3	28,665	34,325	2.0	2.7	120,416	119,739	3.0	2.9	0.0	0.6
GMC	—	—	—	—	100,955	85,467	7.1	6.8	100,955	85,467	2.5	2.1	0.4	18.1
Jeep	—	—	—	—	75,710	50,686	5.4	4.0	75,710	50,686	1.9	1.2	0.6	49.4
Cadillac	72,785	68,306	2.7	2.6	—	—	—	—	72,785	68,306	1.8	1.7	0.1	6.6
Saturn	56,341	11,822	2.1	0.5	—	—	—	—	56,341	11,822	1.4	0.3	1.1	—
Mitsubishi	48,892	55,557	1.8	2.1	6,645	10,547	0.5	0.8	55,537	66,104	1.4	1.6	–0.3	–16.0
Lincoln	53,059	61,094	2.0	2.4	—	—	—	—	53,059	61,094	1.3	1.5	–0.2	–13.2
Chrysler	43,940	40,547	1.7	1.6	3,967	1,235	0.3	0.1	47,907	41,782	1.2	1.0	0.2	14.7
Acura	39,960	43,861	1.5	1.7	—	—	—	—	39,960	43,861	1.0	1.1	–0.1	–8.9
Hyundai	33,518	37,531	1.3	1.4	—	—	—	—	33,518	37,531	0.8	0.9	–0.1	–10.7
Subaru	31,657	36,455	1.2	1.4	—	—	—	—	31,657	36,455	0.8	0.9	–0.1	–13.2
Lexus	30,600	16,547	1.2	0.6	—	—	—	—	30,600	16,547	0.8	0.4	0.3	84.9
Isuzu	3,613	3,154	0.1	0.1	24,956	30,535	1.8	2.4	28,569	33,689	0.7	0.8	–0.1	–15.2
VW	25,334	30,766	1.0	1.2	444	1,660	0.0	0.1	25,778	32,426	0.6	0.8	–0.2	–20.5
Volvo	22,939	25,510	0.9	1.0	—	—	—	—	22,939	25,510	0.6	0.6	–0.1	–10.1
Mercedes	21,157	17,968	0.8	0.7	—	—	—	—	21,157	17,968	0.5	0.4	0.1	17.7
BMW	18,679	15,496	0.7	0.6	—	—	—	—	18,679	15,496	0.5	0.4	0.1	20.5
Eagle	17,648	17,550	0.7	0.7	—	—	—	—	17,648	17,550	0.4	0.4	0.0	0.6
Infiniti	12,103	8,618	0.5	0.3	—	—	—	—	12,103	8,618	0.3	0.2	0.1	40.4
Saab	8,236	10,604	0.3	0.4	—	—	—	—	8,236	10,604	0.2	0.3	–0.1	–22.3
Suzuki	1,960	1,602	0.1	0.1	5,685	6,020	0.4	0.5	7,645	7,622	0.2	0.2	0.0	0.3
Audi	5,113	3,629	0.2	0.1	—	—	—	—	5,113	3,629	0.1	0.1	0.0	40.9
Daihatsu	3,204	1,983	0.1	0.1	1,685	1,108	0.1	0.1	4,889	3,091	0.1	0.1	0.0	58.2
Jaguar	2,815	2,926	0.1	0.1	—	—	—	—	2,815	2,926	0.1	0.1	0.0	–3.8
Porsche	1,482	1,540	0.1	0.1	—	—	—	—	1,482	1,540	0.0	0.0	0.0	–3.8
Yugo	1,412	885	0.1	0.0	—	—	—	—	1,412	885	0.0	0.0	0.0	59.5
Alfa Romeo	1,308	1,310	0.0	0.1	—	—	—	—	1,308	1,310	0.0	0.0	0.0	–0.2
Range Rover	—	—	—	—	1,117	981	0.1	0.1	1,117	981	0.0	0.0	0.0	13.9
Peugeot	245	1,460	0.0	0.1	—	—	—	—	245	1,460	0.0	0.0	0.0	–83.2
Sterling	0	957	—	0.0	—	—	—	—	0	957	0.0	0.0	0.0	–100.0
Other*	668	668	0.0	0.0	—	—	—	—	668	668	0.0	0.0	0.0	0.0
TOTAL	**2,647,099**	**2,596,896**	**100.0**	**100.0**	**1,414,069**	**1,266,026**	**100.0**	**100.0**	**4,061,168**	**3,862,922**	**100.0**	**100.0**	**0.0**	**5.1**
TOTAL BIG 3	**1,717,431**	**1,689,497**	**64.9**	**65.1**	**1,212,064**	**1,048,815**	**85.7**	**82.8**	**2,929,495**	**2,738,312**	**72.1**	**70.9**	**1.2**	**7.0**
TOTAL JAPAN	**786,762**	**756,149**	**29.7**	**29.1**	**200,444**	**214,570**	**14.2**	**16.9**	**987,206**	**970,719**	**24.3**	**25.1**	**–0.8**	**1.7**
TOTAL EUROPE	**109,388**	**113,719**	**4.1**	**4.4**	**1,561**	**2,641**	**0.1**	**0.2**	**110,949**	**116,360**	**2.7**	**3.0**	**–0.3**	**–4.7**
GM	955,096	925,637	36.1	35.6	460,492	430,281	32.6	34.0	1,415,588	1,355,918	34.9	35.1	–0.2	4.4
Ford	552,606	535,283	20.9	20.6	429,129	366,504	30.3	28.9	981,735	901,787	24.2	23.3	0.8	8.9
Chrysler	209,729	228,577	7.9	8.8	322,443	252,030	22.8	19.9	532,172	480,607	13.1	12.4	0.7	10.7
Toyota/Lexus	252,101	216,302	9.5	8.3	81,512	80,259	5.8	6.3	333,613	296,561	8.2	7.7	0.5	12.5
Honda/Acura	234,175	237,573	8.8	9.1	—	—	—	—	234,175	237,573	5.8	6.2	–0.4	–1.4
Nissan/Infiniti	119,409	118,109	4.5	4.5	51,296	51,776	3.6	4.1	170,705	169,885	4.2	4.4	–0.2	0.5
VW/Audi	30,447	34,395	1.2	1.3	444	1,660	0.0	0.1	30,891	36,055	0.8	0.9	–0.2	–14.3
†Geo	*78,290*	*74,629*	*3.0*	*2.9*	*9,485*	*9,147*	*0.7*	*0.7*	*87,775*	*83,776*	*2.2*	*2.2*	*0.0*	*4.8*
*Made by Japan***	*882,348*	*849,961*	*33.3*	*32.7*	*211,528*	*225,223*	*15.0*	*17.8*	*1,076,191*	*1,050,675*	*26.5*	*27.2*	*–0.7*	*2.4*

*Includes 1992 estimated sales of 320-Ferrari, 108-Lotus, 88-Rolls/Bentley, 80-Maserati, 52-Lamborghini, and 20-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

SALES

Trucks climb 16% in April bonanza

continued from PAGE 3

promotion in the last week of the month.

Chrysler's truck sales, led by minivans, were up 38.3 percent, to 95,053, in April.

Thomas Pappert, vice president of sales, said Chrysler's minivan sales zoomed 47 percent above the year-ago month.

That gave Chrysler its second-best month ever for minivans and the highest four-month minivan total ever.

Jeep sales jumped 43.2 percent for the month and 49.4 percent for four months. Jeep is offering $2,250 in dealer and customer incentives on Jeep Cherokees through June 30. Cherokee sales increased 10.9 percent in April, and Chrysler sold 4,877 new Jeep Grand Cherokees.

April's gains moved total truck sales in the United States 11.7 percent ahead of 1991 for the first four months of the year, while car sales advanced a bare 1.9 percent.

The sluggish car sales could prompt makers to cut production, Phillippi said. As has been widely reported, automakers have cut back sales to daily rental fleets. But the companies reduced fleet sales on the assumption that the "real" retail market would come back faster than it has, he said.

Overall car and truck sales in April rose 8.0 percent above a disappointing year-ago month. Combined Big 3 sales were up 11.8 percent, and market share climbed 2.5 percentage points. Japanese-badged vehicles rose 1 percent in volume, but market share slipped 1.6 percentage points.

Sales for American Honda Motor Co. Inc. slid 9.4 percent in April. Nissan Motor Corp. in U.S.A. was off 2 percent, but Toyota Motor Sales U.S.A. Inc. was up 9.1 percent. Honda is the only one of the three Japanese leaders that does not sell trucks.

On the luxury side at those companies, Lexus and Infiniti sales were up; Acura sales were down.

Chrysler sold 150,227 cars and trucks in April, a leap of 23.8 percent over 1991. In the year-ago month, Chrysler was off 5.8 percent.

Ford Motor Co. sold 272,379 cars and trucks, up 13.2 percent. GM sales improved 7.0 percent to 395,411 cars and trucks.

Mazda Motor America Inc. sales jumped 28.4 percent. Mazda extended a customer incentive on its Protege and certain other models that had been slated to expire April 6.

obituaries

E.R. Glanville

PORTLAND, Ore. — E.R. "Al" Glanville, part owner and general sales manager of DeLon Downtown Auto Center in Portland, died April 15. Glanville retired as sales manager in 1983, but continued working in advertising for the company. He was 75.

Beverly Wiles

ATLANTA — Beverly Wiles, a former executive secretary for the Chrysler Training Center in Centerline, Mich., and a Mopar Division employee, died April 22. She was 67. Wiles retired in 1985 after serving 37 years with Chrysler Corp.

DOMESTIC CAR SALES, APRIL & YTD

	Apr. 1992	Apr. 1991	4 Mos., 1992	4 Mos., 1991
Summit	519	731	1,797	2,076
Talon	2,614	2,749	9,755	9,971
Premier	193	1,189	1,631	3,026
Total Eagle	**3,326**	**4,669**	**13,183**	**15,073**
Horizon	0	54	0	301
Laser	2,294	2,600	8,025	8,733
Sundance	5,783	3,437	20,945	12,756
Acclaim*	7,647	5,732	25,360	35,844
Total Plymouth	**15,724**	**11,823**	**54,330**	**57,634**
LeBaron A*	2,423	1,371	11,676	5,792
LeBaron J	3,379	4,017	12,759	13,346
Fifth Avenue	2,789	2,977	11,550	12,643
Imperial	438	701	2,136	3,317
New Yorker	1,125	1,260	5,819	4,868
Total Chrysler Division	**10,154**	**10,326**	**43,940**	**39,966**
Omni	0	75	0	334
Shadow*	7,417	5,984	26,042	21,679
Monaco	103	486	586	1,319
Daytona	1,324	1,484	4,381	4,994
Spirit*	5,712	4,550	20,856	31,151
Dynasty	5,459	7,379	26,341	37,244
Total Dodge	**20,015**	**19,958**	**78,206**	**96,721**
CHRYSLER CORP.	**49,219**	**46,776**	**189,659**	**209,394**
Escort*	19,728	16,318	78,548	77,795
Mustang	8,809	5,976	28,174	23,244
Tempo	19,413	14,754	73,660	65,423
Taurus	26,728	24,793	111,049	100,359
Thunderbird	7,007	5,629	25,534	25,517
Probe	5,658	7,350	17,685	24,509
Crown Victoria	9,235	6,874	28,310	24,279
Total Ford Division	**96,578**	**81,694**	**362,960**	**341,126**
Topaz	6,391	5,652	23,261	19,196
Sable	10,531	8,834	36,671	30,716
Cougar	4,737	5,878	15,746	18,099
Grand Marquis	7,532	10,335	29,077	30,264
Total Mercury	**29,191**	**30,699**	**104,756**	**98,275**
Continental	2,762	3,665	11,435	17,512
Town Car	10,016	10,069	39,637	40,596
Mark VII	430	731	1,987	2,986
Total Lincoln	**13,208**	**14,465**	**53,059**	**61,094**
Total L-M Division	**42,399**	**45,164**	**157,814**	**159,369**
FORD MOTOR CO.	**138,977**	**126,858**	**520,774**	**500,495**
Roadmaster	3,384	2,328	12,450	3,924
Skylark	4,107	10,602	21,142	35,807
Century*	10,648	8,865	38,189	35,236
Regal	8,610	9,678	27,491	34,164
LeSabre	11,550	8,439	46,990	35,203
Reatta	15	274	87	940
Park Avenue	4,891	5,608	19,119	25,093
Riviera	1,048	1,365	3,781	5,293
Total Buick	**44,253**	**47,159**	**169,249**	**175,660**
Allante	225	246	669	771
Seville	3,102	1,337	12,464	10,816
DeVille	11,077	10,629	47,206	43,040
Brougham	1,041	1,538	4,357	7,948
Eldorado	2,304	1,737	8,089	5,731
Total Cadillac	**17,749**	**15,487**	**72,785**	**68,306**
Geo Metro	6,782	5,453	30,538	23,548
Geo Prizm	6,190	5,157	22,462	24,167
Cavalier	20,251	23,631	74,714	99,510
Camaro	6,398	4,735	20,962	14,662
Celebrity	0	96	1	3,980
Corsica-Beretta	15,901	18,987	57,428	61,640
Lumina	20,469	19,700	68,465	67,296
Caprice	7,691	11,920	32,106	43,807
Corvette	1,953	1,631	6,080	5,818
Total Chevrolet	**85,635**	**91,310**	**312,756**	**344,628**
Calais	530	6,227	2,972	26,297
Achieva	7,691	0	26,138	0
Cutlass Ciera	11,629	10,646	40,192	32,119
Cutlass Supreme	9,792	8,132	29,693	28,723
Eighty Eight	6,424	4,227	26,171	22,940
Custom Cruiser Wagon	525	755	1,860	2,586
Ninety Eight	3,294	4,728	11,867	16,793
Toronado	389	892	1,719	2,975
Total Oldsmobile	**40,274**	**35,607**	**140,612**	**133,438**
Sunbird	6,516	8,748	24,587	30,940
Firebird	2,267	1,960	7,092	6,613
Grand Am	20,200	17,268	72,497	59,427
Pontiac 6000	77	2,442	502	9,086
Grand Prix	10,941	7,636	35,448	30,124
Bonneville	8,561	4,345	31,797	18,017
Total Pontiac	**48,562**	**42,399**	**171,923**	**154,207**
Total Saturn	**16,345**	**4,944**	**56,341**	**11,822**
GENERAL MOTORS	**252,818**	**236,906**	**923,666**	**888,061**
Civic	10,988	11,028	43,397	35,364
Accord	28,140	29,976	95,908	96,453
HONDA	**39,128**	**41,004**	**139,305**	**131,817**
MX-6	3,165	2,851	7,303	12,400
626	5,573	4,781	18,687	24,478
MAZDA	**8,738**	**7,632**	**25,990**	**36,878**
Eclipse	8,675	5,767	21,644	19,536
Mirage	381	2,048	3,206	6,449
MITSUBISHI	**9,056**	**7,815**	**24,850**	**25,985**
NISSAN Sentra	**9,967**	**12,456**	**34,490**	**39,343**
Corolla	10,127	8,879	40,308	33,372
Camry	17,820	12,666	66,816	53,345
TOYOTA	**27,947**	**21,545**	**107,124**	**86,717**
SUBARU Legacy	**4,822**	**3,947**	**17,563**	**14,145**
SUZUKI Swift	**17**	**59**	**72**	**189**
DOMESTIC TOTAL	**540,689**	**504,998**	**1,983,493**	**1,933,024**
IMPORT TOTAL	**174,867**	**185,972**	**663,606**	**663,872**
INDUSTRY TOTAL	**715,556**	**690,970**	**2,647,099**	**2,596,896**

*Includes units produced in Mexico.

Source: Automotive News Data Center

TOP 10 SELLERS, APRIL 1992

	Sales
1. Ford F-series pickup	41,481
2. Chevrolet C/K pickup	38,699
3. Honda Accord	33,353
4. Ford Taurus	26,728
5. Ford Explorer	25,907
6. Toyota Camry	24,201
7. Dodge Caravan	23,788
8. Ford Ranger	23,091
9. Chevrolet Lumina	20,469
10. Chevrolet Cavalier	20,251

Source: Automotive News Data Center

Volvo, Sweden agree on Procordia link

JIM HENRY

Staff Reporter

AB Volvo and the Swedish government reached a compromise that stops Volvo and Procordia AB frcm merging immediately but gives Volvo the inside track for such a move in the future.

Volvo and Procordia, a food and pharmaceutical conglomerate, proposed an out-and-out merger in January. Volvo and the Swedish government are Procordia's two largest stockholders, each with 42.7 percent.

The government wants to privatize Swedish companies like Procordia, but it objected to the Volvo-Procordia merger as originally proposed. Government officials said the merger was better for Volvo than for Procordia shareholders and questioned whether the merger of two such dissimilar companies made sense.

Volvo argued that diversification was precisely the point. Volvo said it wanted to link up with Procordia because Volvo is too dependent on the cyclical auto, truck and bus business, while Procordia has a much steadier cash flow.

Under the compromise reached last week, the government will eventually sell off its entire Procordia shareholding. But first, Volvo will acquire from the government shares representing 2.3 percentage points of the voting rights in Procordia. That will bring Volvo's stake to 45 percent and cut the government's to 40.4 percent.

A spokesman for Volvo North America Corp. said that is expected to be done by this fall.

The rest of the government shares will be offered to private investors "as soon as possible," Volvo said. But Volvo will retain a controlling interest because it will have the right to refuse the sale of blocks of 5 percent or more and purchase those shares itself.

Volvo will make an offer to buy the rest of Procordia if the auto company acquires another 20 percent of Procordia's stock by exercising its right of first refusal, in addition to the original 45 percent.

While negotiations with the Swedish government were under way, Volvo officials said repeatedly they wanted a 100 percent merger, not partial ownership.

LIGHT-TRUCK SALES, APRIL & YTD

	Apr. 1992	Apr. 1991	4 Mos., 1992	4 Mos., 1991
Town & Country	1,354	345	3,967	1,235
Total Chrysler	**1,354**	**345**	**3,967**	**1,235**
Vans	5,256	4,334	17,964	15,026
Ram Wagon	2,127	1,865	8,057	6,321
Caravan	23,788	16,267	78,253	65,625
Caravan C/V	963	1,822	2,725	3,573
Ram 50 (import)	393	375	1,599	1,506
Ramcharger	275	571	1,391	2,181
Dakota	11,868	6,868	40,741	25,075
Pickups	8,164	7,556	29,102	27,502
Total Dodge	**52,834**	**39,658**	**179,832**	**146,809**
Voyager	19,368	13,727	62,934	53,300
Total Plymouth	**19,368**	**13,727**	**62,934**	**53,300**
Wrangler	5,620	4,387	17,384	12,591
Cherokee	10,593	9,556	49,440	34,595
Grand Wagoneer	4,877	317	7,294	1,300
Comanche	407	748	1,592	2,200
Total Jeep	**21,497**	**15,008**	**75,710**	**50,686**
CHRYSLER CORP.	**95,053**	**68,738**	**322,443**	**252,030**
Vans	11,797	9,166	39,071	31,778
Aerostar	16,816	12,811	52,850	44,387
Club Wagon	3,816	2,193	11,712	6,421
Ranger	23,091	21,433	85,486	78,368
Bronco	3,162	2,265	8,057	8,437
Bronco II/Explorer	25,907	21,082	97,056	76,750
Pickups	41,481	35,824	134,897	120,363
FORD MOTOR CO.	**126,070**	**104,774**	**429,129**	**366,504**
Vans	7,568	6,714	26,018	23,648
Sportsvan	716	1,336	2,521	2,851
Geo Tracker (domestic)	3,337	3,106	9,485	9,135
Geo Tracker (import)	0	5	0	12
Astro	10,933	9,727	36,539	33,998
Lumina APV	4,539	3,804	15,562	13,750
S10	15,810	18,303	59,742	66,682
S10 Blazer	10,829	9,669	38,506	38,957
Blazer	1,713	847	5,030	3,674
Suburban	3,999	3,004	12,709	11,569
Pickups	38,699	34,493	133,178	125,921
Total Chevrolet	**98,143**	**91,008**	**339,290**	**330,185**
Vans	2,603	3,098	10,569	9,405
Safari	3,911	2,725	12,289	9,652
S15/Sonoma	4,240	3,950	16,011	14,440
S15 Jimmy	3,022	2,400	10,083	9,350
Jimmy	522	226	1,408	965
Suburban	1,641	1,158	5,248	4,496
Pickups	13,365	10,658	43,971	36,064
P Model	103	181	548	666
W4	320	111	828	429
Total GMC	**29,727**	**24,507**	**100,955**	**85,467**
Silhouette	1,671	1,475	5,553	5,126
Bravada	925	890	4,767	2,947
Total Oldsmobile	**2,596**	**2,365**	**10,320**	**8,073**
Trans Sport	3,272	1,847	9,927	6,556
Total Pontiac	**3,272**	**1,847**	**9,927**	**6,556**
GENERAL MOTORS	**133,738**	**119,727**	**460,492**	**430,281**
DAIHATSU Rocky	**379**	**318**	**1,685**	**1,108**
Pickup (domestic)	1,381	1,146	4,978	3,820
Pickup (import)	677	2,640	3,172	9,631
Amigo	744	830	2,499	2,531
Trooper	1,098	1,385	2,484	8,654
Rodeo (domestic)	3,139	2,197	11,823	7,045
ISUZU	**7,039**	**8,198**	**24,956**	**30,535**
Pickup	4,689	4,611	16,087	15,941
MPV	2,582	3,250	10,284	15,072
Navajo (domestic)	606	728	2,294	3,312
MAZDA	**7,877**	**8,589**	**28,665**	**34,325**
Pickup	1,436	1,591	4,268	7,110
Montero	503	909	2,375	3,386
Van	0	4	2	51
MITSUBISHI	**1,939**	**2,504**	**6,645**	**10,547**
Pickup (domestic)	12,096	10,756	40,485	39,374
Pathfinder	2,748	3,360	9,632	11,631
Axxess	0	39	0	247
Van	0	1	0	3
Hawaii	325	277	1,179	521
NISSAN	**15,169**	**14,433**	**51,296**	**51,776**
RANGE ROVER	**303**	**250**	**1,117**	**981**
Samurai	337	506	1,095	1,741
Sidekick (domestic)	380	319	1,965	1,107
Sidekick (import)	681	765	2,625	3,172
SUZUKI	**1,398**	**1,590**	**5,685**	**6,020**
Pickup (domestic)	2,625	0	8,271	0
Pickup (import)	10,132	12,239	44,206	47,691
Previa	3,648	4,643	14,928	16,809
4Runner	2,831	3,126	11,638	13,023
Land Cruiser	535	701	2,469	2,736
TOYOTA	**19,771**	**20,709**	**81,512**	**80,259**
VOLKSWAGEN Vanagon	**68**	**505**	**444**	**1,660**
DOMESTIC TOTAL	**354,468**	**292,859**	**1,210,465**	**1,048,815**
IMPORT TOTAL	**54,336**	**57,476**	**203,604**	**217,211**
INDUSTRY TOTAL	**408,804**	**350,335**	**1,414,069**	**1,266,026**

Sales charts compiled by Karen Detkowski

Source: Automotive News Data Center

Astro tallies high score for injuries in NHTSA crash

WASHINGTON — The driver and front-seat passenger in a 1992 Chevrolet Astro minivan risk serious head injury in a 35 mph crash, according to the government's latest crash results.

The Astro's scores also show that chest injury is possible in a 35 mph crash, the standard used in the National Highway Traffic Safety Administration's New Car Assessment Program.

The Astro had head-injury scores of 2,065 for the driver and 1,815 for the front passenger. A score of 1,000 or higher indicates that serious head injury is possible. The Astro's chest-injury scores were 61 for the driver and 68 for the passenger. A score of 60 or above indicates chest injury is possible.

Head injury was "unlikely" for the three other 1992 vehicles in NHTSA's latest crashes. They are: Toyota Camry (driver 390; passenger 650), Isuzu pickup (884/831), and Nissan Maxima (818/864).

— *Max Gates*

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

MITSUBISHI (1991-92 models, expires July 6)

Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (1992 models, expires June 4)

Corvette ZR-1	$2,000
Other Corvette	$1,000

CHRYSLER CORP. (1991-92 models; expires June 30)

Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750

HONDA

Accord, Prelude (1991, no expiration date)	$500

ISUZU (expires June 30)

Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750

Dealer has the option of sharing rebate with buyer

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (1992 models, expires June 4)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (expires June 2)

Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

TOYOTA (expires June 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
Camry Deluxe sedan (1992; area served by Gulf States Toyota)	

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1992 models; expires May 31)

240-GL, 940-GL	$1,000

USED OIL

EPA won't change rules for disposal

continued from PAGE 1

free-flowing oil has been removed from the filters prior to their disposal.

"We're pleased. It's what we supported," said Douglas Greenhaus, senior attorney for the National Automobile Dealers Association.

But President Bush's moratorium on new regulations, recently extended for four months, has held up another EPA action that NADA supports — revised rules for managing waste oil.

Those rules are crucial for dealers because they are expected to exempt dealers from paying cleanup costs at EPA Superfund sites, Greenhaus said. A Superfund site is one that has been identified as a major toxic dump and targeted for cleanup by the EPA.

Currently, dealers who follow EPA rules can still be forced to share cleanup costs if they had shipped waste oil to a location that has been named a Superfund site. Car dealers have had to help pay to clean up more than 20 Superfund sites, most of them former and current oil re-refining centers, Greenhaus said.

He said he hopes the rules on managing used oil will be issued by the end of the summer.

"The sooner we have standards to comply with, the sooner we'll get that exemption," Greenhaus said. "The law would protect the environment and not be overly burdensome for dealers. And there is a good chance that it would forestall something much worse coming out of Congress."

The House and the Senate are considering waste oil regulations as part of Resource Conservation and Recovery Act legislation.

Last week's EPA action does not change the status of recycled used oil, which can be burned on site as a fuel. That oil must be tested for contaminants, but is otherwise exempt from hazardous-waste regulations.

Mitsubishi adds spiffs; VW pushes leases

ARLENA SAWYERS
Staff Reporter

incentive WATCH

Mitsubishi Motor Sales of America Inc. has announced a new incentive program for dealers, and Chrysler Corp. sweetened its customer rebates on some cars.

Volkswagen United States is offering a choose-your-own-terms contract to customers who lease Jettas.

Mitsubishi is paying factory-to-dealer rebates on the 1991 and 1992 Galant, Mirage and pickup, based on performance against sales quotas.

Dealers who sell or lease at least two of those units in any combination receive $1,000 on the Galant and pickup and $500 on the Mirage.

Dealers who reach at least 55 percent of their sales quota in May may choose one of the three nameplates and earn an additional $200 on that nameplate. After reaching 100 percent of the sales objective, the dealer will receive an additional $300 on the nameplate selected.

Dealers are eligible for an additional $500 to $3,000 on the Galant VR-4, based on volume during the program.

Also available are cash incentives to dealers on the 1991 and 1992 Eclipse equal to 7 percent of the base sticker price. The payments begin with the second Eclipse sold or leased.

The company is continuing its Eclipse Triple Diamond Lease offer of $500 down and $149 a month for 60 months.

Eclipses leased under Triple Diamond are not eligible for the 7 percent incentive, but they do count toward the attainment level. The Mitsubishi programs expire July 6.

Chrysler increased the customer rebates by $500 on select 1991 and 1992 vehicles delivered from May 7 to June 30. The vehicles and new rebates are: Eagle Talon all-wheel-drive and Plymouth Laser all-wheel-drive, $1,500; Chrysler LeBaron coupe and convertible, Eagle Summit four-door (excluding wagon), $1,000.

Alternate financing in lieu of the rebates is available.

Through June 30, **Volkswagen** is offering a special Value Lease deal on its 1992 Jetta GL equipped with air conditioning, automatic transmission and AM/FM radio and cassette.

Customers can choose their own down payment and monthly payment.

For example, the terms for 48-month contracts are: $950 down and $179 a month, $500 down and $189 a month and zero down and $199 a month. Other down payments and lease contracts are available.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered)	
Riviera	$2,000
Roadmaster	$1,000
Century, LeSabre	$250-1,250
Regal, Skylark	$500-1,250
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro (expires Sept. 23)	$500
Geo Prizm (expires Sept. 23)	$1,000
Geo Storm (expires Sept. 23)	$750
Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$1,500
G-Van (upfit)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (exclude Crew cab)	$400
Safari	$500
G-Van	$500-1,000
Oldsmobile (regional) Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires June 2)

Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500

SUBARU (expires June 2)

Loyale (1991-92, fwd sedan, awd wagon)	$500

HYUNDAI

Programs designed to aid quality image

continued from PAGE 6

and dealers share the responsibility to deliver cars in near-perfect condition.

"In a way, it says we're doing something we've asked (dealers) to do," he said. "But it's not to be perceived as a negative program. We've got to make sure those cars are delivered in proper condition.

"Dealers develop their own methods, and some dealers are more successful than others."

Whitman said Hyundai will continue the program for the "next couple of quarters" and expects to start receiving customer feedback this summer. He said the company has not decided whether to make the program nationwide.

Hyundai's new customer assistance center is a clearinghouse for consumer complaints, and its employees are trained to diffuse anger, Whitman said.

Complaints received about specific dealerships are shared with regional offices and require dealer follow-up.

Consumer problems are usually resolved in five to 10 days, and 70 percent are resolved without going to the dealer, Whitman said. The line receives 450 to 500 calls a day. Calls range from people asking where the nearest Hyundai dealership is to owners concerned about specific problems.

INFINITI

J30 may be basis for new coupe

continued from PAGE 6

An Acura NSX competitor was once considered for the Infiniti lineup, but the high-end coupe will now take precedence.

Before a coupe arrives, however, Infiniti will replace the lower-rung G20 compact sedan with a more luxurious model, Horie said. The G20 is sold elsewhere in the world as the Nissan Primera.

"The G20 was not designed solely for the U.S. market, and so we are working to replace it as early as possible," Horie said.

The front-drive Primera will be facelifted this fall and is due to be replaced in 1994, but company sources say that neither will be the basis of a new G20.

More likely, they say, the G20 successor will be based on the all-new Maxima/Cefiro that will debut in September 1993.

Of the two future products — a coupe and the new entry-level Infiniti — Horie said the G20 replacement has the highest priority. And he said the G20 successor preferably will be developed specifically for Infiniti.

Overall, Nissan's Tokyo executives are eager to boost Infiniti volume, which totaled 23,960 in 1990, the brand's first full year, and 34,890 last year.

"We're satisfied with our Customer Satisfaction Index and brand-image results, but volume-wise it's not quite living up to our expectations at the moment," said Horie.

Horie also cited Infiniti's lower dealer count as a reason for Lexus' higher sales. As of Jan. 1, Infiniti had 109 dealers to 147 for Lexus.

Horie said, "Our current plans indicate that we will have 160 dealers in 1994, and that should put us closer to Lexus than we are today."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	

†Plant closed for retooling until spring 1992.
Source: Automotive News Data Center

Chrysler eyes N.Y. assets of McNamara

CHARLES M. THOMAS
Staff Reporter

Chrysler Credit Corp. is moving swiftly to capture 160 vehicles and other assets valued at $2.4 million from Station Chrysler-Plymouth Inc., owned by John M. McNamara. The New York dealer is accused of bilking General Motors Acceptance Corp. of $436 million in a phony floorplan scheme.

The petition filed in New York's State Supreme Court last week came after an audit of Station Chrysler-Plymouth by the finance company. The audit revealed that McNamara had pledged the dealership's assets as security for loans from GMAC.

Chrysler Credit says pledging the dealership's assets constitutes a technical default in its agreement with Station Chrysler-Plymouth, which is based in Port Jefferson Station, N.Y.

"As a secured party Chrysler Credit can accelerate loans for any reason, or if vehicles are in danger of loss or confiscation," said Bob Heath, a spokesman for Chrysler's finance unit.

According to the petition, Chrysler wants to recover the vehicles and other dealership assets including parts, furniture and fixtures because of federal charges against McNamara for fraud and money laundering.

The suit also alleges the dealership is losing money, its net worth is declining and likely will close within a few weeks.

Meanwhile, GMAC already has seized the assets of McNamara's other dealership, McNamara Buick-Pontiac in Port Jefferson.

McNamara, 52, who was charged April 15 in U.S. District Court in Brooklyn, was freed on $300 million bail secured by virtually everything he owns.

GMAC accused McNamara of submitting bogus paperwork to borrow money for customizing vehicles supposedly shipped to a trading company that was located in Cyprus.

But both the trading company in Cyprus and the specialty customizing company in Indiana were owned by McNamara.

The FBI charges that the purchase and resale of vehicles existed only on paper and that McNamara was just borrowing new money to repay existing debts.

GMAC's paperwork shows McNamara supposedly bought 70,000 vehicles for export in 1991. That number would have represented almost 40 percent of the motor vehicle population of Cyprus in 1990, according to sources.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 5/4-5/9/92	Actual 4/27-5/2/92	Apr. Total	Year 1/1-5/9/92	Year 1/1-5/11/91
LeBaron J	1,550	1,522	5,892	19,265	16,335
New Yorker	375	353	1,063	5,871	2,758
Fifth Avenue	1,000	1,009	2,846	11,206	10,225
Imperial	150	171	416	1,822	2,521
Town & Country (trk.)	400	450	1,436	5,038	1,190
Total Chrysler Div.	**3,475**	**3,505**	**11,653**	**43,202**	**33,029**
Sundance	1,000	1,471	6,074	19,215	14,385
Acclaim	1,750	2,016	7,944	28,014	26,845
Voyager (trk.)	1,800	2,116	8,148	32,674	30,719
Voyager (Can trk.)	2,706	2,755	10,740	49,624	38,486
Total Plymouth	**7,256**	**8,358**	**32,906**	**129,527**	**110,435**
Daytona	400	298	1,149	4,258	4,936
Shadow	2,500	2,562	9,939	30,328	16,338
Dynasty	2,050	1,975	5,805	27,113	40,157
Spirit	1,750	1,384	5,523	25,637	23,805
Viper	0	6	18	18	0
Monaco (Can.)	0	0	0	0	1,679
Caravan (trk.)	3,150	2,987	10,519	43,861	38,488
Caravan (Can. trk.)	3,690	3,742	13,938	65,327	51,710
Caravan C/V (trk.)	50	77	319	1,105	1,592
Caravan C/V (Can. trk.)	204	156	598	3,081	10,906
Dakota (trk.)	3,050	3,094	12,192	46,025	26,611
Ram pickup (trk.)	1,550	1,467	5,930	22,555	26,752
Ram wagon (Can. trk.)	552	662	2,203	8,988	7,937
Ram van (Can. trk.)	1,800	1,706	5,594	23,006	13,864
Total Dodge	**20,746**	**20,116**	**74,127**	**301,382**	**264,775**
Premier (Can.)	0	0	0	0	3,174
Cherokee (trk.)	3,400	0	11,463	49,632	37,723
Comanche (trk.)	50	0	179	916	1,906
Grand Cherokee (trk.)	1,450	2,315	7,138	17,364	427
Briarwood	0	0	0	325	1,077
Wrangler (Can trk.)	0	0	4,992	29,026	19,329
Total Jeep-Eagle	**4,900**	**2,315**	**23,772**	**97,263**	**63,636**
Total U.S. car	**12,525**	**12,767**	**47,089**	**172,747**	**158,305**
Total Can. car	**0**	**0**	**0**	**0**	**4,852**
Total U.S. truck	**14,900**	**12,506**	**57,324**	**219,495**	**166,485**
Total Can. truck	**8,952**	**9,021**	**38,065**	**179,052**	**142,232**
CHRYSLER CORP.	**36,377**	**34,294**	**142,458**	**571,294**	**471,875**
Escort	5,767	5,742	19,043	58,651	72,204
Mustang	2,800	2,820	8,316	31,594	21,866
Tempo	3,618	2,797	11,770	47,611	36,592
Tempo (Can.)	0	3,345	13,542	43,506	39,383
Taurus	9,179	8,666	32,134	134,941	114,423
Thunderbird	2,060	1,808	8,493	29,921	28,092
Crown Victoria (Can.)	2,910	2,649	10,310	37,788	33,141
Aerostar (trk.)	4,160	4,125	16,157	66,291	51,635
Bronco (trk.)	723	678	1,970	7,831	4,260
Explorer (trk.)	6,580	6,278	26,102	115,680	99,624
Mazda Navajo (trk.)	143	160	592	1,979	4,859
Econoline (trk.)	4,526	4,344	18,093	70,184	44,006
Heavy (trk.)	1,044	957	3,928	16,858	13,332
Light truck (trk.)	7,744	8,393	35,511	160,850	93,320
Light truck (Can. trk.)	3,050	3,065	9,214	53,612	32,417
Ranger (trk.)	8,428	8,393	32,054	105,921	88,398
Total Ford Division	**62,732**	**64,220**	**247,229**	**983,218**	**777,552**
Topaz	1,532	1,710	6,366	21,144	15,648
Topaz (Can.)	0	1,472	5,753	16,579	11,698
Cougar	1,547	1,804	5,894	21,743	21,500
Sable	2,794	3,138	12,133	45,295	36,863
Grand Marquis (Can.)	2,034	2,247	9,285	37,033	29,123
Mercury Villager (trk.)	147	128	370	422	0
Nissan Quest (trk.)	83	37	104	140	0
Total Mercury	**8,137**	**10,536**	**39,905**	**142,356**	**114,832**
Continental	766	662	3,612	14,116	21,126
Mark VII	0	0	106	2,375	3,699
Town Car	2,306	1,983	9,690	42,255	49,697
Total Lincoln	**3,072**	**2,645**	**13,408**	**58,746**	**74,522**
Total L-M Division	**11,209**	**13,181**	**53,313**	**201,102**	**189,354**
Total U.S. car	**32,369**	**31,130**	**117,557**	**449,646**	**421,710**
Total Can. car	**4,944**	**9,713**	**38,890**	**134,906**	**113,345**
Total U.S. truck	**33,578**	**33,493**	**134,881**	**546,156**	**399,434**
Total Can. truck	**3,050**	**3,065**	**9,214**	**53,612**	**32,417**
FORD MOTOR CO.	**73,941**	**77,401**	**300,542**	**1,184,320**	**966,906**
Skylark	635	896	3,981	22,131	34,929
Century	2,263	2,851	9,491	27,554	28,486
Regal (Can.)	2,700	2,732	25,993	32,573	40,550
Riviera	312	337	1,168	4,491	3,922
Park Avenue	1,513	1,546	5,678	23,355	34,982
LeSabre	3,978	3,745	14,674	53,724	34,303
Roadmaster sedan	1,000	0	821	16,663	0
Roadmaster wagon	200	197	1,201	4,805	8,972
Reatta	0	0	0	0	1,171
Total Buick	**12,601**	**12,304**	**63,007**	**185,296**	**187,315**
Eldorado	826	993	3,698	15,628	6,028
Seville	1,136	1,348	5,030	18,665	13,007
Brougham	0	0	0	2,170	7,344
DeVille	3,051	2,681	11,171	42,425	50,058
Allante	64	63	256	549	1,139
Total Cadillac	**5,077**	**5,085**	**20,155**	**79,437**	**77,576**
Cavalier	5,530	5,375	21,842	83,373	100,119
Camaro	1,599	1,695	7,202	23,492	15,214
Corsica-Beretta	5,760	5,688	18,486	73,987	85,620
Lumina (Can.)	7,000	6,971	0	81,806	72,156
Caprice	2,760	1,763	7,237	36,361	49,433
Corvette	684	575	2,017	6,991	8,609
Astro (trk.)	3,142	3,005	12,801	57,388	34,010
Blazer (trk.)	691	550	2,458	8,136	2,690
Lumina APV (trk.)	1,168	1,368	5,260	16,415	12,732
Mediums (trk.)	200	194	438	2,001	1,084
P-model (trk.)	699	619	2,377	8,076	5,511
Pickup (trk.)	6,617	6,407	26,726	95,024	86,317
Pickup (Can. trk.)	4,200	4,177	15,593	72,171	48,592
S10 (trk.)	4,600	5,394	19,235	67,213	89,853
S10 Blazer (trk.)	3,298	3,093	11,844	48,606	13,638
Sportsvan (trk.)	0	0	0	11,405	15,077
Sportsvan (Can. trk.)	1,750	1,737	6,508	27,313	18,039
Suburban (trk.)	1,532	1,187	5,166	17,029	8,871
Total Chevrolet	**51,230**	**49,798**	**165,190**	**736,787**	**867,565**
Achieva/Calais	2,800	2,748	9,702	44,936	34,616
Cutlass Ciera	3,158	3,485	12,449	45,759	26,338
Cutlass Ciera (Can.)	0	0	0	0	23,217
Cutlass Supreme	2,400	2,334	9,304	27,991	37,898
Toronado	93	101	538	2,556	2,619
Eighty Eight	1,701	1,726	6,832	29,494	20,166
Custom Cruiser wag.	40	40	381	1,687	4,101
Ninety Eight	909	807	3,397	12,154	27,671
Silhouette (trk.)	516	328	1,483	5,806	6,420
Bravada (trk.)	332	404	1,334	5,483	7,309
Total Oldsmobile	**11,949**	**11,973**	**45,428**	**175,866**	**190,355**
Sunbird	2,260	2,112	8,113	35,298	45,054
Grand Am	6,085	6,006	23,760	86,996	82,755
Firebird	701	505	1,908	8,433	4,987
Grand Prix	2,700	2,640	9,567	39,342	34,260
Pontiac 6000	0	0	0	0	11,937
Bonneville	2,648	2,472	9,623	37,246	20,970
Trans Sport (trk.)	1,160	1,172	4,631	11,733	8,004
Total Pontiac	**15,554**	**14,907**	**57,602**	**219,048**	**207,967**
Yukon-Jimmy (trk.)	222	134	705	2,495	825
Medium (trk.)	176	378	2,265	9,188	2,318
P-model (trk.)	45	35	156	890	1,182
Pickup (trk.)	2,828	2,518	10,186	37,093	41,701
Pickup (Can. trk.)	1,450	1,456	5,849	26,367	19,344
Syclone-Sonoma (trk.)	1,527	645	4,599	16,740	20,835
Typhoon-S15 Jimmy (trk.)	744	828	4,064	14,343	4,786
Safari (trk.)	1,326	1,439	5,674	23,493	13,806
Suburban (trk.)	957	737	3,255	10,876	8,722
Vandura (trk.)	0	0	0	5,803	6,869
Vandura (Can. trk.)	750	721	2,791	13,544	7,642
Total GMC	**10,025**	**8,891**	**39,544**	**160,832**	**128,030**
Total Saturn+	**4,630**	**4,630**	**18,517**	**67,933**	**22,197**
Total U.S. car	**61,436**	**59,350**	**228,044**	**896,189**	**858,905**
Total Can. car	**9,700**	**9,703**	**25,993**	**114,379**	**135,923**
Total U.S. truck	**31,780**	**30,435**	**124,657**	**475,236**	**392,560**
Total Can. truck	**8,150**	**8,091**	**30,741**	**139,395**	**93,617**
GENERAL MOTORS	**111,066**	**107,588**	**409,435**	**1,625,199**	**1,481,005**
Can. car	2,160	2,165	9,714	40,825	46,778
Can. trk.	1,300	1,300	5,866	25,352	20,650
CAMI*	**3,460**	**3,465**	**15,580**	**66,177**	**67,428**
DIAMOND-STAR*	**3,300**	**3,326**	**13,764**	**58,979**	**57,769**
Civic	2,260	2,082	8,673	34,517	34,060
Civic (Can.)	2,200	2,152	9,236	41,236	39,611
Accord	7,690	7,911	32,897	142,489	131,537
Total U.S. car	**9,950**	**9,993**	**41,570**	**177,006**	**165,597**
Total Can. car	**2,200**	**2,152**	**9,236**	**41,236**	**39,611**
HONDA	**12,150**	**12,145**	**50,806**	**218,242**	**205,208**
HYUNDAI Sonata (Can.)	**200**	**300**	**1,150**	**5,307**	**13,039**
MAZDA*	**2,487**	**2,236**	**7,173**	**23,869**	**52,741**
U.S. trk.	0	1,555	6,339	23,182	27,813
Can. trk.	197	166	701	2,992	2,702
NAVISTAR	**197**	**1,721**	**7,040**	**26,174**	**30,515**
Sentra	2,310	2,309	9,896	49,318	51,654
Pickup (trk.)	2,660	2,764	11,281	50,272	50,405
NISSAN	**4,970**	**5,073**	**21,177**	**99,590**	**102,059**
Geo Prizm	1,500	1,464	6,299	32,503	37,658
Toyota Corolla	2,400	2,506	10,376	43,274	38,627
Toyota Pickup (trk.)	1,300	1,435	5,417	16,168	0
NUMMI	**5,200**	**5,405**	**22,092**	**91,945**	**76,285**
Legacy	1,200	1,243	5,042	21,651	21,028
Pickup (trk.)	485	398	1,511	8,386	0
Rodeo (trk.)	915	750	2,812	14,823	0
Total U.S. car	**1,200**	**1,243**	**5,042**	**21,651**	**21,028**
Total U.S. trk.	**1,400**	**1,148**	**4,323**	**23,209**	**18,345**
SUBARU-ISUZU	**2,600**	**2,391**	**9,365**	**44,860**	**39,373**
Camry	4,800	4,685	19,847	85,696	82,134
Corolla (Can.)	1,500	1,503	6,254	27,030	25,251
TOYOTA	**6,300**	**6,188**	**26,101**	**112,726**	**107,385**
VOLVO 740,940 (Can.)	**150**	**30**	**628**	**2,494**	**3,238**
AM GENERAL (trk.)	**375**	**375**	**1,575**	**6,750**	**7,650**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**10,080**	**43,200**	**50,700**
Total U.S. car	**134,277**	**131,018**	**506,637**	**2,010,878**	**1,946,128**
Total Canada car	**20,854**	**25,566**	**91,865**	**366,177**	**382,038**
Total U.S.-Canada Car	**155,131**	**156,584**	**598,502**	**2,377,055**	**2,328,166**
Total U.S. truck	**88,393**	**86,111**	**355,877**	**1,403,668**	**1,113,392**
Total Canada truck	**21,649**	**21,643**	**84,587**	**400,403**	**291,818**
Total U.S.-Canada truck	**110,042**	**107,754**	**440,464**	**1,804,071**	**1,405,010**
TOTAL U.S.	**222,670**	**217,129**	**862,514**	**3,414,546**	**3,059,520**
TOTAL CANADA	**42,503**	**47,209**	**176,452**	**766,580**	**673,856**
TOTAL U.S.-CANADA CAR & TRUCK	**265,173**	**264,338**	**1,038,966**	**4,181,126**	**3,733,176**

+Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

17 plants run on overtime

ANNE E. WRIGHT
Chief Statistician

Seventeen U.S. and Canadian car and truck plants worked overtime last week, and no downtime was scheduled.

Seven car and 10 truck plants worked overtime in response to increased sales and low inventories.

U.S. and Canadian car and truck manufacturers assembled their four-millionth vehicle last Wednesday, 14 days ahead of 1991.

So far this year, car and truck production in the two countries is 4,181,126, an increase of 12.0 percent over the 3,733,176 produced one year ago.

Last week's estimated U.S. car production was 134,277, up 2.5 percent from the prior week and up 17.3 percent from last year.

Year-to-date, car production in the United States is 2,010,878, up 3.3 percent from the same period last year.

Canadian carmakers assembled an estimated 20,854 autos last week, down 18.4 percent from the prior week and down 23.4 percent from the year-ago week.

So far this year, car production in Canada is 366,177, down 4.2 percent from the same period one year ago.

Last week's U.S. truck production was estimated at 88,393, an increase of 2.7 percent over the prior week and 26.0 percent over the same week one year ago.

So far in 1992, truck production in the United States is 1,403,668, an increase of 26.1 percent over the same period one year ago.

Estimated truck production in Canada last week was 21,649, virtually even with the prior week and up 6.3 percent from the year-ago week.

Canadian truckmakers have assembled 400,403 trucks so far this year, 37.3 percent ahead of 1991.

Last week's estimated daily build rate of U.S.- and Canadian-built cars and trucks was 53,035, an increase of 0.3 percent over the prior week and 14.2 percent over the same week one year ago.

Last Saturday, General Motors scheduled overtime at the Wilmington, Del.; Bowling Green, Ky.; and Lordstown, Ohio, car plants. The following truck plants also worked Saturday overtime: Janesville, Wis.; Moraine, Ohio; Oshawa, Ontario; and Scarborough, Ontario.

Ford Motor Co. scheduled daily overtime last week at the Atlanta; Chicago; Kansas City, Mo.; and St. Thomas, Ontario, car plants.

Five trucks plants worked daily overtime last week: Kansas City, Mo.; Twin Cities (St. Paul, Minn.); Edison, N.J.; Louisville, Ky.; and St. Louis.

Chrysler Corp.'s St. Louis truck plant worked two nine-hour shifts last Saturday and is scheduled for three seven-hour shifts each day this week.

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late news

Honda regions get more power

TOKYO — Honda Motor Co. will announce major organizational changes Wednesday that will give more authority to regional managers, company insiders said late last week.

The restructuring will further decentralize worldwide passenger-car operations by setting up regional headquarters in the United States, Japan, Europe and Asia, a Honda official said.

Organizational changes to be announced by Honda President Nobuhiko Kawamoto reflect an ongoing reshaping of the corporation that began just over a year ago. But personnel changes at the top come in the wake of the unexpected resignation of Executive Vice President Shoichiro Irimajiri in March for health reasons.

Wednesday's announcements will coincide with Honda's annual financial press conference. The changes will be confirmed a month later at the company's annual stockholders meeting.

Last year, Honda divided the company into three units — auto, motorcycle and power products — and did away with its consensus-style structure in favor of clear lines of authority.

— Richard Johnson

Waxman drops tough fuel bill

WASHINGTON — The auto industry dodged another bullet on increased fuel economy last week when Rep. Henry Waxman, D-Calif., withdrew his bill that would have required the United States to hold the line on carbon dioxide emissions.

Automakers saw Waxman's

see LATE NEWS, 2

GM consolidates fleet sales

Elimination of overlap expected to save millions

JOSEPH BOHN and PHIL FRAME
Staff Reporters

General Motors is taking over car and light-truck fleet sales duties from its six divisions.

Because only one person will call on an Avis or a Xerox, not six, GM will eliminate nearly half its fleet sales jobs. Those persons will be reassigned.

The new Fleet Operations super group is an effort to focus marketing efforts, eliminate overlapping bureaucracy and save the automaker millions of dollars in personnel and marketing costs.

The group, under North American Operations, will handle medium and large customers of six car and truck divisions, according to GM sources. Saturn is not included.

One fleet sales representative will call on a major rent-a-car company or corporate account, rather than as many as six. Only one service representative will call on the account.

The result is about 40 fleet people in the field

see GM FLEET, 33

GM divisions get more ad dollars > 4

JOE WILSSENS/AUTOMOTIVE NEWS

Iacocca begins the goodbyes

His voice weighted with emotion, Chrysler Chairman Lee Iacocca started bidding farewell to the company that has become synonymous with his name. Last week he chaired his final stockholders meeting. Alongside him are Chrysler President Robert Lutz, left, and Vice Chairman Robert Eaton. Story on Page 8.

Rising costs push Japan up market

RICHARD JOHNSON
Staff Reporter

TOKYO — Suddenly hemmed in by new caps on exports to the United States and Europe, Japan's carmakers are moving swiftly to upgrade the role of their fledgling luxury-car divisions.

Even at a time when their new-product budgets are strained by sliding profits and weak sales in their home market, the makers are forging ahead with plans to bolster their prestige-class franchises with new products and expanded dealer networks overseas.

"In Japan, all costs are rising," said Masayuki Mochizuki, industry analyst at W.I. Carr (Overseas) Ltd. in Tokyo. "They have to sell more luxury cars."

Toyota's Lexus and Nissan's Infiniti divisions have both an-

see LUXURY, 34

Makers decimate dealer discounts

Add-ons to invoice slash profit margin

PHIL FRAME
and JOHN K. TEAHEN JR.
Automotive News

A 1992 Buick Regal Limited coupe has a sticker price of $17,790 and a dealer discount of 18 percent.

That means a dealer should buy the car from General Motors for $14,588. If the car is sold for full sticker price, the dealer's profit is $3,202.

That sticker price and dealer discount are correct. But anyone who believes the profit figure needs to look further into puzzling world of dealer discounts, holdbacks, finance charges, advertising assessments, destination charges and dealer-buyer negotiations.

Automotive News examined the factory-to-dealer pricing structure in an effort to determine just how tough it is to make a buck in the retail auto business.

The conclusion: It is very tough indeed.

The average dealership's pre-tax profit margin was 1 percent of sales in 1991, according to the National Automobile Dealers Association. It was the same profit margin as in the previous two years, NADA said.

But the profit was realized in spite of the new-vehicle department, not because of it, NADA said. Dealers lost $112 per new vehicle sold to a retail customer last year, according to NADA calculations.

Huge margins between dealer costs and sticker prices just don't exist. The discounts at which dealers buy cars from their manufacturers or importers are adequate in many cases and penurious in others. In every case, holdbacks and the add-ons make the stated discount little more than

see DISCOUNT, 22

Cooper wins import dealer all-star award

Gary Cooper, a Nissan dealer in Long Beach, Calif., has won the Sports Illustrated All-Star Dealer Award.

Cooper, president of Long Beach Nissan and a 23-year Nissan dealer, was selected as the national winner from nine regional winners in the third annual contest.

All winners were selected by a panel of graduate business school deans and professors. The award is co-sponsored by *Sports Illustrated* and the American International Automobile Dealers Association.

Gary Cooper is president of Long Beach Nissan.

Cooper is scheduled to receive the award tonight at AIADA's Automotive Congress in Washington. (See story on Page 6.)

The award recognizes exceptional business performance, community service and commitment to the industry.

— Charles E. Ramirez

Big 3, Big Five together again

Pressure builds on the Japanese

MAX GATES
and RICHARD JOHNSON
Staff Reporters

The Japanese won't be bearing gifts, and President Bush won't be coming to dinner, but the chiefs of the eight U.S. and Japanese automaking giants again will sit down together, in suburban Chicago this morning, hoping to open the door of goodwill a little wider.

The meetings take place amid hopes of further calming the political waters on both sides of the Pacific, roiled by recession and economic competition since the Auto Summit I in Tokyo in January. Last week there was even talk of Auto Summit III before the end of the year.

The meeting, scheduled for 7:30 a.m. Central time at the Hyatt Regency Hotel in Oak Brook, was billed as a follow-up to the Tokyo talks. The agenda is determining what progress has been made in the past four months on Japanese Big Five pledges to increase purchases of U.S.-made auto parts and to help the U.S. Big 3 sell more cars in Japan.

But the scene has changed since

see SUMMIT, 38

SUMMIT AGENDA

Monday morning
May 18, 1992
Oak Brook, Ill.

Introductions	7:30
Review economies of Japan, U.S.	7:40
Discuss Japanese parts procurement	8:40
Discuss promised Japanese purchase of Big 3 cars	9:40
Determine next steps: industry dialogue, government issues to pursue	11:00
Review communique	11:20

Automotive News

BMW NARROWS SELECTION
South Carolina, Nebraska weighed for plant site. PAGE 4

VW REACHES BACK TO PAST
Beetle tapped for new Passat ad campaign. PAGE 4

DIAMOND CUES
New Mitsubishi Galant shares a lot with Diamante. PAGE 6

AUDI EYES AMERICA
Assembly plant could counter rising German costs. PAGE 8

JAPAN SALES STILL SLIDING
But the over-2.0-liter segment rises 57% in April. PAGE 9

PRICE HIKES FOR MEDIUMS

▲ Isuzu, other Japan makers hike '93 truck prices. PAGE 11

END OF AN ERA
Brampton plant closing is unusually painless. PAGE 24

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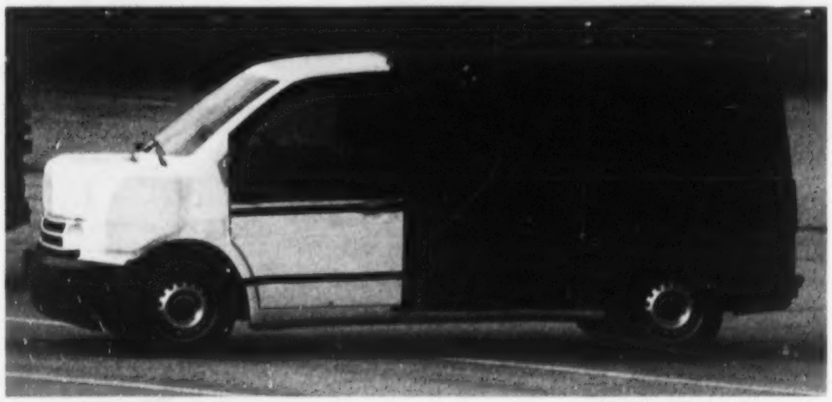
correction

A photo on Page 2 of the May 11 issue was misidentified by the photographer, Hans Lehmann. The vehicle is a concept created by IAD, not a future Honda product.



HANS G. LEHMANN/HIDDEN IMAGE

Mercedes' minivan

An advanced prototype of a Mercedes-Benz multi-purpose vehicle was spied recently during testing at the Daimler-Benz proving grounds in Stuttgart, Germany. The sloping hood could house a four-, five- or six-cylinder engine, sources say. Full-time all-wheel drive is under study.

latenews

CONTINUED *from* PAGE 1

bill as "backdoor CAFE" legislation because it would have limited the burning of fossil fuels, such as gasoline. Industry officials estimated that the bill would require a corporate average fuel economy of 40 to 45 mpg in the next decade to hold total carbon dioxide emissions at 1990 levels.

Waxman hoped to attach his bill as an amendment to an energy bill now being debated in the House. But the bill faced a tough fight in Congress and probably would have been vetoed by President Bush.

— Max Gates

Mitsubishi, Mercedes fail

TOKYO — Mitsubishi Motors Corp. and Mercedes-Benz AG last week dropped plans to jointly produce a sport-utility for the European market. Officials said various "technical problems" could not be resolved.

The idea arose in 1990, when Mercedes proposed building a replacement for its Gelandewagen sport-utility that would be based on Mitsubishi's Pajero. To date, it is the most concrete proposal for cooperation to arise from continuing talks between the two automakers' parents, the giant Mitsubishi and Daimler-Benz groups.

Other proposals, such as joint production of a car in Europe, also have been studied and dumped.

— Mary Ann Maskery

Eldo and Seville get Allante ride

DETROIT — The 1993 Cadillac Eldorado Touring Coupe and the Seville STS with the Northstar V-8 will also get what is currently an Allante exclusive suspension system, according to a Cadillac service bulletin.

While previous electronic damping systems responded in the 120- to 150-millisecond range, the new system range is 10- to 15-milliseconds. At 60 mph, it reads once per inch of road.

Progress noted on trade pact

WASHINGTON — Rounds of intensified talks in late April and again last week in Toronto have produced progress in the automotive sector of North American Free Trade Agreement negotiations, sources say.

Negotiators have reached agreement on how "domestic content" would be counted. They also have agreed to eliminate so-called "roll-up" provisions, which allow a vehicle part to be counted as 100 percent domestic when it reaches a certain threshold of domestic content.

But there is still no agreement on the percentage of a vehicle that must be North American-made to qualify for tariff-free transport between countries.

— Max Gates

Brougham gets Fleetwood tag

DETROIT — Cadillac confirmed that the redesigned 1993 Brougham will be called the Fleetwood Brougham when the car hits showrooms this fall.

"We changed the name," spokesman Vince Muninga said, when asked why a photo of the new rear-wheel-drive Brougham in a recent stock prospectus identified the car as a Fleetwood.

The Brougham had been called the Fleetwood Brougham until the 1988 model year, when the Fleetwood switched to the same C-body platform as the DeVille. Muninga would not discuss 1993 model year plans for a C-body Fleetwood.

— Phil Frame

GM purchasing treads new path

DETROIT — Roy Roberts, manufacturing manager for General Motors' Flint Automotive Division, said global competition is forcing a new approach to purchasing.

Speaking to the National Association of Black Suppliers last week, Roberts urged the group to help change the face of the industry by being "absolutely focused on quality, cost and customer satisfaction."

He said GM is moving toward a strategy that requires suppliers to be able to compete anywhere in the world. He said the company will accelerate its efforts toward advance purchasing to get suppliers involved early in the design process.

Taurus, Sable wagons recalled

DEARBORN, Mich. — Ford Motor Co. is recalling 700,000 Ford Taurus and Mercury Sable station wagons to replace the latch on the rear storage compartment, or the latch on the cover of the footwell area for those vehicles equipped with a rear-facing third seat.

Ford spokeswoman Kathryn Blackwell says children have locked themselves inside the storage area and cannot unlock it from the inside.

The affected vehicles cover the 1986-92 model years.

Seat belt study: Toughen laws

WASHINGTON — The U.S. General Accounting Office released a study last week recommending that state safety belt laws be strengthened by requiring all occupants to buckle up, including those in trucks, vans and in rear seats.

In crashes, safety-belt use reduced the fatality rate and the serious injury rate by 50 to 75 percent, the study said.

Nissan adds assembly line

TOKYO — Nissan Motor Co. Ltd. last week opened a new assembly line at its Kyushu plant in a move that adds 240,000 units of annual capacity.

The $770 million expansion makes the plant Nissan's largest, with an annual capacity of 600,000 units. Nissan said the line will not increase overall capacity because it replaces two lines already scrapped at other plants.

Nissan said it will concentrate all Pulsar production at the plant, except for 5,000 units a month assigned to Fuji Heavy Industries. Other models will be added later.

— Mary Ann Maskery

briefly

Lido not Perot's choice for No. 2

Chrysler Corp. Chairman Lee Iacocca said he has been contacted by Texas billionaire H. Ross Perot, who is considering running for president as an independent. Iacocca declined to say what Perot's offer entailed except to say it was not the vice presidential post on a Perot ticket.

CANDIDATE DEBATE — While George Bush, Bill Clinton and H. Ross Perot chase one presidency, two names have surfaced across the Potomac in the race to succeed George Nield, who will retire Oct. 1 as president of the Association of International Automobile Manufacturers. One is Philip A. Hutchinson Jr., vice president of public affairs and general counsel at **Volkswagen of America Inc.** The other is Charles Lockwood III, the association's vice president and general counsel. Hutchinson supporters like his import industry experience, but some wonder if he can keep the delicate balance between Asian and European members. Lockwood supporters cite his record at the association, but his prior job at the Motor Vehicle Manufacturers Association could be a liability. As in the White House race, there's also a chance for more faces: The association has hired a headhunter to scout for other candidates.

WHAT'S MY LINE? We've never met Grace Lieblein, but we'd like to see her business card. We suspect that she has the longest title in the auto industry. On May 1, Lieblein became director of exterior trim, ornamentation, glass, general assembly integration and materials engineering for the vehicle engineering staff of the Lansing Automotive Division of **General Motors.** If she had been promoted a month earlier, her title would have been even longer. It would have included the words **Buick-Oldsmobile-Cadillac** Group.

SEGMENT STAYING POWER? With the new **Jeep** Grand Cherokee barely out of the starting gate, **Ford Motor Co.** already is boasting that the Jeep never will catch Ford's red-hot Explorer sport-utility. A release issued by Ford Motor's Truck Operations noted that the Explorer is offered in more models, is cheaper and is roomier than the Grand Cherokee. The release also said word-of-mouth advertising from love-struck Explorer owners will keep the 3-year-old Ford truck at the top of the sales charts.

HOW TIME FLIES — Neither shareholders nor **Ford** officials had much to say, and the company's 37th annual stockholder's meeting last Thursday was completed in a record time of one hour and 37 minutes. The shortest meeting on record had been one hour and 47 minutes in 1971. Stockholders voted on four proposals and addressed only about a dozen questions to Ford Chairman Harold Poling. One of the more amusing statements came from a shareholder who told Ford executives that he thought General Motors' ads were more catchy than Ford's. His advice to the company: When advertising the Taurus, use the tag line "America's most copied car." Poling said that he would consider the advice.

Poling: record time

Sales comeback slips off the rails

ARLENA SAWYERS
Staff Reporter

BY THE NUMBERS

10-day sales results > 37

Imports stocks steady > 37

The industry's on-and-off sales recovery was off again in early May.

Sales of cars and light trucks for the first 10 days of May fell 3.6 percent from last year, as measured by the daily selling rate. Actual sales were down 14.5 percent, but the early-May period had eight selling days this year and nine last year. The totals were 261,460 this year and 305,616 in 1991.

The Big 3 sold 201,556 cars and light trucks, a 1.6 percent decrease. Like other percentages in this article, that decline was calculated on a daily sales rate basis.

Japanese makes accounted for 54,388 sales, a 10.3 percent slide. Sales of European imports dropped to 5,575, down 10.8 percent, and the Korean total of 3,029 was up 3.6 percent.

While General Motors sales were down 5.7 percent, some divisions had good news. Pontiac, up 37.1 percent, attributed its success to the Bonneville, the Trans Sport and especially the Grand Am.

"Now that Pontiac dealers have a supply of vehicles that matches demand, we expect Grand Am's momentum will build to an even higher rate," said Pontiac General Manager John Middlebrook.

Import-fighter Saturn scored a 143.4 percent gain over last year when its dealers were still stocking up, and Cadillac posted a 15.9 percent gain.

Chrysler Corp. sales were down an estimated 1.7 percent. Ford Motor Co. deliveries rose 4.6 percent.

Domestic light-truck sales, which were strong in April, were 0.8 percent above early-May in 1991. Ford and Chrysler were up on a daily-rate basis; GM dropped.

Sales of imported trucks slipped 15.05 percent.

American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. reported double-digit 10-day sales declines. Honda was down 18.2 percent and Toyota was down 21.3 percent. Nissan Motor Corp. in U.S.A. fell 4.5 percent. AN

U.S. sales of the new Galant begin next spring; pictured is the version for Japan's market.

Mitsubishi unveils new Galant

TOKYO — There's a lot of Diamante in Mitsubishi's all-new Galant/Eterna sedan, unveiled last week. Beyond its styling cues, the front-wheel-drive car also takes Diamante's 24-valve V-6 engine.

For Japan's market, engines range from 1.8- and 2.0-liter fours to 1.8- and 2.0-liter V-6s. The 1.8 V-6 produces 135 hp, and the 2.0-liter makes 145 hp with a single overhead cam, 170 hp with double overhead cam and a whopping 240 hp from a twin-turbo version.

The Galant is the first Mitsubishi model — and possibly the first in the world — to come equipped with an electronic-control system based on a fuzzy-logic chip.

The system, called INVECS for intelligent innovative vehicle electronic control system, makes continous, automatic adjustments to the car's all-wheel-drive and four-wheel-steering systems, traction control, transmission, suspension and air conditioning in response to road and weather conditions.

Fuzzy logic is a form of artificial intelligence that is able to distinguish such ambiguous parameters as "slightly icy" or "warm."

The new Galant is wider and longer than its predecessor, but not as tall. Width is 68.1 inches; length, 181.5 inches; height, 55.1 inches; and wheelbase, 104 inches.

Mitsubishi said it hopes to sell 7,800 units a month in Japan, at prices ranging from 1.37 million yen (about $10,540) to 3.37 million yen ($25,900).

The new Galant will be launched in the United States next spring.

— *Mary Ann Maskery*

AIADA convention targets trade, luxury tax issues

MAX GATES
Staff Reporter

WASHINGTON — Despite hard times in the auto industry — or maybe because of them — this week's annual meeting of import dealers is expected to draw 25 percent more people than last year's.

More than 1,000 participants are expected at the 15th Automotive Congress of the American International Automobile Dealers Association, which began here Sunday night.

The reason: growing concern that legislation debated in Congress will add to the problems of import dealers, even as the economy continues its slow recovery. Chief topics on dealers' minds are:

- Trade bills that would restrict sales of Japanese-badged cars and trucks.
- Repeal of the 16-month-old luxury tax, which has hit hardest at high-line European imports.
- The possibility of a 10-fold hike in the duty on imported minivans and four-door sport-utilities.

"Dealers are also concerned about the Buy American stuff," said Paul Donnellan, AIADA director of congressional relations. "The whole mood and tenor of politics concerns them right now."

The three-day session was scheduled to open this past Sunday night with a briefing on key issues before Congress. AIADA has set aside Tuesday afternoon for members to lobby their representatives and senators.

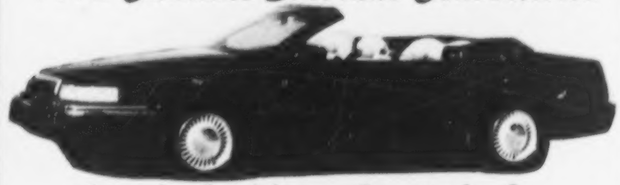
"The dealers are coming to town at just the right time," said Walter Huizenga, AIADA executive director. The next three weeks will be critical as Congress debates trade legislation, he said.

And, while the Bush administration has apparently backed off from proposals to raise the tariff on minivans and four-door sport-utilities from the current 2.5 percent to 25 percent, the issue is still alive in Congress. "That could be devastating to dealers who sell those vehicles. It's an important market for them," Donnellan said.

He noted Congress may be particularly attentive to dealers this year: "There's a lot of concern about turnover (in the House and Senate), and Congress isn't exactly high in the popularity polls."

In addition to a series of legislative briefings and profitability workshops, AIADA has scheduled several speakers. They include Paul Tsongas, former Democratic presidential candidate; Jack Kemp, secretary of housing and urban development; Dick Cheney, secretary of defense; Sen. Alan Simpson, R-Wyo.; Clark Vitulli, chief operating officer of Mazda Motor of America Inc.; Keith Crain, publisher and editorial director of *Automotive News;* Rep. Sam Gibbons, D-Fla., chairman of the House subcommittee on trade; and economist Larry Kudlow. AN

1992 Cadillac Eldorado Convertibles



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Saturn ups sales-per-dealer lead

KAREN DETKOWSKI
Staff Statistician

Saturn dealers' sales-per-dealer measure dipped by five units in April, but the gap between the franchise's average and that of the competition continued to widen.

Saturn averaged 110 units per outlet for the month, vs. 116 in March and 58 a year ago.

Toyota, No. 2 in March with a 75-unit average, managed to hold onto its rank despite an 11-unit decline in April. Its average is now 46 units behind Saturn's.

According to *Automotive News* sales-per-dealer calculations, 12 makes reflected increases in April, 14 fell and 12 remained constant with March results.

Within the top 10 franchises, Nissan car and truck dealers upped their average by six units, and Mazda dealers sold five more units per dealer. Mazda had its best month yet for the new MX-3 sports coupe and the Protege compact sedan, setting an all-time monthly passenger car sales record for the company.

Ford Division gained one unit on the strength of rising truck sales, and Chevrolet rose one unit on both its car and truck sides.

Mitsubishi dealers, although not among the top 10 leaders, increased dealer averages by nine units, the highest increase for the month. Mitsubishi announced an all-time monthly sales record for the domestically produced Eclipse.

The average for Yugo America Inc., which declared Chapter 7 bankruptcy in April, is no longer calculated. ■

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Apr. Total	Mar. Total
Saturn	110	—	110	116
Toyota	47	17	64	75
Honda	54	—	54	50
Lexus	53	—	53	69
Ford	22	29	51	50
Mazda	36	9	45	40
Nissan	27	14	41	35
Chevrolet	20	21	41	39
Infiniti	40	—	40	46
Acura	35	—	35	35
Mitsubishi	28	4	32	23
Dodge	8	18	26	26
Hyundai	24	—	24	24
Pontiac	17	1	18	18
Mercedes	15	—	15	14
BMW	15	—	15	15
Buick	15	—	15	14
Isuzu	2	12	14	14
Oldsmobile	13	1	14	14
Jeep	—	14	14	14
GMC	—	13	13	11
Mercury	13	—	13	12
Plymouth	6	7	13	11
Subaru	11	—	11	14
Cadillac	11	—	11	12
Volvo	11	—	11	20
Lincoln	8	—	8	9
Saab	8	—	8	9
VW	7	0	7	10
Suzuki	2	5	7	8
Jaguar	6	—	6	5
Daihatsu	3	2	5	7
Chrysler	3	1	4	4
Audi	4	—	4	5
Range Rover	—	4	4	3
Eagle	3	—	3	3
Alfa Romeo	2	—	2	2
Porsche	1	—	1	1

Bill to change liability law inches ahead

MAX GATES
Staff Reporter

WASHINGTON — Backers of a national product liability law say they moved a step closer to their goal after a Senate vote last Wednesday.

That vote was only on a rules technicality. And the product liability issue, which was part of package of legislation, was never debated or voted on by the full Senate. But the vote should help build momentum in the Senate for passage, perhaps later this year, said Bill Fay. Fay is executive director of the Product Liability Coordinating Committee, the group pushing the legislation which includes the Big 3.

The bill would create a single, national product liability law, replacing 50 different state laws. It has broad support from Republicans and Democrats. But it is opposed by powerful legislators, including Senate Majority Leader George Mitchell, D-Maine. Mitchell, in fact, pulled the package from the Senate's agenda after the rules vote.

Among other provisions, the legislation would provide incentives for out-of-court settlements, create a uniform standard for awarding punitive damages in liability lawsuits, and eliminate the "joint and several liability" rule that enables plaintiffs to collect damages from the richest defendant regardless of responsibility. A uniform liability system would make risks of producing and selling products more predictable, supporters say. ■

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Lease program gives Mercedes S class a big boost

JIM [illegible]RY
Staff Reporter

NEW YORK — Mercedes-Benz of North America Inc. doesn't like to phrase it this way, but the company's new Win-Win lease campaign could be a remedy for sticker shock, especially for the flagship S class.

While overall sales of imported cars dropped in April, sales of Mercedes' top line shot up 77.7 percent over last year.

The 2,396 S-class sales topped this year's previous monthly high by almost 1,000 units.

But Mike Jackson, executive vice president of the importer, disputes the sticker shock remedy concept. "I wouldn't put it that way at all," he said.

"All you have to do is look around the marketplace. Every competitor is out there with lease programs, and we don't intend to be above the fray."

"We have a great deal of satisfaction with the way the car has been received, with a median price around $80,000, considering the economy and the luxury tax," he said.

Whether or not you call it sticker shock, S-class prices took a giant step last fall. At $69,400, the least expensive model, the 300SE, jumped $15,500 over the 1991 model.

The 1992 S-class also includes the 300SD, 400SE, 500SEL and 600SEL.

Initially, the new S class "wasn't very successful," said Peter G. Terian, co-owner of Rallye Motors Inc. (BMW/Lexus/Mercedes-Benz/Rolls-Royce) in Roslyn, N.Y. "But since the April special lease plan, business has totally turned around. We just had our biggest week in 34 years." He said half of his Mercedes sales in April were S-class cars, an unusually high proportion.

Nationwide, S-class sales of 2,396 in April were 38.3 percent of Mercedes' total.

Through March, Mercedes was running well below its goal of 20,000 S-class sales for the model year. But April closed the gap, prompting Jackson to say Mercedes might still "get close" to the target.

"The car is $10,000 cheaper this way," Terian said of the Win-Win lease.

Under the Win-Win lease, the monthly payment for the 300SE is $865.98. For 36 months, that's $31,175.28, which is an awful lot less than $69,400.

In its Win-Win advertising, Mercedes has been emphasizing that monthly-payment-times-36 number. So far, Mercedes hasn't advertised the new lease program on S-class cars, but the special deal is available on all 1992 models.

"Now, the perception is of value," Terian said.

He said that on a four-year lease, the monthly payment on the 500SEL can be $250 less than on a conventional lease. On a three-year lease, the 500SEL goes for $1,232.42 a month, or $44,367.12. The retail sticker is $93,500.

U.S. sales of all cars built outside the United States and Canada dropped 5.87 percent in April. Through April, sales were 82 units below 1991. ■

IMPORTED CAR SALES, APRIL & YTD

	Apr. 1992	Apr. 1991	4 Mos., 1992	4 Mos., 1991
Integra	4,743	6,728	19,622	23,822
Legend	3,839	5,227	14,886	19,080
NSX	118	249	481	767
Vigor	1,701	192	4,971	192
ACURA	**10,401**	**12,396**	**39,960**	**43,861**
Milano	0	0	1	1
Spider	147	197	407	537
164	240	253	900	772
ALFA ROMEO	**387**	**450**	**1,308**	**1,310**
ASTON MARTIN*	**5**	**5**	**20**	**20**
S4	36	0	44	0
80	129	207	639	742
90	33	96	246	523
V8 Quattro	27	38	116	199
Coupe Quattro	2	34	52	130
100/200	857	593	3,526	1,698
100/200 Quattro	194	83	490	337
AUDI	**1,278**	**1,051**	**5,113**	**3,629**
3 series	3,286	2,312	10,301	7,569
5 series	2,012	1,875	6,140	5,553
635 CSi	0	0	0	4
7 series	356	429	1,710	1,289
850i	40	225	364	805
M3	7	28	55	133
M5	36	42	110	143
BMW	**5,737**	**4,911**	**18,680**	**15,496**
Geo Storm	5,574	8,689	20,874	22,703
Geo Metro (import)	1,707	1,085	4,416	4,211
Geo Metro (domestic)	*6,782*	*5,453*	*30,538*	*23,548*
CHEVROLET/GEO	**7,281**	**9,774**	**25,290**	**26,914**
Colt	2,030	2,609	6,474	7,730
Stealth	1,729	1,734	6,060	6,150
Summit (import)	1,314	772	4,465	2,477
Summit (domestic)	*519*	*731*	*1,797*	*2,076*
Vista	882	632	3,071	2,245
TC	0	110	0	581
CHRYSLER CORP.	**5,955**	**5,857**	**20,070**	**19,183**
DAIHATSU	**669**	**574**	**3,204**	**1,983**
FERRARI*	**80**	**80**	**320**	**320**
FORD Festiva	**2,621**	**3,905**	**12,578**	**12,719**
Civic/CRX (import)	4,820	6,427	19,408	21,234
Civic (domestic)	*10,988*	*11,028*	*43,397*	*35,364*
Accord (import)	5,213	7,068	23,121	33,218
Accord (domestic)	*28,140*	*29,976*	*95,908*	*96,453*
Prelude	3,127	2,282	12,381	7,443
HONDA	**13,160**	**15,777**	**54,910**	**61,895**
Excel	3,668	5,042	14,064	21,460
Sonata	1,546	1,783	4,175	6,938
Scoupe	1,967	2,381	5,612	9,133
Elantra	3,257	0	9,667	0
HYUNDAI*	**10,438**	**9,206**	**33,518**	**37,531**
M30	480	530	1,719	2,120
Q45	649	859	4,135	2,530
G20	941	1,073	4,535	3,968
J30	1,246	0	1,714	0
INFINITI	**3,316**	**2,462**	**12,103**	**8,618**
I-Mark	4	16	4	63
Impulse	741	361	1,583	1,254
Stylus	496	907	2,026	1,837
ISUZU	**1,241**	**1,284**	**3,613**	**3,154**
XJ6	657	538	1,819	2,095
XJS	171	271	996	831
JAGUAR	**828**	**809**	**2,815**	**2,926**
LAMBORGHINI*	**13**	**13**	**52**	**52**
ES250/300	2,602	1,533	11,563	6,177
LS400	2,374	3,128	10,905	10,370
SC400/300	1,612	0	8,132	0
LEXUS	**6,588**	**4,661**	**30,600**	**16,547**
LOTUS*	**27**	**27**	**108**	**108**
MASERATI*	**20**	**20**	**80**	**80**
323	1,288	1,619	6,473	6,985
Protege	13,360	3,499	32,496	14,349
626 (import)	50	2,491	351	7,121
626 (domestic)	*5,573*	*4,781*	*18,687*	*24,478*
MX-6 (import)	26	259	97	447
MX-6 (domestic)	*3,165*	*2,851*	*7,303*	*12,400*
MX-5 Miata	2,667	4,002	7,889	12,824
MX-3	2,483	0	8,919	0
929	2,013	1,643	7,810	4,525
RX-7	736	815	1,726	2,285
MAZDA	**22,623**	**14,328**	**85,761**	**48,536**
190 class	1,520	1,444	5,417	4,931
300 class	1,852	1,735	7,637	6,028
S class	2,396	1,348	6,233	4,103
SL Coupe/Roadster	456	808	1,733	2,771
Tourist	32	41	136	135
MERCEDES-BENZ	**6,256**	**5,376**	**21,156**	**17,968**
Tracer	3,484	3,349	13,494	15,983
Capri	1,227	1,795	5,760	6,086
MERCURY	**4,711**	**5,144**	**19,254**	**22,069**
Diamante	1,294	0	5,481	20
Mirage (import)	232	3,294	2,483	11,572
Mirage (domestic)	*381*	*2,048*	*3,206*	*6,449*
Galant	1,595	3,544	7,441	12,344
Sigma	0	13	2	92
Precis	99	213	508	983
3000GT	1,003	1,340	3,842	4,418
Expo LRV	422	0	1,621	0
Expo	518	0	2,659	0
Wagon	1	26	5	143
MITSUBISHI	**5,164**	**8,430**	**24,042**	**29,572**
Sentra (import)	3,765	1,980	15,675	7,075
Sentra (domestic)	*9,967*	*12,456*	*34,490*	*39,343*
Pulsar	0	6	0	20
NX	895	565	2,976	1,080
Stanza	4,051	6,286	15,879	21,449
Maxima	7,954	7,697	27,445	26,216
240SX/200SX	2,708	2,662	7,327	9,385
300ZX	1,213	1,236	3,256	4,549
Hawaii	0	277	258	374
NISSAN	**20,586**	**20,709**	**72,816**	**70,148**
PEUGEOT	**34**	**318**	**245**	**1,319**
PONTIAC LeMans	**1,574**	**3,294**	**6,140**	**10,662**
944S/Cabriolet	105	76	336	269
911 Carrera 2	128	225	622	793
911 Turbo	15	48	187	125
911 Carrera 4	30	78	274	269
928S4/GT	14	29	63	95
PORSCHE	**292**	**456**	**1,482**	**1,551**
ROLLS/BENTLEY	**22**	**22**	**88**	**88**
900	447	925	1,698	2,419
900S	908	1,203	2,560	2,939
900 Turbo	414	796	1,328	2,192
9000S	419	477	1,281	1,365
9000CD	232	362	821	973
9000 Turbo	155	241	513	697
Tourist	13	9	35	21
SAAB	**2,588**	**4,013**	**8,236**	**10,604**
STERLING	**0**	**247**	**0**	**903**
Legacy (import)	599	2,066	3,430	7,392
Legacy (domestic)	*4,822*	*3,947*	*17,563*	*14,145*
Loyale	2,205	3,062	8,066	11,298
XT/XT6	0	127	0	734
Justy	311	696	1,283	2,886
SVX	332	0	1,315	0
SUBARU	**3,447**	**5,951**	**14,094**	**22,310**
Swift (import)	432	290	1,888	1,413
Swift (domestic)	*17*	*59*	*72*	*114*
SUZUKI	**432**	**290**	**1,888**	**1,413**
Corolla (import)	5,396	5,847	25,421	24,289
Corolla (domestic)	*10,127*	*8,879*	*40,308*	*33,372*
Paseo	3,702	0	13,047	0
Tercel	7,558	9,530	31,756	34,436
Celica	3,365	5,646	14,475	22,925
Supra	106	335	470	1,217
Camry (import)	6,381	4,655	25,753	22,646
Camry (domestic)	*17,820*	*12,666*	*66,816*	*53,345*
Cressida	283	845	1,216	3,433
MR2	659	1,158	2,239	4,092
TOYOTA	**27,450**	**28,016**	**114,377**	**113,038**
Cabriolet	717	626	2,734	1,871
Corrado	306	571	1,263	2,279
Jetta	1,917	3,609	9,610	11,315
Golf/GTI	889	1,241	4,147	4,358
Passat	792	1,272	3,720	5,502
Fox	727	1,313	3,860	5,440
VOLKSWAGEN	**5,348**	**8,632**	**25,334**	**30,786**
240 series	1,793	3,271	7,715	11,080
700 series	956	2,894	6,022	9,966
940 series	1,513	986	9,120	4,392
Tourist	33	20	82	72
VOLVO*	**4,295**	**7,171**	**22,939**	**25,510**
YUGO	**0**	**127**	**1,412**	**885**
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in brief

SERVICE

Champion offers scholarships

TOLEDO, Ohio — The Champion Spark Plug Co. is offering tuition scholarships of up to $2,000 for the children and grandchildren of ASE-certified technicians who plan to pursue an education and career in auto service technology. Application deadline is June 26.

Champion will award eight Legacy Scholarships, one in each of its national sales regions. The award will cover tuition, fees and classroom materials. The scholarship is renewable for a second year for recipients who maintain at least a 2.5 grade point average.

Applications are available at many high school career guidance officers or by writing to Champion Legacy Scholarships, P.O. Box 910, Toledo, OH, 43661, attention Dick Parker.

Ford, Johnson mark anniversary

MILWAUKEE, Wis. — Ford Motor Co.'s Parts and Service Division received an award from Johnson Controls Battery Group marking the 10th anniversary of a partnership between the two.

Johnson Controls Battery Group is the manufacturer of Motorcraft batteries and has been the sole supplier to the Parts and Service Division since 1982.

Both groups renewed their support for efforts to recycle lead-acid batteries.

Changes don't rattle GM service

DALE JEWETT
Service Editor

WARREN, Mich. — General Motors' new North American Operations is paying attention to the automaker's approach to service as it reviews all aspects of the business.

If changes are going to be made, it's likely the new course of action will be mapped out soon, said Richard Lannen, director of the Service Technology Group.

Lannen: too soon to tell

But Lannen said he doesn't know if there will be any changes.

"Right now, it's too soon to tell," he said.

In the meantime, the Service Technology Group is implementing several programs developed and instituted over the past couple of years tailored to GM's philosophy of "service as product." Among them are:

- A network of field technicians that tend to problems reported at dealerships, feeding their experience back to the platform teams to aid the development of future models.
- Converting service departments at GM dealerships to a paperless repair order and information system.GM is converting to a compact disc-based service information and repair and will phase out printed service bulletins and manuals in the future.
- Integration of new technologies — many of them mandated by law — such as the introduction of chlorofluorocarbon-free air conditioning refrigerant on several models for the 1993 model year and a universal on-board diagnostic system.

In the North American Operation organization announced in late April, Lannen's Service Technology Group was placed under the North American Vehicle Sales and Marketing Group headed by Michael Losh.

While the reorganization may have appeared cataclysmic to outside observers, Lannen characterized the changes as part of a natural progression of streamlining that has been in progress for several years.

The most immediate and apparent result of the management changes has been a new-found sense of urgency within GM, Lannen said, a change he believes is beneficial to the automaker.

But the changes have not disrupted the Service Technology Group's work with the automaker's platform teams or dealers.

The group recently completed an equipment program launched in February at the National Automobile Dealers Association convention in Dallas to ensure that every GM dealer has the capability to use compact discs to service vehicles.

The discs, produced by GM, store service information that will eventually reduce the dependency on printed service manuals. When connected to a GM vehicle via the assembly line data link, the discs can be used to reprogram computer chips. One of the main benefits of the system is it will hold down the number of different types of replacement chips dealers will need to stock.

Lannen said all GM dealers are signing up to have compact disc compatible units, with most to have the equipment in place in time for the start of the 1993 model year this fall.

Group asks EPA to ban sale of CFC-12 replacements

The Mobile Air Conditioning Society has asked the EPA to prohibit the sale of refrigerants, chemicals or blends intended to replace CFC-12 in motor vehicle air conditioning systems.

The trade association also is trying to block the sale of adaptors required for installation of these refrigerants until standards for retrofit refrigerant procedures are completed. The SAE is developing these standards at the request of the EPA.

The group is concerned about certain "drop-in" chemicals and chemical blends offered for sale to replace CFC-12 in existing automotive air conditioning systems. The group said there is no known "drop-in" replacement for CFC-12, and it knows of no original equipment or aftermarket air conditioning system manufacturers that have approved the use of any of these substances in their systems.

The replacement items are not compatible with current automotive air conditioning system designs and can cause system failures and higher emission rates, and in some cases, can become flammable or combustible.

The replacement chemicals and blends also are incompatible with the current automotive air conditioning recovery and recycling equipment required under the Clean Air Act.

Those refrigerants will be drawn into recycling equipment being used to service air conditioning systems. This not only will result in problems for the equipment, but also will transmit the contaminated refrigerant to all other vehicles being serviced.

An additional problem, the group said, is the production and sale of service hose adaptor fittings to allow introduction of HFC-134a and various refrigerants, chemicals or blends into air conditioning systems designed for CFC-12. This will increase the chances that systems and refrigerant supplies will become contaminated.

"The combination of these factors create a situation in which the likelihood exists that consumer and professional service technician confidence in the recovery and recycling program may be lost, and indeed may result in substantial consumer litigation in certain sectors of the industry," said Simon Oulouhojian, executive director of the society.

"We are asking the EPA, SAE and the industry for the time to conduct these studies, evaluate the various choices and develop a retrofit program that will meet the goals of the Act," he said, "and properly protect human health and welfare, and the environment."

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School gathers data for Chrysler

HIGHLAND PARK, Mich. — Chrysler Corp. has enlisted the help of Southern Illinois University in a research project to generate data for Chrysler's Mopar Diagnostic System.

The Automotive Technology program at the university's College of Technical Careers has agreed to conduct advanced research in gathering engine performance data this spring. The project could continue indefinitely.

The research requires making hundreds of recordings of several engine families in various performance modes. The recordings will be used as graphic "overlays" for technicians to compare with data from suspect circuits in a malfunctioning vehicle.

Also participating in the project are Chrysler's Service and Parts Operations' diagnostic development department and Management Information Systems Group, along with IBM and Bell and Howell, suppliers for the diagnostic system.

"Students get inside experience in data acquisition research for use in leading-edge diagnostics technology. We can put their findings to immediate practical use in helping to better serve our customers," said Robert Knox, manager of diagnostic development.

The Modular Diagnostic System is a computer-driven tool to help dealership service technicians troubleshoot and service electronic controls on vehicles.

Service business rises

Double-digit jumps in sales of shop parts and in sales of all parts and accessories pushed the Automotive News Service Index higher in March.

Parts and service business for the month was 110.2 percent of the amount recorded in March 1991.

For the first quarter of 1992, parts and service business was 103.5 percent of that in the same period last year.

March was marked by a 12.8 percent rise in sales of all parts and accessories and a 12.4 percent increase in shop parts sales. Gross profit on all labor and parts and accessories sales rose 7.5 percent; total labor sales rose 5.4 percent; and repair orders written were up 1.2 percent.

March's gains also made the sales of all parts and accessories and shop parts sales the leading indicators for the quarter, both up more than 5.5 percent. Gross profit on all labor and parts and accessories sales rose 2.5 percent.

Figures used in the Service Index are compiled from a cross-section of new-car dealerships.

SERVICE INDEX
110.2*

	March, '92 vs March, '91	Jan.-March, '92 vs Jan.-March, '91
Gross Profit on All Labor and P&A Sales	+ 7.5%	+ 2.5%
Repair Orders Written	+ 1.2%	+ 0.5%
Total Labor Sales (Customer & Warranty)	+ 5.4%	+ 0.6%
Shop Parts Sales (Customer & Warranty)	+ 12.4%	+ 5.8%
Sales of All P&A	+ 12.8%	+ 5.7%

* Survey by Automotive News shows that dealers' service and parts business in March 1992 was 110.2 percent of business in March 1991. Service business in 1992 was 103.5 percent of business in the corresponding period in 1991.

Wisconsin passes crash parts law

MADISON, Wis. — Insurance companies will have to notify consumers of the use of non-original parts to repair motor vehicles damaged in crashes, and manufacturers must put labels containing their names on replacement parts, under a Wisconsin law that goes into effect Jan. 1.

The penalty for the dealerships or body shops selling unlabeled replacement parts is $500 per day. This applies unless the same company made the replacement part and the vehicle.

The bill was developed by negotiations among auto dealers, insurance companies, junk dealers and the Legislative Council, a standing nonpartisan part of the state Legislature that appoints legislators and public members to long-term committees for developing laws.

— *Sally Garbo Wedde*

DEALER DISCOUNTS ON 1992 MODELS

All figures are percentages

CARS

	Discount at time of purchase	Holdback	Finance charge	Total discount
GENERAL MOTORS				
Buick Skylark	10.2	3	1.8	15.0
Century (base)	11.2	3	1.8	16.0
Other Century	13.2	3	1.8	18.0
Regal	13.2	3	1.8	18.0
LeSabre	13.2	3	1.8	18.0
Roadmaster	13.2	3	1.8	18.0
Park Avenue	14.2	3	1.8	19.0
Riviera	14.2	3	1.8	19.0
Cadillac (all)	14.2	3	1.8	19.0
Chevrolet Geo Metro, Prizm	7.5	3	1.5	12.0
Geo Storm	9.5	3	1.5	14.0
Cavalier VL	5.2	3	1.8	10.0
Cavalier RS, Z24	7.2	3	1.8	12.0
Cavalier conv.	10.2	3	1.8	15.0
Corsica/Beretta	10.2	3	1.8	15.0
Camaro	10.2	3	1.8	15.0
Lumina	13.2	3	1.8	18.0
Caprice	13.2	3	1.8	18.0
Corvette	15.2	3	1.8	20.0
Oldsmobile Achieva	10.2	3	1.8	15.0
Cutlass Ciera (base)	7.2	3	1.8	12.0
Other Ciera	13.2	3	1.8	18.0
Cutlass Supreme	13.2	3	1.8	18.0
Eighty Eight	13.2	3	1.8	18.0
Ninety Eight	13.2	3	1.8	18.0
Toronado	13.2	3	1.8	18.0
Pontiac LeMans	7.5	3	1.5	12.0
Sunbird LE	7.2	3	1.8	12.0
Other Sunbird	10.2	3	1.8	15.0
Grand Am	10.2	3	1.8	15.0
Firebird	10.2	3	1.8	15.0
Grand Prix LE	11.2	3	1.8	16.0
Other Grand Prix	13.2	3	1.8	18.0
Bonneville	13.2	3	1.8	18.0
Saturn (all)	14	3	0	17.0
FORD MOTOR CO. (The finance cost is an add-on on the dealer invoice. It is not part of the dealer discount structure.)				
Ford Festiva	5.8	3		8.8
Escort (base)	7.6	3		10.6
Other Escort	9.8	3		12.8
Tempo	9.9	3		12.9
Probe	9.8	3		12.8
Mustang LX 2-door	9.4	3		12.4
Other Mustang	9.9	3		12.9
Thunderbird	13.8	3		16.8
Super Coupe	14.1	3		17.1
Taurus	13.9	3		16.9
Taurus SHO	14.3	3		17.3
Crown Victoria	13.9	3		16.9
Lincoln (all)	14.9	3		17.9
Mercury Tracer	9.8	3		12.8
Capri	9.9	3		12.9
Topaz	9.9	3		12.9
Sable	13.9	3		16.9
Cougar	13.8	3		16.8
XR7	14.1	3		17.1
Grand Marquis	13.8	3		16.8
Discounts differ on models within car lines. Figures listed are the average discounts				
CHRYSLER CORP. (The finance charge is an add-on on the invoice. It is not part of the dealer discount structure.)				
Chrysler LeBaron sedan	10.1	3		13.1
LeBaron coupe	10.0	3		13.0
LeBaron convertible	10.5	3		13.5
New Yorker	12.5	3		15.5
Imperial	13.8	3		16.8
Dodge Colt	4.4	3		7.4
Shadow America	6.1	3		9.1
Shadow conv.	7.4	3		10.4
Other Shadow	6.9	3		9.9
Daytona IROC/RT	9.2	3		12.2
Other Daytona	8.1	3		11.1
Stealth base/ES	8.7	3		11.7
RT, Turbo	9.8	3		12.8
Spirit (base)	9.0	3		12.0
LE, ES	9.6	3		12.6
RT	10.2	3		13.2
Dynasty	12.2	3		15.2
Monaco LE	11.9	3		14.9
ES	12.4	3		15.4
Eagle Premier LX	12.1	3		15.1
ES	12.3	3		15.3
ES Limited	12.7	3		15.7
Summit	4.3	3		7.3
Summit wagon	7.1	3		10.1
Talon	7.2	3		10.2
Plymouth Colt	4.4	3		7.4
Colt Vista	6.8	3		9.8
Sundance America	6.0	3		9.0
Other Sundance	7.0	3		10.0
Laser (base)	6.3	3		9.3
Other Laser	7.6	3		10.6
Discounts differ on models within car lines. Figures listed are the average discounts				
BMW				
3 series	18.2	2	0	20.2
5 series	18.0	2	0	20.0
735	18.0	2	0	20.0
750, 850	20.0	2	0	22.0
AMERICAN HONDA				
Acura Integra	16.0	0	0	16.0
Vigor	17.0	0	0	17.0
Legend	18.0	0	0	18.0
NSX	18.0	0	0	18.0
Honda Civic CX	10.0	0	0	10.0
Other Civic	15.0	0	0	15.0
Accord	16.0	0	0	16.0
Prelude	16.0	0	0	16.0
JAGUAR				
XJ6 (base)	16.4	2	0	18.4
Other XJ6	18.4	2	0	20.4
XJS	18.5	2	0	20.5
MAZDA				
323 (base)	6.0	2	0	8.0
SE	9.0	2	0	11.0
Protege DX	10.0	2	0	12.0
LX	11.0	2	0	13.0
626 DX, LX	13.0	2	0	15.0
ES	14.0	2	0	16.0
929	16.0	2	0	18.0
MX-3 (base)	11.0	2	0	13.0
GS	12.0	2	0	14.0
MX-5 Miata	12.0	2	0	14.0
MX-6 (base)	13.0	2	0	15.0
LS	14.0	2	0	16.0
RX-7	16.0	2	0	18.0
MERCEDES-BENZ				
190 class	20.0	0	0	20.0
300 class	20.0	0	0	20.0
S class	19.5	0	0	19.5
SL	20.0	0	0	20.0
MITSUBISHI				
Precis	9.0	2	0	11.0
Mirage VL	9.7	2	0	11.7
Standard	9.9	2	0	11.9
LS	11.0	2	0	13.0
GS	12.0	2	0	14.0
Eclipse (base)	12.5	2	0	14.5
Others	13.0	2	0	15.0
Galant (base)	9.9	2	0	11.9
Others	15.0	2	0	17.0
Expo LRV (base)	10.0	2	0	12.0
Sport	13.0	2	0	15.0
Expo (base)	12.0	2	0	14.0
SP	14.0	2	0	16.0
Diamante (base)	16.0	2	0	18.0
LS	18.0	2	0	20.0
3000GT (base)	15.0	2	0	17.0
Others	18.0	2	0	20.0
Mitsubishi holdback is 2 percent of base invoice				
NISSAN MOTOR CORP.				
Infiniti (all)	20.0	0	0	20.0
Nissan Sentra E 2-door	6.2	2	0	8.2
E 4-door, all XE	11.3	2	0	13.2
SE, SE-R, GXE	11.8	2	0	13.8
NX 1600	10.2	2	0	12.2
2000	11.3	2	0	13.3
Stanza XE	11.8	2	0	13.8
GXE, SE	12.8	2	0	14.8
Maxima	13.3	2	0	15.3
240SX base coupe	11.3	2	0	13.3
All others	12.3	2	0	14.3
300ZX (all)	14.3	2	0	16.3
Nissan holdback is 2 percent of base invoice				

DISCOUNT

Invoice add-ons slash dealer profit

continued from PAGE 1

a starting point.

It is a bit like the sticker price itself. The sticker is seldom the transaction price, but it is the best way to compare the prices of competing cars.

Take the Buick Regal Limited coupe (see table at right). Based on the 18 percent discount, the dealer would pay 82 percent of the $17,790 sticker price to acquire the car. That would be $14,588.

But the car is invoiced at 13.2 percent, with 3 percentage points ($534) going into a holdback fund and 1.8 percent ($320) retained by GM to help the dealer cover bank interest for keeping the car in stock.

So far, that $14,588 car has cost the dealer $15,442, and the assault on the dealer's margin is by no means finished.

The destination charge adds $505 to the invoice (and the sticker, too) and an advertising charge tacks on another 1.0 to 1.5 percent — call it $265 — to the invoice.

Dealer cost now is up to $16,212.

Add a few items of optional equipment ($1,355 retail/$1,152 invoice) and dealer cost is $17,364 with a retail sticker of $19,145 plus $505 for that troublesome freight charge: $19,650.

If the car is sold for full sticker price — which is next to impossible in this market — the gross would be $2,286. But it is likely that more than $1,000 will be bargained away to make the sale. At a selling price of $18,500, gross profit is $1,136, minus 25 percent to the salesman.

To his $852 profit, the dealer adds $574 in holdback from the car and options and deducts, perhaps, $150 for floorplan expense.

That leaves $1,276, or 7.3 percent profit on a piece of merchandise that cost $17,364 to put into the showroom.

It indicates why such items as the finance reserve and the sale of credit life insurance and extended-service contracts are so important to car dealers.

According to NADA, low grosses are the reason dealership new-car departments were money losers the past two years.

The gross margin on new vehicles retailed in 1991 was barely above 7 percent at the average dealership, NADA said.

The average gross was 7.5 percent in 1990 and 9 percent in 1983, according to the association.

HELP FROM HOLDBACKS

The holdback is a major factor in keeping many dealerships afloat. It is sort of a non-interest-bearing Christmas Club.

All Big 3 cars and light trucks, and some import vehicles, have holdbacks.

On Big 3 vehicles, the holdback is 3 percent of the sticker price of the car and factory-installed options.

The 3 percentage points are shaved off the dealer's discount. The manufacturer holds the money and pays it back to the dealer, usually quarterly.

Because of thin margins, the holdback may mean the difference between profit and loss for a dealership.

GM began a 1 percent holdback on all cars except Cadillac in the 1960 and 1961 model years. The GM holdback went to 2 percent for all cars for the 1962 model year.

The holdback on all Big 3 vehicles now is 3 percent.

To compensate dealers for the use of their funds, GM adopted 15-day delayed billing when the holdback was instituted.

That meant that dealers did not have to pay for a vehicle as soon as it hit the asphalt on their lot.

The period now is 16 days from the end of transit time at GM and about the same at Ford Motor Co. and Chrysler Corp.

If the dealer sells the car within that span, he has no floorplan expense.

FLOORPLAN AID

Floorplanning is the dealer's method of financing his inventory. Few dealers pay cash for their vehicles. They borrow the money from a bank or finance company and pay interest on each vehicle until it is sold

Dealers' floorplanning cost typically is one percentage point over the prime rate. Last week, the prime was 6.5 percent.

Floorplan assistance is another part of Big 3 procedures.

The programs began during the recession of the early 1980s when floorplan rates rose to 20 to 22 percent and were eating dealers alive.

At 20 percent, the cost of floorplanning a car with a $12,000 invoice price was $2,400 a year, or $200 a month. If it sat on the lot for three months, the dealer had $600 tied up in floorplan expense, which may have been more than he made when the vehicle was sold.

In 1991, the average dealership paid $228 in floorplanning per new car retailed, NADA estimates.

At GM, 1.8 percent of the sticker price is retained by GM.

The company uses the money to guarantee the dealer a lower percentage rate for a certain number of days.

After that period, the floorplan rate returns to its normal one point over prime.

At Ford, the floorplan assistance charge is an invoice add-on and is not part of the dealer discount structure.

The amount charged to dealers is based on a Ford Motor Credit Co. formula tied to the prime rate.

Dealers are assessed a certain amount — it differs by model and car line — for each car or truck they buy from the factory.

The dealer assessment and a factory contribution are returned to Ford dealers to help them pay floorplanning expenses.

At Chrysler Corp., the finance charge also is an invoice add-on. It is returned to the dealer to help defray floorplan expense and, as at Ford, it is not part of the dealer discount structure.

Destination charges, an add-on to both the invoice and the retail sticker, are paid by the dealer when he pays for the vehicle and are passed on to the customer as part of the transaction.

The dealer who doesn't build the destination charge into the selling price is in deep trouble. The fee ranges from $255 on a Geo Metro convertible to $700 on a Porsche.

Including the destination charge in the sticker price would make sense, but it wouldn't please the manufacturers and importers.

It would increase the sticker price, but it would bring the automakers and importers no additional revenue — they already collect it as an invoice add-on.

Whether the dealer collects it in the selling price is the dealer's problem.

Rick Kranz, chief editor of the copy desk, and Staff Reporters Kathy Jackson and Arlena Sawyers contributed to this report.

	Discount at time of purchase	Holdback	Finance charge	Total discount
PORSCHE				
968	18.0	0	0	18.0
911	16.3	0	0	16.3
928	17.3	0	0	17.3
ROLLS-ROYCE MOTOR CARS				
Bentley (all)	15.0	3	0	18.0
Rolls-Royce (all)	15.0	3	0	18.0
SAAB				
900 and 900S	15.5	0	0	15.5
900 Turbo	16.3	0	0	16.3
900 convertible	16.8	0	0	16.8
9000 (base)	14.0	0	0	14.0
Other 9000	17.3	0	0	17.3
TOYOTA MOTOR SALES				
Lexus ES300	18.0	0	0	18.0
SC300	18.0	0	0	18.0
LS400	20.0	0	0	20.0
SC400	20.0	0	0	20.0
Toyota Tercel (base)	8.5	0	0	8.5
Deluxe	10.0	0	0	10.0
LE	14.0	0	0	14.0
Corolla (base)	11.0	0	0	11.0
Deluxe	14.0	0	0	14.0
LE	14.3	0	0	14.3
Camry Deluxe, LE, SE	15.5	0	0	15.5
XLE	16.0	0	0	16.0
Cressida	18.0	0	0	18.0
Paseo	13.0	0	0	13.0
MR2	15.5	0	0	15.5
Celica ST	14.5	0	0	14.5
GT	15.0	0	0	15.0
GT-S, Turbo	15.5	0	0	15.5
Supra	18.0	0	0	18.0
VOLKSWAGEN OF AMERICA				
Audi 80	13.5	0	0	13.5
100	16.3	0	0	16.3
S4	16.4	0	0	16.4
V8 Quattro	16.5	0	0	16.5
Volkswagen Fox 2-door	7.5	2	0	9.5
GL 4-door	9.1	2	0	11.1
Golf	10.1	2	0	12.1
GTI (base)	10.1	2	0	12.1
16V	11.7	2	0	13.7
Jetta ECOdiesel	10.2	2	0	12.2
Other Jetta	11.7	2	0	13.7
Cabriolet	11.3	2	0	13.3
Passat	11.8	2	0	13.8
Corrado	11.8	2	0	13.8
VOLVO				
240	10.3	*	0	10.3
740	12.4	*	0	12.4
940-GLS	11.7	*	0	11.7
Other 940	12.4	*	0	12.4
960	15.4	*	0	15.4

*Holdback is $600 on the 240 series, $700 on the 740 series and $900 on the 940 and 960 series

PICKUPS, VANS, SPORT-UTILITIES

	Discount at time of purchase	Holdback	Finance charge	Total discount
GENERAL MOTORS				
Chevrolet S10 pickup (base)	6.2	3	1.8	11.0
Other S10	10.2	3	1.8	15.0
C/K 1500 work truck	10.2	3	1.8	15.0
Other C/K 1500	13.2	3	1.8	18.0
C/K 2500	13.2	3	1.8	18.0
C/K 3500	13.2	3	1.8	18.0
Lumina APV	10.2	3	1.8	15.0
APV cargo	10.2	3	1.8	15.0
Astro	10.2	3	1.8	15.0
Van, Sportvan	13.2	3	1.8	18.0
Geo Tracker	5.5	3	1.5	10.0
S Blazer	10.2	3	1.8	15.0
K Blazer	13.2	3	1.8	18.0
Suburban	13.2	3	1.8	18.0
Dealer discounts on GMC Truck models are the same as on corresponding Chevrolet models				
Oldsmobile Silhouette	10.2	3	1.8	15.0
Bravada	10.2	3	1.8	15.0
Pontiac Trans Sport	10.2	3	1.8	15.0
FORD MOTOR CO.				
(The finance charge is an add-on charge on the invoice. It is not part of the dealer discount structure.)				
Ford Ranger S/Sport pickup	6.7	3		9.7
Other Ranger	10.9	3		13.9
F-150 S pickup	10.5	3		13.5
Other F-150	13.8	3		16.8
F-250	13.9	3		16.9
F-350	14.0	3		17.0
Aerostar van	10.7	3		13.7
Wagon	11.0	3		14.0
Econoline Cargo van	13.8	3		16.8
Cutaway van	13.9	3		16.9
Club wagon	14.1	3		17.1
Explorer	10.7	3		13.7
Bronco	13.8	3		16.8
Discounts differ on models within lines. Figures listed are average discounts				
CHRYSLER CORP.				
(The finance charge is an add-on on the invoice. It is not part of the dealer discount structure.)				
Chrysler Town & Country	9.4	3		12.4
Dodge Dakota S pickup	4.2	3		7.2
Sport Cab	6.8	3		9.8
Other Dakota	9.2	3		12.2
Ram 50 pickup	5.2	3		8.2
Ram 150	12.2	3		15.2
Ram 250	12.4	3		15.4
Ram 350	12.7	3		15.7
Caravan C/V (base, 2wd)	8.6	3		11.6
Other C/V	9.2	3		12.2
Caravan (base)	8.7	3		11.7
Other Caravan	9.5	3		12.5
Ram Van, Wagon	12.2	3		15.2
Ramcharger S	6.2	3		9.2
Other Ramcharger	12.5	3		15.5
Jeep Wrangler S	3.5	3		6.5
Wrangler (base)	9.1	3		12.1
Cherokee (base 2wd)	8.6	3		11.6
Base 4wd, Sport	9.0	3		12.0
Laredo, Briarwood	9.6	3		12.6
Limited	10.0	3		13.0
Grand Cherokee (base)	8.9	3		11.9
Laredo	9.1	3		12.1
Limited	9.9	3		12.9
Plymouth Caravan (base)	8.7	3		11.7
Other	9.5	3		12.5
Discounts differ on models within lines. Figures listed are average discounts				
MAZDA				
Pickup 2200 (2wd)				
Cab Plus	10.0	2	0	12.0
Others	9.0	2	0	11.0
Pickup B2600i (2wd)				
Base	10.0	2	0	12.0
Cab Plus	11.0	2	0	13.0
Pickup B2600i (4wd)				
Base	9.0	2	0	11.0
Cab Plus	11.0	2	0	13.0
MPV Cargo (base)	10.0	2	0	12.0
Other MPV	12.0	2	0	14.0
Navajo	13.0	2	0	15.0
MITSUBISHI				
Pickup (base)	9.7	2	0	11.7
Others	12.0	2	0	14.0
Montero base, RS	13.5	2	0	15.5
LS, SR	15.5	2	0	17.5
NISSAN				
Pickup (2wd)				
Standard	6.2	2	0	8.2
Std. long bed	7.2	2	0	9.2
King Cab std.	8.2	2	0	10.2
King Cab SE	10.2	2	0	12.2
Pickup (4wd)				
Standard	8.2	2	0	10.2
King Cab	11.3	2	0	13.3
Pathfinder	11.8	2	0	13.8
Nissan holdback is 2 percent of base invoice				
TOYOTA				
Pickups (2wd)				
Base short bed	10.0	0	0	10.0
Deluxe short bed	11.5	0	0	11.5
Deluxe long bed, Xtracab	13.0	0	0	13.0
SR5 Xtracab	14.5	0	0	14.5
Pickups (4wd)				
Deluxe short bed	12.5	0	0	12.5
Deluxe longe bed, Xtracab	14.0	0	0	14.0
SR5 Xtracab	15.5	0	0	15.5
Previa				
Deluxe 2wd	14.5	0	0	14.5
LE 2wd, all 4wd	15.0	0	0	15.0
4Runner				
4-cylinder	15.0	0	0	15.0
V-6	15.5	0	0	15.5
Land Cruiser	16.5	0	0	16.5

Holdback works as dealer safety net

For some, it's a big chunk — or all — of gross profit

MARY CONNELLY
Staff Reporter

Many dealers consider the holdback allowance their financial safety net. Although not widely used by Japanese and European importers, the holdback has been part of the Big 3 dealer discount structure for 30 years.

In essence, the holdback is an enforced "Christmas Club" or savings plan for dealers.

On every vehicle purchased by the dealer, the manufacturer or importer withholds a percentage of the wholesale price. The accumulated money is then paid to the dealer in a lump sum on a scheduled basis, usually quarterly.

The holdback allowance on domestic vehicles is 3 percent of the sticker price (3 percentage points of the gross dealer discount). It is 2 percent for most of the importers that use the procedure.

No interest is paid on the funds withheld. But to offset that, automakers usually provide dealers 10 to 20 days of delayed billing. The makers say that the floorplan interest saved by delayed billing balances the interest that is not paid on the holdback money.

Dealers use the accumulated savings for a wide range of purposes. Some stage special vehicle promotions when the holdback money arrives. Many roll the holdback funds into their dealerships' general operating funds.

But dealers emphasize the importance of the holdback. For many dealers in today's sluggish market, it represents a substantial amount of a dealership's gross profit. Often, it is the difference between black ink and red ink.

It is not an inconsequential sum. On a Ford Escort, it can be as little as $250. On a Cadillac Seville, it can top $1,200.

A Chevrolet dealer selling 400 new cars and 400 new trucks a year might pick up at least $350,000 if his or her sales pattern follows the national mix.

"The holdback is an absolute necessity to a dealership's well-being," said the general manager of a Mitsubishi dealership in Florida. Mitsubishi, Nissan and Mazda are the only major Japanese makes that use the system.

Several dealers said that as a store policy, they refuse to sell vehicles below invoice. But because of the holdback allowance, they know they will at least reap the holdback percentage from the vehicle sale.

"As a store policy, we don't go less than holdback," said Kelly Westlake, general manager of University Mazda in Albuquerque, N.M. "But we know that we have that holdback if we sell at invoice."

Added Tim Holm, general manager of Holm Automotive Center Inc. in Abilene, Kan., "Most of us retain the 3 percent for gross and don't sell under invoice very often." Holm Automotive Center sells Chevrolet, Oldsmobile, Buick, Pontiac, Cadillac and Geo.

Noted a Nissan dealer: "I may sell with the holdback as profit if I have a lot of the same cars in inventory. It does come into play when working a car deal. I may sell for dead invoice, pay the salesman's commission and be done."

He said the holdback facilitates vehicle trades among dealers.

"On a dealer trade, the selling dealer keeps the holdback and the buying dealer has already sold the car and is making something," he said.

The holdback also offsets costs such as floorplanning, dealers said. For example, if a vehicle is carried in inventory for six months at $200 a month and is sold for only $500 over invoice, the holdback allowance helps offset the $700 lost in floorplan expense.

But a domestic dealer in the Midwest said some salespersons do not like the holdback because they do not receive a commission on it.

"The factory gives the money to the dealership, and the salesmen can't get into the holdback percentage," the dealer said.

Holm said he would accept an increase of half a percentage point in the holdback.

"To most of us, that money is sacred," he said. "You don't dip into it. Another one-half percent wouldn't bother me. It's a self-imposed savings account."

When the holdback money arrives at the dealership, it is put in a special bank account to offset floorplanning costs, Holm said. "For me, it's like automatic savings withholding."

Uses of the money vary.

"I put it into operating funds," said Mark Paladino, a co-principal in Mark Ford-Mercury in New Milford, Conn. Many dealers do the same.

Wayne Petersen of Petersen Chevrolet-Buick in Fairbury, Ill.; Petersen Motors (Chrysler-Plymouth) in Gibson City, Ill.; and Petersen Chrysler-Plymouth-Dodge in Fairbury, Ill., said he uses two holdback payments to pay real estate property taxes. The other two payments are used for staff bonuses, vehicle incentives or capital improvements at the dealerships.

"I increase my advertising budget a bit," said a Nissan dealer.

A Mitsubishi dealer agreed: "We usually use it for additional promotions in sales and advertising."

Love-hate issue for imports ➤ 24

SOLD: ONE 1992 BUICK REGAL LIMITED COUPE

CUSTOMER VIEW	
Base sticker price:	$17,790
Options:	1,355
Sticker total:	19,145
Destination charge:	505
Grand total:	19,650
Negotiated price:	18,500
SALESPERSON VIEW	
Base sticker (13.2% discount):	$15,442
Options (15% discount):	1,152
Total:	16,594
Destination charge:	505
Advertising fee (1½% of base sticker):	265
Dealer cost:	17,364
Selling price:	18,500
Dealer gross:	1,136
Commission (25% of dealer gross):	284
DEALER VIEW	
Dealer gross less commission:	$ 852
Holdback (3% of sticker total):	574
Total:	1,426
Less floor plan:	150
Gross profit:	1,276
As percent of dealer cost:	7.35

CANADIAN CAR AND TRUCK SALES

APRIL 1992

	April 1992	April 1991	4 mos. 1992	4 mos. 1991
BMW (imported-car)	**461**	**408**	**1,385**	**1,224**
N.A. car	8,035	10,841	25,842	33,755
Imported-car	2,206	1,912	8,109	6,495
N.A. truck	10,838	10,175	35,168	31,660
Imported-truck	58	145	272	417
CHRYSLER	**21,137**	**23,073**	**69,391**	**72,327**
N.A. car	11,363	14,265	39,694	44,616
Imported-car	776	956	2,527	2,654
N.A. truck	9,477	11,251	35,012	31,145
FORD	**21,616**	**26,472**	**77,233**	**78,415**
N.A. car	27,615	28,589	79,638	85,067
Imported-car	1,091	1,726	3,926	3,986
N.A. truck	13,952	16,902	42,334	44,952
Imported-truck	276	413	1,271	1,588
GM	**42,934**	**47,630**	**127,169**	**135,593**
N.A. car	2,406	2,880	9,241	7,153
Imported-car	5,600	8,383	18,777	25,219
HONDA	**8,006**	**11,263**	**28,018**	**32,372**
N.A. car	437	520	1,099	1,679
Imported-car	1,625	1,743	4,395	5,454
HYUNDAI	**2,062**	**2,263**	**5,494**	**7,133**
JAGUAR (imported-car)	**75**	**65**	**195**	**226**
Imported-car	80	46	257	242
Imported-truck	28	10	88	63
LADA	**108**	**56**	**345**	**305**
LAND ROVER (imported-truck)	**10**	**8**	**44**	**48**
N.A. car	199	294	831	1,797
Imported-car	4,967	5,317	12,840	10,413
Truck*	2,319	3,257	6,686	6,654
MAZDA	**7,485**	**8,868**	**20,357**	**18,864**
MERCEDES-BENZ (imported-car)	**356**	**400**	**1,083**	**1,121**
N.A. car	1,195	747	4,009	2,455
Imported-car	2,428	1,941	7,094	6,744
Truck*	1,023	1,074	3,589	4,038
NISSAN	**4,646**	**3,762**	**14,692**	**13,237**
PEUGEOT (imported-car)	**0**	**21**	**10**	**48**
SUBARU (impiorted-car)	**762**	**751**	**2,381**	**2,888**
N.A. car	1	128	93	394
Imported-car	627	383	3,159	1,795
N.A. truck	292	534	1,209	1,320
Imported-truck	136	369	876	1,401
SUZUKI	**1,056**	**1,414**	**5,337**	**4,910**
N.A. car	1,832	1,691	6,085	6,665
Imported-car	5,374	5,165	16,961	16,263
Imported-truck	1,380	1,990	4,685	6,191
TOYOTA	**8,586**	**8,846**	**27,731**	**29,119**
Imported-car	3,378	3,263	9,150	10,972
Imported-truck	134	79	314	214
VOLKSWAGEN	**3,512**	**3,342**	**9,464**	**11,186**
N.A. car	162	128	440	668
Imported-car	321	266	870	852
VOLVO	**483**	**394**	**1,310**	**1,520**
N.A. car	**53,245**	**60,083**	**166,972**	**184,249**
Imported-car	**30,127**	**32,746**	**93,119**	**96,596**
TOTAL CAR	**83,372**	**92,829**	**260,091**	**280,845**
N.A. truck	**34,559**	**38,862**	**113,723**	**109,077**
Imported-truck	**5,364**	**7,345**	**17,825**	**20,614**
TOTAL TRUCK	**39,923**	**46,207**	**131,548**	**129,691**
TOTAL CANADA SALES	**123,295**	**139,036**	**391,639**	**410,536**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada sales continue dip with 11.3% falloff in April

ANNE E. WRIGHT
and JEREMY SINEK
Automotive News

Sales of light-vehicles in Canada dropped 11.3 percent in April as car sales continued to skid and trucks took their first dip since last October.

Car sales fell 10.2 percent, failing to beat their year-ago totals for the fourth straight month. Trucks dropped 13.6 percent after being the industry's bright spot during the first quarter.

Automakers are putting a brave face on April's disappointing sales figures.

Ford spokesman John Jelinek described them as "a blip — an anomaly in the sales trend."

Ford had double-digit decreases in cars and trucks. For the year, Ford trucks are up 12.4 percent and cars are down 10.7 percent.

General Motors of Canada took solace in beating the market despite a 9.9 percent sales decline for the month.

"You'd expect this April to be reasonably strong because of the talk of recovery, but we're really not seeing that in our industry," said spokesman Stew Low.

He cited low consumer confidence and real interest rates that are still high in Canada compared with the United States.

For the year, total light-vehicle sales in Canada are off by 4.6 percent. Trucks have been up 1.4 percent, while cars have fallen 7.4 percent.

Chrysler Canada trucks were the only portion of the Big 3 to post an increase in April, up 5.6 percent from the year-ago month. That included 595 Jeep Grand Cherokees, which went on sale April 19.

Companies reporting increases for April include: BMW, up 13.0 percent; Jaguar, 15.4 percent; Nissan, 23.5 percent; Subaru, 1.5 percent; Volkswagen, 5.1 percent and Volvo, 22.6 percent. AN

Pension funds cast wary eye at GM issue

CHRISTINE PHILIP
Crain News Service

Pension fund executives are skeptical of General Motors' ability to turn itself around soon, but some intend to take a look at the company's new $2.4 billion common stock issue.

"We are considering the stock offering and are seriously looking at GM," said Roland Machold, director of the $31 billion New Jersey Division of Investment. "But whether we buy any more will take a well-demonstrated change in the company. They keep talking about change but keep falling short of success." New Jersey holds about 3.5 million shares of GM stock.

Machold said he has been talking with GM officials for many years, and "I mean what I say kindly. I look at General Motors, and their attitude is of knowing what to do but not actually doing it. They know what their problems are, but they can't seem to do anything about them."

Sharon Scrogham, equity manager for the $2.4 billion New Mexico Educational Retirement Board, said, "I have a positive feeling in general about General Motors, assuming they're able to restructure. But that is a big 'if.' "

The New Mexico fund holds about 260,000 GM shares, up slightly from Jan. 1. Scrogham said fund executives hope to see GM produce more vehicles, control costs better and stabilize its market share. "There is a certain amount of taking them on faith," she added. "GM has to focus on quality in the future, like all U.S. auto manufacturers."

New Jersey's Machold pegs GM's success to that of the economy. If the economic recovery is strong, Machold said, GM has a "good chance to succeed. GM has another leg on life, but has yet to solve its systemic problems."

Anthony Gray, president of Sun-Bank Capital Management N.A. in Orlando, Fla., said his firm "has used the stock in the past and would be candidates to buy more. We are reasonably positive right now with what is happening."

He cited several factors that contribute to the feeling GM will do better, including an improvement in the auto industry generally, the GM product line, improved general management and the acceleration of cost-cutting measures.

But Gray also has some reservations about GM's future. "We want to get the feeling that they are taking major action to improve profitability," he said. "The direction in the past has been acceptable, but has not been fast enough. They know that they have to fix broken areas within the company, but have been slow to do so thus far."

Nevertheless, Gray said Sun-Bank Capital likely will buy GM stock within the next few months, although not necessarily in the new offering. "The $40 per share area is attractive. If GM shares came in today at $40, we'd be buying."

Some pension funds are not holding large portions of any auto stock. Richard W. Steenken, managing director of domestic equities for the $4 billion Atlantic Richfield Co. pension fund in Los Angeles, said his firm does not hold GM stock now. The fund recently "bought a little bit of Ford stock, but we are riding the market, staying away from auto stocks."

"Why should we bail them out?" he asked. "There are still enough reasonable investments out there so that we don't have to pay for the de-leveraging of America."

An investment officer at a large pension fund, who asked not to be identified, said of GM: "I don't see anything that the company has done to improve the situation. Nothing it has done addresses the underlying financial problems."

The officer added, "The auto industry in general is so dangerously mismanaged that it may actually give us our second double-dip recession in the second half of the year, if they overproduce and don't get profitable fast." AN

New GM stock to cut pension debt

Issue aimed at unfunded liability

CURTIS VOSTI
Crain News Service

NEW YORK — General Motors' planned contribution of up to $500 million of new company stock to its pension plans is targeted to reduce GM's $8.6 billion unfunded pension liability.

It also could be used to save cash that otherwise would be used for minimum contributions in coming years, as the auto giant restructures in an attempt to remain a viable company. The contribution of common stock to GM's $34 billion defined benefit plans will be made after $2.4 billion of new common stock is issued.

W. Gordon Binns, president of General Motors Investment Management Corp., the subsidiary that oversees investment management of GM's $40.8 billion in employee benefit assets, said the company announced the pension fund's stock contribution at the same time as the public stock offering to let investors know about the additional dilution of the more than 600 million shares of common stock outstanding. The two offerings constitute an approximate 11 percent dilution of existing shares.

The stock contribution will be a supplement to an unspecified cash contribution, the company's first since the mid-1980s. GM expects to contribute up to 12 million shares to the pension fund.

In its last contribution to the pension fund, in 1987, the company provided 19.6 million shares of a new preference stock valued at an average of $53 a share, or a $1.04 billion contribution.

The 1987 preference stock contribution took advantage of tax laws allowing GM to deduct the contribution from its 1986 taxable revenue. Because of that contribution — and large cash contributions in prior years — GM built up enough credits to skip making another pension contribution until this year, Binns said.

This year, the company will make an unspecified cash contribution, less any remaining credits, he said. Together, the contribution and credits will be enough to meet minimum funding standards for its hourly plan, which is about 30 percent underfunded.

GM officials haven't determined how much of the stock contribution will be used to chip away at its underfunded hourly workers' pension plan or to meet expected liabilities of its overfunded salaried pension plan, said assistant treasurer Ed Sabisky. The contribution could be evenly divided.

Sabisky said the salaried plan will feel the brunt of early retirement liabilities stemming from the company's December 1991 announcement it would eliminate 80,000 jobs by 1995. The salaried plan will continue to be fully funded even with the incurred early retirement liabilities.

Sabisky, explaining the rationale for the stock contribution, said that "from the corporate standpoint, looking at a loss of $4.5 billion last year, a sense of equity led us to think maybe a good objective is to make a dent in the underfunding of the plan."

The UAW had no comment on the planned stock contribution.

Mike Gordon, a Washington-based Employee Retirement Income Security Act attorney, said using the stock contributions to chip away at underfunding isn't necessary because the minimum funding standards are designed to do just that over a specified amortization period. "It seems that they want to conserve as much cash as they can in the next four to five years," he said of the contribution.

He suggested another motivation might be to blunt the efforts of the Pension Benefit Guaranty Corp. to raise the minimum funding standards for plans like GM's that are the largest underfunders.

Whatever the motivation, he said, the real issue is whether the company's pension plan should be forced to accept GM stock in lieu of contributions, which is what would happen if the company used the 1992 contributions to avoid making cash contributions in future years.

Gordon would like to see the U.S. Department of Labor treat the stock contribution as it would a prohibited transaction — with a public notice of the intended contribution and a published exemption to allow it.

Binns said when the corporation decided to make the stock contribution, the pension plan hired a third-party fiduciary to approve it before agreeing to the plan.

The flow of the stock contributions, to be made between August and December, will depend on economic conditions, Binns said.

He said the contributions will be managed — by one or more managers — to the benefit of the plan participants, as described in the prospectus.

The managers will have full discretion on the stock and, unlike the 1987 contribution, will have no limitations on the timing of the selling, he said.

Binns said GM already has made some cash contributions to the plans this year, and additional cash contributions will be made to meet the minimum funding standards. He declined to state the amounts. AN

Japanese puzzle over Honda's NSX bubble

RICHARD JOHNSON
Staff Reporter

TOKYO — The collapse in demand for Japan's most adventurous leap into the luxury-performance field, Honda's Acura NSX sports car, has left Japanese auto executives puzzling over what it all means.

The aluminum-bodied, 270-horsepower two-seater was introduced in 1990 to rave reviews and a crush of orders that quickly swelled the backlog to more than two years. Less than 12 months ago Honda put on an extra shift to raise production to a level five times what it is today.

But demand has plunged in both in the United States and here in Japan, where the bursting of the so-called "bubble economy" and the recent Tokyo stock market selloff has cut sharply into the segment's buyers.

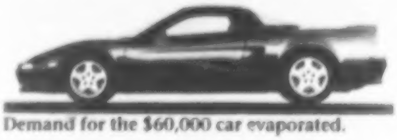
Now, product planners wonder whether the sudden and surprising remission of the $60,000 car means that Japanese marques will be unable to sustain offerings in the price range.

Besides negative economic factors, it is suspected that Japanese brand image simply hasn't evolved far enough.

Analyst Steve Usher of Kleinwort-Benson International in Tokyo figures Honda was ahead of its time. Lasting acceptance of Japanese cars at such prices may take several more years, he said.

One executive said last week that the NSX debacle is being studied by the entire industry. No one, he said, would now attempt to bring out a comparable specialty car.

"The NSX was almost 100 percent a bubble economy car," he said. "No one is sure what Honda was trying to accomplish with it. If they wanted to make an image car, they succeeded. If they wanted to make a volume car, they did not."



Demand for the $60,000 car evaporated.

Honda has progressively lowered NSX production in recent months to fewer than 10 a day. A second shift was eliminated early last fall after a few months of operation because Honda said a huge order backlog in Japan had been cleared up.

The waiting list had once stretched to 10,000 customers.

Shortly after the 1990 launch, NSX resale prices soared. A Tokyo dealer successfully bid 16.2 million yen ($122,000 at current rates) for an NSX in October 1990. The highest reported price in the United States was $105,000 at about the same time. In Japan, the NSX is priced at 8 million yen ($60,150) if it has a five-speed manual transmission and 8.6 million yen ($65,000) for an automatic.

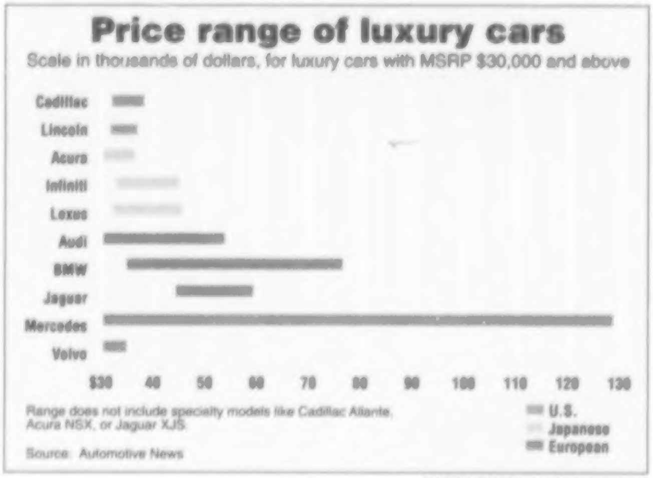
Honda originally projected sales of 2,000 NSXs annually in Japan and exports of 4,000, including 3,000 to the United States. But U.S. sales totalled only 1,940 in 1991. For the first three months, sales fell to 363 from 518 a year earlier.

Sales in Japan were 3,851 units in 1991, but peak sales occurred in the first half of the year.

LUXURY

Japanese makers forced up market

continued from PAGE 1



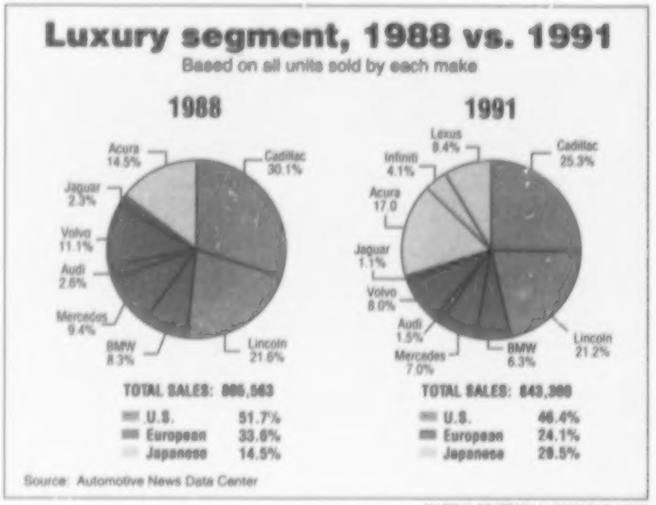
Price range of luxury cars

Scale in thousands of dollars, for luxury cars with MSRP $30,000 and above

Range does not include specialty models like Cadillac Allante, Acura NSX, or Jaguar XJS.

Source: Automotive News

MARTHA GRATTAN / AUTOMOTIVE NEWS



Luxury segment, 1988 vs. 1991

Based on all units sold by each make

Source: Automotive News Data Center

MARTHA GRATTAN / AUTOMOTIVE NEWS

nounced plans in the past two weeks to launch new cars early next year. Mazda's all-new Amati division is two years away from its debut, and Mitsubishi is widely reported to be working on setting up an all-new upmarket division of its own.

Indeed, barring political intervention, the proportion of the total value of Japanese imports accounted for by luxury division models is likely to soar during the next five years. According to estimates, the divisions' U.S. sales are likely to rise to above 500,000 units a year late in the decade from about 225,000 units in 1990.

The activity comes against the backdrop of recent agreements to cut exports to both the United States and Europe. In March, Japan's Ministry of International Trade and Industry cut the voluntary ceiling on passenger-car exports to the United States to 1.65 million units from 2.3 million, while shipments to the European Community will be cut to 1.185 million units this year from 1.26 million units in 1991.

The reduced volumes mean that each car sold in those markets must yield more return for the producer. As a result, analysts and industry executives concur, the Japanese will concentrate on solidifying and building up the luxury marques — within the confines of political possibility.

"Theoretically, that's what they should be doing," said analyst Ben Moyer of Merrill-Lynch in Tokyo. "But there is the issue of the 'value' of the trade surplus, which is what people should be worrying about, not units."

Moyer said a likely shift in the auto-trade debate from units and raw market share to overall dollar value will drag the luxury divisions into the political fray.

"For that reason, the companies may hold off on some of the high-end products until they feel more comfortable with what the situation is," he said.

Indeed, virtually every Japanese luxury division is understood to have a new flagship model on the drawing board. But so far, they are concentrating on shoring up the middle and bottom of their franchises.

A Toyota executive said that a new Lexus flagship is not a high company priority.

The next new Lexus, Toyota's Japanese-market four-door Aristo, is due to arrive in the United States next March and will be positioned between the ES300 and the LS400.

Nissan has just launched the Infiniti J30 in the same segment where the Aristo will compete, and the next priority for its luxury division is a replacement for the Infiniti G20 at the bottom of the range.

"There are no plans to bring in a model above the Q45," said Masao Horie, Nissan's general manager for European and North American Operations. "The success of Infiniti lies on the success of the Q45."

> “There is the issue of the 'value' of the trade surplus, which is what people should be worrying about, not units.”
>
> **BEN MOYER**
> MERRILL-LYNCH

But Lexus and Infiniti product planning may hinge to a degree on how Mazda positions its Amati luxury channel when it debuts in about two years.

A 4.0-liter V-12-powered sedan is expected to top the Amati range and could prompt Lexus to respond with a new flagship, possibly with a 4.5-liter V-8 or a V-12.

Honda may move toward a new V-8-powered Acura flagship based on the Tokyo auto show's FSX concept sedan that is pitched above the current Legend. The new sedan is rumored to be an aluminum-bodied LS400-fighter with a V-8 engine and VTEC variable-valve timing. But company officials deny such plans.

"Honda's moving up has been talked about for years and years," said one analyst. "But the last time I spoke to Honda they said they were definitely not going to do it. And I don't think they will, given their r&d budget."

Keith Donaldson, who follows the industry for Salomon Brothers in Tokyo, says the makers will find it difficult to move further upscale.

"They will try to introduce a lot of cars which are near-luxury," he said. "They will have high value-added, but not actually luxury, cars. And they will ship over high value-added cars in segments they already care for."

Toshiaki Taguchi, general manager of Toyota's North America Division in Tokyo, conservatively projects sales of 100,000 units a year for Lexus by mid-decade. But the company's product plans for the division suggest a much higher target of at least 120,000 by then.

The division sold 71,206 units in the United States last year, up 12 percent from 1990.

Nissan's Horie says the company plans to sell 70,000 or 80,000 Infinitis a year by 1995 or 1996, about double last year's volume of just under 35,000.

Horie said Infiniti can't expect to approach Lexus volume levels until it beefs up its network. Plans now call for reaching 160 dealers by 1994, up from 109. At 1991 sales per outlet levels, that would put Lexus sales at over 120,000 and Infiniti at just under 60,000.

Mazda's strategy for its new Amati division is the target of much speculation. Besides the two-sedan plan announced by the company, there is talk that the RX-7 will be transformed into an Amati in two years, giving Mazda a proven sports car in the $35,000 range to help kick off the franchise.

On the other hand, some analysts think that Mazda may reconsider its Amati strategy altogether given the company's ailing earnings.

Mazda's unconsolidated pretax earnings for the fiscal year ended March 31 are expected to be off 59 percent from a year earlier, to about $152 million. Results will be announced on Friday.

"Obviously it makes sense to re-evaluate your position given the present situation they are in," said Donaldson. "I'm almost certain there would be a re-evaluation. Whether they pull out at the end of the day, I don't know."

Mazda appears to be pushing ahead. President Yoshihiro Wada said recently that while capital spending will be lower during the next two years, preparations for the premium-car range remain on course.

> “I don't think they can stop the strategy.”
>
> **MASAYUKI MOCHIZUKI**
> W.I. CARR

And Mazda manufacturing executives say the company's new luxury-car plant in Hofu, Japan, is scheduled to be producing five distinct models on the same line, suggesting an array of prestige products for Amati in the future.

A looming question is whether Mitsubishi Motor Co. will create a fifth Japanese luxury franchise in the United States. Fueling the speculation are strong rumors that Mitsubishi is at work on a 4.0-liter, V-8-powered Lexus-fighter that would give Diamante owners something to move into.

But Mitsubishi spokesman Junzo Ishino said, "We don't have any plans for the time being. We have about 500 dealers in the United States and we are concentrating on one channel."

Lingering questions about the profitability of the Lexus and Infiniti ventures also may be a consideration for Mitsubishi.

Rival luxury-car makers in Europe and the United States have repeatedly charged that Toyota is pricing Lexus models for market share — a refined way of accusing them of dumping.

Many analysts aren't so sure that the charge is valid, though.

"Lexus probably makes reasonable money because obviously its high-end cars are doing well," said Donaldson. "I'm sure Toyota is very happy with Lexus."

Infiniti's situation seems less encouraging.

"We do not expect any new channel to make money immediately," said Nissan's Horie.

Regardless, analysts point out, Japanese makers don't have much alternative at the moment.

"This is the only way the Japanese can survive in the world market," said Mochizuki of W.I. Carr. "They are facing trouble in the domestic market, can't really make a profit selling small, ordinary cars in Japan. I don't think they can stop the strategy."

Given the pressure and the number of new entries, however, some analysts point out that not everyone is going to do well in the segment.

"There is not enough room for everyone in the luxury market," said Neal Doying, who follows the industry for Baring Securities (Japan) in Tokyo.

"I don't know if there will be a shakeout, but some companies won't do as well as others."

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply May 1, 1992	Days' Supply Apr. 1, 1992
ALFA ROMEO (imp.)	1,000	64	97
Acura (imp.)	41,000	103	100
Domestic car	107,600	72	79
Imported car	54,500	108	103
Honda	162,100	81	86
AMERICAN HONDA	203,100	84	88
BMW (imp.)	13,500	61	57
Summit	5,900	293	285
Talon	9,300	92	86
Premier	600	81	56
Wrangler (trk.)	19,900	61	117
Cherokee (trk.)	26,400	92	55
Grand Wagoneer (trk.)	6,800	65	52
Comanche (trk.)	1,500	36	111
Total Jeep-Eagle	15,800	123	109
Total Jeep-Eagle (imp.)	7,600	151	169
Total Jeep-Eagle (trk.)	54,600	98	70
Laser	10,700	121	133
Sundance	14,900	67	61
Acclaim	15,200	52	60
Voyager (trk.)	45,200	62	74
Total Plymouth	40,800	68	71
Total Plymouth (trk.)	45,200	62	74
LeBaron A	6,500	70	67
LeBaron J	9,700	75	45
Fifth Avenue	5,400	50	49
Imperial	1,600	92	95
New Yorker	3,100	71	66
Town & Country (trk.)	2,200	42	53
Total Chrysler	26,300	67	56
Total Chrysler (imp.)	18,400	165	200
Total Chrysler (trk.)	2,200	42	53
Shadow	16,100	56	54
Monaco	300	82	85
Daytona	4,500	89	116
Spirit	14,400	65	67
Dynasty	7,900	37	29
Vans (trk.)	14,000	42	65
Ram Wagon (trk.)	2,000	69	19
Caravan (trk.)	45,100	24	57
Caravan C/V (trk.)	1,400	49	43
Ram 50 (imp. trk.)	4,400	36	249
Ramcharger (trk.)	800	75	71
Dakota (trk.)	34,200	75	82
Pickups (trk.)	23,700	75	85
Total Dodge	43,200	56	36
Total Dodge (imp.)	10,200	154	146
Total Dodge (trk.)	125,600	62	67
Total domestic car	126,100	67	56
Total imported car	36,200	158	176
Total domestic truck	227,700	62	69
CHRYSLER CORP.	390,000	67	69
Imported car	600	24	35
Imported truck	300	19	21
DAIHATSU	900	22	31
Escort	63,500	84	77
Mustang	18,300	54	64
Tempo	28,300	38	31
Taurus	55,000	54	44
Thunderbird	16,600	62	68
Probe	17,300	79	112
Crown Victoria	25,100	71	101
Vans (trk.)	39,700	62	89
Aerostar (trk.)	31,300	87	59
Club Wagon (trk.)	5,200	48	37
Ranger (trk.)	79,100	35	79
Bronco (trk.)	5,100	89	92
Explorer (trk.)	61,000	42	64
Pickups (trk.)	132,200	61	88
Total Ford Div.	224,100	60	58
Total Ford Div. (imp.)	12,400	123	107
Total Ford Div. (trk.)	353,600	73	76
Topaz	13,500	55	44
Sable	21,600	53	53
Cougar	13,700	75	85
Grand Marquis	24,200	84	95
Total Mercury	73,000	65	65
Total Mercury (imp.)	14,900	82	78
Continental	7,600	72	52
Town Car	16,200	42	39
Mark VII	2,700	163	133
Total Lincoln	26,500	52	45
Total L-M Div.	99,500	61	58
Total domestic car	323,600	61	58
Total imported car	27,300	97	89
Total domestic truck	353,600	83	76
FORD MOTOR CO.	704,500	67	67
Skylark	16,700	106	81
Century	15,900	39	43
Regal	25,100	76	104
LeSabre	20,500	46	46
Roadmaster	15,400	118	137
Reatta	100	172	130
Park Avenue	20,300	108	106
Riviera	3,700	92	94
Total Buick	117,700	88	75
Allante	1,300	139	104
Seville	8,600	72	58
DeVille	21,200	50	48
Brougham	7,100	177	177
Eldorado	11,700	132	124
Total Cadillac	49,900	73	65
Geo Prizm	23,100	97	108
Cavalier	48,500	62	63
Camaro	13,400	54	62
Corsica-Beretta	25,300	41	41
Lumina	51,100	65	66
Caprice	19,200	65	60
Corvette	4,900	65	72
Vans (trk.)	46,900	161	161
Sportsvan (trk.)	1,200	44	61
Geo Tracker (trk.)	13,800	106	136
Astro (trk.)	35,700	85	92
Lumina APV (trk.)	12,900	74	91
S10 (trk.)	65,000	107	103
S10 Blazer (trk.)	35,500	85	93
Blazer (trk.)	3,000	46	45
Suburban (trk.)	4,500	29	31
Pickups (trk.)	124,800	84	87
Total Chevrolet	185,500	56	56
Total Chevrolet (imp.)	62,300	222	327
Total Chevrolet (trk.)	343,300	91	95
Calais/Achieva	20,900	71	56
Cutlass Ciera	21,400	48	51
Cutlass Supreme	20,800	55	66
Eighty Eight	27,700	84	117
Ninety Eight	15,700	124	118
Toronado	2,600	174	124
Sihouette (trk.)	3,700	58	51
Bravada (trk.)	2,700	76	51
Total Oldsmobile	109,100	70	71
Total Oldsmobile (trk.)	6,400	64	51
Sunbird	15,000	60	64
Firebird	6,800	78	99
Grand Am	32,900	42	37
Pontiac 6000	200	68	65
Grand Prix	20,700	49	66
Bonneville	26,000	79	93
Trans Sport	6,000	48	65
Total Pontiac	101,600	54	58
Total Pontiac (imp.)	5,300	88	91
Total Pontiac (trk.)	6,000	48	65
Vans (trk.)	17,900	179	173
Safari (trk.)	12,400	82	83
S15/Sonoma (trk.)	17,100	105	97
S15 Jimmy (trk.)	11,400	98	115
Jimmy (trk.)	2,600	129	149
Suburban (trk.)	4,300	68	68
Pickups (trk.)	45,000	88	97
Total GMC (trk.)	110,700	97	102
Total Saturn	23,200	37	36
Total domestic car	586,900	60	61
Total imported car	67,600	198	273
Total domestic truck	466,400	91	95
GENERAL MOTORS	1,120,900	60	76
HYUNDAI (imp.)	24,100	60	92
Imported car	4,300	91	157
Truck (dom./imp.)	45,300	167	96
ISUZU	49,600	156	159
JAGUAR (imp.)	2,100	66	75
Domestic car	12,100	36	50
Imported car	33,100	38	47
Truck (dom./imp.)	25,900	86	88
MAZDA	71,100	47	55
MERCEDES-BENZ (imp.)	9,400	39	42
Domestic car	22,400	64	116
Imported car	39,800	200	225
Imported truck	11,100	149	205
MITSUBISHI	73,300	118	168
Infiniti (imp.)	8,300	65	47
Domestic car	25,400	101	133
Imported car	91,000	115	130
Truck (dom./imp.)	49,800	85	101
Nissan	166,200	95	112
NISSAN MOTOR CORP.	174,500	93	106
PEUGEOT (imp.)	100	60	30
PORSCHE (imp.)	1,400	128	96
RANGE ROVER (imp. trk.)	1,000	90	96
SAAB (imp.)	3,000	30	43
Domestic car	29,600	159	117
Imported car	26,400	199	168
SUBARU	56,000	176	136
Car (dom./imp.)	2,600	156	128
Truck (dom./imp.)	6,200	115	85
SUZUKI	8,800	124	94
Lexus (imp.)	6,600	26	19
Domestic car	34,800	32	26
Imported car	47,500	45	43
Imported truck	30,400	40	44
Toyota	112,700	24	37
TOYOTA MOTOR SALES	119,300	24	36
Audi (imp.)	6,000	122	104
Volkswagen (imp.)	33,200	161	105
Truck (imp.)	200	66	63
VWoA	39,400	145	105
VOLVO (imp.)	18,000	109	53
YUGO (imp.)	0	0	28
Domestic car	1,281,800	62	61
Imported car	598,500	89	89
TOTAL CAR	1,880,300	68	68
Domestic truck	1,047,700	77	81
Imported truck	170,300	81	83
TOTAL TRUCK	1,218,000	77	81
TOTAL STOCK	3,098,300	72	73

American Honda shuffles field staff

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — American Honda Motor Co. has begun shuffling managers in its Honda sales regions a few weeks after shifting executives at headquarters.

James Roach replaced Bob Rivers as senior manager of the Western region, one of two Honda sales regions reporting to Tom Elliott, executive vice president. Elliott picked up direct responsibility for Honda sales after the surprising departure April 22 of James Cardiges, senior vice president.

Roach had been senior manager of auto field service for Honda Division. Together, he and Larry Finley, senior manager of the Eastern Region, now oversee the Honda Division's 10 zone managers.

Earlier this month Honda had said changes were coming in its field staff. The company confirmed last week other changes had been made at the zone level but would not disclose them. "We don't feel it's appropriate to discuss this, and even if we did, we'd want to notify our dealers first," said Bob Butorac, a Honda spokesman.

Several dealers said they expect more changes. In the meantime, they remain puzzled by the departure of Cardiges, a 14-year Honda veteran who was popular with dealers. Honda has said Cardiges left voluntarily "to pursue other business interests."

Former Western region manager Rivers becomes senior manager for market representation. He reports to Jerry Bengtson, vice president for auto marketing and distribution.

Days' supply holds steady for imports

ARLENA SAWYERS
Staff Reporter

The inventory of imported cars was 89 days on May 1, the same as the previous month, while the supply of imported light trucks slipped to 81 days from 83 on April 1.

Inventories for Japanese firms were a mixed bag. American Honda Motor Co. Inc. had an 84-day supply on May 1, down from 88 days the previous month. Nissan Motor Corp. in U.S.A. was at 93 days, down from 106 on April 1.

Mazda Motor of America Inc. had a 47-day supply compared to 55 days the previous month.

On May 1, Mercedes-Benz of North America Inc. had a 39-day supply, down from 42 on April 1. BMW had a 61-day supply, compared to 57 the previous month.

Importers with stockpiles of more than 100 days included Volkswagen of America, 145; Subaru of America Inc., 176; Mitsubishi Motor Sales of America Inc., 118; and Volvo Cars of North America, 109.

Domestic new-car stocks for the Big 3 represented a 61-day supply on May 1 compared to 62 on April 1. On May 1 last year, the Big 3 had a 70-day stock of cars.

CAW fights GM over foundry

TORONTO — The Canadian Auto Workers union is preparing to fight the planned shutdown of a General Motors foundry in St. Catharines, Ontario, with a public relations campaign.

About 2,300 jobs are at stake in the 1995 closing, which was announced in February. Production will move to foundries in Ohio and Michigan.

Workers contend St. Catharines is profitable and has lower labor costs and higher quality than rival U.S. plants. They worry the closure could affect the viability of other GM operations in the community.

Apart from rallies to raise public awareness, the CAW plans "to raise awareness within GM that to maintain its foundry operations will be a good business decision," says Gabe McNally, vice president of Local 199.

— Jeremy Sinek

Hyundai unveils 1st diesel engine

SEOUL — Hyundai Motor Co. last week unveiled its first proprietary diesel engine, the K-1, for light commercial vehicles.

Until now, the company has relied exclusively on licensed production of Mitsubishi Motors Corp. diesel engines for its commercial vehicles.

The 4-cylinder engine displaces 3.6 liters and has a maximum output of 100 horsepower at 3,500 rpm. Hyundai says the engine delivers 17.5 mpg.

The new engine will be installed on Hyundai's line of 2.5-ton trucks, which are sold under the Mighty badge in South Korea. Planned monthly production of the K-1 is 1,200 units.

The K-1 is Hyundai's second proprietary engine.

Last year, the company unveiled a 1.5-liter, fuel-injected gasoline engine.

— Oles Gadacz

10-DAY CAR AND TRUCK SALES, BY MAKE

See story on Page 6

	May 1-10, 1992	May 1-10, 1991
ALFA ROMEO (imp. car)*	77	90
Acura (imp. car)	2,311	3,302
Domestic car	8,310	10,995
Imported car	3,112	4,592
Honda	11,422	15,587
AMERICAN HONDA	13,733	18,889
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	1,147	982
Domestic car*	2,036	2,836
Imported car*	0	22
Domestic truck*	104	105
Chrysler Division*	2,139	2,963
Domestic car*	5,733	7,987
Imported car*	589	700
Domestic truck*	11,737	11,907
Imported truck*	79	75
Dodge*	18,137	20,669
Domestic car*	597	831
Imported car*	263	154
Eagle*	860	986
Domestic truck*	4,533	4,599
Jeep*	4,533	4,599
Domestic car*	3,335	4,646
Imported car*	339	295
Domestic truck*	4,326	4,389
Plymouth*	8,000	9,329
Domestic car*	11,700	16,300
Imported car*	1,191	1,171
Domestic truck*	20,700	21,000
Imported truck*	79	75
CHRYSLER CORP.*	33,670	38,546
Imported car*	134	115
Imported truck*	76	64
DAIHATSU*	210	178
FERRARI (imp. car)*	16	16
Domestic car	28,270	27,948
Imported car	584	1,037
Domestic truck	31,380	32,501
Ford Division	60,234	61,486
Domestic car	2,246	5,897
Lincoln	2,246	5,897
Domestic car	8,247	8,431
Imported car	855	1,198
Mercury	9,102	9,629
Domestic car	38,763	42,276
Imported car	1,439	2,235
Domestic truck	31,380	32,501
FORD	71,582	77,012
Domestic car	10,289	11,683
Buick	10,289	11,683
Domestic car	6,413	6,223
Cadillac	6,413	6,223
Domestic car	20,076	30,829
Imported car	1,520	2,973
Domestic truck	23,799	30,508
Imported truck	129	29
Chevrolet	45,524	64,339
GMC	5,923	7,606
Domestic car	8,794	10,341
Domestic truck	935	826
Oldsmobile	9,729	11,167
Domestic car	13,981	11,449
Imported car	357	416
Domestic truck	759	522
Pontiac	15,097	12,387
Domestic car	3,329	1,539
Saturn	3,329	1,539
Domestic car	62,882	72,064
Imported car	1,877	3,389
Domestic truck	31,416	39,462
Imported truck	129	29
GENERAL MOTORS	96,304	114,944
HYUNDAI*†	2,088	1,841
Imported car*	248	257
Domestic truck	801	777
Imported truck*	1,408	1,640
ISUZU*	2,457	2,673
JAGUAR (imp. car)*	166	162
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	641	682
Imported car*	4,525	2,866
Domestic truck	124	178
Imported truck*	1,575	1,718
MAZDA*	6,865	5,443
MERCEDES-BENZ (imp. car)*	1,251	1,075
Domestic car	716	1,143
Imported car*	1,033	1,686
Imported truck*	388	501
MITSUBISHI*	2,137	3,330
Infiniti	663	492
Domestic car	1,099	2,207
Imported car*	4,117	4,142
Domestic truck	1,297	2,304
Imported truck*	3,034	2,887
Nissan*	9,547	11,539
NISSAN MOTOR CORP.	10,210	12,032
PEUGEOT (imp. car)*	7	90
PORSCHE (imp. car)*	58	91
RANGE ROVER (imp. truck)*	61	50
ROLLS/BENTLEY (imp. car)*	4	4
SAAB (imp. car)*	518	803
STERLING (imp. car)*	0	60
Domestic car	718	894
Imported car*	689	1,190
SUBARU*	1,407	2,084
Imported car	86	58
Imported truck	280	318
SUZUKI†	366	376
Lexus (imp. car)	1,118	1,219
Domestic car	5,160	6,330
Imported car	5,051	7,790
Domestic truck	529	0
Imported truck	3,058	5,994
Toyota	13,798	20,114
TOYOTA MOTOR SALES	14,916	21,333
Audi (imp. car)*	256	210
Imported car*	1,070	1,726
Imported truck*	14	101
Volkswagen*	1,083	1,827
VWoA*	1,339	2,038
VOLVO*†	859	1,434
YUGO (imp. car)*	0	25
Domestic car	129,989	152,891
Imported car	35,124	43,128
TOTAL CAR	165,113	196,019
Domestic truck	86,247	96,222
Imported truck	10,100	13,375
TOTAL TRUCK	96,347	109,597
TOTAL CAR & TRK.	261,460	305,616

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

HONDA (1992 models, expires May 30)	
Civic 4-door	$400
Accord	$750
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires June 4)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (1992 models, expires June 4)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
Camry Deluxe sedan (1992; area served by Gulf States Toyota)	
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

SUMMIT

Japanese; Big 3 are back to the table

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January. Then, the Japanese automakers seemed invincible. Today, they have been set back by recession at home and concessions abroad.

Then, U.S. automakers were at the bottom of a two-year recession. Today, Ford Motor Co. and General Motors are making money again. Chrysler Corp. is close.

The meeting won't attract the worldwide attention that attended the first session, which was part of a visit by Bush, the Big 3 chiefs and 18 other business leaders.

While Bush won't be there today, representatives of the U.S. Commerce Department and the Japanese Ministry of International Trade and Industry will look on.

Officials of both nations have been downplaying the session. They don't want to foster the same hopes that led to bad press and disappointment following the first meeting.

"We don't expect any startling announcements to come out of it," said one senior Bush administration trade official.

NEW PRESSURE

Additional pressure has been aimed at the Japanese by Democrats who have revived legislation aimed at reducing the $43 billion a year trade imbalance between the two nations. Three-quarters of that is in autos and auto parts.

Last Thursday, Ford Chairman Harold Poling and Chrysler Chairman Lee Iacocca endorsed a bill that would limit sales of Japanese-badged imports and transplants in the United States unless sales of U.S.-badged cars increase in Japan. GM said it continues to oppose restraints on imports.

The bill also would require a reluctant Bush administration to launch unfair trade practice cases against Japanese automakers.

"The United States can't afford to continue to be a chump to the rest of the world. We need to follow the golden rule of trade, 'Do unto others as they do unto you,' " said Rep. Dan Rostenkowski, D-Ill.

Rostenkowski, the bill's co-sponsor, addressed a congressional meeting last week.

Poling told Ford stockholders that he was reluctantly supporting the bill.

"We prefer negotiation to legislation, but given the lack of progress, we have concluded that passage of the Rostenkowski trade bill would be in the best interests of America," he said.

HIGH VS. LOW

And Poling said the chronic high imbalance of trade between the United States and Japan will be the No. 1 topic of today's meeting.

The *Nihon Keizei Shimbun* newspaper in Tokyo reported that while the United States wants regular meetings on broad industry issues, Japan prefers lower-level, working-level discussions. The differences will be discussed today.

The Japanese carmakers, initially skeptical about a second meeting, now view it as a chance to end months of mounting political pressure in the United States.

And they hope to clear the air over whether January's announcements that they would increase purchases of U.S. autos and auto parts were firm "commitments" or just "goals," a subject of controversy after the Big 3 visit to Tokyo.

"From a public relations standpoint, the Japanese CEOs should stay home," conceded the Bush administration official. They are likely to get the kind of negative press in America that the Big 3 leaders encountered in Japan, he said.

But the cost of not coming may have been even more pressure from Congress and stronger "Buy American" campaigns in the heartland.

Jack Reilly, chairman of American Isuzu Motor Inc., was skeptical about the Japanese automakers' decision to come to Chicago.

"They really didn't have a choice," Reilly said last week. "What are they going to talk about? Is GM going to say, 'Please stop selling all those cars so we can catch up?' What can the Japanese concede that will satisfy Detroit?

"I think the Japanese will be politically humiliated, and that's what the Big 3 want to do."

PROGRESS NOTED

But another Jack Reilly, the chairman of Tenneco Automotive of Lincolnshire, Ill., and head of the Auto Parts Advisory Council, will have good news to report. He will discuss results of a straw poll of association members in March that indicated an increase in Japanese interest and activity in buying U.S. auto parts.

And a survey by the Motor and Equipment Manufacturers Association, the parts industry's largest trade group, found that 80 percent of member companies reported increased business activity with Japanese carmakers since the January meetings in Tokyo, Reilly wrote in a recent letter to President Bush.

C.E. Pederson, director of the Tokyo office of the Motor and Equipment Manufacturers Association, said that in the first quarter, "We at least doubled the number of meetings with (U.S. suppliers and Japanese) car companies compared to last year. Twice as many people are coming."

While these early signs of increased interest still must be converted into sales, "the foundation that was built during the January business mission has begun to show signs of benefit," Reilly wrote Bush.

On the other hand, little has developed from several proposed import marketing tie-ups announced in January to help U.S. carmakers gain access to Japan's market.

Chrysler's Iacocca expressed disappointment with the progress on car sales in Japan.

"It's important that we be able to access the Japanese distribution system," he said Thursday. "The dialogue keeps going and things seem to be going our way a little bit. There is some movement to open the market. GM got a showroom over there this week."

Japanese auto officials say they have little new to put on the bargaining table. "There will be no gifts this time," said a Mazda Motor Corp. official. "It is too early."

Still, Japanese carmakers may hold one wild card: U.S. supplier sources suggest that the Japanese companies may be in a position to extend American parts-purchasing action plans beyond their current 1994 targets.

In January, Japanese carmakers announced separate plans amounting to a $10 billion increase in U.S. parts purchases from 1991's level to $19 billion by 1994.

They also laid out an assortment of marketing proposals that taken together provide for importing 19,700 American-made vehicles.

And privately, Japanese auto and trade officials predict the two sides will meet again before the end of the year, probably in Japan. "Our expectations are that the talks will be constructive," said Takashi Shimada, auto division deputy director of MITI. AN

Staff Reporters Kristine Stiven Breese in Los Angeles, Mary Connelly and Kathy Jackson in Detroit, and Lindsay Chappell in Nashville, Tenn., contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	

CONTINUING PROGRAMS

CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates,	
offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500
1991 models	
April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Roadmaster	$1,000
Century, LeSabre	$250-1,250
Regal, Skylark	$500-1,250
Cadillac (expires June 30)	
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro (expires Sept. 23)	$500
Geo Prizm (expires Sept. 23)	$1,000
Geo Storm (expires Sept. 23)	$750
Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$1,500
G-Van (upfit)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (exclude Crew Cab)	$400
Safari	$500
G-Van	$500-1,000
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Chevrolet	
Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
SUBARU (expires June 2)	

3 imports adopt new rebate plans

Mazda Motor of America Inc. is offering customer rebates of $400 to $1,500, and American Honda Motor Co. Inc. and Nissan Motor Corp. in U.S.A. have announced new dealer incentive plans.

Mazda is paying customer rebates of $1,200 to $1,400 on some 1992 cars. Based on region and model, rebates range from $550 to $1,400 on 1992 pickup trucks and from $500 to $1,500 on the Navajo sport-utility. Mazda incentives expire July 6.

Honda is paying dealers $750 on sales of 1992 Accords and $400 on 1992 four-door Civics through May 30.

Also through July 6, **Nissan** is paying dealers $700 to $1,300 on some 1992 cars and $1,000 to

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	

†Plant closed for retooling until spring 1992.
Source: Automotive News Data Center

Mazda fixes noisy turbo in '93 RX-7

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Mazda Motor of America Inc. had a scare several weeks ago when it discovered a noisy turbocharger on some of the first 1993 RX-7s shipped to the United States.

Bob Evans, vice president of customer support, said the impeller of the turbo was rubbing against its housing, creating friction and a slight noise.

Mazda Motor Corp. fixed the "manufacturing and assembly problem" in Japan, Evans said. The company also dispatched engineers to U.S. ports to check the few hundred cars that had already arrived in the United States.

Most of those fixes were made at the port; others were made at dealerships or regional offices.

Dealers contacted around the country say they have had no problems and no delays in getting the cars. The RX-7 is one of three redesigned cars Mazda has introduced this spring. The others are the 626 and the MX-6.

Yanase to sell Opel in Japan

MARY ANN MASKERY
Staff Reporter

TOKYO — Yanase & Co., Japan's biggest imported-car distributor, agreed last week to begin handling Opel sales in Japan next year. Yanase also sells Mercedes-Benz and General Motors products in Japan.

The deal was expected. Yanase announced last month that it will drop Volkswagen AG at the end of this year because of a disagreement over marketing policies. Opel, the German unit of GM, will be introduced into the Yanase network Jan. 1.

Volkswagen, which has been Japan's import leader for most of its 38 years with Yanase, sold 44,562 VW and Audi units last year, compared with Opel sales of 2,725. Opel sells left-hand-drive Kadett, Vectra, Omega and Senator models here. Yanase says it hopes to sell at least 10,000 Opels next year and would like to reach "the same volume as Volkswagen-Audi in a few years."

Yanase and Opel are still discussing the choice of models, prices and specific sales targets for next year. Yanase says it will negotiate the issue of how much homologation will be done in Germany and how much pre-delivery inspection will be handled by Yanase.

Until now, Opel was sold by both Isuzu Motors Ltd. and Toho Motors Co., a specialized import dealer, but the new agreement makes Yanase the sole importer

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 5/11-5/16/92	Actual 5/4-5/9/92	5/1 5/16/92	Year 1/1-5/16/92	Year 1/1-5/18/91
LeBaron J	1,600	1,545	3,449	20,860	17,723
New Yorker	400	377	848	6,273	2,975
Fifth Avenue	1,100	1,006	2,308	12,312	11,226
Imperial	150	149	333	1,971	2,737
Town & Country (trk.)	350	414	854	5,402	1,272
Total Chrysler Division	**3,600**	**3,491**	**7,792**	**46,818**	**35,933**
Sundance	850	1,687	2,831	20,752	16,202
Acclaim	1,600	1,536	3,539	29,400	29,345
Voyager (trk.)	2,500	2,245	5,168	35,619	33,045
Voyager (Can. trk.)	2,600	2,706	5,857	52,224	40,488
Total Plymouth	**7,550**	**8,174**	**17,396**	**137,995**	**119,080**
Daytona	200	431	691	4,489	4,936
Shadow	2,100	3,069	5,681	32,997	18,930
Dynasty	2,300	2,064	4,759	29,427	43,875
Spirit	1,700	1,854	3,831	27,441	26,205
Viper	0	7	8	25	0
Monaco (Can.)	0	0	0	0	1,679
Caravan (trk.)	3,100	3,053	6,750	46,864	41,117
Caravan (Can. trk.)	3,500	3,690	7,938	68,827	54,557
Caravan C/V (trk.)	50	65	130	1,170	1,721
Caravan C/V (Can. trk.)	150	204	385	3,231	11,104
Dakota (trk.)	3,300	3,067	6,986	49,342	28,720
Ram pickup (trk.)	1,150	1,515	2,958	23,670	28,671
Ram wagon (Can. trk.)	500	550	1,182	9,486	8,502
Ram van (Can. trk.)	1,700	1,800	3,841	24,706	14,875
Total Dodge	**19,750**	**21,369**	**45,142**	**321,675**	**284,892**
Premier (Can.)	0	0	0	0	3,225
Cherokee (trk.)	3,600	3,562	7,162	53,394	41,823
Comanche (trk.)	50	44	94	960	2,056
Grand Cherokee (trk.)*	1,900	1,841	4,204	19,655	427
Briarwood (trk.)	0	0	0	325	1,127
Wrangler (Can trk.)	0	0	0	29,026	20,681
Total Jeep-Eagle	**5,550**	**5,447**	**11,460**	**103,356**	**69,339**
Total U.S. car	**12,000**	**13,725**	**28,278**	**185,947**	**174,154**
Total Can. car•	**0**	**0**	**0**	**0**	**4,904**
Total U.S. truck	**16,000**	**15,806**	**34,307**	**236,401**	**179,979**
Total Can. truck	**8,450**	**8,950**	**19,204**	**187,500**	**150,207**
CHRYSLER CORP.	**36,450**	**38,481**	**81,790**	**609,848**	**509,244**
Escort	5,679	5,819	12,646	64,382	76,745
Mustang	2,808	2,819	6,191	34,421	25,571
Tempo	3,926	3,458	7,943	51,377	39,831
Tempo (Can.)	3,377	0	4,046	46,883	42,512
Taurus	9,983	9,205	20,921	144,950	122,961
Thunderbird	2,151	2,079	4,592	32,091	30,584
Crown Victoria (Can.)	2,771	2,784	6,085	40,433	34,656
Aerostar (trk.)	4,210	4,175	9,210	70,516	55,722
Bronco (trk.)	724	722	1,582	8,554	4,597
Explorer (trk.)	6,713	6,431	14,400	122,244	106,274
Mazda Navajo (trk.)	169	142	343	2,147	5,069
Econoline (trk.)	4,531	4,608	10,008	74,797	46,053
Heavy (trk.)	1,046	965	2,202	17,825	13,324
Light truck (trk.)	11,738	7,742	21,159	172,586	101,500
Light truck (Can. trk.)	3,052	3,065	6,730	56,679	35,371
Ranger (trk.)	8,604	8,470	18,753	114,567	94,917
Total Ford Division	**71,482**	**62,484**	**146,810**	**1,054,452**	**835,677**
Topaz	1,311	1,653	3,306	22,576	16,809
Topaz (Can.)	1,424	0	1,718	18,003	13,006
Cougar	1,459	1,543	3,363	23,198	23,169
Sable	2,681	2,823	6,132	48,005	39,533
Grand Marquis (Can.)	2,209	1,920	4,578	39,128	31,051
Mercury Villager (trk.)	203	139	368	617	0
Nissan Quest (trk.)	102	91	200	250	0
Total Mercury	**9,389**	**8,169**	**19,665**	**151,777**	**123,568**
Continental	826	834	1,792	15,010	22,307
Mark VII	0	0	0	2,375	3,905
Town Car	2,478	2,512	5,387	44,939	52,473
Total Lincoln	**3,304**	**3,346**	**7,179**	**62,324**	**78,685**
Total L-M Division	**12,693**	**11,515**	**26,844**	**214,101**	**202,253**
Total U.S. car	**33,382**	**32,745**	**72,273**	**483,324**	**453,888**
Total Can. car	**9,781**	**4,704**	**16,428**	**144,447**	**121,225**
Total U.S. truck	**38,040**	**33,485**	**78,224**	**584,103**	**427,446**
Total Can. truck	**3,052**	**3,065**	**6,730**	**56,679**	**35,371**
FORD MOTOR CO.	**84,175**	**73,999**	**173,654**	**1,268,553**	**1,037,930**
Skylark	635	557	1,371	22,688	34,929
Century	2,689	2,270	5,529	30,250	31,726
Regal (Can.)	2,800	2,753	6,099	35,426	42,225
Riviera	290	305	662	4,774	4,246
Park Avenue	1,513	1,590	3,412	24,945	37,908
LeSabre	4,221	4,010	8,980	57,977	34,249
Roadmaster sedan	965	912	1,877	17,540	0
Roadmaster wagon	200	210	449	5,015	9,266
Reatta	0	0	0	0	1,206
Total Buick	**13,313**	**12,607**	**28,381**	**198,615**	**195,755**
Eldorado	643	837	1,679	16,282	6,433
Seville	1,338	1,131	2,739	19,998	13,046
Brougham	0	0	0	2,170	7,829
DeVille	2,806	3,093	6,435	45,273	53,776
Allante	64	30	107	579	1,203
Total Cadillac	**4,851**	**5,091**	**10,959**	**84,302**	**82,287**
Cavalier	5,530	5,532	12,137	88,905	106,207
Camaro	1,879	1,568	3,786	25,340	16,867
Corsica-Beretta	4,800	5,489	11,427	78,516	92,513
Lumina (Can.)	6,850	6,844	15,088	88,500	78,404
Caprice	3,213	2,663	6,229	39,477	52,707
Corvette	586	882	1,583	7,775	9,094
Astro (trk.)	3,062	2,961	6,624	60,269	37,398
Blazer (trk.)	729	618	1,457	8,792	2,890
Lumina APV (trk.)	992	1,176	2,442	17,415	13,860
Mediums (trk.)	236	263	538	2,300	1,208
P-model (trk.)	831	669	1,624	8,877	5,918
Pickup (trk.)	6,569	6,636	14,486	101,612	92,769
Pickup (Can. trk.)	4,050	4,032	8,917	76,053	51,113
S10 (trk.)	4,133	4,414	9,626	71,160	97,067
Sportsvan (trk.)	0	0	0	11,405	15,975
Sportsvan (Can. trk.)	1,800	1,842	3,989	29,205	19,354
Suburban (trk.)	1,635	1,330	3,202	18,462	9,478
Total Chevrolet	**49,552**	**50,330**	**109,842**	**785,439**	**718,224**
Achieva/Calais	2,800	2,570	5,920	47,506	34,616
Cutlass Ciera	3,754	3,151	7,602	49,506	28,683
Cutlass Ciera (Can.)	0	0	0	0	25,044
Cutlass Supreme	2,400	2,285	5,152	30,276	40,106
Toronado	96	94	210	2,653	2,788
Eighty Eight	1,458	1,625	3,428	30,876	22,001
Custom Cruiser wag.	40	41	89	1,728	4,245
Ninety Eight	824	913	1,898	12,982	29,200
Silhouette (trk.)	516	515	1,097	6,321	6,944
Bravada (trk.)	327	315	723	5,793	7,488
Total Oldsmobile	**12,215**	**11,509**	**26,119**	**187,641**	**201,115**
Sunbird	2,260	2,245	4,927	37,543	48,141
Grand Am	6,085	6,166	13,452	93,162	87,122
Firebird	827	732	1,660	9,291	5,445
Grand Prix	2,700	2,656	5,884	41,998	36,971
Pontiac 6000	0	0	0	0	13,198
Bonneville	2,648	2,593	5,735	39,839	21,033
Trans Sport (trk.)	1,336	1,189	2,759	13,098	8,777
Total Pontiac	**15,856**	**15,581**	**34,418**	**234,931**	**220,687**
Yukon-Jimmy (trk.)	230	211	468	2,714	856
Medium (trk.)	344	334	754	9,690	2,770
P-model (trk.)	67	35	109	947	1,266
Pickup (trk.)	2,659	2,580	5,743	39,504	43,753
Pickup (Can. trk.)	1,500	1,477	3,268	27,894	20,148
Syclone-Sonoma (trk.)	1,317	1,714	3,160	18,244	21,406
Typhoon-S15 Jimmy (trk.)	1,266	633	2,065	15,498	4,939
Safari (trk.)	1,351	1,139	2,778	24,657	14,745
Suburban (trk.)	995	801	1,943	11,715	9,276
Vandura (trk.)	0	0	0	5,803	7,467
Vandura (Can. trk.)	650	639	1,433	14,083	7,929
Total GMC	**10,379**	**9,563**	**21,720**	**170,749**	**134,555**
Total Saturn•	**4,630**	**4,630**	**10,185**	**72,563**	**23,837**
Total U.S. car	**61,894**	**60,780**	**134,546**	**957,427**	**910,591**
Total Can. car	**9,650**	**9,507**	**21,188**	**123,926**	**145,673**
Total U.S. truck	**31,252**	**30,944**	**68,283**	**505,652**	**421,652**
Total Can. truck	**8,000**	**7,990**	**17,608**	**147,235**	**98,544**
GENERAL MOTORS	**110,796**	**109,311**	**241,625**	**1,734,240**	**1,576,460**
Can. car	2,370	2,361	5,164	43,396	49,125
Can. trk.	1,390	1,389	3,039	26,831	21,725
CAMI†	**3,760**	**3,750**	**8,203**	**70,227**	**70,850**
DIAMOND-STAR†	**3,300**	**2,247**	**6,212**	**61,226**	**60,919**
Civic	2,140	2,248	4,804	36,645	36,082
Civic (Can.)	2,200	2,236	4,866	43,472	41,823
Accord	7,810	7,611	17,003	150,220	138,967
Total U.S. car	**9,950**	**9,859**	**21,808**	**186,865**	**175,049**
Total Can. car	**2,200**	**2,236**	**4,866**	**43,472**	**41,823**
HONDA	**12,150**	**12,095**	**26,674**	**230,337**	**216,872**
HYUNDAI• Sonata (Can.)	**200**	**200**	**460**	**5,507**	**13,517**
MAZDA†	**2,740**	**2,476**	**5,663**	**26,598**	**57,173**
U.S. trk.	1,585	0	1,896	24,767	29,449
Can. trk.	205	181	419	3,181	2,867
NAVISTAR	**1,790**	**181**	**2,315**	**27,948**	**32,316**
Sentra	2,300	2,310	5,072	51,618	54,287
Pickup (trk.)	2,600	2,660	5,813	52,872	53,097
NISSAN•	**4,900**	**4,970**	**10,885**	**104,490**	**107,384**
Geo Prizm	2,400	2,400	5,093	35,803	39,656
Toyota Corolla	1,500	1,500	3,501	43,874	40,796
Toyota Pickup (trk.)	1,300	1,300	2,887	17,468	0
NUMMI•	**5,200**	**5,200**	**11,481**	**97,145**	**80,452**
Legacy	1,184	1,177	2,610	22,812	22,123
Pickup (trk.)	456	460	996	8,817	0
Rodeo (trk.)	855	870	1,875	15,633	0
Total U.S. car	**1,184**	**1,177**	**2,610**	**22,812**	**22,123**
Total U.S. trk.	**1,311**	**1,330**	**2,871**	**24,450**	**19,355**
SUBARU-ISUZU	**2,495**	**2,507**	**5,480**	**47,262**	**41,478**
Camry	5,612	4,795	11,344	91,303	86,437
Corolla (Can.)	1,500	1,516	3,317	28,546	26,652
TOYOTA	**7,112**	**6,311**	**14,661**	**119,849**	**113,089**
VOLVO 740, 940 (Can.)	**150**	**149**	**305**	**2,643**	**3,418**
AM GENERAL (trk.)	**375**	**375**	**825**	**7,125**	**8,050**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**5,200**	**45,600**	**53,350**
Total U.S. car	**136,182**	**134,014**	**296,400**	**2,146,797**	**2,075,073**
Total Canada car	**25,851**	**20,763**	**51,727**	**391,937**	**406,337**
Total U.S.-Canada car	**162,033**	**154,777**	**348,127**	**2,538,734**	**2,481,410**
Total U.S. truck	**94,863**	**88,300**	**200,385**	**1,498,438**	**1,192,370**
Total Canada truck	**21,097**	**21,575**	**47,001**	**421,426**	**308,714**
Total U.S.-Canada truck	**115,960**	**109,875**	**247,386**	**1,919,864**	**1,501,092**
TOTAL U.S.	**231,045**	**222,314**	**496,785**	**3,645,235**	**3,267,451**
TOTAL CANADA	**46,948**	**42,338**	**98,728**	**813,363**	**715,051**
TOTAL U.S.-CANADA CAR & TRUCK	**277,993**	**264,652**	**595,513**	**4,458,598**	**3,982,502**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Overtime is heavy; output up

ANNE E. WRIGHT
Chief Statistician

For the second consecutive week, the Big 3 scheduled extensive overtime and reported no downtime in the United States and Canada.

Last week's overtime list comprised 18 plants — nine at Ford Motor Co., five at Chrysler Corp. and four at General Motors.

Most Canadian facilities were closed last Friday and today in observance of Victoria Day, a newly negotiated four-day holiday weekend.

Estimated U.S. car production was 136,182 last week, up 1.6 percent from the prior week and up 5.8 percent from last year.

Year-to-date, car production in the United States is 2,146,797, an increase of 3.5 percent over the same period in 1991.

Car assembly in Canada was estimated at 25,851 last week, up 24.5 percent over the prior week and up 47.0 percent over the year-ago week.

So far this year, car production in Canada is 391,937, down 3.5 percent from the 1991 period.

U.S. truck producers' estimated output was 94,863, an increase of 7.4 percent over the prior week and up 18.0 percent over the same week one year ago.

Year-to-date, U.S. truck production is 1,498,438, up 25.7 percent from the year-ago period.

Last week's estimated truck production in Canada was 21,097, down 2.2 percent from the prior week but up 30.3 percent from the year-ago week.

So far this year, Canadian truck production is 421,426, up 36.5 percent from 1991.

The estimated daily build rate of cars and trucks produced in the United States and Canada was 55,599 last week, an increase of 5.0 percent over the prior week 14.4 percent above 1991.

Chrysler scheduled overtime at the following plants last week: St. Louis; Sterling Heights, Mich.; Jefferson North (Detroit); Windsor, Ontario; and Pillette Road (Windsor, Ontario). The Windsor plants worked on the Friday holiday.

The company will run daily overtime this week at the St. Louis; Sterling Heights, Mich.; Jefferson North (Detroit); Belvidere, Ill.; Warren, Mich.; Newark, Del.; and Toledo, Ohio, plants.

GM ran overtime last week at four facilities: Oklahoma City; Van Nuys, Calif.; Moraine, Ohio; and the Suburban line at the Janesville, Wis., plant.

Ford Motor Co. scheduled daily overtime last week at the Atlanta; Chicago; and St. Thomas, Ontario, car plants. The following Ford truck plants worked overtime: Twin Cities, (St. Paul, Minn.); Lorain, Ohio; Edison, N.J.; Louisville, Ky.; and St. Louis.

Both the car and truck lines at the Kansas City, Mo., facility were scheduled for daily overtime last week. The truck line was also slated for Saturday overtime.

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Automotive News

MAY 25, 1992

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NEWSPAPER

late news

Dodge ships first Vipers

HIGHLAND PARK, Mich. — Chrysler Corp. last week shipped to dealers its first truckload of Dodge Viper RT/10s.

Receiving one 1992 model each were six dealerships in Southern California: Cerritos Dodge in Cerritos; Del Amo Dodge in Torrance; Glen Thomas Dodge in Long Beach; Tustin Dodge in Tustin; Valley Dodge in Van Nuys; and Carl Burger's Dodge World in LaMesa.

Chrysler said it plans to build about 200 Vipers in the next three months. Production will be expanded to about

see LATE NEWS, 2

Sport-utilities pace upturn

'92 sales up 16%; compacts lead way

JOSEPH BOHN
Truck Editor

Sport-utilities are pacing the recovery in the auto market and are providing a bonanza for the Big 3 and their dealers.

Sales of sport-utilities increased 15.9 percent during the first four months of 1992. That compares to an 11.7 percent gain for light trucks generally and a 5.1 percent gain for cars and trucks combined.

The four-month total for sport-utilities was 321,559, up from 277,386 in 1991.

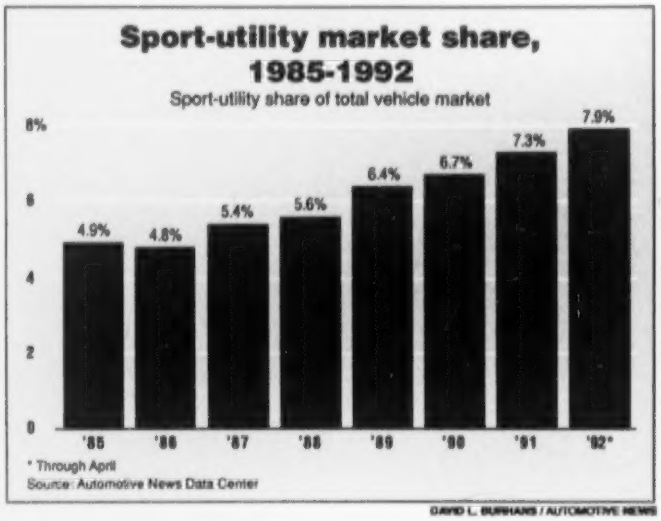
Compacts, accounting for 86.1 percent of sport-utility sales, are the driving force in the surge.

- At Koons Ford in Falls Church, Va., the Explorer has become the best-selling truck after helping pull the dealership through a rough recession, according to Danny Gale, truck sales manager.
- At Precision Jeep-Eagle in Detroit, the Cherokee accounts for nearly half the dealership's sales. The Cherokee has helped sustain the store's "momentum and morale," said Dave Livermore, truck sales manager.

Chrysler Corp.'s re-pricing of the Cherokee through a combination of $2,250 in rebates and incentives helped expand the lower end of the market, while Ford's Explorer continues to pace the upper end.

Cherokee's success, which caught Chrysler officials by surprise, is leading them to continue two-shift operations at the Toledo, Ohio, assembly plant indefinitely, according to Chris Hosford, com-

see BONANZA, 34



* Through April
Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

HANS G. LEHMANN/HIDDEN IMAGE

Future shock — 1994 Oldsmobile Toronado

Oldsmobile will give the Toronado a new aerodynamic shape and two extra doors when the car is reborn for the 1994 model year. This shot shows a heavily disguised prototype with a sharply sloping hood and steeply raked windshield. The current two-door Toronado dies at the end of this model year.

One-price wins disciples

No-haggle selling spreading rapidly

LINDSAY CHAPPELL
Staff Reporter

One-price, no-haggle retailing is emerging as a small but explosive trend.

At least 40 U.S. dealerships have converted to the radical practice — up from 10 as recently as February. One estimate puts the number at 100. And the potential looms much greater.

"I've had almost 200 visits from other dealers wanting information," says George Fischell, general manager of the no-haggling Swanson Chrysler-Plymouth in St. Petersburg, Fla. "This thing's spreading faster than anyone realizes."

Why the conversions? Years of factory rebates and incentives have left customers in a fog. The one-price approach cuts through the clutter. Some advocates praise the practice for bringing truth to showrooms plagued by sin and deception. At the very least, it's an attention getter. In a lousy market, dealers want something to attract shoppers.

J.D. Power and Associates of

see ONE-PRICE, 34

Ford hikes markup for parts under warranty

KATHY JACKSON
Staff Reporter

General Motors and Chrysler Corp. dealers hope they will receive an increase in the amount the factory pays for parts replaced under warranty based on action taken by Ford Motor Co.

Last week, Ford agreed to pay a 35 percent markup for parts replaced under warranty on 1993 models and 40 percent for parts replaced on 1994 models. All models older than 1993 will be paid at the current 30 percent level. The program goes into effect June 15.

Chrysler, GM and most importers pay a 30 percent markup, and the warranty parts markup topic will be a key issue when the Dodge Dealer Council meets June 3 in Detroit.

"I think it will enhance our position. We have a base for it now," said Frank Galeana, chairman of the Dodge Dealer Council. Galeana, owner of four dealerships including Van Dyke Dodge in Warren, Mich., is disappointed that

see PARTS, 38

PHIL DAVIES/NEWSDAY

McNamara forfeits assets

Long Island dealer John McNamara will forfeit more than $400 million in assets to satisfy his debts. McNamara still faces criminal charges. See stories on Pages 4, 8.

Tough-guy Lopez takes charge of GM's purchasing

PHIL FRAME
Staff Reporter

U.S. auto suppliers got a new book of rules as well as a new executive to deal with when General Motors named J. Ignacio "Inaki" Lopez de Arriortua vice president of worldwide purchasing.

Suppliers who think their GM business is safe simply because of a long and friendly relationship are in for a shock, suggest people who know Lopez de Arriortua.

Lopez de Arriortua

"He is known for demanding the best from his suppliers and settles for nothing short of the best,'' said Walter Kunerth, chairman of Siemens Automotive Group, the U.S.-based arm of Germany-based Siemens Automotive L.P.

Low costs, high quality and productivity are the only things that will keep suppliers in good standing with Lopez de Arriortua, say people who know him.

Spanish-born Lopez de Arriortua, 51, joined GM in 1980 as manager of industrial engineering for General Motors Espana S.A.

Before that, he worked for units of Westinghouse Electric Corp. and Firestone Tire & Rubber Co. in Spain.

Lopez de Arriortua went from GM Espana to Adam Opel AG, the GM subsidiary in Russelsheim, Germany, and later became head of GM's central purchasing operation in Europe.

He was vice president in charge of European supply for GM Europe when his new job was announced April 24.

Although Lopez de Arriortua is relatively unknown in this country, he has a well-established reputation in Europe.

The nicknames Lopez de Arriortua has earned during his 12-year GM career tell all:

- "Lopez the Terrible."
- "Hurricane Lopez."
- "The Spaniard who makes the Germans tremble."
- "The pope of productivity."
- "Chief-general of the battle against the Japanese."

"His reputation as a tough bargainer does precede him, and it is

Suppliers see red > 37

see LOPEZ, 10

Automotive News

SALES RISE IN EUROPE
Car sales rise 2 percent despite decline in Germany. PAGE 8

STAMPING PARTNERSHIPS
U.S. stamping suppliers forge ties with Honda. PAGE 8

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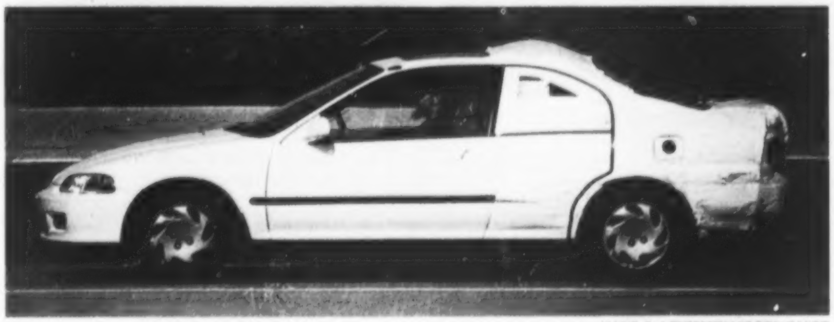
corrections

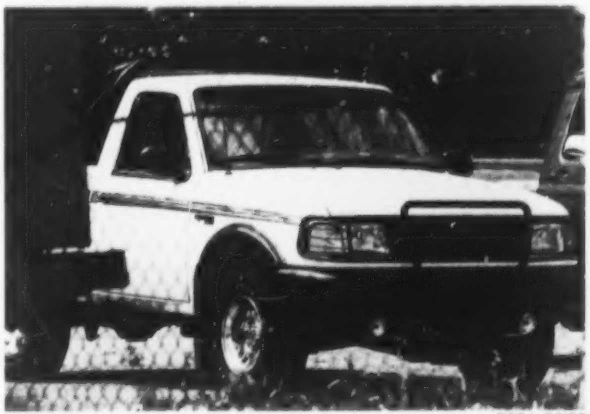
- A May 18 story on Page 38 incorrectly attributed a quotation to Jack Reilly, chairman of American Isuzu Motors Inc. Reilly did not say, "I think the Japanese will be politically humiliated, and that's what the Big 3 want to do." Those words should have been attributed to an unnamed official at another Japanese importer.
- The May 18 Editorial Opinion on Page 12 said GM dealers never see any of the money represented by the 1.8 percentage points of the dealer discount retained by GM for floorplan assistance. Dealers can get that money back if they elect not to participate in the floorplan program. They also get a portion back on a pro-rated basis if they sell the vehicle before the end of the interest protection period.
- A Page 3 story on May 11 did not list all of Phil Meador's franchises in Pocatello, Idaho. He operates Phil Meador Toyota-Jeep-Eagle.
- An April 13 article on Page 31 mislabeled one section in a summary of state lemon law revisions. Changes took place in South Da-



HANS G. LEHMANN/HIDDEN IMAGE

Civic coupe scoop

Honda launched the redesigned Civic in four-door sedan and three-door hatchback body styles and is now at work on a two-door coupe to join the line for 1993. This spy photo shows a prototype with a heavily disguised roof. Sporty aluminum wheels suggest this might be the Si model, with the 125-horsepower, 1.6-liter engine with variable valve timing.



POE LaROIDE

Ranger redo

Unmasked prototypes of the new Ranger compact pickup have been spotted around Ford offices in Dearborn, Mich. Exterior styling cues include rounded front quarter panels leading into a more aerodynamic nose treatment. The new Ranger is expected for the 1993 model year; Mazda will get a version.

latenews

CONTINUED *from* PAGE 1

3,000 units for the 1993 model year.

A single 1992 Viper has been allocated to each of about 200 Dodge dealers in the top 40 markets for premium-priced sports cars.

GM restructures personnel staffs

DETROIT — General Motors has restructured its human-resources functions and has reassigned two vice presidents.

Gerald Knechtel, 50, was appointed vice president of personnel for North American Operations. He will report to GM President Jack Smith.

Richard O'Brien, 49, was appointed vice president of corporate personnel. He continues to report to Executive Vice President Alan Smith.

The new alignment replaces the personnel administration and development staff headed by Knechtel and the industrial relations staff headed by O'Brien. It also takes over the the personnel functions of the groups in NAO.

First Saturns cross the Pacific

NASHVILLE, Tenn. — Saturn Corp. made its first deliveries outside North America as a freighter with 469 cars arrived in Taiwan last week. They go on sale June 1, a spokesman said.

About 420 were sedans and the rest were coupes. The company plans to ship about 400 cars a month to Taiwan,

Saturn already sells in Canada. Plans also call for exporting a right-hand-drive version to Japan, though no timetable has been set.

— Lindsay Chappell

Caprice stays — for a while

NEW YORK — David Hansen, Chevrolet's chief engineer, told the International Motor Press Association that the division will keep the six-passenger, rear-drive Chevrolet Caprice for "the foreseeable future."

But he added that Chevy's future focus will be on "more efficient and more affordable cars."

The press had previously suggested Caprice is a B-car platform variation that General Motors may ax.

Health care put at $1,086 a car

WASHINGTON — Health care costs account for $1,086 of the price of each Big 3 vehicle made in North America, Walter Maher, Chrysler Corp. director of federal relations, told a Senate Finance subcommittee last week.

He cited a study by the University of Michigan. The $1,086 is about $500 higher than foreign automakers' costs, Maher said.

He said that puts an unfair burden on U.S. businesses competing with companies in countries that have national health care plans.

Sen. Donald Riegle, D-Mich., chairman of the committee, said a national health care program must be put in place to curb manufacturers' costs and maintain high-paying jobs.

Nissan builds solar car

TOKYO — Nissan Motor Co. Ltd. has built a single-seater solar car, the Sun Favor, to study the application of solar power in vehicle design.

The company intends to enter the car in three solar-car races and rallies later this year in Japan.

Power is provided by single-crystal silicon solar cells.

Navistar losses hit $67 million

CHICAGO — Navistar International Corp.'s losses increased to $35 million in its second fiscal 1992 quarter ending April 30, up from $29 million a year ago.

The company reported a net loss of $67 million on revenues of $1.82 billion for the first six months of fiscal 1992, compared with a loss of $67 million on sales of $1.78 billion a year earlier.

Isuzu preparing emissions recall

DETROIT — A recall is pending for 1988 model year Isuzu I-Marks and Chevrolet Spectrums with 1.5-liter engines that exceed emission standards.

American Isuzu Motors Inc. spokeswoman Susan Cain said the automaker has agreed to recall about 7,000 I-Marks with manual transmissions due to excessive carbon monoxide emissions. But Isuzu is still negotiating with the EPA over recalling vehicles equipped with automatic transmissions.

Cain did not have information on how many Isuzu-built

briefly

GM leaves sink behind this trip

General Motors returned to Moscow last week to exhibit six Cadillacs and Chevrolets at a trade fair. In 1959 the General was at that same show, displaying a modern kitchen with Frigidaire equipment. That time, Nikita Kruschev and then-Vice President Richard Nixon argued about which country was better, in what became known as the Kitchen Debate. This time, maybe Boris Yeltsin told everyone of the dangers of drunk driving.

PENNY PINCHING — An upcoming article in *Financial World* on **Ford Motor Co.'s** cost-cutting shows no stones were left unturned to get the company lean and mean. Lloyd Hansen, assistant controller of North American Operations, said "we had to be unmerciful about every cost element." An example: six of every seven fluorescent lights in headquarters hallways are turned off.

GREEN SUBMARINE — Larry Oswald, program manager for hybrid vehicles for **GM's** Advanced Engineering Staff, insists electric vehicles meet current safety standards. Oswald was asked about the safety of operating a GM electric vehicle in the rain. "It's built like a submarine," he joked. "Of course, we were thinking about using a robot to drive them through the salt-corrosion bath at the proving ground."

WASTE NOT, WANT NOT — The cost-cutting philosophy of the new **GM** has been embraced with a vengeance by some public relations practitioners. They are still printing news releases on letterheads that read **Chevrolet-Pontiac**-Canada Group, **Buick-Oldsmobile-Cadillac** Group and Truck & Bus Group. Those groups got the ax in the latest reorganization. For the record, **Ford** no longer uses **Mercury-Edsel-Lincoln** Division letterheads.

HOW SWEET IT IS — Ron Boltz, **Chrysler Corp.** vice president of product strategy and regulatory affairs, said winning a national EPA award for pollution prevention at Chrysler's new Jefferson North assembly plant was just the "icing on the cake, not the cake." He said, "But yes, it feels good. The EPA has never awarded anything to the auto industry. That's despite the real progress made on cleaning up vehicles."

HE'S BACK — Michael Moore, of *Roger & Me* fame, is working on a sequel. Once again, Moore focuses on how **GM's** corporate contractions are affecting the former GM boomtown of Flint, Mich. The new film, due out in the fall, will be broadcast along with the original.

Duntov: bulldozing

CORVETTE DIGGINGS — The people who are breaking ground June 5 for the National Corvette Museum in Bowling Green, Ky., are going all out to make the event a Corvette happening. No silver shovel would do for this groundbreaking, so museum President Dan Gale is arranging for a bulldozer camouflaged as a 1992 Corvette to do the honors. The driver of the Corvette bulldozer will be Zora Arkus-Duntov, the retired Corvette chief engineer. The event will be part of a National Corvette Homecoming Weekend. It's homecoming because the Corvette plant is in Bowling Green.

Heads to roll in GMAC mess

PHIL FRAME
Staff Reporter

FORT WAYNE, Ind. — General Motors plans disciplinary action against General Motors Acceptance Corp. employees who failed to discover the alleged fraudulent activities of dealer John McNamara, Chairman Robert Stempel said.

An internal investigation into McNamara's alleged $436 million fraud has shown "no involvement in any wrongdoing on the part of the GMAC people," Stempel told the 1,523 stockholders assembled here for GM's 84th annual meeting.

But there will be accountability for employees who failed to discover the activity, Stempel said. "We will not rest until we finally take appropriate disciplinary action," he said.

The McNamara episode was of primary concern to stockholders at the meeting last Friday. Some shareholders clearly wanted heads to roll — not just responsible GMAC employees, but also at the company's firm of auditors, Deloitte & Touche.

Stockholder questioning was so intense that GM board member Marvin Goldberger, chairman of the audit committee, plus Deloitte's top executives and GM Chief Counsel Harry Pearce were called on to explain.

"Let me assure you the internal investigation that was conducted by our legal staff has been comprehensive, exhaustive, accurate and, most importantly, independent," Pearce said. "The results have been presented to the GMAC audit committee, the GMAC board, the General Motors audit committee and the General Motors board. I have absolutely no doubt that all appropriate action will be taken. We don't for a moment suggest to you that there were not substantial mistakes made."

Goldberger said the audit committee has discussed the 170-page report and soon will make its recommendations to the board.

Stempel responded contritely to stockholder concerns about the McNamara affair. "I'm not going to sit here today and give you an answer on GMAC that I know none of you will accept," he said. "The fact of the matter is, it happened. We are embarrassed, but I assure you it will not happen again. We are taking very strong corrective actions to make sure of that."

In his report to shareholders, Stempel:

- Clarified that GM will use one platform each to build small front-wheel-drive cars, mid-sized fwd cars, large fwd cars and large rear-wheel-drive cars. That will be in addition to specialty cars such as Corvette and Saturn, and separate from Cadillacs.
- Said GM will use 100 percent of its capacity before the retrenchment announced last December is completed in 1995.
- Asserted that the board expects him, not Executive Committee Chairman John Smale, to run GM.
- Confirmed that the Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-Canada groups are dead, replaced by North American Operations, which was created in an April reorganization. ■

Stock nets $2.1 billion

DETROIT — General Motors received a $2.1 billion shot of funding for capital projects last week as its new offering of 55 million shares of common stock went on sale.

Eight brokerage houses are underwriting the offering, the largest ever by an American company. The underwriters bought the stock from GM and began selling it to individuals and investor groups last Wednesday.

GM is paying $53.6 million, or $0.975 per share, in underwriting fees for the offering.

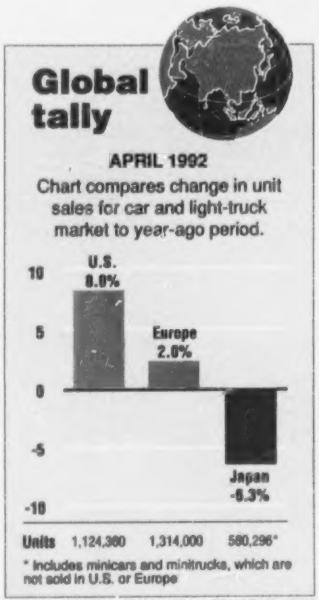
The per-share price of the stock was set at $39 before Wednesday's opening of the New York Stock Exchange, 25 cents below the previous day's closing price of GM common.

The stock sale was going relatively well. The price was holding firm at $39, and more than 17 million shares were sold the first two days.

— Phil Frame

European sales rise 2 percent

DIANA T. KURYLKO
Staff Reporter



DAVID L. BURHANS / AUTOMOTIVE NEWS

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	4 mos. 1992	% change vs. 1991
Germany	1,470,200	– 5.1
Italy	1,007,800	8.2
France	701,000	– 0.5
United Kingdom	544,300	– 6.7
Spain	363,600	25.8
Belgium-Lux.	218,700	11.6
Netherlands	213,400	– 2.4
Austria	125,500	9.4
Switzerland	115,300	1.7
Portugal	98,700	33.9
Sweden	60,900	– 4.2
Greece	48,600	– 2.2
Denmark	33,200	9.6
Ireland	30,300	3.1
Finland	28,800	– 25.0
Norway	19,900	9.9
TOTAL	**5,080,200**	**1.5**

EUROPEAN SALES BY MANUFACTURER

Manufacturer	4 mos. 1992	% share[1]	4 mos. 1991	% change
Volkswagen[2]	860,100	16.9	818,000	5.1
Fiat Auto[3]	654,200	12.9	663,100	– 1.3
General Motors[4]	614,600	12.1	616,200	– 0.3
Peugeot S.A.[5]	605,300	11.9	570,400	6.1
Ford[6]	593,700	11.7	605,900	– 2.0
Jaguar	3,800	0.1	4,800	– 20.8
Renault	543,800	10.7	497,000	9.4
Nissan	161,900	3.2	161,300	0.4
BMW	160,900	3.2	135,900	18.4
Mercedes-Benz	158,500	3.1	168,800	– 6.1
Toyota	115,200	2.3	129,000	– 10.7
Rover	104,800	2.1	134,600	– 22.1
Mazda	98,700	1.9	106,500	– 7.3
Volvo	79,500	1.6	76,000	4.6
Honda	61,100	1.2	57,900	5.5
Mitsubishi	54,300	1.1	65,700	– 17.4
Suzuki	37,100	0.7	36,100	2.8
Lada	33,100	0.7	32,800	0.9
Subaru	19,600	0.4	19,600	0.0
Saab	18,300	0.4	18,300	0.0
Daihatsu	17,300	0.3	18,700	– 7.5
Skoda	15,700	0.3	16,200	– 3.1
Others	72,500	1.4	55,400	29.9
TOTAL	**5,080,200**	**100.0**	**5,003,400**	**1.5**

1 Does not add to 100 because of rounding.
2 Includes Volkswagen, Audi and Seat brands.
3 Includes Fiat, Alfa Romeo and Lancia.
4 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
5 Includes Peugeot and Citroen.
6 Includes Jaguar.

FRANKFURT — New passenger-car sales in Europe eked out a 2 percent gain last month despite continuing weakness in Germany. It cemented a pattern in which recoveries in several smaller countries have begun to offset declines in Europe's biggest market.

According to *Automotive News* estimates, sales in the 17-nation market rose to 1.3 million units in April from 1.28 million a year earlier. An 11.2 percent slide in Germany — the fourth consecutive month of decline — was offset by strong gains in Italy, Spain and the United Kingdom.

European sales through April rose 1.5 percent to 5.1 million.

"April represents a turning point for the German market. There is reason to believe the market will drop 11 percent this year to 3.7 million, and another 6 percent in 1993," said Arthur Maher, an analyst for DRI/Europe in London.

"The real potential for the rest of the year is in the United Kingdom and Italy," Maher said.

He said the European makers will face new competition from Japanese makers later this year when Nissan's Micra, Toyota's Carina and Honda's as-yet-unnamed medium-sized car go into production in Britain.

Meanwhile, French makers Renault Group SA and Peugeot Group SA showed the largest sales gains among Europe's six biggest manufacturers in the first four months.

Renault, largely because of a backlog caused by last year's fourth-quarter strike, sold 9.4 percent more cars in the period, yielding a 10.7 percent share of market. The company, which is not expected to maintain the rate of increase for the next three quarters, was up 5.5 percent in April.

Peugeot sales, riding on the French economy's rise, rose 6.1 percent for the first four months to 605,300 units. April sales were up only 0.3 percent, however.

Volkswagen AG hit a record 17.9 percent market share in April as production of the new Golf/Vento increased. Volkswagen, unlike other German makers, is not expected to lose share this year because demand for the new Golf family is still growing and new capacity is coming on stream.

Volkswagen did particularly well in the United Kingdom last month, boosting sales there nearly 24 percent, and in Italy, where it continued its assault on Fiat Auto S.p.A. VW sales there surged 58 percent in April while its market share rose 3 points to 14 percent.

General Motors maintained its No. 3 position in April, as share rose to 12.5 percent. Sales in the United Kingdom rose 29 percent from a year earlier, but sales in Germany fell 21 percent.

Ford sales were down 6.5 percent in April to 140,700 vehicles. Ford maintained its market share in the United Kingdom but suffered in Germany with a 12 percent decrease in sales. European market share fell to 10.7 percent from 13 percent a year earlier. ■

British sales post first increase in 29 months

ED WENDT
Staff Correspondent

LONDON — New-car sales in Britain rose in April for the first time in 29 months, providing a small ray of hope to the nation's beleaguered carmakers and dealers. For the first four months of the year, however, sales were down from a weak period a year earlier.

Industry officials are hoping that sales will be boosted by the April 11 re-election of the Conservative government and the reduction of the new-car tax to 5 percent from 10 percent. But many analysts fear that a recovery is nowhere near.

According to industry figures, new-car sales last month rose 9.1 percent from a year earlier to 138,100 units. But for the first four months of the year, sales are off 6.7 percent from a year earlier to 544,300 units.

"The April rise in no way signals a trend," said Neil Marshall, chief economist for the Retail Motor Industry Federation. "But it is a positive sign."

Marshall said the real measure of the market will come in August, when new license plates go on sale and which is traditionally the industry's best month.

Ford Motor Co. maintained its market leadership in April with sales of 32,488 units, for a 23.5 percent share. General Motors' Vauxhall Motors Ltd. unit registered 24,816 units, for an 18 percent share. ■

Mitsubishi rolls out new Libero wagon

MARY ANN MASKERY
Staff Reporter

TOKYO — Mitsubishi Motors Corp. last week introduced the all-new Libero station wagon to replace the wagon version of the venerable Lancer/Mirage in the Japanese market. The new Libero also will be the base of an electric car under development for a 1993 launch.

The new front-wheel-drive wagon is 168 inches long, 66.5 inches wide, 57.8 inches high and rides on a 98.4-inch wheelbase. A four-wheel-drive model has slightly larger dimensions and a cargo version has a larger tailgate opening.

Engines are a 1.8-liter, single overhead cam, 16-valve gasoline engine and a new 2.0-liter turbo diesel.

Mitsubishi plans to sell 2,000 units a month in Japan at a price range of 764,000 yen to 1.99 million yen (about $5,875 to $15,370).

For export, Mitsubishi will continue to build the older Lancer wagon in limited numbers.

Mitsubishi also said the Libero will be the base for an all-new electric vehicle set to debut in mid-1993.

The electric will have a range of 125 miles per charge and a maximum speed of 68 mph, Mitsubishi said.

The vehicle will be available with either lead-acid or nickel cadmium batteries, and will incorporate a charge meter, much like a traditional gasoline gauge, to display the amount of electricity remaining.

An on-board charger can recharge the battery in eight hours, Mitsubishi said, while an off-board system will recharge the car in only one to two hours.

The vehicle is part of a cooperative project with Tokyo Electric Power Co. The companies expect to build 20 or 30 units.

Mitsubishi said it has no plans to export the electric vehicle to California. ■

Mitsubishi will use the new Libero station wagon as the platform for an electric-powered vehicle expected to be launched sometime in 1993.

trucks

Indicators reveal Class 4-8 revival

JOSEPH BOHN
Truck Editor

All indicators point to a big revival in the heavy-truck market.

The rate for net new Class 8 orders climbed to 14,900 in April from 9,530 in April 1991, according to a preliminary report by Rothschild Inc., a New York investment firm.

Net new orders started with 10,550 in January, climbed to 11,822 in February and 12,437 in March. They reached their highest level in 15 months during April, according to Rothschild.

April orders were at a seasonally adjusted rate of about 190,000 units, the investment firm said.

At the same time, the cancellation rate on previous orders continued at the relatively low level of less than 10 percent during April.

Production rates are rising and expected to increase sharply by the second half of the year. That's to rebuild dealer inventories as well as to respond to increased demand, according to Frank Prezelski, an analyst with Rothschild.

If the order pattern continues, even though the rate of gain slows, U.S. retail sales of heavy trucks in 1991 should reach 110,000 to 120,000, Rothschild said. That would be up 11.0 to 21.0 percent from 1991 levels.

North American factory sales are expected to exceed 120,000 units this year.

Calendar 1993 should see North American factory sales exceed 160,000 units, exclusive of any prebuying caused by increased costs of 1994 model diesel engines.

Costs of the engines are expected to increase due to tighter emissions standards and the possibility of mandated anti-lock braking systems.

Class 8 sales totaled 10,864 in April, up 38.3 percent from a year ago, according to *Automotive News* and the Motor Vehicle Manufacturers Association.

Class 8 sales of 33,709 for the first four months of 1992 exceeded the same period of last year by 5.3 percent.

The medium-duty market is also recovering, though at a slower rate than Class 8.

Class 4-7 sales in April of 12,086 were just slightly below 12,192 during the same period last year. Four-month medium-duty sales of 42,967 were just ahead of 42,560 last year. AN

Dealership parts certification in works

DETROIT — The heavy-truck industry is trying to improve the professionalism of dealership parts personnel.

Industry groups and heavy-truck manufacturers have hired the National Institute of Automotive Service Excellence to develop a parts personnel certification program.

Ronald Weiner, president of the institute, called the program a natural follow to its truck technician testing and certification program, which he said has gone over very well.

The new dealership certification program is supported by the American Truck Dealers Division of the National Automobile Dealers Association, the Motor Vehicle Manufacturers Association and heavy-truck manufacturers.

The certification process includes a test covering product knowledge, communications and sales skills.

It will improve the marketing of truck parts and service, and ultimately benefit consumers as well as truck dealerships, according to Thomas Hanna, MVMA president.

The National Institute of Automotive Service Excellence plans to have the truck parts personnel test available at 500 testing centers in November, Weiner said. AN

in brief

TRUCKS

Navistar to launch smokeless diesel

CHICAGO — Navistar International Transportation Corp. in September will begin offering its "smokeless diesel" engine that meets 1994 emissions regulations.

The DTA 466, a 7.6-liter six-cylinder diesel rated at 210 horsepower and 646 pounds-feet of torque, will be available in selected 3000-series school buses and 4000-series medium-duty 1993 trucks, according to Dan Ustian, vice president and general manager of the Engine Division.

The engine uses a high-pressure mechanical fuel injection system and runs on low sulphur fuel, which will be required in all 50 states by October 1993.

Ford to upgrade Aeromax model

SAN FRANCISCO — Ford Motor Co. is planning a special, limited-edition version of its Aeromax Class 8 truck. It will be called the Hard Runner.

Ford showed the upscale, image-builder model at a dealer meeting. The Hard Runner will be offered this fall, featuring leather seats, upgraded stereo and other eye-catching equipment.

John Merrifield, Ford heavy-truck sales manager, said only a few hundred units of the special model are planned.

Idealease slates safety seminars

BARRINGTON, Ill. — Idealease Inc., a major truck leasing and rental firm, and Harco National Insurance Co. of Rolling Meadows, Ill., are conducting safety and compliance seminars in various cities through August.

Idealease, with more than 15,000 vehicles in service and 300 locations in North America, recently added Altruck Leasing Systems in Cambridge, Ontario.

Big truck show set for July 23

ANAHEIM, Calif. — The 31st annual International Trucking Show will be held July 23-25.

This year's event will have more seminars and special features, according to Gary Sherrard, show president, and Joel Anderson, executive vice president of the sponsoring California Trucking Associations.

APRIL 1992 TRUCK SALES BY GVW

	Apr. 1992	Apr. 1991	4 mos., 1992	4 mos., 1991
Class 1-3	124,592	102,984	424,219	359,752
Class 4	1,478	1,790	4,910	6,752
Class 6	486	403	1,601	1,578
Class 7	1,653	2,025	6,584	6,872
Class 8	1,294	558	3,852	2,476
FORD	**129,503**	**107,760**	**441,166**	**377,430**
Class 6	22	0	77	0
Class 7	154	0	383	0
Class 8	2,327	1,739	7,890	7,218
FREIGHTLINER	**2,503**	**1,739**	**8,350**	**7,218**
Class 1-3	97,809	90,839	338,299	329,747
Class 4	334	169	991	438
Class 5	8	13	27	46
Class 6	132	286	552	1,194
Class 7	393	533	1,626	2,048
CHEVROLET	**98,676**	**91,840**	**341,495**	**333,473**
Class 1-3	29,575	24,365	100,449	85,183
Class 4	152	142	506	284
Class 5	28	40	135	138
Class 6	1,531	387	5,847	1,424
Class 7	1,242	2,121	3,778	5,152
GMC	**32,528**	**27,055**	**110,715**	**92,181**
Class 7	18	20	51	65
Class 8	1,325	801	4,001	3,606
KENWORTH	**1,343**	**821**	**4,052**	**3,671**
Class 6	36	45	134	168
Class 7	82	61	270	226
Class 8	1,154	1,061	3,175	3,491
MACK	**1,272**	**1,167**	**3,579**	**3,885**
Class 6	99	23	226	101
Class 7	21	54	82	195
MERCEDES-BENZ	**120**	**77**	**308**	**296**
Class 4	0	0	0	7
Class 5	0	1	6	16
Class 6	618	808	2,083	2,415
Class 7	2,728	2,333	9,350	10,424
Class 8	2,349	1,925	6,763	8,730
NAVISTAR	**5,695**	**5,067**	**18,202**	**21,592**
Class 7	8	8	51	66
Class 8	928	799	3,285	3,144
PETERBILT	**936**	**807**	**3,336**	**3,210**
Class 7	101	59	276	146
Class 8	1,398	891	4,455	2,973
VOLVO/GM HEAVY	**1,499**	**950**	**4,731**	**3,119**
Class 1-3	0	22	3	103
Class 4	10	2	95	2
Class 5	26	29	133	141
Class 6	45	38	195	200
Class 7	24	30	275	176
HINO	**105**	**121**	**701**	**622**
Class 1-3	45	38	307	164
Class 5	41	31	246	240
Class 6	34	23	251	104
Class 7	17	23	109	117
NISSAN DIESEL	**137**	**115**	**913**	**625**
Class 1-3	594	801	2,016	2,409
Class 4	163	98	648	311
Class 5	60	245	268	319
Class 6	186	94	606	277
Class 7	14	17	80	72
ISUZU TRUCK	**1,017**	**1,255**	**3,618**	**3,388**
Class 1-3	143	197	605	602
Class 5	65	72	228	213
Class 6	60	42	205	135
Class 7	17	37	82	138
MITSUBISHI FUSO	**285**	**348**	**1,120**	**1,088**
Class 1-3	0	151	0	604
Class 4	0	49	0	196
Class 5	0	25	0	100
Class 6	0	16	0	64
IVECO TRUCKS*	**0**	**241**	**0**	**964**
WESTERN STAR Class 8	**63**	**44**	**215**	**232**
Class 1-3	156,864	132,046	549,666	489,062
Class 6, 7, 8	26	37	73	149
OTHER TRUCKS	**156,890**	**132,083**	**549,739**	**489,211**
CLASS 1-3	**409,622**	**351,443**	**1,415,564**	**1,267,626**
CLASS 4	**2,137**	**2,250**	**7,150**	**7,990**
CLASS 5	**228**	**456**	**1,043**	**1,213**
CLASS 6	**3,249**	**2,165**	**11,777**	**7,660**
CLASS 7	**6,472**	**7,321**	**22,997**	**25,697**
CLASS 8	**10,864**	**7,855**	**33,709**	**32,019**
TOTAL TRUCKS	**432,572**	**371,490**	**1,492,240**	**1,342,205**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

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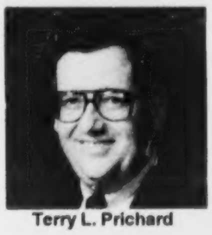

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BONANZA

Sport-utilities pace 1992 sales upturn

continued from PAGE 1

pany spokesman. Chrysler had planned to reduce Cherokee output to one shift at the beginning of the 1993 model year.

Chrysler expects to sell 130,000 Cherokees in the 1992 model year, more than twice as many as originally forecast, according to Bernard Robertson, general manager of Jeep and truck engineering.

It projects 100,000 Cherokee sales in the 1993 model year, even with acceleration of the new Grand Cherokee. The latter is expected to generate another 170,000 sales.

To ensure Cherokee's continued success, Chrysler notified dealers it will reduce the price of the base 1993 two-door, two-wheel-drive model to "around $13,000" from the current $14,831 (including $485 in destination charges).

Chrysler also will revise its Cherokee Sport, Laredo and Limited series into base, mid-line and high-line Country models. The mid-line model has not been packaged or named yet. The high-line Country will run around $20,000.

The Grand Cherokee prices range from $19,000 to $27,000.

Chrysler sold 2,417 Grand Cherokees in March and 4,877 in April. The total is "somewhat ahead" of plan, according to Robertson.

He said the company's goal was never to outsell Ford's Explorer, but simply to "sell out" the straight-time, 170,000-unit capacity at the Jefferson North plant in Detroit.

"If we get 25 percent of the sport-utility market, we'll be happy," Robertson said. Jeep had 23 percent in the first four months of 1992.

Ford's Explorer has demonstrated the potential of the segment. Ford sold 250,059 Explorers in calendar 1991, and Explorer sales ran 26.5 percent ahead of that pace during the first four months of this year with 97,056 deliveries.

The Explorer accounted for 34.2 percent of compact sport-utility sales during the first four months. And it helped domestic manufacturers increase their share of the segment.

Domestic makers grabbed 81.9 percent of the compact sport-utility segment during the four-month period, compared with 77.0 percent a year ago.

Sport-utilities are important profit sources for dealers and factories alike.

Koons Ford's Gale says the dealership grosses $1,400 per Explorer.

John Casesa, an analyst with Wertheim Schroder & Co. in New York, estimates Ford and Chrysler earn $6,000 on every luxury sport-utility.

The median transaction price for a compact sport-utility in 1991 was $19,200, according to a study conducted for Ford Motor Co.

The Explorer's median selling price was higher than $20,000; the Chevrolet Tracker's was $11,800. Toyota's Land Cruiser topped the list at $26,300, according to an outside study done for Ford Motor Co.

Because of their diverse prices and appeal, sport-utilities attract buyers ranging from outdoor enthusiasts to yuppies and retirees.

Some 55 percent of their buyers come out of the car market; 17 percent are previous sport-utility owners; and 13 percent are former pickup truck owners, according to the research conducted for Ford.

Only 5 percent are former van owners, and another 5 percent are previous owners of full-sized sport-utilities. Thus, there's little competition with those segments. The other 5 percent either didn't specify or had never bought a vehicle before.

Demographically, buyers have a median age of 38.5 and median income of $55,500, according to Joel Pitcoff, Ford manager of research and analysis.

Some 66 percent of drivers are male; 74 percent are married; and about half are college graduates.

Small sport-utilities, like the Geo Tracker, are popular with younger buyers and female drivers, according to Kurt Ritter, Chevrolet truck marketing manager.

Ritter added that the increased availability of domestic four-door models, beginning in the 1990 calendar year, really put the market into high gear.

The four-door models account for 80 percent of the compact sport-utility market, Ritter said.

Chevrolet has been adjusting its mix toward that industry trend, he added. Chevrolet's S-Blazer sales jumped 36.0 percent in late April after it adopted a $1,500 rebate to counter competitors' pricing actions, Ritter said.

Chevrolet has no current plans to offer a price-leader version of the S-Blazer, but it is keeping its options open as it studies the market, Ritter said.

Engineering Editor Jack Keebler contributed to this report.

SPORT-UTILITY SALES BY MODEL

COMPACT	4 months 1992	4 months 1991	Percent change 92 vs. 91
Daihatsu Rocky	1,685	1,108	52.1
Jeep Cherokee	49,440	34,595	42.9
Grand Cherokee	7,294	—	—
Wrangler	17,384	12,591	38.1
Ford Explorer	97,056	76,750	26.5
Chevrolet Geo Tracker	9,485	9,147	3.7
S10 Blazer	38,506	38,957	− 1.2
GMC S15 Jimmy	10,083	9,350	7.8
Oldsmobile Bravada	4,767	2,947	61.8
Isuzu Amigo	2,499	2,531	− 1.3
Trooper	2,484	8,654	−71.3
Rodeo	11,823	7,045	67.8
Mazda Navajo	2,294	3,312	−30.7
Mitsubishi Montero	2,375	3,386	−29.9
Nissan Pathfinder	9,632	11,631	−17.2
Suzuki Samurai	1,095	1,741	−37.1
Sidekick	4,590	4,279	7.3
Toyota 4Runner	11,638	13,023	−10.6
TOTAL COMPACT	**284,130**	**241,047**	**17.9**
FULL-SIZED			
Dodge Ramcharger	1,391	2,181	−36.2
Jeep Grand Wagoneer	—	1,300	—
Ford Bronco	8,057	8,437	− 4.5
Chevrolet Suburban	12,709	11,569	9.9
Blazer	5,030	3,674	36.9
GMC Yukon/Jimmy	1,408	965	45.9
Suburban	5,248	4,496	16.7
Range Rover	1,117	981	13.9
Toyota Land Cruiser	2,469	2,736	− 9.8
TOTAL FULL-SIZED	**37,429**	**36,339**	**3.0**
TOTAL SPORT-UTILITY	**321,559**	**277,386**	**15.9**

Source: Automotive News Data Center

ONE-PRICE

System appeals to buyers, dealers

continued from PAGE 1

Agoura Hills, Calif., is studying the trend. The research and consulting firm reports that many of the 40 to 45 dealers it has identified now want to push the idea onto second and third franchises.

"This has a chance," says Power account director Doris Ehlers. "Dealers like it, and it will continue growing."

One-price stores still represent less than one-half of 1 percent of the nation's 23,000 new-car dealerships. And there are pitfalls. Dealers can create more ill will than ever if they make a haggle-free sale, then snare the customer in a trade-in deal or lopsided finance and insurance plan.

"I don't think it's going to be viable in the long run," predicts Dave Towell of Akron Nissan-Cadillac in Akron, Ohio, who sells his cars the traditional way.

"I think we all agree that the single biggest negative in buying a car is haggling," Towell says. "Unfortunately, we're in a business that has negotiable price points. As long as people want to trade in old cars, add and subtract options, we'll keep negotiating."

ONE-PRICE CONFERENCE

Still, the converts are growing. Last week, J.D. Power brought 18 no-haggle dealers together in Washington for what the firm called "a networking discussion to find out what's happening."

And in related efforts, automakers are exploring ways to simplify sales. Saturn Corp.'s 162 stores already espouse no-haggle selling as part of the company's general policy. Ford Motor Co. has also experimented with one-price selling on its Escort line.

Owners of the no-dicker stores insist it is more than the latest gimmick.

"We car dealers are out of step with the consumer," declares Earl Stewart, a second-generation Pontiac dealer in West Palm Beach, Fla., who made the change six months ago. "No other products are sold the way cars are. It's all changing. Consumers don't like buying the way we've traditionally sold."

Enthusiastic dealers report that the change to one-price retailing has spurred new sales, improved customer satisfaction ratings, reduced sales-force turnover and bolstered profit margins.

Stewart watched sales at his 55-year-old dealership dwindle from 130 new cars a month to 30 a month before he switched over last November. The dealership is now selling 100 a month, all at firm prices. March and April were the first profitable months since 1989.

On the other side of the state, in St. Petersburg, Swanson Chrysler-Plymouth reports a 300 percent gain in monthly sales over last year since starting a one-price system in January.

In Grand Forks, N.D., Chevrolet dealer Wes Rydell reports a 30 percent sales increase since adopting the idea last year. He has introduced it in three other of his eight Midwest stores.

In Beaverton, Ore., where Ford dealer Randy Francis helped pioneer the concept 20 years ago, Damerow Ford is retailing more than 3,500 vehicles a year without any price negotiation.

"Dealers have been calling me from all over the country," Francis says. "What we're seeing is a move toward price integrity. People have been confused about prices. They don't believe us anymore. They want to know the real value of what they're buying."

A cottage industry has also sprung to life for training classes and consulting on the practice.

For $3,000, you can spend two days at Jim Barkley Toyota in Asheville, N.C., watching no-haggle sales, perusing financial records and obtaining advice. Houston Chevrolet dealer Bob Marco offers an eight-hour seminar for $1,500.

The trend is showing up in different guises, especially beyond the car sale itself. Some stores say they still haven't figured how to — or whether to — put their finance and insurance profit centers onto a no-haggle system. Similar questions apply to used cars and trade-ins.

A few dealers have included their used-car operations so far.

"The common thinking is that you can't sell used cars without negotiating," says Rydell. "We find that putting firm prices on our used cars is a very effective sales tool."

> ‘We car dealers are out of step with the consumer. They don't like buying the way we've traditionally sold.’
>
> **EARL STEWART**
> FLORIDA PONTIAC DEALER

Aggressive haggling on trade-ins can undermine the new customer trust, proponents warn. Stewart resolved the question by sending all trade-ins to auction.

He assures customers that if the auction price turns out to be more than his trade-in allowance, he'll refund the difference. He gives customers a certified bill of sale from the auction, and has refunded as much as $900 on under-appraisals.

"You've got to be totally credible with the customer if this thing's going to work," he reasons.

Some dealers have added controversy to the trend by slashing their sales staffs to the bone. Jim Barkley Toyota made the switch to nonnegotiable prices last month and cut its sales staff from 13 to three. Those three are selling about 70 vehicles a month — about 10 percent more than the 13 did.

A smaller sales staff enables Barkley to put its own $15,997 sales sticker on a Camry LE that lists for $18,136.

Stewart's plan to convert his Pontiac dealership caused panic throughout the store. Fear of sales staff layoffs and skepticism about the general concept led to grumbling and some resignations. They included the general sales manager, whom Stewart talked into coming back.

Stewart ended up hiring additional sales personnel to run the store — but with a twist. He specified that each new salesman would have no previous automotive sales experience. And each would be trained in the new philosophy.

NADA IS CRITICAL

That issue is bringing criticism from some industry corners, including the National Automobile Dealers Association. Tom Webb, senior industry analyst, says eliminating sales staffs "doesn't bode well for the industry."

Adds NADA spokesman Ted Orme, "There's a need for changes in industry sales tactics out there, but firing salesmen is not the way to improve sales practices."

Ironically, the trend is gaining momentum just as NADA is launching its own effort to improve sales tactics. Its new sales- certification program, which started in April, seeks to instill more professionalism in sales personnel. So far, about 1,400 people have ordered the NADA courses.

On the manufacturer end, Ford tiptoed into the no-haggle waters last September with fixed prices on Escort LX models in test markets. Last week, the carmaker took the plan nationwide.

The Ford program differs from the dealer plans because it only covers one specific model. It's also intended to reduce the confusion that surfaces when a single car line carries many different list prices.

Lee Miskowski, general manager of the Lincoln-Mercury Division, thinks that dickering will still have its place.

"The reason that negotiating will never go away is because of the nature of the business," Miskowski says. "For every focus group where you find people who can't stand haggling, you'll find two or three who want it."

But proponents make their case with a passion.

"Customers don't like the game of being manipulated," says Robert Kamm, general manager of Valley Mazda-Hyundai in San Luis Obispo, Calif., which made the switch last year.

"The negotiating process in this economic climate is becoming a blood bath. Salesmen go back and forth to managers over prices. It's laborious to the point of making the participants hate each other. What's the value of that? How does that help us or the customer?

"This isn't about price cutting," Kamm says. "It's about an ethical awakening, and it's going on in businesses all over the country. My belief is that if we can transform this from a business of deception and pressure to one of genuine service, we'll have demonstrated something to the business world."

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
BUICK (1992) models, expires Aug. 12)	
Regal	$1,500
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires June 4)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA (1992 models, expires May 30)	
Civic 4-door	$400
Accord	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (1992 models, expires June 4)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
Camry Deluxe sedan (1992; area served by Gulf States Toyota)	
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
VOLVO (1992 models; expires May 31)	
240-GL, 940-GL	$1,000

Porsche prepares lease program

WILLIAM R. DIEM
Assistant Managing Editor

Porsche Cars North America will roll out a national lease promotion soon after Porsche Credit Corp. begins operating in early June and back the campaign with national and regional newspaper advertising.

"You're going to see some monthly lease figures in the advertising," said Porsche spokesman Ed Triolo.

"It's going to motivate some people to take a good look."

Porsche sales fell 52 percent last year; through April this year they dropped 3.8 percent.

Porsche will advertise the lease program in the *Wall Street Journal* and in dominant regional newspapers.

Triolo said some dealers in areas such as Chicago, where sales are very seasonal, are upset because the program was not ready earlier in the year.

In January, Porsche officials said Porsche Credit Corp. would start operating in April.

But in March, Porsche AG of Germany replaced Brian Bowler, who had been president of Porsche Cars North America, with Frederick Schwab.

Schwab was senior executive vice president of the marketing company and he also was president of the nascent captive finance company.

Porsche immediately replaced Schwab at the finance company with Ross Dupper, who retains his post as vice president for finance at Porsche Cars North America. But all the changes at the top delayed the startup of the captive finance company.

Porsche Credit is designed to support dealers with retail sales and leases of new and used Porsches.

"Used cars are very important to some of our dealers," said Triolo.

In addition to the national lease program, the company will offer a variety of individual retail products, like balloon financing, but it does not plan to offer floorplanning support.

Porsche has a lot of customers who signed five-year leases on 944s in the mid-1980s.

The company hopes the new 968, RS America 911 and leasing support are the right kinds of products to retain those customers for a few more years.

"We're right now in the middle of the sign-up phase with dealers, conducting briefings around the country," said Triolo.

"In all of our conversations with dealers and the dealer council, this has been a prime focal point. The dealers are looking forward to it." AN

'93 Escort, Tracer debut with rebates

ARLENA SAWYERS
Staff Reporter

Ford Motor Co.'s 1993 Ford Escort and Mercury Tracer rolled into dealerships with consumer rebates as part of their one-price structure.

The rebate on standard and LX Escorts is $400 on models with manual transmission and $200 with automatic transmission. The rebate on Tracer four-door sedans and wagons is $200. The incentives expire June 30. With the rebate, one-price Escort LX models may be advertised at $10,499 with manual transmission, and Tracers may be advertised at $10,999.

Also, rebates on 1991 and 1992 Escort and Tracer models were revised. The rebates now range from $400 to $1,000 depending on region and model. The previous rebates ranged from $500 to $1,000.

Ford also has brought back its $1,000 rebate on 1992 Ford Crown Victorias to owners of Ford Motor Co. products. It is in addition to the standard $500 rebate. It runs through September.

Buick is offering dealers $1,500 on sales of 1992 Regals. Customers can finance 1992 Regals and Skylarks for 3.9 percent for 48 months. The program started May 20 and expires Aug. 12. AN

Special Correspondent Charles E. Ramirez contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
FORD MOTOR CO. (1993 models, expires June 20. In lieu of rebates, 7.9 percent financing is available.)	
Ford Escort	$200-400
Mercury Tracer	$200
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 30) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
1991 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Roadmaster	$1,000
Century, LeSabre	$250-1,250
Regal, Skylark	$500-1,250
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro (expires Sept. 23)	$500
Geo Prizm (expires Sept. 23)	$1,000
Geo Storm (expires Sept. 23)	$750
Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$1,500
G-Van (upfit)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (exclude Crew Cab)	$400
Safari	$500
G-Van	$500-1,000
Oldsmobile (regional)	
Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Chevrolet	
Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

PARTS

Ford hikes markup for warranty parts

continued from PAGE 1

Ford is basing the increase on model years.

"We're asking for 40 percent across the board (from Chrysler)," Galeana said. "But we'd take the same thing if we have to."

The amount the factories pay for warranty work has been an explosive issue for years.

A study released by the National Automobile Dealers Association shows dealers lost an average $63,000 annually with the 30 percent markup.

The industry had expected GM to lead the way on the markup issue during the NADA convention in Dallas last February. According to GM dealers, GM was expected to increase payments to 40 percent this year, 45 percent next year and 50 percent in 1994.

Wagner: We recognize their needs.

But GM spokesman Duane Poole said there are no plans to increase the payments in the near future, a position that disappoints GM dealers.

"We had some good vibes there at one time" from GM, said Frank Anderson, former NADA president and owner of Sir Walter Chevrolet Co. in Raleigh, N.C.

Like Galeana, Anderson said he's disappointed that Ford is not making the increases retroactive, but he said Ford's new policy "shows a good faith effort." Anderson believes GM must "make some sort of move."

Tom Wagner, general manager of Ford's Parts and Service Division, concedes that "40 percent is not quite as much" as the dealers wanted, but he said the company realized some increase was needed.

"The dealers are faced with a lot of things that we (Ford) and the government are imposing on them," Wagner said. Those things include costs for hazardous waste removal and much more sophisticated equipment and people to operate that equipment.

"This says we recognize their needs," Wagner said. "Instead of fighting, we need to band together for customer satisfaction."

Some Ford dealers aren't happy. Ed Mullane, a dissident New Jersey Ford dealer and president of the Ford Dealers Alliance, an association of 1,700 Ford dealers, said, "I'm not ecstatic at all. They know they're not paying adequately."

But the leader in the parts markup fight, Ford dealer Clark Spikes, credits Ford with "moving in the right direction." Spikes, owner of Spikes Motor Co. in Mission, Texas, said the increase is "better than nothing."

According to NADA figures, warranty work represented an average 15.9 percent of dealer repairs in 1989, 17.4 percent in 1990 and 17.8 percent last year.

Kurt Johnson, chairman of the Ford Dealer Council, praised Ford's leadership role on this issue. He said the increase is the result of successful negotiations between the factory and the council, and he said dealers never really expected to get the raises retroactively.

He said, "This shows the trust between the company and the council to enhance customer satisfaction." AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	

†Plant closed for retooling until spring 1992

Source: Automotive News Data Center

Jaguar and Orbital plan two-stroke

DIANA T. KURYLKO

Staff Reporter

Jaguar Cars Ltd. and Orbital Engine Corp. said last week they have developed a new two-stroke, six-cylinder engine that could power the luxury maker's cars by the end of the decade.

A Jaguar spokesman said, however, that the V-6 probably could not go into production until the late 1990s, pending further breakthroughs in catalytic converter technology. That would appear to rule out having the engine ready for the anticipated 1998 introduction of the X200, Jaguar's proposed all-new small sedan.

Jaguar, which is slapped with gas-guzzler penalties on its V-12 engine in the United States, desperately needs a more efficient powerplant to meet tighter new pollution requirements being phased in. Jaguar said last week the new V-6 has the potential to deliver the same horsepower — 350 — as its new V-12 engine and is 40 percent lighter.

Jaguar said the engine has been under development for 4½ years at the company's research center in Coventry, England; at Orbital's facilities in Australia; and at Queens University in Belfast, Northern Ireland. The company said the next phase is to develop a 350-hp demonstrator engine, which may come in two years.

The Australian companyis building a plant in Tecumseh, Mich., to produce two-stroke engines. It has licensing agreements with General Motors, Ford Motor Co., Fiat Auto S.p.A. and Volkswagen AG.

Special Correspondent Pedr Davis in Sydney, Australia, contributed to this report.

Chrysler signs Malaysia deal

HIGHLAND PARK, Mich. — Chrysler Corp. has signed a licensing agreement with MBf Automobile Sdn Bhd for the assembly, distribution and sale of right-hand-drive Jeep Cherokees for the Malaysian market.

Assembly is expected to begin in 1993. Malaysia's four-wheel-drive market has grown an average of more than 60 percent annually for the past four years and further growth is expected, Chrysler said.

Joseph Cappy, Chrysler vice president of international operations, said "a major percentage" of the Cherokee components will be built in North America and shipped for assembly.

MBf Holdings is a conglomerate involved in automotive distribution, financial services, manufacturing and property management. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 5/18-5/23/92	Actual 5/11-5/16/92	5/1-5/23/92	Year 1/1-5/23/92	Year 1/1-5/25/91
LeBaron J	1,500	1,532	4,881	22,292	19,076
New Yorker	375	439	1,262	6,687	3,111
Fifth Avenue	1,125	1,160	3,493	13,497	12,215
Imperial	170	176	529	2,167	2,945
Town & Country (trk.)	400	363	1,287	5,835	1,352
Total Chrysler Div.	**3,570**	**3,670**	**11,452**	**50,478**	**38,699**
Sundance	1,650	1,620	5,251	23,172	16,586
Acclaim	1,750	1,669	5,358	31,219	32,114
Voyager (trk.)	2,600	2,474	7,742	38,193	34,974
Voyager (Can. trk.)	2,260	2,082	7,599	53,966	42,492
Total Plymouth	**8,260**	**7,845**	**25,951**	**146,550**	**126,166**
Daytona	350	354	1,195	4,993	4,936
Shadow	3,150	3,036	9,767	37,083	19,149
Dynasty	2,150	2,397	7,006	31,674	47,251
Spirit	1,650	1,738	5,519	29,129	28,329
Viper	0	5	13	30	0
Monaco (Can.)	0	0	0	0	1,679
Caravan (trk.)	3,000	3,018	9,668	49,782	44,099
Caravan (Can. trk.)	3,070	2,923	10,431	71,320	57,535
Caravan C/V (trk.)	50	74	204	1,244	1,813
Caravan C/V (Can. trk.)	170	180	585	3,431	11,293
Dakota (trk.)	3,450	3,209	10,345	52,701	31,199
Ram pickup (trk.)	1,150	1,071	4,029	24,741	31,100
Ram wagon (Can. trk.)	470	439	1,591	9,895	9,099
Ram van (Can. trk.)	1,505	1,435	5,081	25,946	15,960
Total Dodge	**20,165**	**19,879**	**65,436**	**341,969**	**303,462**
Premier (Can.)	0	0	0	0	3,225
Cherokee (trk.)	3,600	3,657	10,819	57,051	46,123
Comanche (trk.)	50	4	98	964	2,130
Grand Cherokee (trk.)*	2,350	2,209	6,863	22,314	777
Briarwood (trk.)	0	0	0	325	1,178
Wrangler (Can trk.)	0	0	0	29,026	21,944
Total Jeep-Eagle	**6,000**	**5,870**	**17,780**	**109,680**	**75,377**
Total U.S. car	**13,870**	**14,126**	**44,274**	**201,943**	**185,712**
Total Can. car	**0**	**0**	**0**	**0**	**4,904**
Total U.S. truck	**16,650**	**16,099**	**51,056**	**253,150**	**194,745**
Total Can. truck	**7,475**	**7,059**	**25,288**	**193,584**	**158,343**
CHRYSLER CORP.	**37,995**	**37,284**	**120,619**	**648,677**	**543,704**
Escort	5,671	5,588	18,226	69,962	76,745
Mustang	2,820	2,826	9,029	37,259	29,191
Tempo	3,856	3,941	11,814	55,248	43,041
Tempo (Can.)	2,639	2,707	6,015	48,852	44,464
Taurus	10,217	10,025	31,180	155,209	131,456
Thunderbird	2,168	2,160	6,769	34,268	30,588
Crown Victoria (Can.)	2,199	2,230	7,743	42,091	36,286
Aerostar (trk.)	4,210	4,225	13,435	74,741	59,956
Bronco (trk.)	720	719	2,297	9,269	4,951
Explorer (trk.)	6,702	6,586	20,975	128,819	111,914
Mazda Navajo (trk.)	150	152	476	2,280	5,267
Econoline (trk.)	4,489	4,607	14,573	79,362	50,074
Heavy (trk.)	1,049	1,061	3,266	18,889	14,352
Light truck (trk.)	10,964	11,754	32,139	183,566	109,658
Light truck (Can. trk.)	2,438	2,459	8,575	58,524	37,067
Ranger (trk.)	8,412	8,599	27,160	122,974	101,221
Total Ford Division	**68,704**	**69,639**	**213,671**	**1,121,313**	**886,231**
Topaz	1,303	1,308	4,606	23,876	17,901
Topaz (Can.)	1,142	1,135	2,571	18,856	13,840
Cougar	1,442	1,462	4,808	24,643	23,153
Sable	2,885	2,686	9,022	50,895	42,130
Grand Marquis (Can.)	1,749	1,754	5,872	40,422	33,157
Mercury Villager (trk.)	243	202	610	859	0
Nissan Quest (trk.)	148	85	331	381	0
Total Mercury	**8,912**	**8,632**	**27,820**	**159,932**	**130,181**
Continental	843	842	2,651	15,869	23,488
Mark VII	0	0	0	2,375	4,114
Town Car	2,525	2,518	7,952	47,504	55,254
Total Lincoln	**3,368**	**3,360**	**10,603**	**65,748**	**82,856**
Total L-M Division	**12,280**	**11,992**	**38,423**	**225,680**	**213,037**
Total U.S. car	**33,730**	**33,356**	**106,057**	**517,108**	**477,061**
Total Can. car	**7,729**	**7,826**	**22,202**	**150,221**	**127,747**
Total U.S. truck	**37,087**	**37,998**	**115,261**	**621,146**	**457,393**
Total Can. truck	**2,438**	**2,459**	**8,575**	**58,524**	**37,067**
FORD MOTOR CO.	**80,984**	**81,631**	**252,094**	**1,346,993**	**1,099,268**
Skylark	1,587	694	3,017	24,334	34,929
Century	2,263	2,690	7,793	32,514	34,251
Regal (Can.)	2,200	2,203	7,702	37,029	45,879
Riviera	286	304	962	5,074	4,204
Park Avenue	1,513	1,528	4,940	26,473	41,146
LeSabre	4,221	4,167	13,147	62,144	34,635
Roadmaster sedan	916	1,044	2,872	18,535	0
Roadmaster wagon	200	203	652	5,218	9,579
Reatta	0	0	0	0	1,206
Total Buick	**13,186**	**12,833**	**41,087**	**211,321**	**205,829**
Eldorado	616	647	2,299	16,902	6,395
Seville	1,371	1,324	4,096	21,355	12,909
Brougham	0	0	0	2,170	8,233
DeVille	3,079	3,002	9,710	48,548	57,680
Allante	64	34	141	613	1,267
Total Cadillac	**5,136**	**5,007**	**16,245**	**89,588**	**86,484**
Cavalier	5,377	5,223	17,207	93,975	111,360
Camaro	1,592	1,800	5,299	26,853	18,433
Corsica-Beretta	4,800	4,622	16,049	83,138	99,804
Lumina (Can.)	5,400	5,432	19,070	92,482	82,779
Caprice	3,600	3,208	9,824	43,072	55,884
Corvette	581	581	2,159	8,351	9,557
Astro (trk.)	3,039	3,001	9,602	63,247	39,919
Blazer (trk.)	723	646	2,097	9,432	3,096
Lumina APV (trk.)	991	991	3,432	18,405	15,234
Mediums (trk.)	222	219	743	2,505	1,468
P-model (trk.)	695	706	2,194	9,447	6,411
Pickup (trk.)	6,434	6,608	20,959	108,085	99,563
Pickup (Can. trk.)	2,800	2,780	10,447	77,583	54,012
S10 (trk.)	3,985	4,039	13,517	75,051	104,502
S10 Blazer (trk.)	2,956	1,861	8,847	53,536	17,256
Sportsvan (trk.)	0	0	0	11,405	17,007
Sportsvan (Can. trk.)	1,300	1,303	4,792	30,008	20,525
Suburban (trk.)	1,611	1,248	4,426	19,686	10,055
Total Chevrolet	**46,106**	**44,268**	**150,664**	**826,261**	**766,874**
Achieva/Calais	2,710	3,105	8,935	50,521	34,616
Cutlass Ciera	3,158	3,753	10,759	52,663	30,587
Cutlass Ciera (Can.)	0	0	0	0	26,500
Cutlass Supreme	2,400	2,363	7,515	32,639	42,770
Toronado	94	93	301	2,744	2,778
Eighty Eight	1,458	1,459	4,887	32,335	23,377
Custom Cruiser wag.	40	45	134	1,773	4,360
Ninety Eight	923	881	2,878	13,962	30,614
Silhouette (trk.)	516	522	1,619	6,843	7,836
Bravada (trk.)	346	263	1,005	6,075	7,694
Total Oldsmobile	**11,645**	**12,484**	**38,033**	**199,556**	**211,132**
Sunbird	2,167	2,209	7,043	39,659	50,781
Grand Am	6,007	6,486	19,860	99,570	87,060
Firebird	708	885	2,426	10,057	6,119
Grand Prix	2,700	2,740	8,624	44,738	39,230
Pontiac 6000	0	0	0	0	14,061
Bonneville	2,648	2,688	8,423	42,527	21,209
Trans Sport (trk.)	1,337	1,334	4,094	14,433	9,681
Total Pontiac	**15,567**	**16,342**	**50,471**	**250,984**	**228,141**
Yukon-Jimmy (trk.)	238	230	706	2,952	926
Medium (trk.)	364	336	1,110	10,046	3,212
P-model (trk.)	55	45	142	980	1,273
Pickup (trk.)	2,687	2,711	8,482	42,243	45,784
Pickup (Can. trk.)	1,020	1,012	3,800	28,426	21,466
Syclone-Sonoma (trk.)	1,363	1,426	4,632	19,716	21,332
Typhoon-S15 Jimmy (trk.)	921	2,200	3,920	17,353	5,185
Safari (trk.)	1,377	1,391	4,195	26,074	15,763
Suburban (trk.)	989	837	2,774	12,546	9,928
Vandura (trk.)	0	0	0	5,803	7,984
Vandura (Can. trk.)	450	452	1,685	14,335	8,490
Total GMC	**9,464**	**10,640**	**31,445**	**180,474**	**141,343**
Total Saturn•	**4,630**	**4,630**	**14,816**	**77,193**	**25,477**
Total U.S. car	**61,709**	**62,408**	**196,709**	**1,019,650**	**954,520**
Total Can. car	**7,600**	**7,635**	**26,773**	**129,511**	**155,158**
Total U.S. truck	**30,849**	**30,614**	**98,494**	**536,863**	**461,109**
Total Can. truck	**5,570**	**5,547**	**20,725**	**150,352**	**104,493**
GENERAL MOTORS	**105,728**	**106,204**	**342,761**	**1,836,376**	**1,665,280**
Can. car	2,250	2,236	7,280	45,512	51,625
Can. trk.	1,350	1,337	4,336	28,128	22,835
CAMI†	**3,600**	**3,573**	**11,616**	**73,640**	**74,460**
DIAMOND-STAR†	**3,300**	**3,261**	**9,473**	**64,487**	**64,899**
Civic	2,125	2,148	6,937	38,778	38,031
Civic (Can.)	1,760	2,119	6,545	45,151	44,024
Accord	7,780	7,846	24,819	158,036	146,441
Total U.S. car	**9,905**	**9,994**	**31,757**	**196,814**	**184,472**
Total Can. car	**1,760**	**2,119**	**6,545**	**45,151**	**44,024**
HONDA	**11,665**	**12,113**	**38,302**	**241,965**	**228,496**
HYUNDAI Sonata (Can.)•	**50**	**150**	**460**	**5,507**	**13,716**
MAZDA†	**2,634**	**3,014**	**8,571**	**29,506**	**60,369**
U.S. trk.	1,550	1,537	3,398	26,269	30,667
Can. trk.	205	199	618	3,380	2,993
NAVISTAR	**1,755**	**1,736**	**4,016**	**29,649**	**33,660**
Sentra	2,285	2,201	7,258	53,804	56,932
Pickup (trk.)	2,760	2,559	8,532	55,591	55,730
NISSAN	**5,045**	**4,760**	**15,790**	**109,395**	**112,662**
Geo Prizm	1,500	1,587	5,780	36,490	41,663
Toyota Corolla	2,400	2,511	6,912	47,285	43,001
Toyota Pickup (trk.)	1,500	1,557	4,644	19,225	0
NUMMI	**5,400**	**5,655**	**17,336**	**103,000**	**84,664**
Legacy	1,170	1,184	3,780	23,962	23,039
Pickup (trk.)	450	456	1,446	9,267	0
Rodeo (trk.)	850	855	2,725	16,483	0
Total U.S. car	**1,170**	**1,184**	**3,780**	**23,962**	**23,039**
Total U.S. trk.	**1,300**	**1,311**	**4,171**	**25,750**	**20,254**
SUBARU-ISUZU•	**2,470**	**2,495**	**7,950**	**49,732**	**43,293**
Camry	4,800	5,505	16,037	95,996	90,756
Corolla (Can.)	1,500	1,516	4,833	30,062	28,074
TOYOTA	**6,300**	**7,021**	**20,870**	**126,058**	**118,830**
VOLVO 740, 940 (Can.)	**120**	**150**	**425**	**2,763**	**3,562**
AM GENERAL (trk.)	**375**	**375**	**1,200**	**7,500**	**8,450**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**7,000**	**48,000**	**50,000**
Total U.S. car	**137,303**	**139,147**	**436,046**	**2,287,065**	**2,181,624**
Total Canada car	**21,009**	**21,632**	**68,517**	**408,727**	**428,810**
Total U.S.-Canada Car	**158,312**	**160,779**	**505,185**	**2,695,792**	**2,610,434**
Total U.S. truck	**94,471**	**94,442**	**294,435**	**1,592,488**	**1,274,348**
Total Canada truck	**17,038**	**16,601**	**59,543**	**433,968**	**325,731**
Total U.S.-Canada truck	**111,509**	**111,043**	**353,978**	**2,026,456**	**1,600,079**
TOTAL U.S.	**231,774**	**233,589**	**731,103**	**3,879,553**	**3,455,972**
TOTAL CANADA	**38,047**	**38,233**	**128,060**	**842,695**	**754,541**
TOTAL U.S.-CANADA CAR & TRUCK	**269,821**	**271,822**	**859,163**	**4,722,248**	**4,210,513**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Output waits out holidays

ANNE E. WRIGHT

Chief Statistician

All U.S. car and truck assembly plants will be closed today in observance of Memorial Day.

All Canadian facilities were closed last Monday in observance of Victoria Day.

Car production in the United States was 137,303 last week, down 1.3 percent from the prior week and up 30.7 percent from the year-ago holiday week.

Last year, U.S. assembly plants worked four days; three car plants were closed for model changeover and two were idle because of slow sales.

Year-to-date, car production in the United States is 2,287,065, an increase of 4.8 percent over the same period in 1991.

Last week's estimated car assembly in Canada was 21,009, down 2.9 percent from the prior week and 7.3 percent from the year-ago week.

Canadian car production so far this year is 408,727, down 4.7 percent from 1991.

U.S. truck producers' estimated output last week was 94,471 units, 29 more than the prior week and 20.4 percent higher than the year-ago holiday week.

So far this year, U.S. truck producers have assembled 1,592,488 vehicles, an increase of 25.0 percent over the same period last year.

Canadian truck producers' estimated assembly was 17,038 last week, up 2.6 percent from the prior week and 8.6 percent from the year-ago week.

Year-to-date Canadian truck production is 433,968, up 33.2 percent from 1991.

Last week's estimated daily build rate of cars and trucks produced in the United States and Canada was 53,964, a drop of 0.7 percent from the prior week and a drop of 2.7 percent from the year-ago four-day holiday week.

Chrysler Corp. scheduled Saturday overtime at the Windsor, Ontario; and Pillette Road (Windsor) truck plants last week.

The company scheduled daily overtime this week at seven U.S. assembly plants; St. Louis; Sterling Heights, Mich.; Jefferson North (Detroit); Belvidere, Ill.; Warren, Mich.; Newark, Del.; and Toledo, Ohio.

GM ran one shift of Saturday overtime last week at the Oshawa, Ontario, truck facility and two shifts at the Scarborough, Ontario, truck plant.

The company also scheduled overtime last week on the Suburban line at the Janesville, Wis., truck plant.

Ford Motor Co. scheduled daily overtime last week at the Atlanta; Chicago; and St. Thomas, Ontario, car plants.

Ford's Twin Cities, (St. Paul, Minn.); Edison, N.J.; Louisville, Ky.; and St. Louis truck plants also worked daily overtime.

The Kansas City, Mo., car and truck facilities were scheduled for daily overtime last week. ■

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Automotive News

MAY 27, 1992

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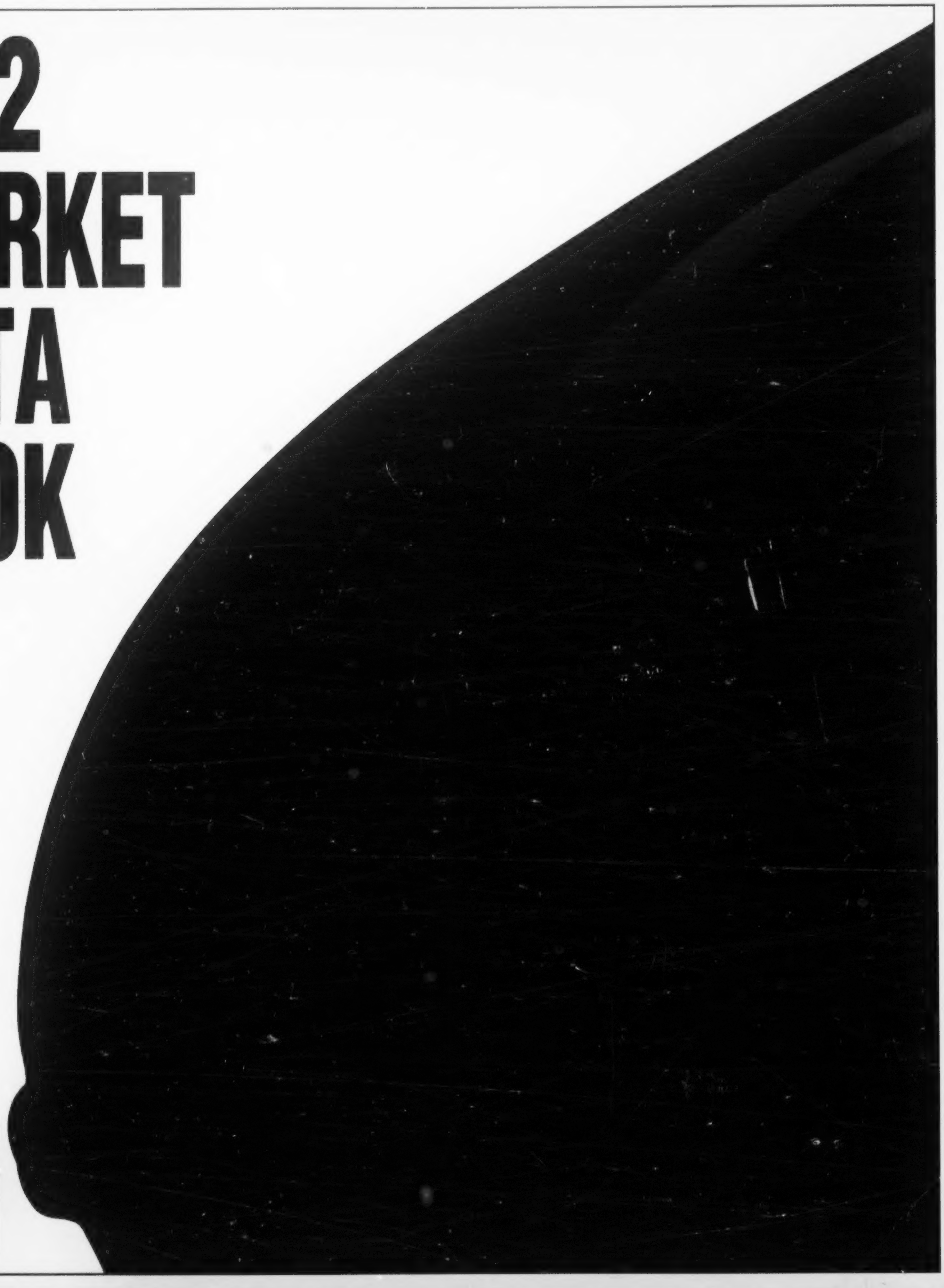
1992 MARKET DATA BOOK



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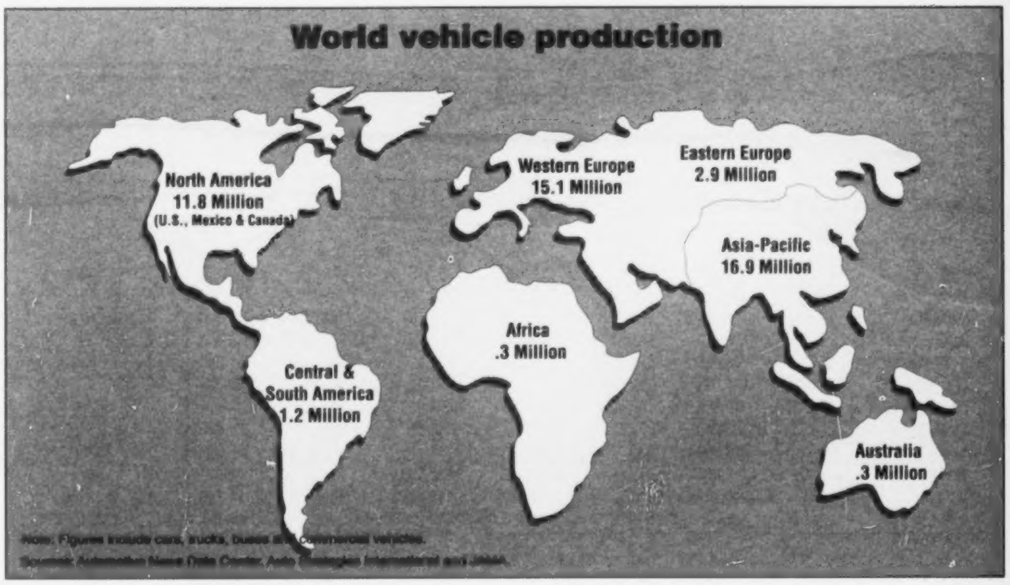
Cover photo: **Joe Wilssens**

GLOBAL DATA: PRODUCTION

Top 12 global vehicle producers — 4 years

	1991	1990	1989	1988
General Motors	7,015,000	7,454,000	7,946,000	8,108,000
Ford Motor Co.	5,359,000	5,872,389	6,408,044	6,517,186
Toyota Motor Corp.	4,719,000	4,889,414	4,447,889	3,854,721
Volkswagen AG	3,128,328	3,057,598	2,927,000	2,848,000
Nissan Motor Co.	3,082,491	3,063,186	3,008,750	2,713,234
Fiat Group	2,461,000	2,697,800	2,436,100	2,141,500
Peugeot-Citroen SA	2,057,553	2,219,900	2,216,100	2,080,000
Honda Motor Co.	1,975,000	1,993,000	1,863,000	1,783,416
Mitsubishi Motors Corp.	1,907,694	1,793,387	1,249,510	1,273,662
Renault SA	1,790,709	1,783,341	2,049,600	1,850,667
Mazda Motor Corp.	1,551,255	1,607,054	1,488,807	1,224,192
Chrysler Corp.	1,480,819	1,645,457	2,381,712	2,566,920

Source: Automotive News


World vehicle production

Note: Figures include cars, trucks, buses and commercial vehicles.
Sources: Automotive News Data Center, Auto Strategies International and JAMA.

Annual world vehicle production and assembly — 15 countries; 10 years

Year	Australia	Belgium	Brazil	Canada	C.I.S.*	France	Germany**	Italy	Japan	Mexico	S. Korea	Spain	Sweden	U.K.	U.S.	Other†	World Total
1991	293,288	339,667	960,126	1,911,445	1,845,000	3,610,773	5,015,003	1,877,328	13,245,435	989,373	1,497,818	2,081,711	344,690	1,454,041	8,883,767	36,319,608	48,449,910
1990	383,103	363,551	914,576	1,904,666	2,020,000†	3,768,993	4,976,552	2,120,850	13,486,796	820,576	1,321,630	2,053,350	410,268	1,565,957	9,888,036	38,063,675	50,375,116
1989	358,264	388,779	1,012,093	1,935,821	2,100,000	3,919,776	4,851,647	2,220,774	13,025,678	629,239	1,129,470	2,045,557	465,876	1,625,672	11,124,945	35,614,067	48,080,447
1988	347,028	397,732	1,070,756	1,780,290	2,167,000	3,678,465	4,625,314	2,111,019	12,699,807	505,202	1,083,655	1,866,451	485,624	1,544,848	11,009,762	35,771,143	47,670,728
1987	330,241	352,378	1,058,332	1,563,910	2,202,000	3,493,210	4,634,074	1,912,612	12,249,174	395,258	979,739	1,704,473	501,822	1,388,772	10,975,334	34,952,552	46,384,697
1986	362,247	295,315	1,056,332	1,863,836	2,226,000	3,194,615	5,478,278	1,831,089	12,259,817	338,392	601,546	1,306,644	487,152	1,202,661	11,372,865	32,905,390	45,156,013
1985	411,332	266,682	966,625	1,936,511	2,200,000	3,016,106	4,445,920	1,572,907	12,271,095	398,192	378,162	1,417,604	461,072	1,311,256	11,671,475	33,646,905	44,690,081
1984	399,084	249,461	864,663	1,877,966	2,209,400	3,062,152	4,045,462	1,601,177	11,392,711	343,698	265,361	1,308,769	431 852	1,133,731	10,924,077	31,660,847	42,159,635
1983	337,075	385,478	896,462	1,523,324	2,180,000	3,335,860	4,154,439	1,575,151	11,055,711	285,485	221,019	1,288,721	414,522	1,289,111	9,512,781	29,389,466	40,022,104
1982	408,570	278,014	860,593	1,270,012	2,172,700	3,148,807	4,062,655	1,453,043	10,731,794	472,637	163,484	1,069,507	349,066	1,156,477	6,876,034	26,404,625	36,433,276

Notes: Total include cars, trucks, buses, tractors and commercial vehicles. Totals may not add because of double counting of CKD kits. 1990 totals are revised. *Formerly the Soviet Union. **1991 figures include East and West Germany. †Estimate

Sources: Automotive News Data Center, Auto Strategies International Inc. and JAMA.

Western Europe car production by company — 5 years

	1991	1990	1989	1988	1987
Alfa	174,630	*223,643	233,207	N.A.	N.A.
Ferrari	4,589	*4,292	3,821	3,996	3,902
Fiat	1,182,935	*1,325,414	1,410,137	N.A.	N.A.
Innocenti	10,551	*4,221	9,141	10,392	10,443
Lancia	257,174	*313,166	311,788	N.A.	N.A.
Fiat Group	**1,629,879**	***1,870,736**	**1,968,094**	**1,879,182**	**1,707,277**
Ford	1,611,669	1,561,658	1,612,651	1,576,366	1,487,683
Jaguar	22,967	41,891	48,138	51,939	47,960
Ford Group	**1,634,636**	**1,603,549**	**1,560,789**	**1,628,305**	**1,535,643**
GM/Opel	1,622,158	*1,663,562	1,539,595	1,426,201	1,393,479
Saab	80,366	*87,356	103,591	120,562	134,112
GM/Opel Group	**1,702,524**	***1,750,918**	**1,643,186**	**1,546,763**	**1,527,591**
Citroen	833,072	*803,506	774,500	N.A.	N.A.
Peugeot	1,339,856	*1,545,866	1,189,500	N.A.	N.A.
PSA	**2,172,928**	***2,349,372**	**1,964,000**	**2,138,001**	**1,942,628**
Audi	450,319	421,378	421,243	N.A.	N.A.
Seat	336,681	323,900	326,288	N.A.	N.A.
Volkswagen	1,653,740	1,652,210	1,587,607	N.A.	N.A.
VW Group	**2,440,740**	**2,397,488**	**2,335,138**	**2,205,091**	**2,196,875**
BMW	**536,003**	**499,823**	**489,742**	**463,651**	**442,776**
Mercedes	**575,547**	**574,191**	**536,993**	**553,772**	**595,765**
Nissan	**124,666**	**76,190**	**77,282**	**56,541**	**N.A.**
Porsche	**20,952**	**32,162**	**28,979**	**25,969**	**48,520**
Renault	**1,625,077**	***1,570,796**	**1,682,913**	**1,638,912**	**1,613,432**
Rover	**395,624**	**464,612**	**466,619**	**474,687**	**471,504**
Volvo	**273,774**	***369,840**	**415,115**	**406,341**	**422,912**
Others	**10,460**	***14,416**	**12,809**	**14,442**	**13,440**
TOTAL	**13,142,810**	***13,574,093**	**13,281,659**	**13,031,657**	**12,518,363**

*Revised numbers
N.A.-not available

Source: Automotive Industry Data Ltd.

Japan car and truck production by make 1991 calendar year

	1991	1990	1989
Cars	420,313	373,110	263,631
Trucks	249,883	263,130	400,420
Buses	285	209	288
Daihatsu	**670,481**	**636,449**	**664,339**
Cars	330,107	319,585	310,623
Trucks	198,226	197,174	245,967
Fuji	**528,333**	**516,759**	**556,590**
Trucks	82,244	92,832	85,261
Buses	8,025	7,585	7,179
Hino	**90,269**	**100,417**	**92,440**
Cars	1,215,054	1,223,389	1,155,682
Trucks	143,361	160,322	207,532
Honda	**1,358,415**	**1,383,711**	**1,363,214**
Cars	130,447	202,347	188,725
Trucks	334,569	356,209	362,330
Buses	5,934	4,638	5,408
Isuzu	**470,950**	**563,194**	**556,463**
Cars	1,085,400	1,118,036	967,665
Trucks	299,953	303,977	301,776
Buses	588	611	644
Mazda	**1,385,941**	**1,422,624**	**1,270,085**
Cars	914,178	833,265	708,418
Trucks	481,398	490,021	533,292
Buses	10,071	9,652	7,800
Mitsubishi	**1,405,647**	**1,332,938**	**1,249,510**
Cars	1,946,173	2,020,523	1,972,508
Trucks	379,267	391,280	394,816
Buses	5,503	5,207	5,202
Nissan	**2,330,943**	**2,417,010**	**2,372,526**
Trucks	58,466	59,853	53,880
Buses	2,063	1,840	2,017
Nissan Diesel	**60,529**	**61,693**	**55,897**
Cars	531,343	511,832	430,053
Trucks	326,925	327,137	438,265
Suzuki	**858,268**	**838,969**	**868,318**
Cars	3,180,054	3,345,885	3,055,101
Trucks	893,047	856,045	907,165
Buses	11,980	10,443	13,636
Toyota	**4,085,081**	**4,212,373**	**3,975,902**
Other trucks	**575**	**659**	**551**
Total cars	**9,753,069**	**9,947,972**	**9,052,406**
Total trucks	**3,447,914**	**3,498,639**	**3,931,255**
Total buses	**44,449**	**40,185**	**42,174**
TOTAL	**13,245,432**	**13,486,796**	**13,025,835**

Source: JAMA

GLOBAL DATA: PRODUCTION

Africa production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Morocco	15,000	12,470	8,000	7,800	23,000	20,270
South Africa	197,736	209,608	115,000	125,200	312,736	334,808
Total	**212,736**	**222,078**	**123,000**	**133,000**	**335,736**	**355,078**

*Estimate

Source: Auto Strategies International Inc.

Asia-Pacific production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Australia	278,423	360,919	14,865	22,184	293,288	383,103
India	209,082	218,763	145,951	145,628	355,033	364,391
Indonesia	50,000*	57,395	214,000*	213,131	264,000*	270,526
Japan	9,753,069	9,947,972	3,492,363	3,538,824	13,245,432	13,486,796
Malaysia	98,000*	116,526	65,000*	75,054	163,000*	191,580
New Zealand	55,615	43,692	13,495	13,552	69,110	57,244
P.R. of China	40,300*	42,409	604,196*	404,020	644,496*	446,429
South Korea	1,158,245	986,751	339,573	334,879	1,497,818	1,321,630
Taiwan	250,000*	223,907	130,000*	115,118	380,000*	339,025
Thailand	57,000*	65,864	192,000*	238,198	249,000*	304,062
Total	**11,949,734**	**12,064,198**	**5,211,443**	**5,100,588**	**17,161,177**	**17,164,786**

*Estimate

Source: Automotive News Data Center and Auto Strategies International Inc.

Central and South America production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Argentina	114,111	81,101	24,845	18,532	138,956	99,633
Brazil	705,363	663,084	254,763	251,587	960,126	914,671
Chile	3,000*	3,014	9,000*	8,034	12,000*	11,048
Colombia	30,000*	31,469	18,000*	17,664	48,000*	49,133
Peru	800*	648	2,500*	2,946	3,300*	3,594
Venezuela	35,000*	20,897	18,000*	12,893	53,000*	33,790
Total	**888,274**	**800,213**	**327,108**	**311,656**	**1,215,382**	**1,111,869**

*Estimate

Source: Automotive News Data Center and Auto Strategies International Inc.

Eastern Europe production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Bulgaria	15,000*	14,600	15,000*	8,800	30,000*	23,400
C.I.S.	1,130,000	1,250,000	715,000	770,000	1,845,000	2,020,000
Czechoslovakia	170,290	187,773	36,534*	28,587	206,824*	216,360
E. Germany†	—	174,331	—	36,902	0	211,233
Hungary	0	0	6,000*	9,003	6,000*	9,003
Poland	154,578	283,890	30,000*	51,604	184,578*	335,494
Romania	85,000*	90,000	11,000*	11,400	96,000*	101,400
Turkey	205,808	175,561	36,030*	33,489	241,838*	209,050
Yugoslavia	215,789	289,362	26,126*	29,754	241,915*	319,116
Total	**1,976,465**	**2,465,517**	**875,690**	**979,539**	**2,852,155**	**3,445,056**

*Estimate †1991 figures are combined into Germany total

Source: Automotive News Data Center and Auto Strategies International Inc.

Middle East production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Egypt	4,000*	6,000	13,000*	16,000	17,000*	22,000
Iran	20,000*	29,852	15,000*	20,000	35,000*	49,852
Total	**24,000**	**35,852**	**28,000**	**36,000**	**52,000**	**71,852**

*Estimate

Source: Auto Strategies International Inc.

North America production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Canada	1,070,738	1,085,080	840,707	819,586	1,911,445	1,904,666
Mexico	720,384	598,093	268,989	222,483	989,373	820,576
United States	5,439,377	6,079,192	3,444,390	3,808,844	8,883,767	9,888,036
Total	**7,230,499**	**7,762,365**	**4,554,086**	**4,850,913**	**11,784,585**	**12,613,278**

Source: Automotive News Data Center

Western Europe production

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Austria	11,000*	10,473	6,000*	5,716	17,000*	16,189
Belgium-Luxembourg	297,571	313,400	42,096	50,151	339,667	363,551
Finland	37,000	29,319	835	1,261	37,835	30,580
France	3,187,634	3,294,815	423,139	474,178	3,610,773	3,768,993
Germany†	4,659,480	4,660,657	355,523	315,895	5,015,003	4,976,552
Greece	15,000*	12,943	6,000*	5,145	21,000*	18,088
Italy	1,631,943	1,874,672	245,385	246,178	1,877,328	2,120,850
Netherlands	84,709	121,300	13,915	29,832	98,624	151,132
Portugal	81,600*	60,221	69,600*	77,466	151,200*	137,687
Spain	1,773,752	1,679,301	307,959	374,049	2,081,711	2,053,350
Sweden	269,431	335,853	75,259	74,415	344,690	410,268
United Kingdom	1,236,900	1,295,611	217,141	270,346	1,454,041	1,565,957
Total	**13,286,020**	**13,688,565**	**1,762,852**	**1,924,632**	**15,048,872**	**15,613,197**

*Estimate †1991 figure includes East Germany

Source: Automotive News Data Center and Auto Strategies International Inc.

World summary of production

	Cars		Trucks†		Total	
	1991	1990	1991	1990	1991	1990
Africa	212,736	222,078	123,000	133,000	335,736	355,078
Asia Pacific	11,949,734	12,064,198	5,211,443	5,100,588	17,161,177	17,164,786
Central and South America	888,274	800,213	327,108	311,656	1,215,382	1,111,869
Eastern Europe	1,976,465	2,465,517	875,690	979,539	2,852,155	3,445,056
Middle East	24,000	35,852	28,000	36,000	52,000	71,852
North America	7,230,499	7,762,365	4,554,086	4,850,913	11,784,585	12,613,278
Western Europe	13,286,020	13,688,565	1,762,852	1,924,632	15,048,872	15,613,197
Total	**35,567,728**	**37,038,788**	**12,882,179**	**13,336,328**	**48,449,907**	**50,375,116**

†Includes heavy-trucks, buses, and commercial vehicles.

Source: Automotive News Data Center, Auto Stratgies International Inc. and JAMA.

Japan car and truck production — by size class

Category	1991	1990	Percent change
	Cars		
Regular	2,054,569	1,750,783	17.4
Small	6,854,851	7,361,224	−6.9
Mini	843,649	835,965	0.9
Total car	**9,753,069**	**9,947,972**	**−2.0**
	Trucks		
Total truck	**3,447,914**	**3,498,639**	**−1.4**
	Buses		
Total bus	**44,449**	**40,185**	**10.6**
GRAND TOTAL	**13,245,432**	**13,486,796**	**−1.8**

Note: Size definitions used here are according to Japanese classifications by position displacement which are as follows: Regular - 2,001 c.c. and more; Small: 661 c.c. to 2,000 c.c. (effective Jan. 1, 1990); Mini - 600 c.c. and less. Production figures are reported by all automobile manufacturers in Japan.

Source: Japan Automobile Manufacturers Association Inc.

Japan exports to U.S.

	1991	1990	% Change
Cars	1,763,288	1,876,055	− 6.0
Trucks	312,235	360,927	− 13.5
Buses	0	6	−100.0
TOTAL	**2,075,523**	**2,236,988**	**−7.2**

Note: Export figures to U.S. do not include Puerto Rico and other island territories governed by the U.S. government.

Source: Japan Automobile Manufacturers Association Inc.

Japan total exports

	1991	1990	% Change
Cars	4,452,233	4,482,130	−0.7
Trucks	1,247,271	1,309,121	−4.7
Buses	53,883	39,961	34.8
TOTAL	**5,753,387**	**5,831,212**	**−1.3**

Note: All export figures are as reported by individual manufacturers on a constant basis for each month. Export figures include the number of automobiles in "knock-down" form exported to overseas countries for assembly.

Source: Japan Automobile Manufacturers Association Inc.

Mexico car and truck production

	1991	1990
Cars for Mexico	64,567	52,472
Cars for export	67,921	55,899
Trucks for Mexico	47,635	38,764
Trucks for export	13,998	20,318
CHRYSLER	**194,121**	**167,453**
Cars for Mexico	55,021	45,987
Cars for export	111,983	88,604
Trucks for Mexico	55,519	35,903
FORD	**222,523**	**170,494**
Cars for Mexico	38,862	32,782
Cars for export	86,801	40,993
Trucks for Mexico	66,851	62,311
GM	**192,514**	**136,086**
Cars for Mexico	77,697	79,953
Cars for export	20,454	18,497
Trucks for Mexico	35,143	32,314
Trucks for export	9,530	5,698
NISSAN	**142,824**	**136,462**
Cars for Mexico	142,411	134,357
Cars for export	54,667	48,549
Trucks for Mexico	11,823	10,290
VOLKSWAGEN	**208,901**	**193,196**
Cars for Mexico	378,558	345,551
Cars for export	341,826	252,542
Trucks for Mexico	216,971	179,582
Trucks for export	23,528	26,016
TOTAL BIG 5	**960,883**	**803,691**
Trucks for Mexico	28,485	16,875
Trucks for export	5	10
OTHER*	**28,490**	**16,885**
TOTAL INDUSTRY	**989,373**	**820,576**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.

Source: Mexican Automotive Industry Association

U.S. sales of Japanese imports vs. quotas

Fiscal year ending Mar. 31	Car quota	Japanese car sales	Total car sales	Japan import share
1992	2.30 million	1,450,227*	8031,000*	17.7
1991	2.30 million	1,618,148	9,295,732	17.4
1990	2.30 million	1,917,862	9,713,125	19.7
1989	2.30 million	1,964,553	10,595,072	18.5
1988	2.30 million	2,089,389	10,225,316	20.4
1987	2.30 million	2,288,876	11,463,241	20.0
1986	2.30 million	2,286,012	11,045,784	20.7
1985	1.85 million	1,809,395	10,393,230	17.4

Projection

U.S. and Canada car exports — 1991

	North America	South America	Europe	Asia	Other	Total World
Chrysler Corp.	50	44	3,408	9,072	1,756	14,330
Ford Motor Co.	3,094	231	9,069	16,809	1,568	30,771
General Motors	8,948	221	7,010	43,438	5,416	65,033
Honda	555	-	6,300	21,350	-	28,205
Mazda	-	-	-	574	-	574
Mitsubishi	-	-	2,323	506	-	2,829
Toyota	-	-	-	24,750	-	24,750
TOTAL	**12,647**	**496**	**28,110**	**116,499**	**8,740**	**166,492**

South Korea's vehicle exports

	1991	Percent of total exports	1990	Percent of total exports	Percent change
United States	171,024	45.2	196,286	57.8	− 12.8
Canada	57,592	15.2	54,888	16.2	+ 4.9
Europe	72,860	19.2	29,605	8.7	+146.0
Others	77,124	20.4	58,662	17.3	+ 31.5
Total	**378,600**	**100.0**	**339,441**	**100.0**	**+ 11.5**

Source: South Korea Ministry of Trade and Industry.

GLOBAL DATA: SALES

Africa sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Algeria	4,623	4,577	12,346	9,736	16,969	14,315
Botswana	4,000*	4,000	1,751	1,751	5,751*	5,751
Ghana	10,000*	10,000	6,000*	6,000	16,000*	16,000
Kenya	3,197	4,128	6,166	8,286	9,363	12,414
Morocco	16,218	13,843	11,760	8,946	27,978	22,789
Nigeria	21,152	10,566	9,545	5,105	30,697	15,671
Reunion	8,133	10,111	4,271	3,961	12,404	14,072
South Africa	197,736	209,608	115,000*	125,200	312,736*	334,808
Tunisia	3,683	6,753	5,936	5,254	9,619	12,007
Zimbabwe	2,869	3,287	4,024	4,473	6,893	7,760
Other*	22,065	32,001	43,873	39,149	65,938	71,150
Total	**293,676**	**308,874**	**220,672**	**217,863**	**514,348**	**526,737**

*Estimate

Source: Auto Strategies International Inc.

Asia-Pacific sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Australia	388,269	462,500	126,297	154,792	514,566	617,292
Bangladesh	548	1,079	1,274	1,494	1,822	2,573
Brunei	5,568	6,383	1,659	905	7,227	7,288
Guam	5,855	7,252	5,760	4,690	11,615	11,942
Hong Kong	33,639	33,436	17,468	17,488	51,107	50,924
India	206,000	215,100	141,000	141,100	347,000	356,200
Indonesia	41,112	58,629	105,000*	145,000	146,112*	203,629
Japan	4,868,233	5,102,659	2,656,518	2,674,834	7,524,751	7,777,493
Malaysia	90,000*	90,000	84,244	71,476	174,244*	161,476
New Caledonia	2,455	2,555	1,955	1,058	4,410	3,613
New Zealand	55,615	74,514	13,495	18,965	69,110	93,479
Pakistan	26,474	40,019	40,255	23,174	66,729	63,193
Papua New Guinea	1,013	1,081	5,866	4,328	6,879	5,409
P.R. of China	95,300	80,000	550,000*	489,191	645,300*	569,191
Philippines	23,389	37,803	18,839	14,857	42,228	52,660
Singapore	26,980	30,833	11,192	8,690	38,172	39,523
South Korea	772,570	604,238	331,910	350,039	1,104,480	954,277
Sri Lanka	969	1,280	2,303	1,979	3,272	3,259
Taiwan	350,318	353,078	118,445	110,000	468,763	463,078
Thailand	66,843	64,533	170,000	180,000	236,843	244,533
Other*	4,980	7,709	8,187	9,603	13,167	17,312
Total	**7,066,130**	**7,274,681**	**4,411,667**	**4,423,663**	**11,477,797**	**11,698,344**

*Estimate

Source: Automotive News Data Center and Auto Strategies International Inc.

Caribbean sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Bahamas	375	1,280	213	312	588	1,592
Barbados	3,146	2,932	1,216	1,084	4,362	4,016
Bermuda	1,061	1,636	227	247	1,288	1,883
Cuba	54	39	336	101	390	140
Dominican Republic	1,020	1,252	1,783	2,139	2,803	3,391
Guadeloupe	5,393	5,711	2,247	2,188	7,640	7,899
Haiti	110	469	974	731	1,084	1,200
Jamaica	5,526	2,282	3,165	813	8,691	3,095
Martinique	5,626	6,903	2,234	1,489	7,860	8,392
Netherlands Antilles	5,147	6,930	2,360	2,227	7,507	9,157
Puerto Rico	35,959	53,583	12,734	15,730	48,693	69,313
Trinidad & Tobago	5,946	1,293	2,242	655	8,188	1,948
Virgin Islands (U.S.)	343	947	704	862	1,047	1,809
Other*	2,801	3,855	2,502	2,125	5,303	5,980
Total	**72,507**	**89,112**	**32,937**	**30,703**	**105,444**	**119,815**

*Estimate

Source: Auto Strategies International Inc.

Central and South America sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Argentina	131,869	77,300	28,410	17,500	160,279	94,800
Bolivia	1,300	1,598	4,617	3,111	5,917	4,709
Brazil	596,144	526,496	195,189	179,742	791,333	706,238
Chile	54,312	40,000	30,854	24,000	85,166	64,000
Colombia	28,300	31,095	12,200	7,652	40,500	38,747
Costa Rica	1,700	3,550	2,300	3,859	4,000	7,409
Ecuador	8,400	10,067	12,000	6,780	20,400	16,847
El Salvador	1,600	1,786	2,000	1,432	3,600	3,218
French Guiana	2,600	2,024	1,000	792	3,600	2,816
Guatemala	2,100	2,799	2,600	1,318	4,700	4,117
Honduras	900	862	1,500	1,486	2,400	2,348
Nicaragua	700	1,205	1,500	1,252	2,200	2,457
Panama	4,800	6,707	5,200	2,651	10,000	9,358
Paraguay	2,162	2,296	5,052	3,745	7,214	6,041
Peru	7,036	2,304	6,716	3,444	13,752	5,748
Uruguay	10,054	4,795	1,874	1,851	11,928	6,646
Venezuela	45,421	30,946	36,965	12,893	82,386	43,839
Other*	810	1,042	990	365	1,800	1,407
Total	**900,208**	**746,872**	**350,967**	**273,873**	**1,251,175**	**1,020,745**

*Estimate

Source: Automotive News Data Center and Auto Strategies International Inc.

Eastern Europe sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Bulgaria*	50,000	40,000	15,000	10,000	65,000	50,000
C.I.S. (formerly Soviet Union)*	1,125,000	1,115,000	900,000	900,000	2,025,000	2,015,000
Czechoslovakia	160,000	170,123	30,000	33,761	190,000	203,884
E. Germany*†	—	174,331	—	36,902	0	211,233
Hungary*	150,000	150,000	25,000	25,000	175,000	175,000
Poland*	270,000	270,000	50,000	50,000	320,000	320,000
Romania*	100,000	100,000	35,000	35,000	135,000	135,000
Turkey*	150,000	167,556	42,000	41,594	192,000	209,150
Yugoslavia*	200,000	197,400	15,000	15,600	215,000	213,000
Other*	113	13	20	0	133	13
Total	**2,205,113**	**2,384,423**	**1,112,020**	**1,147,857**	**3,317,133**	**3,532,280**

*Estimate †1991 figures are combined into Germany total.

Source: Automotive News Data Center and Auto Strategies International Inc.

Middle East sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Bahrain	4,044	5,865	1,897	1,440	5,941	7,305
Cyprus	13,604	18,540	10,825	10,174	24,429	28,714
Egypt	10,500*	11,100	12,924	14,507	23,424*	25,607
Iran	45,903	30,554	44,221	18,229	90,124	48,783
Iraq	3	5,143	0	711	3	5,854
Israel	46,497	46,497	17,911	10,455	64,408	56,952
Jordan	805	684	1,719	1,021	2,524	1,705
Kuwait	19,244	12,443	25,319	4,663	44,563	17,106
Lebanon	1,001	306	473	58	1,474	364
Oman	15,517	15,907	14,755	9,013	30,272	24,920
Qatar	4,952	5,964	5,660	3,408	10,612	9,372
Saudi Arabia	71,852	91,082	123,091	81,594	194,943	172,676
United Arab Emirates	27,641	29,563	11,624	24,721	39,265	54,284
Other*	876	1,361	2,565	1,001	3,441	2,362
Total	**262,439**	**275,009**	**272,984**	**180,995**	**535,423**	**456,004**

*Estimate

Source: Automotive News Data Center and Auto Strategies International Inc.

North America sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Canada	873,203	883,624	399,673	412,281	1,272,876	1,295,905
Mexico	396,290	354,179	246,691	196,136	642,981	550,315
United States	8,176,014	9,295,841	4,367,752	4,854,107	12,543,766	14,149,948
Total	**9,445,507**	**10,533,644**	**5,014,116**	**5,462,524**	**14,459,623**	**15,996,168**

Source: Automotive News Data Center

Western Europe sales

	Cars		Trucks		Total	
	1991	1990	1991	1990	1991	1990
Austria	289,469	288,636	45,157	30,900	334,626	319,536
Belgium-Luxembourg	452,360	534,683	49,412	66,820	501,772	601,503
Denmark	82,863	80,913	24,938	22,590	107,801	103,503
Finland	90,436	139,093	19,494	32,200	109,930	171,293
France	2,008,259	2,309,130	416,055	446,983	2,424,314	2,756,113
Germany†	4,187,200	3,040,783	525,587	203,399	4,712,787	3,244,182
Greece	154,000	132,487	50,000*	44,900	204,000*	177,387
Iceland	20,000	15,000	3,996	1,724	23,996	16,724
Ireland	64,249	81,051	18,040	31,993	82,289	113,044
Italy	2,301,562	2,348,172	171,456	290,600	2,473,018	2,638,772
Malta	6,128	7,528	2,554	1,822	8,682	9,350
Netherlands	487,299	502,671	78,699	68,900	565,998	571,571
Norway	53,381	61,860	17,551	23,035	70,932	84,895
Portugal	226,575	210,966	72,738	71,800	299,313	282,766
Spain	870,810	1,008,681	244,590	266,100	1,115,400	1,274,781
Sweden	183,893	229,941	25,200	33,100	209,093	263,041
Switzerland	294,326	322,974	40,733	28,900	335,059	351,874
United Kingdom	1,580,343	2,008,934	219,133	293,473	1,799,476	2,302,407
Other*	22,333	26,484	11,138	5,895	33,471	32,379
Total	**13,375,486**	**13,349,987**	**2,036,471**	**1,965,134**	**15,411,957**	**15,315,121**

*Estimate †1991 figure includes East Germany.

Source: Automotive News Data Center and Auto Strategies International Inc.

World summary of sales

	Cars		Trucks†		Total	
	1991	1990	1991	1990	1991	1990
Africa	293,676	308,874	220,672	217,863	514,348	526,737
Asia/Pacific	7,066,130	7,274,681	4,411,667	4,423,663	11,477,797	11,698,344
Caribbean	72,507	89,112	32,937	30,703	105,444	119,815
Central & South America	900,208	746,872	350,967	273,873	1,251,175	1,020,745
Eastern Europe	2,205,113	2,384,423	1,112,020	1,147,857	3,317,133	3,532,280
Middle East	262,439	275,009	272,984	180,995	535,423	456,004
North America	9,445,507	10,533,644	5,014,116	5,462,524	14,459,623	15,996,168
Western Europe	13,375,486	13,349,987	2,036,471	1,965,134	15,411,957	15,315,121
Other*	82,449	82,625	18,352	15,654	100,801	98,279
Total	**33,703,515**	**35,845,227**	**13,470,186**	**13,718,286**	**47,173,701**	**48,763,493**

†Includes United Nations, NATO, tourist deliveries, etc.

Source: Automotive News Data Center and Auto Strategies International Inc.

Note: New-car registration figures used when sales figures not available.

PRODUCTION: U.S.

U.S. car production — 1991 calendar year

	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	1991 TOTAL
Sundance	1,689	4,774	3,827	10,290	1,795	4,501	6,218	12,514	4,889	9,845	8,512	23,246	7,952	3,936	3,667	15,555	61,605
Acclaim	10,876	5,030	5,643	21,549	3,486	8,751	10,157	22,394	4,612	3,810	7,780	16,202	8,466	7,879	5,868	22,213	82,358
Total Plymouth	**12,565**	**9,804**	**9,470**	**31,839**	**5,281**	**13,252**	**16,375**	**34,908**	**9,501**	**13,655**	**16,292**	**39,448**	**16,418**	**11,815**	**9,535**	**37,768**	**143,963**
LeBaron J	2,332	2,019	3,182	7,533	6,733	4,431	0	11,164	82	15	294	391	2,017	4,261	4,022	10,300	29,388
New Yorker	1,288	616	215	2,119	387	745	860	1,992	658	5	448	1,111	4,303	2,734	2,883	9,920	15,142
Fifth Avenue	3,487	2,059	642	6,188	2,300	4,540	4,724	11,564	2,889	2	897	3,788	6,562	6,060	2,544	15,166	36,706
Imperial	1,037	589	193	1,819	384	911	906	2,201	541	520	1,238	2,299	1,354	927	735	3,016	9,335
Total Chrysler Division	**8,144**	**5,283**	**4,232**	**17,659**	**9,804**	**10,627**	**6,490**	**26,921**	**4,170**	**542**	**2,877**	**7,589**	**14,236**	**13,982**	**10,184**	**38,402**	**90,571**
Daytona	962	670	1,059	2,691	2,245	0	0	2,245	50	78	215	343	2,867	1,932	1,414	6,213	11,492
Shadow	2,143	4,807	5,105	12,055	2,083	5,011	8,307	15,401	5,755	9,361	8,521	23,637	9,424	4,505	4,441	18,370	69,463
Dynasty	14,964	11,546	3,890	30,400	7,772	15,323	8,327	31,422	4,628	8,159	16,678	29,465	10,512	8,877	3,763	23,152	114,439
Spirit	9,714	4,738	5,029	19,481	3,210	7,835	9,326	20,371	3,647	3,622	8,653	15,922	11,037	6,579	6,826	24,442	80,216
Viper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	3
Total Dodge	**27,783**	**21,761**	**15,083**	**64,627**	**15,310**	**28,169**	**25,960**	**69,439**	**14,080**	**21,220**	**34,067**	**69,367**	**33,840**	**21,893**	**16,447**	**72,180**	**275,613**
CHRYSLER CORP.	**48,492**	**36,848**	**28,785**	**114,125**	**30,395**	**52,048**	**48,825**	**131,268**	**27,751**	**35,417**	**53,236**	**116,404**	**64,494**	**47,690**	**36,166**	**148,350**	**510,147**
Escort	12,920	10,683	20,281	43,884	18,024	14,831	22,916	55,771	15,073	24,103	16,880	56,056	15,913	5,661	11,188	32,762	188,473
Mustang	4,300	3,628	3,511	11,439	10,405	10,223	10,545	31,173	5,761	11,829	7,348	24,938	8,060	1,952	3,996	14,008	81,558
Tempo	7,166	9,128	8,483	24,777	9,931	10,890	11,548	32,369	8,348	8,376	12,345	29,069	10,330	7,239	8,528	26,097	112,312
Taurus	22,974	20,103	26,719	69,796	31,904	38,248	34,975	105,127	14,729	23,525	33,894	72,148	33,325	20,136	18,701	72,162	319,233
Thunderbird	4,009	4,551	6,969	15,529	8,856	8,227	7,755	24,838	4,591	5,315	8,033	17,939	5,824	2,730	4,535	13,089	71,395
Total Ford Division	**51,369**	**48,093**	**65,963**	**165,425**	**79,120**	**82,419**	**87,739**	**249,278**	**48,502**	**73,148**	**78,500**	**200,150**	**73,452**	**37,718**	**46,948**	**158,118**	**772,971**
Topaz	2,962	3,188	4,704	10,854	4,007	3,796	6,141	13,944	3,334	3,386	4,350	11,070	4,479	4,464	4,626	13,569	49,437
Cougar	3,812	1,967	5,424	11,203	7,212	6,101	5,156	18,469	6,445	4,666	4,062	15,173	2,697	1,590	3,025	7,312	52,157
Sable	6,110	6,733	8,786	21,629	10,221	11,427	11,914	33,562	6,300	7,123	8,345	21,768	14,606	10,859	7,386	32,851	109,810
Total Mercury	**12,884**	**11,888**	**18,914**	**43,686**	**21,440**	**21,324**	**23,211**	**65,975**	**16,079**	**15,175**	**16,757**	**48,011**	**21,782**	**16,913**	**15,037**	**53,732**	**211,404**
Continental	5,063	4,714	4,641	14,418	4,813	5,195	4,742	14,750	3,231	5,027	4,726	12,984	5,452	1,823	2,987	10,262	52,414
Mark VII	886	816	812	2,514	848	908	828	2,584	573	892	829	2,294	944	369	584	1,897	9,289
Town Car	11,932	11,058	10,917	33,907	11,305	12,230	11,134	34,669	7,592	11,849	11,095	30,536	12,795	5,464	8,935	27,194	126,306
Total Lincoln	**17,881**	**16,588**	**16,370**	**50,839**	**16,966**	**18,333**	**16,704**	**52,003**	**11,396**	**17,768**	**16,650**	**45,814**	**19,191**	**7,656**	**12,506**	**39,353**	**188,009**
Total L-M Division	**30,765**	**28,476**	**35,284**	**94,525**	**38,406**	**39,657**	**39,915**	**117,978**	**27,475**	**32,943**	**33,407**	**93,825**	**40,973**	**24,569**	**27,543**	**93,085**	**399,413**
FORD MOTOR CO.	**82,134**	**76,569**	**101,247**	**259,950**	**117,526**	**122,076**	**127,654**	**367,256**	**75,977**	**106,091**	**111,907**	**293,975**	**114,425**	**62,287**	**74,491**	**251,203**	**1,172,384**
Skylark	10,821	9,732	8,731	29,284	5,833	0	0	5,833	0	558	3,905	4,463	7,775	7,560	6,622	21,957	61,537
Century	3,215	7,386	6,534	17,135	7,992	11,634	11,003	30,629	6,909	7,314	10,441	24,664	12,106	9,730	4,406	26,242	98,670
Riviera	778	1,349	908	3,035	1,205	735	0	1,940	89	657	848	1,594	1,308	1,282	1,155	3,745	10,314
Park Avenue	9,618	10,409	6,733	26,760	3,457	12,406	8,686	24,549	7,364	8,463	6,278	22,105	8,403	6,920	4,963	20,286	93,700
LeSabre	16,729	15,846	494	33,069	466	940	676	2,082	5,795	12,405	15,348	33,548	17,356	14,657	10,127	42,140	110,839
Roadmaster sedan	402	800	2,079	3,281	4,623	6,209	5,230	16,062	2,629	5,113	5,420	13,162	5,848	5,737	3,870	15,455	47,960
Roadmaster wagon	575	1,112	1,237	2,924	1,812	1,271	1,288	4,371	496	848	1,160	2,504	1,413	1,480	0	2,893	12,692
Reatta	46	195	364	605	410	193	0	603	2	0	0	2	0	0	0	0	1,210
Total Buick	**42,184**	**46,829**	**27,080**	**116,093**	**25,798**	**33,388**	**26,883**	**86,069**	**23,284**	**35,358**	**43,400**	**102,042**	**54,209**	**47,366**	**31,143**	**132,718**	**436,922**
Eldorado	938	1,802	1,180	3,920	1,531	944	0	2,475	159	654	1,240	2,053	2,764	2,678	2,386	7,828	16,276
Seville	1,888	3,283	2,571	7,742	3,857	2,310	0	6,167	314	1,781	2,311	4,406	2,976	2,910	2,585	8,471	26,786
Brougham	2,015	778	1,984	4,777	1,744	2,066	1,459	5,269	862	2,196	2,631	5,689	2,539	2,454	1,561	6,554	22,289
DeVille	12,888	11,935	7,718	32,541	11,604	16,247	12,408	40,259	13,852	15,756	14,767	44,375	17,022	14,129	11,842	42,993	160,168
Allante	269	256	254	779	259	282	256	797	281	154	255	690	288	224	122	634	2,900
Total Cadillac	**17,998**	**18,054**	**13,707**	**49,759**	**18,995**	**21,849**	**14,123**	**54,967**	**15,468**	**20,541**	**21,204**	**57,213**	**25,589**	**22,395**	**18,496**	**66,480**	**228,419**
Cavalier	23,253	22,579	21,989	67,821	23,962	23,737	21,911	69,610	17,515	12,524	21,601	51,640	26,008	21,023	16,755	63,786	252,857
Camaro	4,069	1,446	4,223	9,738	3,338	6,648	5,866	15,852	4,337	4,987	5,482	14,806	6,384	5,393	4	11,781	52,177
Corsica/Beretta	19,711	12,903	18,015	50,629	22,840	31,689	30,064	84,593	20,438	7,753	16,295	44,486	23,424	21,441	16,170	61,035	240,743
Caprice	12,073	7,652	11,039	30,764	12,857	14,628	15,237	42,722	5,728	10,610	11,154	27,492	11,037	9,352	2,857	23,246	124,224
Corvette	2,016	1,920	1,884	5,820	2,013	2,126	1,961	6,100	1,306	598	1,836	3,740	2,195	1,795	1,432	5,422	21,082
Total Chevrolet	**61,122**	**46,500**	**57,150**	**164,772**	**65,010**	**78,828**	**75,039**	**218,877**	**49,324**	**36,472**	**56,368**	**142,164**	**69,048**	**59,004**	**37,218**	**165,270**	**691,083**
Achieva/Calais	7,560	8,413	12,180	28,153	6,463	0	0	6,463	0	0	0	0	146	1,085	4,968	6,199	40,815
Cutlass Ciera	3,333	4,392	5,032	12,757	10,357	8,807	7,791	26,955	7,107	11,194	14,113	32,414	15,905	12,890	10,707	39,502	111,628
Cutlass Supreme	8,844	6,943	7,886	23,673	10,365	10,851	10,054	31,270	6,639	6,892	10,174	23,705	12,643	9,090	4,770	26,503	105,151
Toronado	423	807	503	1,733	642	403	0	1,045	55	392	507	954	764	761	677	2,202	5,934
Eighty Eight	7,764	7,531	3,627	18,922	656	4,931	8,777	14,364	8,648	8,631	12,325	29,604	12,545	10,074	7,463	30,082	92,972
Custom Cruiser wagon	1,189	1,121	867	3,177	631	520	886	2,037	348	446	595	1,389	713	574	0	1,287	7,890
Ninety Eight	7,704	7,821	4,641	20,166	5,421	6,105	7,914	19,440	7,354	6,467	5,880	19,701	6,747	5,615	3,693	16,055	75,362
Total Oldsmobile	**36,817**	**37,028**	**34,736**	**108,581**	**34,535**	**31,617**	**35,422**	**101,574**	**30,151**	**34,022**	**43,594**	**107,767**	**49,463**	**40,089**	**32,278**	**121,830**	**439,752**
Sunbird	10,016	9,948	10,893	30,857	10,041	11,985	11,094	33,120	7,256	6,286	10,879	24,421	12,112	10,164	7,941	30,217	118,615
Grand Am	12,508	19,264	19,267	51,039	22,405	13,617	0	36,022	0	515	5,745	6,260	20,406	20,207	13,533	54,146	147,467
Firebird	1,003	374	1,033	2,410	1,797	2,255	2,032	6,084	1,378	2,825	2,570	6,773	2,804	2,251	0	5,055	20,322
Grand Prix	8,173	5,936	9,316	23,425	7,409	10,258	11,993	29,660	7,150	8,808	10,434	26,392	15,425	13,096	6,720	35,241	114,718
Pontiac 6000	2,247	3,086	2,229	7,562	2,903	4,453	4,685	12,041	0	0	0	0	0	0	0	0	19,603
Bonneville	4,006	6,877	10,057	20,940	0	446	3,049	3,495	9,357	11,837	9,494	30,688	14,232	11,128	7,872	33,232	88,355
Total Pontiac	**37,953**	**45,485**	**52,795**	**136,233**	**44,555**	**43,014**	**32,853**	**120,422**	**25,141**	**30,271**	**39,122**	**94,534**	**64,979**	**56,846**	**36,066**	**157,891**	**509,080**
Total Saturn	**3,903**	**3,938**	**5,534**	**13,375**	**6,561**	**8,525**	**9,620**	**24,706**	**6,303**	**9,408**	**12,258**	**27,969**	**10,595**	**10,332**	**8,844**	**29,771**	**95,821**
GENERAL MOTORS	**199,977**	**197,834**	**191,002**	**588,813**	**195,454**	**217,221**	**193,940**	**606,615**	**149,671**	**166,072**	**215,946**	**531,689**	**273,883**	**236,032**	**164,045**	**673,960**	**2,401,077**
Eagle Summit	1,085	353	406	1,844	882	1,017	1,127	3,026	870	978	513	2,361	5,751	614	615	6,980	14,211
Eagle Talon	2,931	2,790	2,508	8,229	2,544	3,693	2,687	8,924	3,005	4,204	2,747	9,956	2,162	2,858	1,101	6,121	33,230
Mitsubishi Eclipse	5,345	6,017	5,459	16,821	4,179	5,953	3,348	13,480	3,115	3,622	4,837	11,574	3,752	6,033	4,267	14,052	55,927
Mitsubishi Mirage	2,031	2,134	2,497	6,662	2,895	814	803	4,512	2,191	2,774	1,708	6,673	3,855	1,529	2,667	8,051	25,898
Plymouth Laser	2,260	1,403	1,698	5,361	3,312	2,306	1,052	6,670	2,910	2,404	2,830	8,144	657	2,844	1,007	4,508	24,683
DIAMOND-STAR	**13,652**	**12,697**	**12,568**	**38,917**	**13,812**	**13,783**	**9,017**	**36,612**	**12,091**	**13,982**	**12,635**	**38,708**	**16,177**	**13,878**	**9,657**	**39,712**	**153,949**
Civic	7,261	7,138	8,130	22,529	8,191	8,408	7,465	24,064	5,969	8,232	2,663	16,864	6,043	8,205	7,263	21,511	84,968
Accord	30,899	27,368	28,164	86,431	33,171	32,545	28,663	94,379	27,203	35,022	32,528	94,753	37,286	30,608	22,772	90,666	366,229
HONDA	**38,160**	**34,506**	**36,294**	**108,960**	**41,362**	**40,953**	**36,128**	**118,443**	**33,172**	**43,254**	**35,191**	**111,617**	**43,329**	**38,813**	**30,035**	**112,177**	**451,197**
MAZDA*	**12,399**	**13,256**	**11,742**	**37,397**	**11,518**	**13,668**	**13,327**	**38,513**	**13,056**	**12,793**	**16,302**	**42,151**	**20,282**	**15,024**	**11,947**	**47,253**	**165,314**
NISSAN Sentra	**13,493**	**11,511**	**11,184**	**36,188**	**11,268**	**11,606**	**10,871**	**33,745**	**6,854**	**11,930**	**10,847**	**29,631**	**13,715**	**11,293**	**8,932**	**33,940**	**133,504**
Toyota Corolla	8,892	8,384	8,797	26,073	8,974	9,481	9,245	27,700	9,722	9,967	9,524	29,213	11,053	9,195	7,901	28,149	111,135
Geo Prizm	9,075	8,420	8,001	25,496	8,299	8,718	7,419	24,436	7,734	7,883	7,395	23,012	8,648	7,269	6,138	22,055	94,999
NUMMI	**17,967**	**16,804**	**16,798**	**51,569**	**17,273**	**18,199**	**16,664**	**52,136**	**17,456**	**17,850**	**16,919**	**52,225**	**19,701**	**16,464**	**14,039**	**50,204**	**206,134**
SUBARU Legacy	**4,936**	**4,826**	**4,342**	**14,104**	**5,049**	**5,109**	**4,516**	**14,674**	**4,378**	**5,297**	**5,012**	**14,687**	**5,787**	**4,915**	**3,780**	**14,482**	**57,947**
TOYOTA Camry	**19,810**	**17,285**	**18,641**	**55,736**	**19,410**	**19,056**	**18,060**	**56,526**	**15,321**	**9,405**	**3,137**	**27,863**	**15,847**	**17,355**	**14,399**	**47,601**	**187,726**
TOTAL	**451,020**	**422,136**	**432,603**	**1,305,759**	**463,067**	**513,719**	**479,002**	**1,455,788**	**355,727**	**422,091**	**481,132**	**1,258,950**	**587,640**	**463,751**	**367,491**	**1,418,882**	**5,439,379**

*Breakout by model was not available.

Source: Automotive News Data Center

PRODUCTION: U.S.

U.S. car production — 1991 calendar year

	1991 Calendar Year	Pct. of Output	1990 Calendar Year	Pct. of Output	Pct. Change '91 vs. '90
Horizon	0	0.0	4,327	0.1	−100.0
Sundance	61,605	1.1	87,587	1.4	− 29.7
Acclaim	82,358	1.5	120,440	2.0	− 31.6
Total Plymouth	**143,963**	**2.6**	**212,354**	**3.5**	**− 32.2**
LeBaron A	0	0.0	8,071	0.1	−100.0
LeBaron J	29,388	0.5	52,026	0.9	− 43.5
New Yorker	15,142	0.3	34,876	0.6	− 56.6
Fifth Avenue	36,706	0.7	41,366	0.7	− 11.3
Imperial	9,335	0.2	16,280	0.3	− 42.7
Total Chrysler Division	**90,571**	**1.7**	**152,619**	**2.5**	**− 40.7**
Omni	0	0.0	4,078	0.1	−100.0
Daytona	11,492	0.2	33,376	0.5	− 65.6
Shadow	69,463	1.3	95,692	1.6	− 27.4
Dynasty	114,439	2.1	123,047	2.0	− 7.0
Spirit	80,216	1.5	105,587	1.7	− 24.0
Viper	3	0.0	0	0.0	–
Total Dodge	**275,613**	**5.1**	**361,780**	**6.0**	**− 23.8**
CHRYSLER CORP.	**510,147**	**9.4**	**726,753**	**12.0**	**− 29.8**
Escort	188,473	3.5	242,294	4.0	− 22.2
Mustang	81,558	1.5	129,130	2.1	− 36.8
Tempo	112,312	2.1	125,197	2.1	− 10.3
Taurus	319,233	5.9	330,336	5.4	− 3.4
Thunderbird	71,395	1.3	107,430	1.8	− 33.5
Total Ford Division	**772,971**	**14.2**	**934,387**	**15.4**	**− 17.3**
Topaz	49,437	0.9	46,767	0.8	5.7
Cougar	52,157	1.0	73,430	1.2	− 29.0
Sable	109,810	2.0	101,030	1.7	8.7
Total Mercury	**211,404**	**3.9**	**221,227**	**3.6**	**− 4.4**
Continental	52,414	1.0	58,659	1.0	− 10.6
Mark VII	9,289	0.2	18,028	0.3	− 48.5
Town Car	126,306	2.3	145,845	2.4	− 13.4
Total Lincoln	**188,009**	**3.5**	**222,532**	**3.7**	**− 15.5**
Total L-M Division	**399,413**	**7.3**	**443,759**	**7.3**	**− 10.0**
FORD MOTOR CO.	**1,172,384**	**21.6**	**1,378,146**	**22.7**	**− 14.9**
Skylark	61,537	1.1	94,267	1.6	− 34.7
Century	98,670	1.8	64,483	1.1	53.0
Riviera	10,314	0.2	21,312	0.4	− 51.6
Park Avenue	93,700	1.7	62,745	1.0	49.3
LeSabre	110,839	2.0	154,218	2.5	− 28.1
Roadmaster sedan	47,960	0.9	0	0.0	–
Roadmaster wagon	12,692	0.2	3,835	0.1	231.0
Reatta	1,210	0.0	5,586	0.1	− 78.3
Total Buick	**436,922**	**8.0**	**406,446**	**6.7**	**7.5**
Eldorado	16,276	0.3	22,048	0.4	− 26.2
Seville	26,786	0.5	35,328	0.6	− 24.2
Brougham	22,289	0.4	29,566	0.5	− 24.6
DeVille	160,168	2.9	162,091	2.7	− 1.2
Allante	2,900	0.1	3,507	0.1	− 17.3
Total Cadillac	**228,419**	**4.2**	**252,540**	**4.2**	**− 9.6**
Cavalier	252,857	4.6	360,791	5.9	− 29.9
Camaro	52,177	1.0	70,983	1.2	− 26.5
Corsica-Beretta	240,743	4.4	269,144	4.4	− 10.6
Caprice	124,224	2.3	200,001	3.3	− 37.9
Corvette	21,082	0.4	22,154	0.4	− 4.8
Total Chevrolet	**691,083**	**12.7**	**923,073**	**15.2**	**− 25.1**
Achieva/Calais	40,815	0.8	99,981	1.6	− 59.2
Cutlass Ciera	111,628	2.1	65,339	1.1	70.8
Cutlass Supreme	105,151	1.9	93,786	1.5	12.1
Toronado	5,934	0.1	14,772	0.2	− 59.8
Eighty Eight	92,972	1.7	99,082	1.6	− 6.2
Custom Cruiser wagon	7,890	0.1	3,436	0.1	129.6
Ninety Eight	75,362	1.4	42,346	0.7	78.0
Total Oldsmobile	**439,752**	**8.1**	**418,742**	**6.9**	**5.0**
Sunbird	118,615	2.2	167,405	2.8	− 29.1
Grand Am	147,467	2.7	204,812	3.4	− 28.0
Firebird	20,322	0.4	40,376	0.7	− 49.7
Grand Prix	114,718	2.1	112,936	1.9	1.6
Pontiac 6000	19,603	0.4	51,529	0.8	− 62.0
Bonneville	88,355	1.6	72,198	1.2	22.4
Total Pontiac	**509,060**	**9.4**	**649,256**	**10.7**	**− 21.6**
Total Saturn	**95,821**	**1.8**	**4,245**	**0.1**	–
GENERAL MOTORS	**2,401,077**	**44.1**	**2,654,302**	**43.7**	**− 9.5**
DIAMOND-STAR	**153,949**	**2.8**	**148,379**	**2.4**	**3.8**
Civic	84,968	1.6	101,516	1.7	− 16.3
Accord	366,229	6.7	333,921	5.5	9.7
HONDA	**451,197**	**8.3**	**435,437**	**7.2**	**3.6**
MAZDA*	**165,314**	**3.0**	**184,428**	**3.0**	**− 10.4**
NISSAN Sentra	**133,504**	**2.5**	**95,844**	**1.6**	**39.3**
Toyota Corolla	111,135	2.0	103,330	1.7	7.6
Geo Prizm	94,999	1.7	101,957	1.7	− 6.8
NUMMI	**206,134**	**3.8**	**205,287**	**3.4**	**0.4**
SUBARU Legacy	**57,947**	**1.1**	**32,461**	**0.5**	**78.5**
TOYOTA Camry	**187,726**	**3.5**	**218,155**	**3.6**	**− 13.9**
TOTAL CARS, U.S.	**5,439,379**	**100.0**	**6,079,192**	**100.0**	**− 10.5**

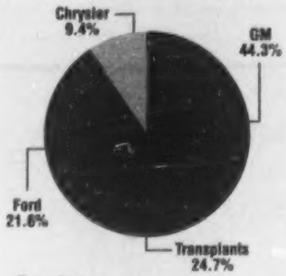
*Breakout by model not available.

Source: Automotive News Data Center

Manufacturer's share of output

U.S. car production

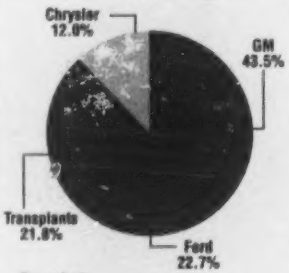
1991 calendar year



Transplants:

Honda	8.3	Diamond-Star	2.8
Toyota	3.5	Nissan	2.5
NUMMI	3.5	Subaru-Isuzu	1.1
Mazda	3.0		

1990 calendar year



Transplants:

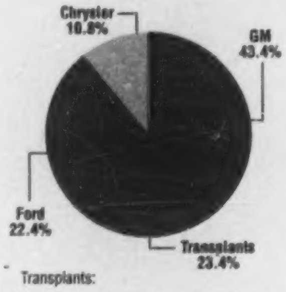
Honda	7.2	Diamond-Star	2.4
Toyota	3.6	Nissan	1.6
NUMMI	3.4	Subaru-Isuzu	0.6
Mazda	3.0		

Source: Automotive News Data Center

Manufacturer's share of output

U.S. car production

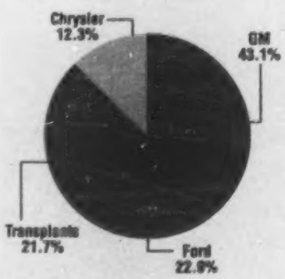
1991 model year



Transplants:

Honda	7.6	Diamond-Star	2.6
Toyota	3.6	Nissan	2.1
NUMMI	3.4	Subaru-Isuzu	0.9
Mazda	3.2		

1990 model year



Transplants:

Honda	6.7	Diamond-Star	2.7
Mazda	3.8	Nissan	1.6
Toyota	3.5	Subaru-Isuzu	0.2
NUMMI	3.2		

Source: Automotive News Data Center

U.S. car production — 1991 model year

	1991 Model Year	Pct. of Output	1990 Model Year	Pct. of Output	Pct. Change '91 vs. '90
Horizon	0	0.0	16,397	0.3	−100.0
Sundance	70,769	1.2	79,562	1.3	− 11.1
Acclaim	113,434	2.0	110,330	1.8	2.8
Total Plymouth	**184,203**	**3.2**	**206,289**	**3.4**	**− 10.7**
LeBaron A	7	0.0	8,074	0.1	− 99.9
LeBaron J	43,900	0.8	65,220	1.1	− 32.7
New Yorker	15,108	0.3	41,581	0.7	− 63.7
Fifth Avenue	44,464	0.8	44,423	0.7	0.1
Imperial	11,601	0.2	14,968	0.2	− 22.5
Total Chrysler Division	**115,080**	**2.0**	**174,266**	**2.9**	**− 34.0**
Omni	0	0.0	16,733	0.3	−100.0
Daytona	20,443	0.4	43,785	0.7	− 53.3
Shadow	77,084	1.3	93,660	1.5	− 17.7
Dynasty	126,025	2.2	112,833	1.9	11.7
Spirit	97,696	1.7	99,319	1.6	− 1.6
Total Dodge	**321,248**	**5.6**	**366,330**	**6.0**	**− 12.3**
CHRYSLER CORP.	**620,531**	**10.7**	**746,885**	**12.3**	**− 16.9**
Escort	304,127	5.3	196,310	3.2	54.9
Mustang	98,737	1.7	128,189	2.1	− 23.0
Tempo	111,441	1.9	141,009	2.3	− 21.0
Taurus	302,577	5.2	333,001	5.5	− 9.1
Thunderbird	82,814	1.4	113,957	1.9	− 27.3
Total Ford Division	**899,696**	**15.6**	**912,466**	**15.1**	**− 1.4**
Topaz	43,745	0.8	57,368	0.9	− 23.7
Cougar	63,701	1.1	81,420	1.3	− 21.8
Sable	96,277	1.7	103,749	1.7	− 7.2
Total Mercury	**203,723**	**3.5**	**242,537**	**4.0**	**− 16.0**
Continental	53,109	0.9	64,257	1.1	− 17.3
Mark VII	9,299	0.2	22,313	0.4	− 58.3
Town Car	124,919	2.2	147,160	2.4	− 15.1
Total Lincoln	**187,327**	**3.2**	**233,730**	**3.9**	**− 19.9**
Total L-M Division	**391,050**	**6.8**	**476,267**	**7.9**	**− 17.9**
FORD MOTOR CO.	**1,290,746**	**22.3**	**1,388,733**	**22.9**	**− 7.1**
Skylark	77,340	1.3	85,568	1.4	− 9.6
Century	76,523	1.3	89,384	1.5	− 14.4
Riviera	13,168	0.2	22,526	0.4	− 41.5
Park Avenue	109,482	1.9	49,139	0.8	122.8
LeSabre	90,756	1.6	163,381	2.7	− 44.5
Roadmaster wagon	7,466	0.1	7,999	0.1	− 6.7
Reatta	1,520	0.0	8,515	0.1	− 82.1
Total Buick	**376,255**	**6.5**	**426,512**	**7.0**	**− 11.8**
Eldorado	16,212	0.3	22,291	0.4	− 27.3
Seville	26,431	0.5	33,128	0.5	− 20.2
Brougham	27,231	0.5	33,741	0.6	− 19.3
DeVille	147,998	2.6	176,569	2.9	− 16.2
Allante	2,500	0.0	3,101	0.1	− 19.4
Total Cadillac	**220,372**	**3.8**	**268,850**	**4.4**	**− 18.0**
Cavalier	326,847	5.7	310,951	5.1	5.1
Camaro	100,838	1.7	34,986	0.6	188.2
Corsica-Beretta	270,153	4.7	306,807	5.1	− 11.9
Caprice	217,461	3.8	109,528	1.8	98.5
Corvette	20,639	0.4	23,646	0.4	− 12.7
Total Chevrolet	**935,938**	**16.2**	**785,918**	**13.0**	**19.1**
Calais	75,414	1.3	90,715	1.5	− 16.9
Cutlass Ciera	63,198	1.1	81,342	1.3	− 22.3
Cutlass Supreme	100,089	1.7	119,305	2.0	− 16.1
Toronado	8,053	0.1	15,022	0.2	− 46.4
Eighty Eight	56,247	1.0	116,823	1.9	− 51.9
Custom Cruiser wagon	7,663	0.1	3,890	0.1	97.0
Ninety Eight	54,905	1.0	62,395	1.0	− 12.0
Total Oldsmobile	**365,569**	**6.3**	**489,492**	**8.1**	**− 25.3**
Sunbird	155,429	2.7	143,932	2.4	8.0
Grand Am	178,150	3.1	197,020	3.3	− 9.6
Firebird	50,247	0.9	20,553	0.3	144.5
Grand Prix	101,211	1.8	128,073	2.1	− 21.0
Pontiac 6000	34,721	0.6	66,398	1.1	− 47.7
Bonneville	46,603	0.8	85,844	1.4	− 45.7
Total Pontiac	**566,361**	**9.8**	**641,820**	**10.6**	**− 11.8**
Total Saturn	**48,629**	**0.8**	**0**	**0.0**	**—**
GENERAL MOTORS	**2,513,124**	**43.5**	**2,612,592**	**43.1**	**− 3.8**
Eagle Summit	9,385	0.2	0	0.0	—
Eagle Talon	35,318	0.6	32,708	0.5	8.0
Mitsubishi Eclipse	58,201	1.0	71,526	1.2	− 18.6
Mitsubishi Mirage	16,454	0.3	0	0.0	—
Plymouth Laser	32,394	0.6	58,541	1.0	− 44.7
DIAMOND-STAR	**151,752**	**2.6**	**162,775**	**2.7**	**− 6.8**
Civic	86,237	1.5	127,190	2.1	− 32.2
Accord	353,529	6.1	273,612	4.5	29.2
HONDA	**439,766**	**7.6**	**400,802**	**6.6**	**9.7**
MAZDA*	**185,659**	**3.2**	**232,382**	**3.8**	**− 20.1**
NISSAN	**121,085**	**2.1**	**98,674**	**1.6**	**22.7**
Toyota Corolla	102,060	1.8	94,580	1.6	7.9
Geo Prizm	95,000	1.6	99,690	1.6	− 4.7
NUMMI	**197,060**	**3.4**	**194,270**	**3.2**	**1.4**
SUBARU Legacy	**51,528**	**0.9**	**11,849**	**0.2**	**334.9**
TOYOTA Camry	**205,960**	**3.6**	**211,265**	**3.5**	**− 2.5**
TOTAL CARS, U.S.	**5,777,211**	**100.0**	**6,060,227**	**100.0**	**− 4.7**

*Breakout by model not available.

Source: Automotive News Data Center

PRODUCTION: U.S.

U.S. car production — 1991 calendar year

Ranked by size classification

Subcompact

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	188,473	Ford Escort	242,294	1
2	133,504	Nissan Sentra	95,844	5
3	111,135	Toyota Corolla	103,330	2
4	95,821	Saturn	4,245	14
5	94,999	Geo Prizm	101,957	3
6	84,968	Honda Civic	101,516	4
7	69,463	Dodge Shadow	95,692	6
8	61,605	Plymouth Sundance	87,587	7
9	55,927	Mitsubishi Eclipse	58,528	8
10	33,230	Eagle Talon	37,958	10
11	25,898	Mitsubishi Mirage	5,340	11
12	24,683	Plymouth Laser	41,990	9
13	14,211	Eagle Summit	4,563	12
14	0	Plymouth Horizon	4,327	13
15	0	Dodge Omni	4,078	15
	993,917	**Total**	**989,249**	

Compact

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	252,857	Chevrolet Cavalier	360,791	1
2	240,743	Chev. Corsica-Beretta	269,144	2
3	118,615	Pontiac Sunbird	167,405	3
4	112,312	Ford Tempo	125,197	5
5	83,484	Ford Probe	93,136	6
6	81,558	Ford Mustang	129,130	4
7	52,735	Mazda MX-6	58,833	7
8	49,437	Mercury Topaz	46,767	8
9	11,492	Dodge Daytona	33,376	9
	1,003,233	**Total**	**1,283,779**	

Intermediate

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	366,229	Honda Accord	333,921	1
2	319,233	Ford Taurus	330,336	2
3	167,726	Toyota Camry	218,155	3
4	147,467	Pontiac Grand Am	204,812	4
5	114,718	Pontiac Grand Prix	112,936	7
6	114,439	Dodge Dynasty	123,047	5
7	111,628	Oldsmobile Cutlass Ciera	65,339	16
8	109,810	Mercury Sable	101,030	10
9	105,151	Olds. Cutlass Supreme	93,786	13
10	98,670	Buick Century	64,483	17
11	82,358	Plymouth Acclaim	120,440	6
12	80,216	Dodge Spirit	105,587	9
13	71,395	Ford Thunderbird	107,430	8
14	61,537	Buick Skylark	94,267	12
15	57,947	Subaru Legacy	32,461	21
16	52,177	Chevrolet Camaro	70,983	15
17	52,157	Mercury Cougar	73,430	14
18	40,815	Oldsmobile Achieva/Calais	99,981	11
19	29,388	Chrysler LeBaron J	52,026	18
20	29,095	Mazda 626	32,459	22
21	20,322	Pontiac Firebird	40,376	20
22	19,603	Pontiac 6000	51,529	19
23	0	Chrylser LeBaron A	8,071	23
	2,272,081	**Total**	**2,536,885**	

Standard

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	124,224	Chevrolet Caprice	200,001	1
2	110,839	Buick LeSabre	154,218	2
3	92,972	Oldsmobile Eighty Eight	99,082	3
4	88,355	Pontiac Bonneville	72,198	4
5	47,960	Buick Roadmaster sedan	0	9
6	36,706	Chrysler Fifth Avenue	41,366	5
7	15,142	Chrysler New Yorker	34,876	6
8	12,692	Buick Roadmaster wagon	3,835	7
9	7,890	Olds. Custom Cruiser wag.	3,436	8
	536,780	**Total**	**609,012**	

Near Luxury

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	93,700	Buick Park Avenue	62,745	1
2	75,362	Oldsmobile Ninety Eight	42,346	2
3	10,314	Buick Riviera	21,312	3
4	9,335	Chrysler Imperial	16,280	4
5	5,934	Oldsmobile Toronado	14,772	5
	194,645	**Total**	**157,455**	

Luxury

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	160,168	Cadillac DeVille	162,091	1
2	126,306	Lincoln Town Car	145,845	2
3	52,414	Lincoln Continental	58,659	3
4	26,786	Cadillac Seville	35,328	4
5	22,289	Cadillac Brougham	29,566	5
6	16,276	Cadillac Eldorado	22,048	6
7	9,289	Lincoln Mark VII	18,028	7
	413,528	**Total**	**471,565**	

Specialty

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	21,082	Chevrolet Corvette	22,154	1
2	2,900	Cadillac Allante	3,507	3
3	1,210	Buick Reatta	5,586	2
4	3	Dodge Viper	0	4
	25,195	**Total**	**31,247**	
	5,439,379	**TOTAL CARS**	**6,079,192**	

Source: Automotive News Data Center

U.S. car production — 1991 model year

Ranked by size classification

Subcompact

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	304,127	Ford Escort	196,310	1
2	121,085	Nissan Sentra	98,674	4
3	102,060	Toyota Corolla	94,580	5
4	95,000	Geo Prizm	99,690	3
5	86,237	Honda Civic	127,190	2
6	77,084	Dodge Shadow	93,660	6
7	70,769	Plymouth Sundance	79,562	7
8	55,501	Mitsubishi Eclipse	71,526	8
9	48,629	Saturn	0	14
10	35,318	Eagle Talon	32,708	10
11	32,394	Plymouth Laser	58,541	9
12	16,472	Mitsubishi Mirage	0	15
13	9,385	Eagle Summit	0	13
14	0	Plymouth Horizon	16,397	12
15	0	Dodge Omni	16,733	11
	1,054,061	**Total**	**985,571**	

Compact

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	326,847	Chevrolet Cavalier	310,951	1
2	270,153	Chevrolet Corsica-Beretta	306,807	2
3	155,429	Pontiac Sunbird	143,932	3
4	111,441	Ford Tempo	141,009	4
5	98,737	Ford Mustang	128,189	5
6	93,826	Ford Probe	117,438	6
7	59,254	Mazda MX-6	74,166	7
8	43,745	Mercury Topaz	57,368	8
9	20,443	Dodge Daytona	43,785	9
	1,179,875	**Total**	**1,323,645**	

Intermediate

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	353,529	Honda Accord	279,160	2
2	302,577	Ford Taurus	333,001	1
3	205,960	Toyota Camry	211,265	3
4	178,150	Pontiac Grand Am	197,020	4
5	126,025	Dodge Dynasty	112,833	8
6	113,434	Plymouth Acclaim	110,330	9
7	101,211	Pontiac Grand Prix	128,073	5
8	100,838	Chevrolet Camaro	34,986	20
9	100,089	Oldsmobile Cutlass Supreme	119,305	6
10	97,696	Dodge Spirit	99,319	11
11	96,277	Mercury Sable	103,749	10
12	82,814	Ford Thunderbird	113,957	7
13	77,340	Buick Skylark	85,568	14
14	76,523	Buick Century	89,384	13
15	75,414	Oldsmobile Calais	90,715	12
16	63,701	Mercury Cougar	81,420	15
17	63,198	Oldsmobile Cutlass Ciera	81,342	16
18	51,528	Subaru Legacy	11,849	22
19	50,247	Pontiac Firebird	20,553	21
20	43,900	Chrysler LeBaron J	65,220	18
21	34,721	Pontiac 6000	66,398	17
22	32,579	Mazda 626	40,778	19
23	7	Chrysler LeBaron A	8,074	23
	2,427,758	**Total**	**2,484,299**	

Standard

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	217,461	Chevrolet Caprice	109,528	3
2	90,756	Buick LeSabre	163,381	1
3	56,247	Oldsmobile Eighty Eight	116,823	2
4	46,603	Pontiac Bonneville	85,844	4
5	44,464	Chrylser Fifth Avenue	44,423	5
6	15,108	Chrysler New Yorker	41,581	6
7	7,663	Olds. Custom Cruiser wagon	3,890	8
8	7,466	Buick Roadmaster wagon	7,999	7
	485,768	**Total**	**573,469**	

Near Luxury

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	109,482	Buick Park Avenue	49,139	2
2	54,905	Oldsmobile Ninety Eight	62,395	1
3	13,168	Buick Riviera	22,526	3
4	11,601	Chrysler Imperial	14,968	5
5	8,053	Oldsmobile Toronado	15,022	4
	197,209	**Total**	**164,050**	

Luxury

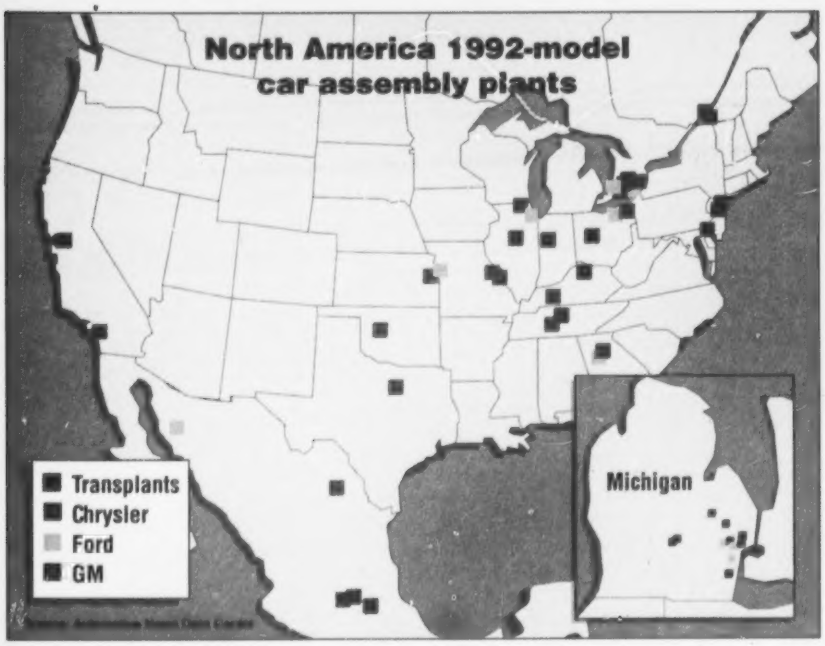
1991 Position	1991 Total	Make	1990 Total	1990 Position
1	147,998	Cadillac DeVille	176,589	1
2	124,919	Lincoln Town Car	147,160	2
3	53,109	Lincoln Continental	64,257	3
4	27,231	Cadillac Brougham	33,741	4
5	26,431	Cadillac Seville	33,128	5
6	16,212	Cadillac Eldorado	22,291	7
7	9,299	Lincoln Mark VII	22,313	6
	405,199	**Total**	**499,479**	

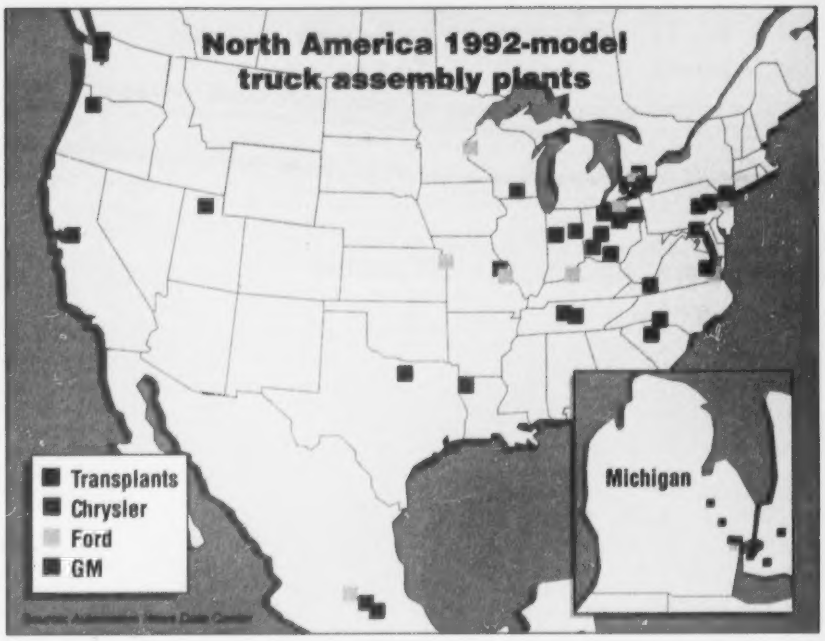
Specialty

1991 Position	1991 Total	Make	1990 Total	1990 Position
1	20,639	Chevrolet Corvette	23,646	1
2	2,500	Cadillac Allante	3,101	3
3	1,520	Buick Reatta	8,515	2
	24,659	**Total**	**35,262**	
	5,774,529	**TOTAL CARS**	**6,065,775**	

Source: Automotive News Data Center

PRODUCTION: U.S.





North America car assembly plants — 1992 models

UNITED STATES

- **CHRYSLER CORP.**
  - *Belvidere, Ill.*
    - Chrysler Fifth Avenue
    - Chrysler Imperial
    - Chrysler New Yorker Salon
    - Dodge Dynasty
  - *New Mack Ave. (Detroit)*
    - Dodge Viper
  - *Newark, Del.*
    - Dodge Spirit
    - Plymouth Acclaim
    - Chrysler LeBaron J
  - *Sterling Heights, Mich.*
    - Dodge Daytona
    - Dodge Shadow
    - Plymouth Sundance
- **FORD MOTOR CO.**
  - *Atlanta*
    - Ford Taurus
    - Mercury Sable
  - *Chicago*
    - Ford Taurus
    - Mercury Sable
  - *Dearborn, Mich.*
    - Ford Mustang
  - *Kansas City, Mo.*
    - Ford Tempo
    - Mercury Topaz
  - *Lorain, Ohio*
    - Ford Thunderbird
    - Mercury Cougar
  - *Wayne, Mich.*
    - Ford Escort
  - *Wixom, Mich.*
    - Lincoln Continental
    - Lincoln Mark VII
    - Lincoln Town Car
- **GENERAL MOTORS**
  - *Arlington, Texas*
    - Buick Roadmaster sedan
    - Cadillac Brougham
    - Chevrolet Caprice sedan
  - *Bowling Green, Ky.*
    - Chevrolet Corvette
  - *Detroit-Hamtramck, Mich.*
    - Buick Riviera
    - Cadillac Allante
    - Cadillac Eldorado
    - Cadillac Seville
    - Olds. Toronado
  - *Doraville, Ga.*
    - Olds. Cutlass Supreme
  - *Fairfax, Kan.*
    - Pontiac Grand Prix
  - *Buick City (Flint, Mich.)*
    - Buick LeSabre
    - Olds. Eighty Eight
  - *Lake Orion, Mich.*
    - Cadillac DeVille
    - Olds. Ninety Eight
  - *Lansing, Mich. (C Plant)*
    - Buick Skylark
    - Pontiac Grand Am
  - *Lansing, Mich. (M Plant)*
    - Olds. Achieva
    - Pontiac Grand Am
  - *Lordstown, Ohio*
    - Chevrolet Cavalier
    - Pontiac Sunbird
  - *Oklahoma City*
    - Chevrolet Century sedan
    - Chevrolet Century wagon
    - Olds. Cutlass Ciera sedan
    - Olds. Cutlass Ciera wagon
  - *Spring Hill, Tenn.*
    - Saturn coupe & sedan
  - *Van Nuys, Calif.*
    - Chevrolet Camaro
    - Pontiac Firebird
  - *Wentzville, Mo.*
    - Buick Park Avenue
    - Olds. Eighty Eight
    - Pontiac Bonneville
  - *Willow Run, Mich.*
    - Buick Roadmaster Estate wagon
    - Chevrolet Caprice sedan
    - Chevrolet Caprice wagon
    - Olds. Custom Cruiser wagon
  - *Wilmington, Del.*
    - Chevrolet Beretta
    - Chevrolet Corsica
- **DIAMOND-STAR MOTORS CORP.**
  - *Normal, Ill.*
    - Eagle Summit
    - Eagle Talon
    - Mitsubishi Eclipse
    - Mitsubishi Mirage
    - Plymouth Laser
- **HONDA OF AMERICA MFG. INC.**
  - *Marysville, Ohio*
    - Honda Accord
  - *East Liberty, Ohio*
    - Honda Civic
    - Honda Accord
- **MAZDA MOTOR MFG. (U.S.A.) CORP.**
  - *Flat Rock, Mich.*
    - Ford Probe
    - Mazda MX-6
    - Mazda 626
- **NEW UNITED MOTOR MANUFACTURING INC.**
  - *Fremont, Calif.*
    - Geo Prizm
    - Toyota Corolla
- **NISSAN MOTOR MFG. CORP. U.S.A.**
  - *Smyrna, Tenn.*
    - Nissan Sentra
- **SUBARU-ISUZU AUTOMOTIVE INC.**
  - *Lafayette, Ind.*
    - Subaru Legacy sedan
    - Subaru Legacy wagon
- **TOYOTA MOTOR MFG. INC. U.S.A.**
  - *Georgetown, Ky.*
    - Toyota Camry

CANADA

- **CHRYSLER CORP.**
  - *Bramalea, Ontario*
    - Dodge Monaco
    - Eagle Premier
- **FORD MOTOR CO.**
  - *Oakville, Ontario*
    - Ford Tempo
    - Mercury Topaz
  - *St. Thomas, Ontario*
    - Ford Crown Victoria
    - Mercury Grand Marquis
- **GENERAL MOTORS**
  - *Oshawa, Ontario (No. 1)*
    - Chevrolet Lumina
  - *Oshawa, Ontario (No. 2)*
    - Buick Regal
    - Chevrolet Lumina
- **CAMI AUTOMOTIVE INC.**
  - *Ingersoll, Ontario*
    - Geo Metro
    - Suzuki Swift
- **HONDA OF CANADA MFG. INC.**
  - *Alliston, Ontario*
    - Honda Civic
- **HYUNDAI AUTO CANADA**
  - *Bromont, Quebec*
    - Hyundai Sonata
- **TOYOTA MOTOR MFG. CANADA INC.**
  - *Cambridge, Ontario*
    - Toyota Corolla
- **VOLVO**
  - *Halifax, Nova Scotia*
    - 740 series
    - 940 series

MEXICO

- **CHRYSLER CORP.**
  - *Toluca*
    - Chrysler LeBaron A*
    - Dodge Spirit*
    - Dodge Shadow*
    - Plymouth Acclaim*
    - Chrysler New Yorker**
- **FORD MOTOR CO.**
  - *Cuautitlan*
    - Ford Thunderbird**
    - Mercury Cougar**
    - Mercury Topaz**
    - Mercury Grand Marquis**
  - *Hermosillo*
    - Ford Escort**
    - Mercury Tracer**
- **GENERAL MOTORS**
  - *Ramos Arizpe*
    - Buick Century*
    - Chevrolet Cavalier**
    - Olds. Cutlass Ciera**
- **NISSAN**
  - *Cuernavaca*
    - Nissan Sentra**
- **VOLKSWAGEN**
  - *Puebla*
    - Beetle**
    - Golf*
    - Jetta*

*Built for both the U.S. and Mexican markets.

**Built for markets other than U.S.

Source: Automotive News Data Center

North America truck assembly plants — 1992 models

UNITED STATES

- **CHRYSLER CORP.**
  - *Toledo, Ohio*
    - Jeep Cherokee
    - Jeep Comanche
  - *Warren, Mich.*
    - Dodge full-sized pickups
    - Dodge mid-sized pickups
  - *St. Louis (No. 2)*
    - Chrysler Town & Country
    - Dodge Caravan C/V (extended cab)
    - Dodge Grand Caravan
    - Plymouth Grand Voyager
- **FORD MOTOR CO.**
  - *Edison, N.J.*
    - Ford Ranger
  - *Kansas City, Mo.*
    - Ford F series
  - *Kentucky Truck (Louisville)*
    - Ford heavy trucks
  - *Lorain, Ohio*
    - Ford Econoline
    - Ford Club Wagon
  - *Louisville, Ky.*
    - Ford Explorer
    - Ford Ranger
    - Mazda Navajo
  - *Michigan Truck (Wayne, Mich.)*
    - Ford Bronco
    - Ford F series
  - *Norfolk, Va.*
    - Ford F series
  - *St. Louis*
    - Ford Aerostar
  - *Twin Cities (St. Paul, Minn.)*
    - Ford F series
    - Ford Ranger
- **FREIGHTLINER CORP.**
  - *Mount Holly, N.C.*
    - Heavy trucks
  - *Portland, Ore.*
    - Heavy trucks
- **GENERAL MOTORS**
  - *Baltimore*
    - Chevrolet Astro
    - GMC Safari
  - *Detroit*
    - P-model and commercial vehicle chassis
  - *Fort Wayne, Ind.*
    - Chevrolet C/K pickup
    - GMC Sierra
  - *Janesville, Wis.*
    - Chevrolet Blazer
    - Chevrolet Suburban
    - Chevrolet Kodiak
    - Chevrolet HD350 pickup
    - GMC Jimmy
    - GMC Suburban
    - GMC Topkick
    - GMC HD350 pickup
  - *Lordstown, Ohio*
    - Chevrolet full-sized vans
    - GMC full-sized vans
  - *Moraine, Ohio*
    - Chevrolet S10 pickup
    - Chevrolet Blazer
    - Chevrolet postal vehicles
    - GMC Sonoma
    - GMC Jimmy
    - Oldsmobile Bravada
  - *Pontiac, Mich. (East)*
    - Chevrolet C/K pickup
    - GMC Sierra
  - *Pontiac, Mich. (West)*
    - Chevrolet S10 pickup
    - GMC Sonoma
    - Chevrolet S10 Blazer
    - GMC S15 Jimmy
  - *Shreveport, La.*
    - Chevrolet S10 pickup
    - Chevrolet S10 Blazer
    - GMC Sonoma
    - GMC S15 Jimmy
  - *Tarrytown, N.Y.*
    - Chevrolet Lumina APV
    - Oldsmobile Silhouette
    - Pontiac Trans Sport
- **KENWORTH TRUCK CO.**
  - *Chillicothe, Ohio*
    - Heavy trucks
  - *Seattle*
    - Heavy trucks
- **MACK TRUCKS INC.**
  - *Allentown, Pa.*
    - Heavy trucks
  - *Macungie, Pa.*
    - Heavy trucks
  - *Winnsboro, S.C.*
    - Heavy trucks
- **MERCEDES-BENZ TRUCK CO.**
  - *Hampton, Va.*
    - Medium trucks
- **NAVISTAR**
  - *Springfield, Ohio*
    - Medium trucks
    - Heavy trucks
- **NISSAN MOTOR MFG. CO.**
  - *Smyrna, Tenn.*
    - Pickup trucks
- **NEW UNITED MOTOR MANUFACTURING INC.**
  - *Fremont, Calif.*
    - Toyota Hilux
- **PETERBILT MOTORS CO.**
  - *Denton, Texas*
    - Heavy trucks
  - *Madison, Tenn.*
    - Heavy trucks
- **SUBARU-ISUZU AUTOMOTIVE INC.**
  - *Lafayette, Ind.*
    - Isuzu pickup
    - Isuzu Rodeo
- **VOLVO-GM HEAVY TRUCK CORP.**
  - *Dublin, Va.*
    - Heavy trucks
  - *Ogden, Utah*
    - Heavy trucks
  - *Orrville, Ohio*
    - Heavy trucks

CANADA

- **CHRYSLER CORP.**
  - *Brampton, Ontario*
    - Jeep Wrangler
  - *Windsor, Ontario*
    - Dodge Caravan
    - Dodge Caravan C/V
    - Plymouth Voyager
  - *Pillette Rd. (Windsor, Ontario)*
    - Dodge Ram Van
    - Dodge Ram Wagon
- **FORD MOTOR CO.**
  - *Ontario Truck (Oakville, Ontario)*
    - Ford F series
- **GENERAL MOTORS**
  - *Oshawa, Ontario*
    - Chevrolet C/K pickup
    - GMC Sierra
  - *Scarborough, Ontario*
    - Chevrolet full-sized van
    - Chevrolet Sportsvan
    - GMC Vandura
    - GMC Rally Van
- **CAMI AUTOMOTIVE INC.**
  - *Ingersoll, Ontario*
    - Geo Tracker
    - Suzuki Sidekick
- **FREIGHTLINER OF CANADA LTD.**
  - *Burnaby, British Columbia*
    - Heavy trucks
- **NAVISTAR**
  - *Chatham, Ontario*
    - Medium trucks
    - Heavy trucks
- **MACK TRUCKS INC.**
  - *Oakville, Ontario*
    - Heavy trucks

MEXICO

- **CHRYSLER CORP.**
  - *Lago Alberto*
    - Dodge Ramcharger*
    - Dodge Ram Club pickups*
    - Dodge DM350, D600***
- **FORD MOTOR CO.**
  - *Cuautitlan*
    - Ford F series**, B200, P350**
- **GENERAL MOTORS**
  - *Mexico City*
    - Chevrolet Suburban**
    - Chevrolet S10 Blazer**, Maxi-cab**
    - Chevrolet C20, C35 pickups**
    - Chevrolet P30 chassis**
- **NISSAN**
  - *Cuernavaca*
    - Pickups, vans**
- **VOLKSWAGEN**
  - *Puebla*
    - Pickups, vans**

*Built for both the U.S. and Mexican markets.

**Built for markets other than U.S.

Source: Automotive News Data Center

PRODUCTION: U.S. AND CANADA

U.S. and Canada transplant production — 5 years

	1991	1990	1989	1988	1987
U.S. car production					
Diamond-Star	153,949	148,379	90,741	—	—
Honda	451,197	435,437	362,274	366,355	324,064
Mazda	165,314	184,428	216,501	163,289	4,200
Nissan	133,504	95,844	115,584	109,897	117,334
NUMMI	206,134	205,287	192,471	128,430	187,378
Subaru-Isuzu	57,947	32,461	5,361	—	—
Toyota	187,726	218,155	151,088	18,527	—
Volkswagen	—	—	—	35,997	66,696
TOTAL U.S. CAR	**1,355,771**	**1,319,991**	**1,134,020**	**822,495**	**699,672**
Canada car production					
CAMI	112,410	53,346	—	—	—
Honda	99,150	104,572	86,353	49,968	15,685
Hyundai	28,201	27,409	3,570	—	—
Toyota	67,834	61,112	19,948	—	—
Volvo	7,661	8,028	8,274	6,573	8,523
TOTAL CANADA CAR	**315,256**	**254,467**	**118,145**	**56,541**	**24,208**
U.S. truck production					
Mazda	12,081	8,687	—	—	—
Nissan	131,519	139,404	123,057	95,919	102,718
NUMMI	2,535	—	—	—	—
Subaru-Isuzu	58,352	34,489	5,799	—	—
TOTAL U.S. TRUCK	**204,487**	**182,580**	**128,856**	**95,919**	**102,718**
Canada truck production					
CAMI	56,452	17,392	—	—	—
TOTAL CANADA TRUCK	**56,452**	**17,392**	—	—	—
TOTAL CAR	**1,671,027**	**1,574,458**	**1,252,165**	**879,036**	**723,880**
TOTAL TRUCK	**260,939**	**199,972**	**128,856**	**95,919**	**102,718**
TOTAL CAR AND TRUCK	**1,931,966**	**1,774,430**	**1,381,021**	**974,955**	**826,598**

Source: Automotive News Data Center

U.S. and Canada vehicle production

1991 model year

United States

	Car	Truck	Total
California	348,145	—	348,145
Delaware	370,275	—	370,275
Georgia	300,124	—	300,124
Illinois	547,769	—	547,769
Indiana	51,528	216,925	268,453
Kansas	101,211	—	101,211
Kentucky	226,599	484,415	711,014
Louisiana	—	268,329	268,329
Maryland	—	157,436	157,436
Michigan	1,834,174	687,562	2,521,736
Minnesota	—	125,772	125,772
Missouri	393,812	479,817	873,629
New Jersey	111,015	52,991	164,006
New York	—	86,613	86,613
Ohio	966,383	677,811	1,644,194
Oklahoma	174,442	—	174,442
Tennessee	169,714	168,539	338,253
Texas	79,846	—	79,846
Virginia	—	119,759	119,759
Wisconsin	102,174	33,002	135,176
Total U.S.	**5,777,211**	**3,558,971**	**9,336,182**

Canada

	Car	Truck	Total
Nova Scotia	8,089	—	8,089
Ontario	958,686	766,432	1,725,118
Quebec	91,062	—	91,062
Total Canada	**1,057,837**	**766,432**	**1,824,269**
TOTAL U.S & CANADA	**6,835,048**	**4,325,403**	**11,160,451**

Source: Automotive News Data Center

U.S. truck production — 1991 calendar year

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	1991 TOTAL
Caravan	9,204	7,840	7,799	24,843	9,768	11,213	9,246	30,227	10,319	8,209	11,228	29,756	12,249	11,141	8,580	31,970	116,796
Dakota	3,109	3,772	7,713	14,594	8,485	9,692	8,024	26,201	5,338	7,818	12,659	25,815	15,952	12,354	8,995	37,301	103,911
Caravan C/V	251	371	338	960	466	453	277	1,196	1	217	239	457	523	387	277	1,187	3,800
Ram pickups	3,127	3,766	7,707	14,600	8,441	9,709	8,026	26,176	5,378	6,496	5,394	17,268	5,293	5,694	4,414	15,401	73,445
Total Dodge	**15,691**	**15,749**	**23,557**	**54,997**	**27,160**	**31,067**	**25,573**	**83,800**	**21,036**	**22,740**	**29,520**	**73,296**	**34,017**	**29,576**	**22,266**	**85,859**	**297,952**
Cherokee	5,882	7,950	8,129	21,961	13,183	14,333	17,306	44,822	5,158	18,110	19,337	42,605	19,928	9,405	12,857	42,190	151,578
Comanche	509	504	405	1,418	416	412	518	1,346	121	567	529	1,217	533	297	377	1,207	5,188
Grand Wagoneer	0	0	0	0	205	818	537	1,560	0	0	0	0	0	0	0	0	1,560
Wagoneer	179	306	226	711	338	162	226	726	59	481	198	738	192	166	215	573	2,748
Total Jeep	**6,570**	**8,760**	**8,760**	**24,090**	**14,142**	**15,725**	**18,587**	**48,454**	**5,338**	**19,158**	**20,064**	**44,560**	**20,653**	**9,868**	**13,449**	**43,970**	**161,074**
Voyager	7,129	6,042	6,237	19,408	8,657	9,607	10,473	28,737	6,668	7,777	9,939	24,384	11,901	7,949	6,884	26,734	99,263
Town & Country	264	246	228	738	360	325	341	1,026	221	761	442	1,424	784	1,356	1,086	3,226	6,414
Total C-P Division	**7,393**	**6,288**	**6,465**	**20,146**	**9,017**	**9,932**	**10,814**	**29,763**	**6,889**	**8,538**	**10,381**	**25,808**	**12,685**	**9,305**	**7,970**	**29,960**	**105,677**
CHRYSLER CORP.	**29,654**	**30,797**	**38,782**	**99,233**	**50,319**	**56,724**	**54,974**	**162,017**	**33,263**	**50,436**	**59,965**	**143,664**	**67,355**	**48,749**	**43,685**	**159,789**	**564,703**
Aerostar	9,617	7,920	10,592	28,129	16,930	18,460	19,062	54,452	12,028	16,751	18,873	47,652	18,222	11,201	8,035	37,458	167,691
Bronco	1,173	767	472	2,412	1,311	1,703	1,717	4,731	1,597	1,969	2,843	6,409	3,174	1,181	2,052	6,407	19,959
Explorer	21,356	21,418	22,532	65,306	25,335	25,433	23,891	74,659	11,885	26,437	27,745	66,067	30,496	26,255	20,054	76,805	282,837
Mazda Navajo	1,674	1,536	734	3,944	699	868	382	1,949	63	2,139	985	3,187	1,021	999	981	3,001	12,081
Econoline	7,759	5,437	13,604	26,800	12,671	13,458	16,206	42,335	10,854	12,100	9,997	32,951	18,229	11,933	3,624	33,786	135,872
Heavy trucks	3,554	2,177	2,528	8,259	3,186	3,630	1,739	8,555	3,154	3,708	2,060	8,922	2,671	1,806	3,085	7,562	33,298
Light trucks	18,694	13,323	24,590	56,607	26,826	33,437	31,455	91,718	22,907	25,030	36,541	84,478	46,500	27,525	32,412	106,437	339,240
Ranger	20,022	15,704	18,706	54,432	23,983	27,596	24,958	76,537	16,740	28,550	28,837	74,127	29,874	18,281	12,329	60,484	265,580
FORD MOTOR CO.	**83,849**	**68,282**	**93,758**	**245,889**	**110,941**	**124,585**	**119,410**	**354,936**	**79,228**	**116,684**	**127,881**	**323,793**	**150,187**	**99,181**	**82,572**	**331,940**	**1,256,558**
Astro	5,878	6,675	7,560	20,113	9,822	11,469	7,963	29,254	2,955	8,301	12,132	23,388	12,158	12,923	9,055	34,136	106,891
Blazer	498	828	615	1,941	420	893	982	2,295	935	392	29	1,356	286	327	1,038	1,651	7,243
Lumina APV	3,577	1,050	2,197	6,824	3,834	5,507	4,854	14,195	3,353	1,541	7,246	12,140	7,901	6,439	4,492	18,832	51,991
Medium trucks	0	0	0	0	0	761	0	761	0	0	675	675	595	436	374	1,405	2,841
P-model	633	1,698	1,678	4,009	1,060	1,716	2,683	5,459	2,648	1,691	1,800	6,139	891	1,062	942	2,895	18,502
C/K pickups	19,348	18,597	16,322	54,267	27,131	28,814	30,541	86,486	24,877	25,537	26,491	76,905	31,608	26,320	15,818	73,746	291,404
S10	22,221	15,727	15,605	53,553	25,713	28,585	23,782	78,080	19,405	17,974	22,032	59,411	30,279	21,395	8,758	60,432	251,476
S10 Blazer	1,831	1,254	1,226	4,311	2,296	7,204	3,241	12,741	2,922	5	8,397	11,324	10,889	13,088	10,902	34,879	63,255
Sportsvan/Van	1,352	3,427	4,030	8,809	4,689	4,192	3,943	12,824	3,032	2,207	4,101	9,340	5,662	5,085	3,824	14,571	45,544
Suburban	1,725	1,989	1,486	5,200	2,811	2,526	3,466	8,803	3,519	3,512	87	7,118	628	1,550	1,701	3,879	25,000
Total Chevrolet	**57,063**	**51,245**	**50,719**	**159,027**	**77,776**	**91,667**	**81,455**	**250,898**	**63,646**	**61,160**	**82,990**	**207,796**	**100,897**	**88,625**	**56,904**	**246,426**	**864,147**
Jimmy	196	256	217	669	111	165	111	387	254	259	26	539	99	115	297	511	2,106
Medium trucks	0	0	0	0	0	1,805	0	1,805	0	0	1,232	1,232	1,078	770	1,527	3,375	6,412
P-model	209	223	335	767	357	188	181	726	205	119	122	446	26	84	91	201	2,140
Pickups	8,553	8,530	11,088	28,171	13,293	9,013	12,445	34,751	11,008	8,249	8,919	28,176	10,498	10,501	6,289	27,288	118,386
S15/Sonoma	5,476	3,998	3,939	13,413	5,589	4,643	6,259	16,491	5,378	4,552	5,102	15,032	5,639	4,600	1,984	12,223	57,159
S15 Jimmy	702	489	501	1,692	629	2,005	1,537	4,171	890	1	3,471	4,362	3,776	4,649	2,991	11,416	21,641
Safari	2,503	3,166	2,362	8,031	4,092	4,890	4,311	13,293	1,536	3,239	3,655	8,430	4,174	4,311	3,107	11,592	41,346
Suburban	1,096	2,355	1,822	5,273	2,435	2,662	2,013	7,110	2,420	2,141	74	4,635	332	581	882	1,795	18,813
Vandura/Rally vans	608	1,616	1,410	3,634	2,366	2,408	2,069	6,843	776	840	1,694	3,310	2,324	1,713	1,299	5,336	19,123
Total GMC	**19,343**	**20,633**	**21,674**	**61,650**	**28,872**	**27,779**	**28,926**	**85,577**	**22,467**	**19,400**	**24,295**	**66,162**	**27,946**	**27,324**	**18,467**	**73,737**	**287,126**
Silhouette	988	749	1,637	3,374	1,985	2,995	2,851	7,831	1,836	489	1,530	3,855	2,213	1,941	1,431	5,585	20,645
Bravada	1,998	1,955	1,895	5,848	1,175	879	888	2,942	992	619	948	2,559	994	1,054	1,043	3,091	14,440
Total Oldsmobile	**2,986**	**2,704**	**3,532**	**9,222**	**3,160**	**3,874**	**3,739**	**10,773**	**2,828**	**1,108**	**2,478**	**6,414**	**3,207**	**2,995**	**2,474**	**8,676**	**35,085**
Pontiac Trans Sport	1,897	676	1,303	3,876	2,804	3,719	3,355	9,878	2,245	836	4,004	7,085	4,754	4,155	2,681	11,590	32,429
GENERAL MOTORS	**81,289**	**75,258**	**77,228**	**233,775**	**112,612**	**127,039**	**117,475**	**357,126**	**91,186**	**82,504**	**113,767**	**287,457**	**136,804**	**123,099**	**80,526**	**340,429**	**1,218,787**
NAVISTAR	**5,928**	**6,517**	**6,555**	**19,000**	**6,596**	**6,378**	**6,582**	**19,556**	**3,956**	**3,711**	**3,498**	**11,165**	**4,624**	**4,687**	**4,994**	**14,305**	**64,026**
NISSAN	**12,899**	**11,049**	**10,767**	**34,715**	**11,452**	**11,752**	**10,895**	**34,099**	**6,861**	**11,948**	**10,874**	**29,683**	**13,316**	**11,063**	**8,643**	**33,022**	**131,519**
NUMMI Toyota Hilux	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**21**	**251**	**272**	**674**	**779**	**810**	**2,263**	**2,535**
Pickup	2,997	2,814	1,940	7,751	2,170	2,353	2,878	7,401	2,592	1,433	2,268	6,293	2,638	2,059	1,614	6,311	27,756
Rodeo	1,977	1,976	1,524	5,477	1,507	1,983	1,856	5,346	1,771	3,544	3,015	8,330	4,068	4,068	3,307	11,443	30,596
SUBARU-ISUZU	**4,974**	**4,790**	**3,464**	**13,228**	**3,677**	**4,336**	**4,734**	**12,747**	**4,363**	**4,977**	**5,283**	**14,623**	**6,706**	**6,127**	**4,921**	**17,754**	**58,352**
AM GENERAL	**1,600**	**1,600**	**1,600**	**4,800**	**1,440**	**1,840**	**1,600**	**4,880**	**1,760**	**1,760**	**1,920**	**5,440**	**1,820**	**1,425**	**1,125**	**4,370**	**19,490**
MISCELLANEOUS	**10,600**	**10,600**	**10,600**	**31,800**	**9,540**	**11,660**	**10,600**	**31,800**	**11,660**	**11,660**	**12,720**	**36,040**	**11,880**	**9,500**	**7,400**	**28,780**	**128,420**
TOTAL	**230,793**	**208,893**	**242,754**	**682,440**	**306,577**	**344,314**	**326,270**	**977,161**	**232,277**	**283,701**	**336,159**	**852,137**	**393,366**	**304,610**	**234,676**	**932,652**	**3,444,390**

Source: Automotive News Data Center

PRODUCTION: CANADA

Canada car production — 1991 calendar year

	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	1991 TOTAL
Monaco	0	329	361	690	622	1,136	2,338	4,096	588	702	815	2,105	236	0	176	412	7,303
Premier	0	954	659	1,613	1,131	1,022	1,584	3,737	385	1,946	2,087	4,418	486	0	556	1,042	10,810
CHRYSLER CORP.	**0**	**1,283**	**1,020**	**2,303**	**1,753**	**2,158**	**3,922**	**7,833**	**973**	**2,648**	**2,902**	**6,523**	**722**	**0**	**732**	**1,454**	**18,113**
Tempo	5,411	11,981	9,980	27,372	7,189	12,575	13,117	32,881	2,836	8,748	9,773	21,357	8,841	6,382	6,411	21,634	103,244
Topaz	1,600	2,995	2,476	7,071	2,502	5,388	4,315	12,205	1,225	2,812	3,350	7,387	3,105	2,621	2,755	8,481	35,144
Crown Victoria	4,891	11,261	7,416	23,568	6,837	7,552	7,937	22,326	6,358	10,303	8,293	24,954	7,258	4,004	3,832	15,094	85,942
Grand Marquis	0	1,086	10,334	11,420	13,253	10,763	11,498	35,514	6,893	12,271	12,337	31,501	9,489	6,645	5,693	21,827	100,262
FORD MOTOR CO.	**11,902**	**27,323**	**30,206**	**69,431**	**29,781**	**36,278**	**36,867**	**102,926**	**17,409**	**33,961**	**33,753**	**85,123**	**28,693**	**19,652**	**18,691**	**67,036**	**324,516**
Cutlass Ciera	7,506	357	6,779	14,642	6,066	7,843	7,984	21,893	4,212	0	0	4,212	0	0	0	0	40,747
Lumina	18,164	6,732	17,349	42,245	21,971	25,110	26,020	73,101	14,431	18,572	25,005	58,008	28,557	26,291	18,821	73,669	247,023
Regal	12,469	4,262	9,224	25,955	13,365	12,116	11,826	37,307	6,616	8,805	13,499	28,920	14,889	10,214	7,798	32,901	125,083
GENERAL MOTORS	**38,139**	**11,351**	**33,352**	**82,842**	**41,402**	**45,069**	**45,830**	**132,301**	**25,259**	**27,377**	**38,504**	**91,140**	**43,446**	**36,505**	**26,619**	**106,570**	**412,853**
CAMI	**10,851**	**11,446**	**11,465**	**33,762**	**10,780**	**10,250**	**10,227**	**31,257**	**3,545**	**6,996**	**9,103**	**19,645**	**10,113**	**10,255**	**7,378**	**27,746**	**112,410**
HONDA Civic	**9,326**	**8,572**	**8,469**	**26,367**	**9,693**	**9,716**	**8,717**	**28,126**	**7,618**	**9,096**	**8,799**	**25,513**	**8,350**	**4,559**	**6,235**	**19,144**	**99,150**
HYUNDAI Sonata	**4,057**	**3,206**	**2,604**	**9,867**	**2,489**	**1,520**	**1,131**	**5,140**	**968**	**1,664**	**1,579**	**4,211**	**2,897**	**3,532**	**2,554**	**8,983**	**28,201**
TOYOTA Corolla	**5,940**	**5,391**	**5,444**	**16,775**	**6,221**	**6,255**	**5,347**	**17,823**	**4,989**	**5,250**	**5,537**	**15,776**	**6,549**	**6,332**	**4,579**	**17,460**	**67,834**
VOLVO 740, 940	**773**	**684**	**701**	**2,158**	**792**	**792**	**719**	**2,303**	**684**	**357**	**407**	**1,448**	**658**	**598**	**496**	**1,752**	**7,861**
TOTAL	**80,988**	**69,256**	**93,261**	**243,505**	**102,911**	**112,038**	**112,760**	**327,709**	**61,446**	**87,349**	**100,584**	**249,379**	**101,428**	**81,433**	**67,284**	**250,145**	**1,070,736**

Source: Automotive News Data Center

U.S. car production

25 calendar years

Year	Units
1991	5,439,379
1990	6,079,192
1989	6,829,976
1988	7,129,420
1987	7,094,992
1986	7,829,697
1985	8,186,040
1984	7,777,721
1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,290
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610

Source: Automotive News Data Center

U.S. truck production

25 calendar years

Year	Units
1991	3,444,390
1990	3,808,844
1989	4,294,969
1988	4,132,729
1987	3,880,342
1986	3,543,168
1985	3,485,435
1984	3,146,356
1983	2,400,429
1982	1,902,164
1981	1,701,122
1980	1,593,489
1979	2,973,498
1978	3,676,747
1977	3,433,569
1976	2,946,410
1975	2,250,507
1974	2,742,502
1973	3,007,495
1972	2,471,530
1971	2,097,897
1970	1,716,641
1969	1,956,996
1968	1,949,344
1967	1,583,880

Source: Automotive News Data Center

Canada car production

25 calendar years

Year	Units
1991	1,070,736
1990	1,085,080
1989	1,007,209
1988	1,026,323
1987	809,943
1986	1,073,312
1985	1,090,963
1984	1,082,183
1983	968,774
1982	801,677
1981	743,570
1980	846,777
1979	944,933
1978	1,131,050
1977	1,165,037
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,497
1969	1,035,354
1968	891,849
1967	714,084

Source: Automotive News Data Center

Canada truck production

25 calendar years

Year	Units
1991	840,707
1990	819,586
1989	928,612
1988	933,826
1987	753,967
1986	790,524
1985	845,528
1984	815,783
1983	500,864
1982	488,327
1981	617,264
1980	526,277
1979	657,436
1978	674,887
1977	602,458
1976	501,151
1975	389,728
1974	338,568
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551

Source: Automotive News Data Center

Canada truck production — 1991 calendar year

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	1991 TOTAL
Caravan	12,538	8,848	10,906	32,292	13,377	14,723	13,686	41,786	7,295	11,664	13,951	32,910	16,144	15,599	11,397	43,140	150,128
Caravan C/V	379	384	1,359	2,122	1,406	967	449	2,822	0	327	381	708	417	379	280	1,076	6,728
Ram Wagon	377	2,140	2,075	4,592	2,203	2,249	2,735	7,187	980	549	1,761	3,290	1,144	804	1,261	3,209	18,278
Ram Van	967	3,716	3,583	8,266	3,643	4,008	4,943	12,594	2,742	1,979	5,777	10,498	3,844	2,670	2,615	9,129	40,487
Total Dodge	**14,261**	**15,088**	**17,923**	**47,272**	**20,629**	**21,947**	**21,813**	**64,389**	**11,017**	**14,519**	**21,870**	**47,406**	**21,549**	**19,452**	**15,553**	**56,554**	**215,621**
Plymouth Voyager	**9,541**	**6,087**	**8,347**	**23,975**	**10,592**	**9,814**	**10,537**	**30,943**	**5,174**	**10,937**	**10,535**	**26,646**	**10,578**	**9,279**	**6,576**	**26,433**	**107,997**
Jeep Wrangler	**3,796**	**3,190**	**4,670**	**11,656**	**5,217**	**6,536**	**6,422**	**18,175**	**3,179**	**6,784**	**6,418**	**16,381**	**6,639**	**6,801**	**5,483**	**18,923**	**65,135**
CHRYSLER CORP.	27,598	24,365	30,940	82,903	36,438	38,297	38,772	113,507	19,370	32,234	38,823	90,427	38,766	35,532	27,612	101,910	388,747
FORD MOTOR F series	**6,843**	**5,928**	**8,576**	**21,347**	**6,238**	**12,353**	**11,909**	**30,500**	**4,990**	**9,746**	**10,297**	**25,033**	**9,754**	**8,831**	**8,696**	**27,281**	**104,161**
Light trucks	13,447	12,066	8,381	33,894	9,733	13,547	13,361	36,641	8,979	12,209	12,926	34,114	16,275	16,719	11,392	44,386	149,035
Vans	1,109	2,174	5,410	8,693	6,645	6,491	4,910	18,046	5,232	2,483	4,123	11,838	7,182	6,851	3,771	17,804	56,381
Total Chevrolet	**14,556**	**14,240**	**13,791**	**42,587**	**16,378**	**20,038**	**18,271**	**54,687**	**14,211**	**14,692**	**17,049**	**45,952**	**23,457**	**23,570**	**15,163**	**62,190**	**205,416**
Light trucks	5,002	4,745	3,883	13,630	3,829	5,149	4,817	13,795	3,462	3,787	4,518	11,767	5,632	6,023	4,084	15,739	54,931
Vans	583	1,779	2,289	4,651	2,158	2,168	2,826	7,152	2,129	914	1,717	4,760	2,312	2,818	2,598	7,728	24,291
Total GMC	**5,585**	**6,524**	**6,172**	**18,281**	**5,987**	**7,317**	**7,643**	**20,947**	**5,591**	**4,701**	**6,235**	**16,527**	**7,944**	**8,841**	**6,682**	**23,467**	**79,222**
GENERAL MOTORS	**20,141**	**20,764**	**19,963**	**60,868**	**22,365**	**27,355**	**25,914**	**75,634**	**19,802**	**19,393**	**23,284**	**62,479**	**31,401**	**32,411**	**21,845**	**85,657**	**284,638**
CAMI	**4,676**	**4,630**	**4,771**	**14,077**	**5,311**	**4,640**	**4,781**	**14,732**	**1,776**	**4,117**	**4,952**	**10,845**	**5,935**	**5,976**	**4,887**	**16,798**	**56,452**
NAVISTAR	**736**	**665**	**648**	**2,049**	**555**	**554**	**635**	**1,744**	**430**	**472**	**626**	**1,528**	**414**	**472**	**502**	**1,388**	**6,709**
TOTAL	**59,994**	**56,352**	**64,898**	**181,244**	**70,907**	**83,199**	**82,011**	**236,117**	**46,368**	**65,962**	**77,982**	**190,312**	**86,270**	**83,222**	**63,542**	**233,034**	**840,707**

Source: Automotive News Data Center

SALES: U.S.

U.S. car and light-truck sales — 1991 calendar year

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Acura	143,708	138,384	1.8	1.5	—	—	—	—	143,708	138,384	1.2	1.0	0.2	3.8
Alfa Romeo	3,478	3,482	0.0	0.0	—	—	—	—	3,478	3,482	0.0	0.0	0.0	-0.1
Aston Martin*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
Audi	12,283	21,106	0.2	0.2	—	—	—	—	12,283	21,106	0.1	0.2	-0.1	-41.8
BMW	53,343	63,646	0.7	0.7	—	—	—	—	53,343	63,646	0.4	0.5	0.0	-16.2
Buick	544,325	536,667	6.7	5.8	—	—	—	—	544,325	536,667	4.4	3.9	0.5	1.4
Cadillac	213,288	258,168	2.6	2.8	—	—	—	—	213,288	258,168	1.7	1.9	-0.2	-17.4
Chevrolet/Geo†	1,161,568	1,364,096	14.2	14.7	1,068,347	1,243,005	25.7	27.1	2,229,915	2,607,101	18.1	18.8	-0.7	-14.5
Chrysler	126,383	185,535	1.5	2.0	5,236	2,891	0.1	0.1	131,619	188,426	1.1	1.4	-0.3	-30.1
Daihatsu	6,202	10,630	0.1	0.1	2,761	4,354	0.1	0.1	8,963	14,984	0.1	0.1	0.0	-40.2
Dodge	324,595	361,689	4.0	3.9	448,769	465,953	10.8	10.1	773,364	827,642	6.3	6.0	-0.3	-6.6
Eagle	59,347	60,646	0.7	0.7	—	—	—	—	59,347	60,646	0.5	0.4	+0.1	-2.1
Ferrari*	960	960	0.0	0.0	—	—	—	—	960	960	0.0	0.0	0.0	0.0
Ford	1,081,290	1,321,149	13.2	14.2	1,231,321	1,373,493	29.6	29.9	2,312,611	2,694,642	18.7	19.4	-0.7	-14.2
GMC	—	—	—	—	286,423	326,370	6.9	7.1	286,423	326,370	2.3	2.4	-0.1	-12.2
Honda	659,659	716,495	8.1	7.7	—	—	—	—	659,659	716,495	5.3	5.2	+0.1	-7.9
Hyundai	117,630	137,448	1.4	1.5	—	—	—	—	117,630	137,448	1.0	1.0	0.0	-14.4
Infiniti	34,890	23,960	0.4	0.3	—	—	—	—	34,890	23,960	0.3	0.2	0.1	45.6
Isuzu	13,301	5,837	0.2	0.1	95,128	105,820	2.3	2.3	108,429	111,657	0.9	0.8	0.1	-2.9
Jaguar	9,376	18,728	0.1	0.2	—	—	—	—	9,376	18,728	0.1	0.1	0.0	-49.9
Jeep	—	—	—	—	177,775	196,863	4.3	4.3	177,775	196,863	1.4	1.4	0.0	-9.7
Lamborghini*	156	156	0.0	0.0	—	—	—	—	156	156	0.0	0.0	0.0	0.0
Lexus	71,206	63,534	0.9	0.7	—	—	—	—	71,206	63,534	0.6	0.5	0.1	12.1
Lincoln	178,701	231,660	2.2	2.5	—	—	—	—	178,701	231,660	1.4	1.7	-0.3	-22.9
Lotus*	324	324	0.0	0.0	—	—	—	—	324	324	0.0	0.0	0.0	0.0
Maserati*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Mazda	221,643	225,712	2.7	2.4	121,969	123,965	2.9	2.7	343,612	349,677	2.8	2.5	+0.3	-1.7
Mercedes-Benz	58,868	78,375	0.7	0.8	—	—	—	—	58,868	78,375	0.5	0.6	-0.1	-24.9
Mercury	375,879	390,794	4.6	4.2	—	—	—	—	375,879	390,794	3.0	2.8	+0.2	-3.8
Mitsubishi	161,879	149,507	2.0	1.6	28,922	41,223	0.7	0.9	190,801	190,730	1.5	1.4	-0.1	0.0
Nissan	377,498	421,981	4.6	4.5	170,962	175,662	4.1	3.8	548,460	597,643	4.4	4.3	+0.1	-8.2
Oldsmobile	426,306	511,781	5.2	5.5	31,818	26,075	0.8	0.6	458,124	537,856	3.7	3.94	-0.2	-14.8
Peugeot	3,575	4,292	0.0	0.0	—	—	—	—	3,575	4,292	0.0	0.0	0.0	-16.7
Plymouth	192,193	252,964	2.4	2.7	173,373	171,527	4.2	3.7	365,566	424,491	3.0	3.1	-0.1	-13.9
Pontiac	489,812	636,390	6.0	6.8	23,682	29,875	0.6	0.7	513,494	666,265	4.2	4.8	-0.6	-22.9
Porsche	4,388	9,139	0.1	0.1	—	—	—	—	4,388	9,139	0.0	0.1	0.0	-52.0
Range Rover	—	—	—	—	3,309	4,582	0.1	0.1	3,309	4,582	0.0	0.0	0.0	-27.8
Rolls/Bentley*	447	1,300	0.0	0.0	—	—	—	—	450	1,300	0.0	0.0	0.0	-65.4
Saab	26,103	26,397	0.3	0.3	—	—	—	—	26,103	26,397	0.2	0.2	0.0	-1.1
Saturn	74,493	1,881	0.9	0.0	—	—	—	—	74,493	1,881	0.6	0.0	0.6	—
Sterling	2,744	4,015	—	0.0	—	—	—	—	2,744	4,015	0.0	0.0	0.0	-31.7
Subaru	105,052	108,547	1.3	1.2	—	—	—	—	105,052	108,547	0.9	0.8	+0.1	-3.2
Suzuki	5,529	6,525	0.1	0.1	16,127	13,979	0.4	0.3	21,656	20,504	0.2	0.1	+0.1	5.6
Toyota	670,815	715,674	8.2	7.7	268,459	278,797	6.5	6.1	939,274	994,471	7.6	7.2	+0.4	-5.6
Volvo	67,697	89,894	0.8	1.0	—	—	—	—	67,697	89,894	0.5	0.6	-0.1	-24.7
Volkswagen	91,688	129,714	1.1	1.4	5,035	6,643	0.1	0.1	96,723	136,357	0.8	1.0	-0.2	-29.1
Yugo	3,092	6,359	0.0	0.1	—	—	—	—	3,092	6,359	0.0	0.0	0.0	-51.4
TOTAL	**8,176,014**	**9,295,841**	**100.0**	**100.0**	**4,159,416**	**4,591,077**	**100.0**	**100.0**	**12,335,430**	**13,886,918**	**100.0**	**100.0**	**0.0**	-11.2
TOTAL BIG 3	**5,248,180**	**6,113,420**	**64.2**	**65.8**	**3,446,744**	**3,836,052**	**82.9**	**83.6**	**8,694,924**	**9,949,472**	**70.5**	**71.6**	-1.2	-12.6
TOTAL JAPAN	**2,471,382**	**2,586,786**	**30.2**	**27.8**	**704,328**	**743,800**	**16.9**	**16.2**	**3,175,710**	**3,330,586**	**25.7**	**24.0**	**1.8**	-4.6
TOTAL EUROPE	**338,825**	**458,187**	**4.1**	**4.9**	**8,344**	**11,225**	**0.2**	**0.2**	**347,169**	**469,412**	**2.8**	**3.4**	**-0.6**	**-26.0**
GM	2,909,792	3,308,983	35.6	35.6	1,410,270	1,625,325	33.9	35.4	4,320,062	4,934,308	35.0	35.5	-0.5	-12.5
Ford	1,635,870	1,943,603	20.0	20.9	1,231,321	1,373,493	29.6	29.9	2,867,191	3,317,096	23.2	23.9	-0.6	-13.6
Chrysler	702,518	860,834	8.6	9.3	805,153	837,234	19.4	18.2	1,507,671	1,698,068	12.2	12.2	0.0	-11.2
Toyota/Lexus	742,021	779,208	9.1	8.4	268,459	278,797	6.5	6.1	1,010,480	1,058,005	8.2	7.6	0.6	-4.5
Honda/Acura	803,367	854,879	9.8	9.2	—	—	—	—	803,367	854,879	6.5	6.2	0.4	-6.0
Nissan/Infiniti	412,388	445,941	5.0	4.8	170,962	175,662	4.1	3.8	583,350	621,603	4.7	4.5	0.3	-6.1
VW/Audi	103,971	150,820	1.3	1.6	5,035	6,643	0.1	0.1	109,006	157,463	0.9	1.1	-0.3	-30.8
†Geo	*265,999*	*290,785*	*3.3*	*3.1*	*30,702*	*34,358*	*0.7*	*0.7*	*296,701*	*325,143*	*2.4*	*2.3*	*0.1*	*-8.7*
*Made by Japan***	*2,945,534*	*3,114,966*	*36.0*	*33.5*	*739,701*	*791,089*	*17.8*	*17.2*	*3,673,831*	*3,902,646*	*29.8*	*28.1*	*1.7*	*-5.9*

*Estimate

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

Source: Automotive News Data Center

U.S. domestic-car sales

10 calendar years

1991	6,072,255
1990	6,842,733
1989	7,014,850
1988	7,501,095
1987	7,081,262
1986	8,214,662
1985	8,204,721
1984	7,951,517
1983	6,795,302
1982	5,756,660

Source: Automotive News Data Center

U.S. imported-car sales

10 calendar years

1991	2,103,759
1990	2,452,948
1989	2,757,077
1988	3,068,738
1987	3,144,054
1986	3,248,579
1985	2,841,063
1984	2,441,713
1983	2,385,734
1982	2,221,517

Source: Automotive News Data Center

U.S. domestic- and imported-car sales

10 calendar years

1991	8,176,014
1990	9,295,841
1989	9,771,927
1988	10,569,833
1987	10,225,316
1986	11,463,241
1985	11,045,784
1984	10,393,230
1983	9,181,036
1982	7,978,177

Source: Automotive News Data Center

U.S. light-truck sales

10 calendar years

1991	4,159,416
1990	4,591,077
1989	4,779,192
1988	4,878,312
1987	4,681,124
1986	4,617,506
1985	4,414,508
1984	3,805,090
1983	2,614,966
1982	2,075,431

Source: Automotive News Data Center

U.S. car and light-truck sales

10 calendar years

1991	12,335,430
1990	13,886,918
1989	14,551,119
1988	15,448,145
1987	14,906,440
1986	16,080,747
1985	15,460,292
1984	14,198,320
1983	11,796,002
1982	10,053,608

Source: Automotive News Data Center

U.S. and Canada car and light-truck sales — 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 Total
U.S. domestic-cars	416,645	472,524	538,887	503,612	576,572	587,631	578,721	497,238	493,383	519,554	454,116	433,372	6,072,255
U.S. imported-cars	137,749	149,089	191,091	186,092	192,905	183,895	194,643	193,341	179,803	182,657	152,485	160,009	2,103,759
Canada domestic-cars	42,350	36,621	47,065	60,762	69,356	69,036	58,318	42,570	46,912	40,426	37,162	28,978	579,556
Canada imported-cars	15,525	19,930	26,903	31,567	32,871	27,916	25,770	26,410	23,272	24,931	21,182	17,370	293,647
Total U.S. & Canada cars	**612,269**	**678,164**	**803,946**	**782,033**	**871,704**	**868,478**	**857,452**	**759,559**	**743,370**	**767,568**	**664,945**	**639,732**	**9,049,217**
U.S. domestic-trucks	220,918	241,382	293,276	293,239	322,320	324,372	323,022	283,267	315,680	269,831	262,436	297,001	3,446,744
U.S. imported-trucks	48,841	49,705	61,569	57,096	65,134	62,972	70,410	73,639	59,896	59,385	49,996	54,029	712,672
Canada domestic-trucks	21,806	19,558	29,175	38,862	35,721	36,319	33,256	22,828	27,320	22,758	24,644	21,292	333,539
Canada imported-trucks	3,181	4,363	5,376	7,348	7,771	7,112	5,309	5,270	5,016	5,973	4,818	4,597	66,134
Total U.S. & Canada trucks	**294,746**	**315,008**	**389,396**	**396,545**	**430,946**	**430,775**	**431,997**	**385,004**	**407,902**	**357,957**	**341,894**	**376,919**	**4,559,089**
TOTAL U.S. & CANADA	**907,015**	**993,172**	**1,193,342**	**1,178,578**	**1,302,650**	**1,299,253**	**1,289,449**	**1,444,563**	**1,151,272**	**1,125,525**	**1,006,839**	**1,016,651**	**13,608,306**

Source: Automotive News Data Center

U.S. domestic-car sales — 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 TOTAL
Summit	386	439	520	731	753	686	743	1,034	1,035	833	680	440	8,280
Talon	2,160	2,129	2,933	2,749	3,132	2,905	2,367	2,755	2,549	2,437	1,995	1,742	29,853
Premier	402	414	1,021	1,189	1,339	1,474	1,173	884	872	1,064	800	651	11,283
Total Eagle	**2,948**	**2,982**	**4,474**	**4,669**	**5,224**	**5,065**	**4,283**	**4,673**	**4,456**	**4,334**	**3,475**	**2,833**	**49,416**
Horizon	91	80	76	54	51	31	122	0	0	0	0	0	505
Laser	1,799	1,861	2,473	2,600	3,259	2,931	2,470	2,930	2,688	2,152	1,606	1,432	28,201
Sundance	3,340	3,115	2,864	3,437	4,410	4,540	3,328	6,084	6,379	6,629	5,554	4,138	53,818
Acclaim	11,531	9,298	9,283	5,732	7,992	8,495	4,527	6,208	8,205	8,494	7,287	5,300	92,352
Total Plymouth	**16,761**	**14,354**	**14,696**	**11,823**	**15,712**	**15,997**	**10,447**	**15,222**	**17,272**	**17,275**	**14,447**	**10,870**	**174,876**
LeBaron A*	1,481	1,420	1,520	1,371	1,636	1,711	1,217	1,576	1,924	3,857	4,057	3,817	25,587
LeBaron J	1,938	3,528	3,863	4,017	5,294	3,610	2,069	1,667	1,040	1,394	2,908	3,946	35,274
Fifth Avenue	3,343	3,769	2,554	2,977	3,591	3,537	3,252	2,074	1,698	3,308	4,383	3,154	37,640
Imperial	1,242	786	588	701	1,073	1,014	772	513	624	1,455	1,001	856	10,625
New Yorker	1,520	1,114	974	1,260	1,108	1,183	1,132	890	717	2,659	2,001	1,622	16,180
Total Chrysler Division	**9,524**	**10,617**	**9,499**	**10,326**	**12,702**	**11,055**	**8,442**	**6,720**	**6,003**	**12,673**	**14,350**	**13,395**	**125,306**
Omni	104	80	75	75	44	35	148	0	0	0	0	0	561
Shadow*	4,935	5,003	5,757	5,984	7,999	7,476	5,747	7,677	7,371	7,399	6,690	5,153	77,191
Monaco	195	228	410	486	782	1,809	1,419	736	549	539	379	290	7,822
Daytona	1,059	1,113	1,338	1,484	1,579	1,294	1,048	996	953	1,313	1,495	1,277	14,949
Spirit	10,732	8,242	7,627	4,550	5,995	7,420	4,037	4,473	7,463	8,919	7,053	4,711	81,222
Dynasty	11,308	11,751	6,806	7,379	11,369	9,252	6,403	3,638	13,155	11,127	8,182	5,281	105,651
Total Dodge	**28,333**	**26,417**	**22,013**	**19,958**	**27,768**	**27,286**	**18,802**	**17,520**	**29,491**	**29,297**	**23,799**	**16,712**	**287,396**
CHRYSLER CORP.	**57,566**	**54,370**	**50,682**	**46,776**	**61,406**	**59,403**	**41,974**	**44,135**	**57,222**	**63,579**	**56,071**	**43,810**	**636,994**
Escort*	20,446	23,371	17,660	16,318	18,727	20,288	28,771	22,195	24,736	18,708	15,474	21,170	247,864
Mustang	5,439	5,534	6,295	5,976	7,783	8,135	8,631	7,620	6,019	6,632	6,554	5,629	80,247
Tempo	13,507	16,922	20,240	14,754	14,325	13,752	13,073	18,100	17,606	18,137	14,603	14,438	189,457
Taurus	21,329	26,469	27,768	24,793	27,959	27,634	25,653	20,408	22,708	27,778	23,041	24,119	299,659
Thunderbird	4,505	6,651	8,732	5,629	7,293	5,480	7,062	5,179	5,533	7,385	5,376	5,364	74,189
Probe	3,557	6,918	6,684	7,350	8,161	9,173	10,865	8,113	5,485	4,114	3,085	2,790	76,295
Crown Victoria	5,288	4,092	8,025	6,874	5,946	6,374	6,429	5,631	6,497	6,216	4,342	5,785	71,499
Total Ford Division	**74,071**	**89,957**	**95,404**	**81,694**	**90,194**	**90,836**	**100,484**	**87,246**	**88,584**	**88,970**	**72,475**	**79,295**	**1,039,210**
Topaz	3,936	4,191	5,417	5,652	5,652	5,624	5,749	4,060	3,401	5,854	4,863	4,791	59,190
Sable	5,852	8,297	7,733	8,834	9,168	11,613	8,880	7,169	5,719	9,857	8,324	8,885	100,331
Cougar	3,526	4,063	4,632	5,878	5,587	5,040	5,396	7,125	4,153	4,053	2,759	2,936	55,148
Grand Marquis	5,154	6,296	8,479	10,335	10,246	8,809	7,794	8,043	8,596	9,358	5,448	6,030	94,588
Total Mercury	**18,468**	**22,847**	**26,261**	**30,699**	**30,653**	**31,086**	**27,819**	**26,397**	**21,869**	**29,122**	**21,394**	**22,642**	**309,257**
Continental	3,637	5,075	5,135	3,665	5,656	4,306	3,944	4,345	5,560	4,734	2,996	3,397	52,450
Town Car	8,282	10,363	11,882	10,069	12,376	11,081	9,827	7,170	8,273	8,102	8,775	10,700	116,900
Mark VII	636	827	792	731	944	860	851	1,059	790	743	555	563	9,351
Total Lincoln	**12,555**	**16,265**	**17,809**	**14,465**	**18,976**	**16,247**	**14,622**	**12,574**	**14,623**	**13,579**	**12,326**	**14,660**	**178,701**
Total L-M Division	**31,023**	**39,112**	**44,070**	**45,164**	**49,629**	**47,333**	**42,441**	**38,971**	**36,492**	**42,701**	**33,720**	**37,302**	**487,958**
FORD MOTOR CO.	**105,094**	**129,069**	**139,474**	**126,858**	**139,823**	**138,169**	**142,925**	**126,217**	**125,076**	**131,671**	**106,195**	**116,597**	**1,527,168**
Roadmaster	15	469	1,112	2,328	4,322	5,523	4,857	4,577	4,813	4,713	3,717	2,557	39,003
Skylark	9,245	8,093	7,867	10,602	3,932	3,918	2,712	2,550	1,913	2,083	2,821	4,591	60,327
Century*	6,871	10,100	9,400	8,865	13,694	13,284	15,918	10,967	11,524	11,755	8,867	7,659	128,904
Regal	8,170	6,955	9,361	9,678	9,949	11,018	11,785	7,927	9,431	8,350	6,185	5,993	104,802
LeSabre	7,407	8,505	10,852	8,439	7,357	6,233	6,089	7,352	9,275	11,338	17,296	12,064	112,207
Reatta	323	100	243	274	274	215	185	312	167	88	48	75	2,304
Park Avenue	5,390	7,719	6,376	5,608	7,706	8,888	9,818	7,700	8,972	5,759	5,299	4,596	83,831
Riviera	1,049	1,456	1,423	1,365	1,351	1,131	929	906	815	909	789	824	12,947
Total Buick	**38,470**	**43,397**	**46,634**	**47,159**	**48,585**	**50,210**	**52,293**	**42,291**	**46,910**	**44,995**	**45,022**	**38,359**	**544,325**
Allante	156	146	223	246	403	322	281	347	208	147	89	75	2,643
Seville	3,321	1,410	4,748	1,337	4,293	2,027	719	881	1,735	1,883	2,181	2,153	26,688
DeVille	11,967	10,828	9,616	10,629	12,409	11,480	11,880	11,635	13,902	15,509	14,581	12,200	146,636
Brougham	2,058	1,962	2,390	1,538	1,596	1,574	1,629	2,005	1,825	1,122	2,456	1,862	22,017
Eldorado	1,012	1,097	1,885	1,737	1,442	1,094	889	909	1,032	1,316	1,601	1,290	15,304
Total Cadillac	**18,514**	**15,443**	**18,862**	**15,487**	**20,143**	**16,497**	**15,398**	**15,777**	**18,702**	**19,977**	**20,908**	**17,580**	**213,288**
Geo Metro	6,867	5,584	5,644	5,453	4,699	5,162	5,830	6,406	8,297	7,256	7,720	7,581	76,499
Geo Prizm	6,602	7,269	5,139	5,157	6,702	11,617	16,454	10,699	8,680	5,613	6,929	7,572	98,433
Cavalier	24,737	23,992	27,150	23,631	25,960	25,701	24,968	16,376	16,720	15,183	15,882	19,086	259,386
Camaro	2,833	3,111	3,983	4,735	5,459	5,289	5,345	5,129	4,760	5,094	4,426	4,219	54,383
Celebrity	3,647	123	114	96	66	30	2	0	1	1	0	0	4,080
Corsica-Beretta	8,374	17,091	17,388	18,987	25,693	28,802	26,706	16,992	14,615	19,784	16,146	17,184	227,762
Lumina	13,950	12,778	20,868	19,700	22,505	26,333	23,042	12,504	18,338	20,665	14,059	12,813	217,555
Caprice	8,720	10,775	12,392	11,920	12,855	12,262	11,132	6,103	8,567	7,863	6,128	5,882	114,599
Corvette	1,033	1,317	1,837	1,631	1,711	1,698	1,478	1,216	1,269	1,552	1,297	1,433	17,472
Total Chevrolet	**76,763**	**82,040**	**94,515**	**91,310**	**105,650**	**116,894**	**114,957**	**75,425**	**81,247**	**83,010**	**72,587**	**75,770**	**1,070,168**
Calais	4,999	6,559	8,512	6,227	3,897	2,382	3,776	3,583	2,781	1,902	1,188	860	46,666
Achieva	0	0	0	0	0	0	0	0	0	0	29	54	83
Cutlass Ciera	6,113	7,003	8,357	10,646	13,152	19,644	17,501	10,560	12,338	12,283	10,336	7,737	135,670
Cutlass Supreme	6,013	6,600	7,978	8,132	9,434	9,123	8,294	6,471	7,474	6,905	5,775	5,341	87,540
Eighty Eight	6,850	5,509	6,354	4,227	3,741	3,291	9,006	8,347	8,231	9,563	10,018	6,188	81,325
Custom Cruiser wagon	487	640	704	755	744	699	769	595	546	555	436	373	7,303
Ninety Eight	2,770	3,945	4,350	4,728	4,682	4,845	8,481	6,287	5,401	5,703	4,295	3,341	59,828
Toronado	502	802	779	892	1,032	498	372	434	347	410	457	361	6,886
Total Oldsmobile	**28,734**	**31,063**	**38,034**	**35,607**	**36,682**	**40,482**	**48,199**	**36,277**	**37,118**	**37,321**	**32,534**	**24,255**	**426,306**
Sunbird	6,601	7,842	7,749	8,748	8,786	9,140	9,164	5,377	7,034	6,985	6,060	6,365	89,851
Firebird	1,655	1,332	1,666	1,960	2,319	2,436	2,937	2,456	2,165	2,312	1,493	1,304	24,035
Grand Am	10,383	14,086	17,690	17,268	18,186	13,223	9,684	7,520	5,908	8,251	11,783	9,792	143,774
Pontiac 6000	1,527	2,709	2,408	2,442	3,677	5,333	1,763	564	402	422	235	142	21,624
Grand Prix	6,078	7,163	9,247	7,636	9,272	11,534	11,671	8,209	7,776	9,937	7,569	7,111	103,203
Bonneville	3,966	4,155	5,551	4,345	3,302	4,131	7,966	7,339	7,074	7,703	8,368	8,725	72,625
Total Pontiac	**30,210**	**37,287**	**44,311**	**42,399**	**45,542**	**45,797**	**43,185**	**31,465**	**30,359**	**35,610**	**35,508**	**33,439**	**455,112**
Total Saturn	**1,520**	**2,056**	**3,302**	**4,944**	**6,832**	**6,666**	**8,538**	**7,000**	**8,080**	**9,257**	**8,355**	**7,943**	**74,493**
GENERAL MOTORS	**194,211**	**211,286**	**245,658**	**236,906**	**263,434**	**276,546**	**282,570**	**208,235**	**222,416**	**230,170**	**214,914**	**197,346**	**2,783,692**
Civic	6,851	7,775	9,710	11,028	16,559	15,816	17,294	20,783	17,800	13,251	10,935	11,207	159,009
Accord	15,576	17,984	32,917	29,976	33,982	39,423	22,960	32,895	26,829	30,299	20,828	19,419	323,088
HONDA	**22,427**	**25,759**	**42,627**	**41,004**	**50,541**	**55,239**	**40,254**	**53,678**	**44,629**	**43,550**	**31,763**	**30,626**	**482,097**
MX-6	1,986	3,509	4,479	2,851	2,161	1,518	870	980	703	805	695	557	21,114
626	3,495	8,148	7,659	4,781	5,004	3,174	4,005	5,385	3,945	3,879	3,735	3,032	56,242
MAZDA	**5,481**	**11,657**	**12,138**	**7,632**	**7,165**	**4,692**	**4,875**	**6,365**	**4,648**	**4,684**	**4,430**	**3,589**	**77,356**
Eclipse	3,794	6,458	3,517	5,767	3,615	4,985	4,174	4,298	3,227	3,434	3,376	2,633	49,278
Mirage	692	2,846	863	2,048	1,446	1,918	2,531	1,962	1,057	622	2,549	1,684	20,218
MITSUBISHI	**4,486**	**9,304**	**4,380**	**7,815**	**5,061**	**6,903**	**6,705**	**6,260**	**4,284**	**4,056**	**5,925**	**4,317**	**69,496**
NISSAN Sentra	**7,598**	**8,283**	**11,006**	**11,070**	**11,732**	**9,947**	**11,001**	**8,470**	**9,767**	**7,375**	**8,172**	**8,379**	**112,800**
SUBARU Legacy	**2,782**	**2,828**	**4,588**	**3,947**	**3,598**	**6,416**	**6,063**	**3,975**	**6,010**	**5,461**	**1,789**	**1,888**	**49,345**
SUZUKI Swift	**1**	**33**	**96**	**59**	**119**	**57**	**80**	**83**	**64**	**33**	**35**	**24**	**684**
Corolla	6,529	7,419	10,545	8,879	12,960	11,448	16,323	17,156	11,002	16,629	11,475	11,247	141,612
Camry	10,470	12,516	17,693	12,666	20,733	18,811	25,951	22,664	8,265	12,346	13,347	15,549	191,011
TOYOTA	**16,999**	**19,935**	**28,238**	**21,545**	**33,693**	**30,259**	**42,274**	**39,820**	**19,267**	**28,975**	**24,822**	**26,796**	**332,623**

U.S. imported-car sales — 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 TOTAL
Integra	5,005	5,275	6,814	6,728	6,233	6,610	5,632	5,542	4,755	4,114	3,705	4,342	64,755
Legend	4,024	4,192	5,637	5,227	6,120	5,517	5,883	5,271	5,418	7,697	6,124	4,579	65,689
NSX	112	154	252	249	252	180	201	165	112	86	73	104	1,940
Vigor	0	0	0	192	1,301	1,493	1,712	1,756	1,312	1,355	1,142	1,061	11,324
ACURA	**9,141**	**9,621**	**12,703**	**12,396**	**13,906**	**13,800**	**13,428**	**12,734**	**11,597**	**13,252**	**11,044**	**10,086**	**143,708**
Milano	0	0	1	0	1	0	1	0	1	1	0	1	6
Spider	93	109	138	197	149	179	126	108	62	65	30	61	1,317
164	159	159	201	253	220	223	155	200	156	168	141	120	2,155
ALFA ROMEO	**252**	**268**	**340**	**450**	**370**	**402**	**282**	**308**	**219**	**234**	**171**	**182**	**3,478**
ASTON MARTIN*	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**60**
80	176	208	151	207	138	119	135	145	143	168	182	193	1,965
90	162	149	116	96	82	65	62	56	37	87	114	110	1,136
V8 Quattro	57	60	44	38	36	27	16	46	46	69	56	32	527
Coupe Quattro	30	32	34	34	28	21	16	17	21	42	38	51	364
100/200	334	336	435	593	933	1,042	471	478	843	680	431	590	7,166
100/200 Quattro	84	89	81	83	63	61	72	88	104	105	102	193	1,125
AUDI	**843**	**874**	**861**	**1,051**	**1,280**	**1,335**	**772**	**830**	**1,194**	**1,151**	**923**	**1,169**	**12,283**
3 series	1,339	1,716	2,202	2,312	2,138	1,767	2,624	3,017	2,487	3,153	2,710	3,153	28,618
5 series	805	1,088	1,785	1,875	1,614	1,520	1,618	1,467	1,315	1,055	1,005	1,508	16,655
635 CSi	2	1	1	0	2	0	0	0	1	2	0	3	12
7 series	197	287	376	429	482	496	482	632	730	457	375	563	5,508
850i	158	199	223	225	126	103	96	65	65	95	89	267	1,711
M3	25	40	40	28	41	79	17	26	11	30	20	27	384
M5	22	34	45	42	34	39	22	26	34	53	86	18	455
BMW	**2,548**	**3,365**	**4,672**	**4,911**	**4,437**	**4,006**	**4,859**	**5,233**	**4,643**	**4,845**	**4,285**	**5,539**	**53,343**
Geo Storm	4,509	4,104	5,401	8,689	9,455	9,613	9,185	7,714	6,410	3,751	3,446	4,909	77,186
Geo Metro (import)	1,014	990	1,122	1,381	1,134	1,117	1,285	1,569	1,039	972	633	1,958	14,214
Geo Metro (domestic)	6,867	5,584	5,644	5,453	4,699	5,162	5,830	6,406	8,297	7,263	7,720	7,581	76,498
CHEVROLET/GEO	**5,523**	**5,094**	**6,523**	**10,070**	**10,589**	**10,730**	**10,470**	**9,283**	**7,449**	**4,723**	**4,079**	**6,867**	**91,400**
Colt	1,910	1,415	1,796	2,609	2,838	2,976	2,739	3,137	2,981	2,016	1,627	1,236	27,280
Stealth	1,328	1,406	1,682	1,734	1,841	1,558	1,663	1,585	1,413	1,583	1,314	1,245	18,352
Summit (import)	603	485	617	772	786	648	781	839	1,333	1,151	1,099	817	9,931
Summit (domestic)	386	439	520	731	753	686	743	1,034	1,035	833	680	440	8,280
Vista	490	499	624	632	709	756	745	1,062	1,030	1,022	744	571	8,884
TC	73	86	312	110	97	75	46	64	214	0	0	0	1,077
CHRYSLER CORP.	**4,404**	**3,891**	**5,031**	**5,857**	**6,271**	**6,013**	**5,974**	**6,687**	**6,971**	**5,772**	**4,764**	**3,869**	**65,524**
DAIHATSU Charade	**448**	**425**	**536**	**574**	**500**	**739**	**655**	**485**	**497**	**506**	**408**	**429**	**6,202**
FERRARI*	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**960**
FORD Festiva	**2,616**	**2,520**	**3,678**	**3,905**	**3,487**	**2,974**	**2,966**	**2,942**	**3,146**	**5,126**	**4,783**	**3,937**	**42,080**
Civic-CRX (import)	4,838	4,338	5,631	6,427	7,607	5,426	6,628	7,388	5,469	7,144	6,896	5,889	73,681
Civic (domestic)	6,851	7,775	9,710	11,028	16,559	15,816	17,294	20,783	17,800	13,251	10,935	11,207	159,009
Accord (import)	7,414	6,759	11,977	7,068	5,672	4,684	4,150	4,132	5,665	7,479	5,981	5,228	76,209
Accord (domestic)	15,576	17,984	32,917	29,976	33,982	39,423	22,960	32,895	26,829	30,299	20,828	19,419	323,088
Prelude	1,555	1,583	2,023	2,282	2,452	2,220	2,395	3,009	2,336	2,030	2,498	3,289	27,672
HONDA	**13,807**	**12,680**	**19,631**	**15,777**	**15,731**	**12,330**	**13,173**	**14,529**	**13,470**	**16,653**	**15,375**	**14,406**	**177,562**
Excel	4,362	5,154	6,902	5,042	4,733	5,161	6,219	8,055	8,099	4,704	4,037	3,908	66,376
Sonata	1,419	1,663	2,073	1,783	1,792	2,035	2,327	2,595	1,895	1,314	1,164	906	20,966
Scoupe	1,728	1,994	3,030	2,381	2,712	3,126	2,810	2,756	2,020	1,605	1,269	990	26,421
Elantra	0	0	0	0	0	0	0	0	0	1,120	1,540	1,207	3,867
HYUNDAI	**7,509**	**8,811**	**12,005**	**9,206**	**9,237**	**10,322**	**11,356**	**13,406**	**12,014**	**8,743**	**8,010**	**7,011**	**117,630**
M30	300	444	459	530	506	469	690	1,138	802	361	350	290	6,339
Q45	560	652	846	859	1,083	2,059	2,866	2,375	731	817	792	982	14,622
G20	1,002	809	1,084	1,073	1,194	1,660	1,885	1,289	1,224	938	899	872	13,929
INFINITI	**1,862**	**1,905**	**2,389**	**2,462**	**2,783**	**4,188**	**5,441**	**4,802**	**2,757**	**2,116**	**2,041**	**2,144**	**34,890**
I-Mark	21	17	9	16	1	10	6	3	6	7	2	1	99
Impulse	245	310	338	361	385	399	179	246	209	144	132	111	3,059
Stylus	189	342	399	907	1,508	1,924	634	859	781	866	799	935	10,143
ISUZU	**455**	**669**	**746**	**1,284**	**1,894**	**2,333**	**819**	**1,108**	**996**	**1,017**	**933**	**1,047**	**13,301**
XJ6	392	379	786	538	360	621	607	854	548	654	432	467	6,638
XJ-S	119	189	252	271	165	270	226	383	183	272	182	226	2,738
JAGUAR	**511**	**568**	**1,038**	**809**	**525**	**891**	**833**	**1,237**	**731**	**926**	**614**	**693**	**9,376**
LAMBORGHINI*	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**156**
ES250-ES300	1,382	1,646	1,616	1,533	1,739	1,547	1,369	721	1,586	2,914	3,049	3,374	22,476
LS400	1,746	2,653	2,843	3,128	3,465	3,442	3,735	4,045	3,437	2,991	2,536	2,934	36,955
SC400-SC300	0	0	0	0	0	1,558	1,446	1,486	1,148	2,050	1,701	2,386	11,775
LEXUS	**3,128**	**4,299**	**4,459**	**4,661**	**5,204**	**6,547**	**6,550**	**6,252**	**6,171**	**7,955**	**7,286**	**8,694**	**71,206**
LOTUS*	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**324**
MASERATI*	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**240**
323	1,824	1,283	2,259	1,619	1,468	1,148	1,440	2,007	1,240	1,347	1,369	1,365	18,369
Protege	4,370	2,420	4,060	3,499	4,964	4,149	5,546	6,550	5,524	4,813	4,012	3,567	53,474
626 (import)	1,152	1,673	1,775	2,491	1,243	837	672	680	410	346	233	190	11,702
626 (domestic)	3,920	8,148	7,659	4,781	5,004	3,174	4,005	5,385	3,945	3,879	3,735	3,032	56,667
MX-6 (import)	17	42	129	259	205	335	202	201	122	93	48	48	1,701
MX-6 (domestic)	1,561	3,509	4,479	2,851	2,161	1,518	870	980	703	805	695	557	20,689
MX-5 Miata	1,906	2,438	4,478	4,002	4,316	3,212	2,538	2,593	1,789	1,607	1,151	1,210	31,240
MX-3	0	0	0	0	0	0	0	0	0	1,204	1,616	1,847	4,667
929	747	552	1,583	1,643	1,645	1,073	1,246	1,632	480	1,956	1,690	1,901	16,148
RX-7	407	361	702	815	844	647	776	870	605	382	273	304	6,986
MAZDA	**10,423**	**8,769**	**14,986**	**14,328**	**14,685**	**11,401**	**12,420**	**14,533**	**10,170**	**11,748**	**10,392**	**13,432**	**144,287**
190 class	869	1,172	1,446	1,444	1,420	1,009	936	1,103	1,265	1,123	956	1,007	13,750
300 class	1,109	1,410	1,774	1,735	1,632	1,184	1,464	1,403	1,877	1,987	1,677	1,664	18,916
S class	912	709	1,134	1,348	1,718	1,854	1,859	1,916	1,518	1,744	1,689	1,571	17,972
SL Coupe-Roadster	455	663	845	808	800	691	473	563	586	592	492	478	7,446
Tourist	32	27	35	41	74	68	26	91	112	163	79	36	784
MERCEDES-BENZ	**3,377**	**3,981**	**5,234**	**5,376**	**5,644**	**4,806**	**4,758**	**5,076**	**5,358**	**5,609**	**4,893**	**4,756**	**58,868**
Tracer	3,232	5,118	4,284	3,349	2,654	3,351	4,510	3,538	4,425	5,396	2,312	3,253	45,422
Capri	1,223	1,378	1,690	1,795	1,909	1,899	2,239	1,733	1,251	1,877	2,512	1,694	21,200
MERCURY	**4,455**	**6,496**	**5,974**	**5,144**	**4,563**	**5,250**	**6,749**	**5,271**	**5,676**	**7,273**	**4,824**	**4,947**	**66,622**
Diamante	0	0	20	0	1,668	2,085	2,597	2,181	1,542	1,911	1,677	1,914	15,595
Mirage (import)	1,413	4,522	2,343	3,294	2,210	512	874	525	641	928	290	187	17,739
Mirage (domestic)	692	2,846	863	2,048	1,446	1,918	2,531	1,962	1,057	622	2,549	1,684	20,218
Galant	2,415	3,930	2,455	3,544	2,714	4,393	2,976	2,381	2,990	4,453	3,847	2,644	38,742
Sigma	27	30	22	13	18	22	8	2	3	2	2	1	150
Precis	292	290	188	213	77	93	200	436	351	441	330	418	3,329
3000GT	751	946	1,361	1,340	1,306	1,120	817	638	759	901	917	901	11,777
Expo LRV	0	0	0	0	0	0	0	154	381	443	434	361	1,773
Expo	0	0	0	0	0	0	0	255	534	934	754	597	3,074
Wagon	51	40	26	26	16	13	10	5	10	4	2	1	204
MITSUBISHI	**4,949**	**9,758**	**6,435**	**8,430**	**6,069**	**8,236**	**7,482**	**6,577**	**7,211**	**10,017**	**8,253**	**7,024**	**92,383**
Sentra (import)	1,689	1,590	1,816	1,980	1,907	2,582	4,086	3,649	3,653	3,667	2,903	4,296	33,818
Sentra (domestic)	6,212	8,283	11,006	12,456	11,732	9,947	11,001	8,470	9,767	7,375	8,172	8,379	112,800

U.S. imported-car sales — 1991 calendar year (continued)

	January	February	March	April	May	June	July	August	September	October	November	December	1991 TOTAL
Pulsar	9	5	0	6	5	5	1	1	1	0	0	0	33
NX	51	178	286	565	733	875	1,181	992	958	978	764	650	8,211
Stanza	3,946	4,625	6,592	6,286	5,677	5,658	7,446	9,475	9,596	5,856	3,813	4,505	73,475
Maxima	6,475	5,679	6,365	7,697	9,513	10,985	12,146	9,159	9,644	7,880	6,725	6,758	99,026
240SX-200SX	2,131	1,996	2,596	2,662	3,348	3,171	3,848	3,001	2,828	2,368	1,496	1,557	31,004
300ZX	944	1,018	1,351	1,236	1,321	1,117	1,237	1,662	1,729	1,617	873	798	14,903
Hawaii	0	289	272	277	264	0	301	338	230	518	1,433	770	4,692
NISSAN	**15,245**	**15,202**	**18,992**	**20,709**	**22,768**	**24,393**	**30,246**	**28,277**	**28,639**	**22,884**	**18,009**	**19,334**	**264,698**
PEUGEOT	**347**	**317**	**347**	**310**	**299**	**343**	**279**	**577**	**444**	**113**	**86**	**113**	**3,575**
PONTIAC LeMans	**2,289**	**2,024**	**3,055**	**3,294**	**3,343**	**3,563**	**4,170**	**4,029**	**2,895**	**2,367**	**1,155**	**2,516**	**34,700**
944S-Cabriolet	53	54	85	76	91	116	132	78	62	37	30	48	862
911 Carrera 2	110	157	298	226	244	160	127	109	151	186	177	156	2,101
911 Turbo	2	25	46	48	74	51	46	29	29	23	19	23	415
911 Carrera 4	37	66	87	78	54	62	59	69	84	82	38	32	748
928S4-GT	28	20	17	29	20	21	42	22	18	22	11	12	262
PORSCHE	**230**	**322**	**533**	**457**	**483**	**410**	**406**	**307**	**344**	**350**	**275**	**271**	**4,388**
ROLLS/BENTLEY*	**37**	**38**	**37**	**38**	**37**	**38**	**37**	**38**	**37**	**38**	**37**	**38**	**447**
900	225	400	869	925	240	205	227	235	390	190	338	402	4,646
900S	256	471	1,006	1,203	489	410	422	417	767	345	483	605	6,874
900 Turbo	210	411	775	796	300	261	212	537	449	237	259	286	4,733
9000S	151	216	521	477	340	308	623	532	197	379	302	346	4,392
9000CD	106	179	326	362	214	198	405	411	250	216	166	209	3,042
9000 Turbo	78	129	249	241	157	156	260	280	164	193	184	203	2,294
Tourist	2	4	8	10	10	11	18	12	9	4	1	33	122
SAAB	**1,028**	**1,810**	**3,754**	**4,014**	**1,750**	**1,549**	**2,167**	**2,424**	**2,226**	**1,564**	**1,733**	**2,084**	**26,103**
STERLING	**204**	**211**	**240**	**247**	**196**	**286**	**493**	**481**	**283**	**103**	**0**	**0**	**2,744**
Legacy (import)	837	1,449	3,039	2,066	1,105	1,877	1,380	798	1,156	1,028	604	253	15,592
Legacy (domestic)	2,782	2,828	4,588	3,947	3,598	6,416	6,063	3,975	6,010	5,461	1,789	1,888	49,345
Loyale	2,484	2,956	2,796	3,062	2,380	2,244	2,559	2,372	2,357	2,500	2,067	2,775	30,552
XT-XT6	169	155	283	127	108	84	101	314	46	51	25	110	1,573
Justy	792	666	733	696	499	392	583	580	534	554	349	363	6,741
SVX	0	0	0	0	0	0	0	264	352	354	295	248	1,513
SUBARU	**4,282**	**5,226**	**6,851**	**5,951**	**4,092**	**4,597**	**4,623**	**4,064**	**4,445**	**4,487**	**3,340**	**3,749**	**55,707**
Swift (import)	390	329	404	290	442	340	474	401	527	485	456	307	4,845
Swift (domestic)	1	33	96	59	119	57	80	83	64	33	35	24	684
SUZUKI	**390**	**329**	**404**	**290**	**442**	**340**	**474**	**401**	**527**	**485**	**456**	**307**	**4,845**
Corolla (import)	6,017	5,270	7,155	5,847	5,776	3,617	3,614	3,175	2,692	3,532	4,558	6,218	57,471
Corolla (domestic)	6,529	7,419	10,545	8,879	12,960	11,448	16,323	17,156	11,002	16,629	11,475	11,247	141,612
Paseo	0	0	0	0	1,251	2,847	3,766	3,651	2,957	3,199	2,514	2,653	22,838
Tercel	7,807	8,060	9,039	9,530	10,222	9,052	9,729	9,673	7,198	6,573	6,342	8,818	102,043
Celica	4,183	4,893	8,203	5,646	8,251	4,504	5,083	5,505	3,935	3,898	2,830	3,256	60,187
Supra	238	293	351	335	330	312	329	327	372	379	149	208	3,623
Camry (import)	5,364	5,625	7,002	4,655	5,669	4,150	4,232	2,092	9,608	11,389	6,021	7,000	72,807
Camry (domestic)	10,470	12,516	17,693	12,666	20,733	18,811	25,951	22,664	8,265	12,346	13,347	15,549	191,011
Cressida	832	839	917	845	907	737	799	897	970	902	478	424	9,547
MR2	816	988	1,130	1,158	1,113	715	730	754	571	707	464	530	9,676
TOYOTA	**25,257**	**25,968**	**33,797**	**28,016**	**33,519**	**25,934**	**28,282**	**26,074**	**28,303**	**30,579**	**23,356**	**29,107**	**338,192**
Cabriolet	297	400	548	626	586	667	637	524	399	265	253	199	5,401
Corrado	408	637	663	571	529	259	185	146	131	281	231	290	4,331
Jetta	2,586	2,353	2,767	3,609	4,677	4,331	3,619	3,683	3,360	2,716	2,290	2,026	38,017
Golf-GTI	997	951	1,170	1,241	1,560	1,398	1,355	1,392	1,369	1,171	951	765	14,340
Passat	1,201	1,620	1,418	1,272	1,292	1,187	1,536	1,863	1,383	1,434	1,037	891	16,134
Quantum	0	1	0	0	1	0	0	0	0	0	0	0	2
Fox	932	1,571	1,625	1,313	1,221	909	958	970	796	1,068	1,278	822	13,463
VOLKSWAGEN	**6,421**	**7,533**	**8,191**	**8,632**	**9,866**	**8,751**	**8,290**	**8,578**	**7,458**	**6,935**	**6,040**	**4,993**	**91,688**
240 series	2,082	2,454	3,273	3,271	3,063	1,657	1,005	933	1,271	1,811	1,610	1,569	23,999
700 series	2,196	2,303	2,571	2,894	2,597	4,466	3,110	2,635	1,401	1,901	1,892	1,230	29,198
940 series	955	956	1,495	986	1,020	791	1,560	2,714	757	905	954	939	14,032
Tourist	21	12	19	20	54	99	90	53	26	21	16	37	468
VOLVO	**5,256**	**5,725**	**7,358**	**7,171**	**6,734**	**7,013**	**5,765**	**6,335**	**3,455**	**4,638**	**4,472**	**3,775**	**67,697**
YUGO	**367**	**245**	**146**	**127**	**116**	**228**	**279**	**318**	**332**	**303**	**283**	**348**	**3,092**
IMPORT TOTAL	**137,749**	**149,089**	**191,091**	**186,092**	**192,905**	**183,895**	**194,643**	**193,341**	**179,803**	**182,657**	**152,485**	**160,012**	**2,103,759**

*Estimate

Source: Automotive News Data Center

U.S. top 25 cars — 1991 calendar year

	Sales
1. Honda Accord	399,297
2. Ford Taurus	299,659
3. Toyota Camry	263,818
4. Chevrolet Cavalier	259,385
5. Ford Escort	247,864
6. Honda Civic	232,690
7. Chev. Corsica-Beretta	231,227
8. Chevrolet Lumina	217,555
9. Toyota Corolla	199,083
10. Ford Tempo	189,457
11. Cadillac DeVille	146,636
12. Nissan Sentra	146,618
13. Pontiac Grand Am	143,774
14. Olds. Cutlass Ciera	135,670
15. Buick Century	128,904
16. Lincoln Town Car	116,900
17. Chevrolet Caprice	114,599
18. Buick LeSabre	112,211
19. Dodge Dynasty	105,651
20. Buick Regal	104,802
21. Pontiac Grand Prix	103,203
22. Mercury Sable	100,331
23. Geo Prizm	98,433
24. Mercury Grand Marquis	94,588
25. Plymouth Acclaim	92,352

Source: Automotive News Data Center

U.S. top 25 cars — 1990 calendar year

	Sales
1. Honda Accord	410,561
2. Ford Taurus	313,274
3. Chevrolet Cavalier	295,123
4. Ford Escort	288,727
5. Toyota Camry	284,595
6. Chev. Corsica Beretta	277,176
7. Honda Civic	268,120
8. Toyota Corolla	228,211
9. Chevrolet Lumina	218,288
10. Ford Tempo	215,290
11. Pontiac Grand Am	202,149
12. Cadillac DeVille	164,889
13. Nissan Sentra	159,054
14. Chevrolet Caprice	154,067
15. Buick LeSabre	150,924
16. Lincoln Town Car	148,689
17. Olds. Cutlass Ciera	133,446
18. Ford Mustang	124,135
19. Pontiac Sunbird	123,421
20. Ford Crown Victoria	118,017
21. Pontiac Grand Prix	116,845
22. Buick Century	112,181
23. Olds. Cutlass Supreme	111,519
24. Plymouth Acclaim	111,405
25. Geo Prizm	109,631

Source: Automotive News Data Center

Top selling car — 1991

Accord EX Coupe

Available in 2-door coupe and 4-door sedan in three trim levels. Station wagon and Special Edition (SE) 4-door sedan added in 1991.

Top selling truck — 1991

Ford F series

Eighth consecutive year as top vehicle seller. Models available in 4x2 and 4x4 regular and SuperCab versions and in four trim levels.

U.S. top 25 trucks — 1991 calendar year

	Sales
1. Ford F series	442,311
2. Chevrolet C/K	426,507
3. Explorer/Bronco II	250,059
4. Ford Ranger	233,503
5. Dodge Caravan	207,919
6. Chevrolet S10	200,247
7. Plymouth Voyager	173,373
8. Toyota pickup	162,972
9. Ford Aerostar	147,373
10. Nissan pickup	129,567
11. GMC pickups	123,416
12. Chevrolet S10 Blazer	123,346
13. Jeep Cherokee	121,461
14. Chevrolet Astro	105,808
15. Ford van	102,323
16. Dodge Dakota	82,336
17. Dodge pickup	80,176
18. Chevrolet van	79,781
19. Mazda pickup	62,421
20. Toyota Previa	52,099
21. Mazda MPV	48,144
22. Chevrolet Lumina APV	48,117
23. Jeep Wrangler	46,478
24. Toyota 4Runner	44,881
25. GMC S15-Sonoma	44,109

Source: Automotive News Data Center

U.S. top 25 trucks — 1990 calendar year

	Sales
1. Ford F series	522,034
2. Chevrolet C/K	487,508
3. Ford Ranger	280,610
4. Chevrolet S10	210,318
5. Dodge Caravan	195,276
6. Ford Bronco II	181,748
7. Toyota pickup	181,719
8. Ford Aerostar	177,860
9. Plymouth Voyager	171,527
10. Chevrolet S10 Blazer	146,989
11. Ford Econoline van	143,559
12. GMC pickups	141,104
13. Nissan pickup	132,033
14. Jeep Cherokee	124,864
15. Chevrolet Astro	121,168
16. Chevrolet van	100,067
17. Chrysler Ram pickup	87,978
18. Mazda pickup	77,409
19. Dodge Dakota	74,812
20. Chevrolet Lumina APV	63,141
21. Chevrolet Suburban	55,050
22. Chrysler Ram van	53,359
23. Jeep Wrangler	48,893
24. Toyota 4Runner	48,453
25. Isuzu pickup	48,390

Source: Automotive News Data Center

U.S. light-truck sales — 1991 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1991 TOTAL
Town & Country	217	294	379	345	345	346	313	222	453	587	692	1,043	5,236
Total Chrysler Division	**217**	**294**	**379**	**345**	**345**	**346**	**313**	**222**	**453**	**587**	**692**	**1,043**	**5,236**
Vans	2,038	3,914	4,740	4,334	4,721	4,599	4,416	3,121	2,524	3,119	2,649	2,311	42,486
Ram Wagon	563	1,542	2,351	1,865	2,094	2,073	1,756	654	831	1,450	995	810	16,984
Caravan	14,509	16,047	18,802	16,267	18,313	21,225	18,756	15,227	15,994	18,685	16,761	17,333	207,919
Caravan C/V	523	486	742	1,822	1,076	1,215	589	317	350	414	505	552	8,591
Ram 50	426	325	380	375	393	375	293	284	320	546	524	430	4,671
Ramcharger	552	505	553	571	508	547	436	402	343	435	390	364	5,606
Dakota	5,326	5,996	6,883	6,868	7,409	7,832	7,048	6,280	5,611	7,413	8,111	7,557	82,336
Pickups	5,398	6,189	8,359	7,556	7,542	7,199	7,082	6,416	5,762	6,672	6,216	5,785	80,176
Total Dodge	**29,335**	**35,006**	**42,810**	**39,658**	**42,056**	**45,065**	**40,376**	**32,701**	**31,735**	**38,734**	**36,151**	**35,142**	**448,789**
Voyager	11,127	12,573	15,873	13,727	15,601	17,104	16,787	14,123	12,913	16,304	13,488	13,753	173,373
Total Plymouth	**11,127**	**12,573**	**15,873**	**13,727**	**15,601**	**17,104**	**16,787**	**14,123**	**12,913**	**16,304**	**13,488**	**13,753**	**173,373**
Wrangler	2,876	2,283	3,045	4,387	5,368	5,431	5,234	4,088	3,726	3,788	3,344	2,908	46,478
Cherokee	9,381	7,329	8,329	9,556	9,975	10,621	11,419	10,687	9,990	11,026	11,136	12,012	121,461
Grand Wagoneer	513	139	331	317	308	442	423	253	447	0	0	0	3,173
Comanche	514	427	511	748	682	615	499	546	571	573	539	438	6,663
Total Jeep	**13,284**	**10,178**	**12,216**	**15,008**	**16,333**	**17,109**	**17,575**	**15,574**	**14,734**	**15,387**	**15,019**	**15,358**	**177,775**
CHRYSLER CORP.	**53,963**	**58,051**	**71,278**	**68,738**	**74,335**	**79,624**	**75,051**	**62,620**	**59,835**	**71,012**	**65,350**	**65,296**	**805,153**
Vans	6,578	8,258	7,776	9,166	9,444	9,515	10,822	9,846	8,416	8,524	7,708	6,270	102,323
Aerostar	8,336	11,107	12,133	12,811	15,680	15,495	14,347	12,782	11,669	10,929	11,010	11,074	147,373
Club Wagon	1,124	1,438	1,666	2,193	2,539	2,421	1,659	1,351	738	1,316	1,845	1,730	20,020
Ranger	17,720	18,119	21,096	21,433	22,206	22,398	22,421	20,906	18,620	16,636	16,401	15,547	233,503
Bronco	1,925	1,943	2,304	2,265	2,287	2,420	2,187	1,870	2,050	2,379	2,038	2,064	25,732
Bronco II/Explorer	16,621	16,818	22,229	21,082	22,508	23,321	22,333	20,301	20,110	22,415	22,702	19,619	250,059
Pickups	24,229	28,719	31,591	35,824	36,695	34,806	39,552	33,692	63,514	30,639	34,546	58,504	452,311
FORD MOTOR CO.	**76,533**	**86,402**	**98,795**	**104,774**	**111,359**	**110,376**	**113,321**	**100,748**	**125,117**	**92,838**	**96,250**	**114,808**	**1,231,321**
Vans	4,595	5,320	7,019	6,714	7,874	8,452	8,861	7,867	6,399	6,105	5,200	5,375	79,781
Sportsvan	370	457	688	1,336	1,217	1,152	654	289	307	610	493	902	8,475
Geo Tracker	2,226	1,670	2,128	3,111	3,436	3,540	3,678	3,046	2,346	2,066	1,826	1,629	30,702
Astro	6,653	7,047	10,571	9,727	12,718	12,559	8,170	6,824	6,456	9,166	8,337	7,580	105,808
Lumina APV	2,938	2,948	4,060	3,804	6,122	5,357	4,812	3,341	4,668	3,342	3,089	3,636	48,117
S10	13,959	14,798	19,622	18,303	19,500	19,426	19,620	18,901	16,716	14,058	12,980	12,364	200,247
S10 Blazer	10,379	8,776	10,133	9,669	10,561	10,415	11,274	12,010	10,541	9,162	9,711	10,715	123,346
Blazer	648	1,017	1,162	847	972	936	917	883	767	507	263	407	9,326
Suburban	2,704	2,769	3,092	3,004	3,972	4,299	3,873	3,756	3,360	1,666	1,441	2,102	36,038
Pickups	25,911	29,569	35,928	34,493	38,176	35,505	38,869	32,956	50,807	31,553	30,762	41,766	426,507
Total Chevrolet	**70,383**	**74,391**	**94,403**	**91,008**	**104,548**	**101,641**	**100,728**	**89,873**	**102,367**	**78,235**	**74,102**	**86,476**	**1,068,347**
Vans	1,514	1,825	2,968	3,098	3,001	3,540	3,478	3,095	2,413	2,754	2,431	3,033	33,150
Safari	1,905	2,296	2,726	2,725	3,551	3,827	3,605	2,741	2,595	2,508	2,938	2,183	33,600
S15/Sonoma	2,975	3,193	4,322	3,950	3,992	4,161	4,153	4,321	3,506	3,466	3,035	3,035	44,109
S15 Jimmy	2,264	2,043	2,643	2,400	2,633	2,419	2,768	2,743	2,321	2,361	2,403	2,996	29,994
Jimmy	224	253	262	226	224	269	211	228	164	120	58	158	2,397
Suburban	993	1,094	1,251	1,156	1,667	1,787	1,783	1,867	1,626	1,105	758	1,027	16,116
Pickups	6,987	8,337	10,082	10,658	11,963	10,654	11,458	9,781	11,211	10,218	9,272	12,795	123,416
P Model	133	165	187	181	191	300	340	233	115	129	78	130	2,182
W-4	138	101	79	111	96	140	77	121	127	137	166	166	1,459
Total GMC	**17,133**	**19,307**	**24,520**	**24,507**	**27,318**	**27,097**	**27,873**	**25,130**	**24,078**	**22,798**	**21,139**	**25,523**	**286,423**
Silhouette	1,565	1,746	2,397	2,365	2,765	2,174	2,618	1,778	1,307	1,239	1,813	1,237	23,004
Bravada	0	0	0	0	0	976	1,035	1,209	1,159	1,081	1,731	1,623	8,814
Total Oldsmobile	**1,565**	**1,746**	**2,397**	**2,365**	**2,765**	**3,150**	**3,653**	**2,987**	**2,466**	**2,320**	**3,544**	**2,860**	**31,818**
Trans Sport	1,341	1,485	1,883	1,847	1,995	2,484	2,204	1,909	1,817	2,628	2,051	2,038	23,682
Total Pontiac	**1,341**	**1,485**	**1,883**	**1,847**	**1,995**	**2,484**	**2,204**	**1,909**	**1,817**	**2,628**	**2,051**	**2,038**	**23,682**
GENERAL MOTORS	**90,422**	**96,929**	**123,203**	**119,727**	**136,626**	**134,372**	**134,458**	**119,899**	**130,728**	**105,981**	**100,836**	**116,897**	**1,410,270**
DAIHATSU Rocky	**263**	**261**	**266**	**318**	**245**	**298**	**194**	**234**	**157**	**195**	**143**	**187**	**2,761**
Pickup*	2,080	2,664	3,775	3,786	4,281	4,909	1,707	2,661	2,625	2,507	2,441	2,475	35,911
Amigo	493	541	667	830	736	737	736	826	668	634	486	475	7,829
Trooper	2,031	2,255	2,983	1,385	1,735	2,362	2,575	4,041	3,475	1,171	1,119	1,644	26,776
Rodeo*	1,183	1,359	2,306	2,197	2,456	2,775	1,959	1,920	1,573	2,012	2,378	2,494	24,612
ISUZU	**5,787**	**6,819**	**9,731**	**8,198**	**9,208**	**10,783**	**6,977**	**9,448**	**8,341**	**6,324**	**6,424**	**7,088**	**95,128**
Pickup	3,737	3,504	4,089	4,611	5,086	5,931	6,725	8,049	5,742	5,822	5,074	4,051	62,421
MPV	3,968	2,694	5,160	3,250	5,938	5,321	5,408	5,037	3,248	3,147	2,540	2,433	48,144
Navajo*	895	844	845	728	734	906	921	1,376	1,226	1,149	1,012	768	11,404
MAZDA	**8,600**	**7,042**	**10,094**	**8,589**	**11,758**	**12,158**	**13,054**	**14,462**	**10,216**	**10,118**	**8,626**	**7,252**	**121,969**
Pickup	1,799	2,751	969	1,591	1,061	1,258	1,680	1,860	1,913	1,880	771	714	18,247
Montero	829	1,057	591	909	852	817	769	526	773	747	1,572	1,174	10,616
Van	24	19	4	4	3	3	0	1	0	0	1	0	59
MITSUBISHI	**2,652**	**3,827**	**1,564**	**2,504**	**1,916**	**2,078**	**2,449**	**2,387**	**2,686**	**2,627**	**2,344**	**1,888**	**28,922**
Pickup*	8,607	8,849	11,162	10,756	11,513	10,841	14,584	12,678	13,182	11,402	8,041	7,952	129,567
Pathfinder	2,651	2,336	3,284	3,360	3,044	3,094	4,156	3,434	3,623	3,772	3,244	3,502	39,500
Axxess	134	2	72	39	39	18	5	4	6	14	1	0	334
Van	2	0	0	1	1	1	0	0	1	0	0	0	6
Hawaii	244	0	0	277	264	0	0	0	0	0	0	770	1,555
NISSAN	**11,638**	**11,187**	**14,518**	**14,433**	**14,861**	**13,954**	**18,745**	**16,116**	**16,812**	**15,188**	**11,286**	**12,224**	**170,982**
RANGE ROVER	**210**	**202**	**319**	**250**	**227**	**191**	**240**	**311**	**282**	**220**	**379**	**478**	**3,309**
Samurai	414	371	450	506	496	407	396	367	308	259	223	181	4,378
Sidekick*	772	947	1,476	1,084	1,073	888	981	935	857	832	1,089	815	11,749
SUZUKI	**1,186**	**1,318**	**1,926**	**1,590**	**1,569**	**1,295**	**1,377**	**1,302**	**1,165**	**1,091**	**1,312**	**996**	**16,127**
Pickups	10,939	10,818	13,695	12,239	15,256	12,779	16,581	18,307	11,976	14,341	11,511	14,530	162,972
Previa	3,298	4,151	4,717	4,643	5,074	4,604	5,126	4,822	3,389	3,999	3,612	4,664	52,099
4Runner	3,267	3,039	3,591	3,126	3,694	3,614	4,234	4,973	3,880	4,195	3,501	3,767	44,881
Land Cruiser	680	663	692	701	639	637	751	798	631	822	675	818	8,507
TOYOTA	**18,184**	**18,671**	**22,695**	**20,709**	**24,663**	**21,634**	**26,692**	**28,900**	**19,876**	**23,357**	**19,299**	**23,779**	**268,459**
VOLKSWAGEN Vanagon	**321**	**378**	**456**	**505**	**687**	**581**	**682**	**479**	**361**	**265**	**183**	**137**	**5,035**
BIG 3	**220,918**	**241,382**	**293,276**	**293,239**	**322,320**	**324,372**	**323,022**	**283,267**	**315,680**	**269,831**	**262,436**	**297,001**	**3,446,744**
IMPORTS	**48,841**	**49,705**	**61,569**	**57,096**	**65,134**	**62,972**	**70,410**	**73,639**	**59,896**	**59,385**	**49,996**	**54,029**	**712,672**
INDUSTRY TOTAL	**269,759**	**291,087**	**354,845**	**350,335**	**387,454**	**387,344**	**393,432**	**356,906**	**375,576**	**329,216**	**312,432**	**351,030**	**4,159,416**

*Includes domestic vehicles.

Source: Automotive News Data Center

U.S. domestic-car sales — 5 years

	1991	1990	1989	1988	1987
Eagle	49,416	47,436	46,691	46,682	29,526
Plymouth	174,876	231,480	271,645	291,050	289,112
Chrysler Div.	125,306	181,341	188,175	269,254	295,125
Dodge	287,396	334,839	410,995	455,787	348,294
CHRYSLER CORP.	**636,994**	**795,096**	**917,506**	**1,062,782**	**962,057**
Ford Div.	1,039,210	1,268,629	1,433,550	1,527,504	1,389,886
Mercury	309,257	345,606	407,942	486,208	463,860
Lincoln	178,701	231,660	200,315	191,624	166,037
L-M	487,958	577,266	608,257	677,832	629,897
FORD MOTOR CO.	**1,527,168**	**1,845,895**	**2,041,807**	**2,205,336**	**2,019,783**
Buick	544,325	536,667	542,917	581,424	557,411
Cadillac	213,288	258,168	266,899	266,548	261,284
Chevrolet	1,070,168	1,235,351	1,232,761	1,363,181	1,363,187
Oldsmobile	426,306	511,781	600,037	715,270	714,394
Pontiac	455,112	507,309	634,327	715,119	659,262
Saturn	74,493	1,881	—	—	—
GENERAL MOTORS	**2,783,692**	**3,141,157**	**3,276,941**	**3,641,542**	**3,555,538**
HONDA	**482,097**	**464,118**	**389,472**	**375,625**	**316,618**
MAZDA	**77,356**	**72,657**	**41,584**	**31,331**	**1,671**
MITSUBISHI	**69,496**	**49,877**	**32,018**	—	—
NISSAN	**112,800**	**109,575**	**103,134**	**112,125**	**119,678**
SUBARU	**49,345**	**15,818**	—	—	—
SUZUKI	**684**	—	—	—	—
TOYOTA	**332,623**	**348,540**	**212,388**	**72,354**	**44,853**
VOLKSWAGEN	—	—	—	**24,939***	**61,064**
BIG 3	**4,947,854**	**5,782,148**	**6,236,254**	**6,909,660**	**6,537,378**
TRANSPLANTS	**1,124,401**	**1,060,585**	**778,596**	**591,435**	**543,884**
TOTAL SALES	**6,072,255**	**6,842,733**	**7,014,850**	**7,501,095**	**7,081,262**

*U.S.-built Volkswagen models sold after June 30, 1988 are included in import totals.

Source: Automotive News Data Center

U.S. imported-car sales — 5 years

	1991	1990	1989	1988	1987
Acura	143,708	138,384	142,061	128,238	109,470
Alfa Romeo	3,478	3,482	2,920	4,476	6,320
Aston Martin	60*	60*	34	65	64
Audi	12,283	21,106	21,283	22,941	41,322
Bertone	N.A.	N.A.	N.A.	325	845
BMW	53,343	63,646	64,881	73,359	87,839
Geo Storm	77,186	86,257	62,877	68,347	76,852
Geo Metro	14,214	42,488	52,792	48,088	60,359
Chrysler Conquest	—	896	5,026	9,873	11,217
Chrysler's TC Maserati	1,077	3298	2,924	—	—
Daihatsu	6,202	10,630	15,118	11,460	—
Dodge Colt	14,823	20,784	30,040	42,331	41,787
Dodge Conquest	—	—	—	—	234
Dodge Vista	4,024	2,764	6,653	10,190	15,336
Dodge Stealth	18,352	3,302	—	—	—
Eagle	9,931	13,210	23,028	19,315	13,991
Ferrari	960*	960*	805	N.A.	1,054
Ford Festiva	42,080	52,520	69,328	69,167	26,750
Honda	177,562	252,377	251,569	265,122	312,218
Hyundai	117,630	137,448	183,261	264,282	263,610
Infiniti	34,890	23,960	1,723	—	—
Isuzu	13,301	5,837	16,296	24,520	39,587
Jaguar	9,376	18,728	18,967	20,727	22,919
Lamborghini	156*	156*	167	150	124
Lexus	71,206	63,534	16,302	—	—
Lotus	324*	324*	290	323	170
Maserati	240*	240*	280	733	932
Mazda	144,287	153,055	184,583	224,719	206,354
Mercedes-Benz	58,868	78,375	75,714	83,627	89,918
Mercury	66,622	45,188	66,731	15,261	14,301
Mitsubishi	92,383	99,630	79,751	69,975	67,954
Nissan	264,698	312,406	396,202	360,745	405,996
Peugeot	3,575	4,292	6,095	6,713	9,422
Plymouth Colt	12,457	18,818	28,259	37,554	37,580
Plymouth Conquest	—	—	—	—	139
Plymouth Vista	4,860	2,666	6,257	9,249	14,044
Pontiac LeMans	34,700	39,081	44,641	64,037	35,564
Porsche	4,388	9,139	9,479	15,732	23,632
Renault	—	—	—	—	—
Rolls-Bentley	450*	1,200*	1,216	2,801	1,208
Saab	26,103	26,397	31,549	38,490	45,106
Sterling	2,744	4,015	5,907	8,901	14,171
Subaru	55,707	92,729	136,111	155,946	175,864
Suzuki	4,845	6,525	6,009	524	—
Toyota	338,192	367,134	448,249	616,529	583,809
Volkswagen	91,688	129,705	128,503	143,861	130,641
Volvo	67,697	89,894	102,620	98,497	106,539
Yugo	3,092	6,359	10,576	31,545	48,812
TOTAL	**2,103,759**	**2,452,948**	**2,757,877**	**3,068,738**	**3,144,054**
Japan	**1,503,905**	**1,720,684**	**1,911,830**	**2,102,725**	**2,172,791**
Europe	**495,444**	**583,215**	**548,017**	**568,527**	**645,339**
Korea	**194,410**	**229,849**	**297,230**	**397,486**	**325,924**
Captive import	**360,326**	**331,272**	**366,556**	**393,412**	**348,154**

*Estimate

Source: Automotive News Data Center

U.S. light-truck sales — 5 years

(Domestic and imported makes)

	1991	1990	1989	1988	1987
Chevrolet	1,068,347	1,243,005	1,309,837	1,336,407	1,173,675
Chrysler	5,236	2,891	1,812	—	—
Daihatsu	2,761	4,354	298	—	—
Dodge	448,769	465,953	548,429	571,036	567,326
Ford	1,231,321	1,373,493	1,401,994	1,462,087	1,398,969
GMC	286,423	326,370	353,788	352,999	311,217
Isuzu	95,128	105,820	103,373	90,405	86,990
Jeep	177,775	196,863	249,170	253,454	208,440
Mazda	121,969	123,965	115,750	93,287	123,699
Mitsubishi	28,922	41,223	38,707	43,516	51,862
Nissan	170,962	175,662	163,188	169,591	216,514
Oldsmobile	31,818	26,075	2,122	—	—
Plymouth	173,373	171,527	184,943	192,273	140,799
Pontiac	23,682	29,875	3,226	—	—
Range Rover	3,309	4,582	4,822	3,427	2,586
Subaru	—	—	—	10	1,274
Suzuki	16,127	13,979	24,172	57,327	83,334
Toyota	268,459	278,797	268,414	247,077	303,783
Volkswagen	5,035	6,643	5,147	5,416	10,656
TOTAL BIG 3	**3,446,744**	**3,836,052**	**4,055,321**	**4,168,256**	**3,800,426**
TOTAL IMPORTED	**712,672**	**775,025**	**723,871**	**710,056**	**880,698**
TOTAL LIGHT TRUCK	**4,159,416**	**4,611,077**	**4,779,192**	**4,878,312**	**4,681,124**

Source: Automotive News Data Center

U.S. car and light-truck sales by 10 day period — 1991 calendar year

	1991 CAR		1991 TRUCK		TOTAL VEHICLES 1991	SELLING DAYS 1991
	Domestic	Imported	Domestic	Imported		
JANUARY	**416,645**	**137,749**	**220,918**	**48,841**	**824,153**	**26**
1st 10	110,287	34,424	69,676	11,387	225,774	8
2nd 10	124,240	48,854	66,789	13,255	253,138	8
3rd 10	182,118	54,471	84,453	24,199	345,241	10
FEBRUARY	**472,524**	**149,089**	**241,382**	**49,705**	**912,700**	**24**
1st 10	126,549	29,947	62,644	9,230	228,370	8
2nd 10	168,180	42,493	89,120	15,672	315,465	9
3rd 10	177,795	76,649	89,618	24,803	368,865	7
MARCH	**538,887**	**191,091**	**293,276**	**61,569**	**1,084,823**	**26**
1st 10	129,978	33,569	72,321	10,325	246,193	8
2nd 10	179,953	50,670	103,613	16,121	350,357	9
3rd 10	228,956	106,852	117,342	35,123	488,273	9
APRIL	**503,612**	**186,092**	**293,239**	**57,096**	**1,040,039**	**26**
1st 10	150,150	41,325	88,081	11,484	291,040	9
2nd 10	162,830	57,554	102,089	18,712	341,185	9
3rd 10	190,632	87,213	103,069	26,900	407,814	8
MAY	**576,572**	**192,905**	**322,320**	**65,134**	**1,156,931**	**26**
1st 10	151,091	43,037	91,859	13,029	299,016	9
2nd 10	167,496	57,946	103,585	17,118	346,145	8
3rd 10	257,985	91,922	126,876	34,987	511,770	9
JUNE	**587,631**	**183,895**	**324,372**	**62,972**	**1,158,870**	**25**
1st 10	159,574	39,292	99,682	12,467	311,015	8
2nd 10	208,099	60,219	118,274	20,710	407,302	9
3rd 10	219,958	84,384	106,416	29,795	440,553	8
JULY	**578,721**	**194,643**	**323,022**	**70,410**	**1,166,796**	**26**
1st 10	169,159	41,820	99,894	13,559	324,432	8
2nd 10	186,488	59,085	105,245	21,750	372,568	9
3rd 10	223,074	93,738	117,683	35,101	469,796	9
AUGUST	**497,238**	**193,341**	**283,267**	**73,639**	**1,047,485**	**27**
1st 10	136,808	42,819	80,872	14,758	275,257	9
2nd 10	142,417	54,822	84,931	20,043	302,213	8
3rd 10	218,013	95,700	117,464	38,838	470,015	10
SEPTEMBER	**493,383**	**179,803**	**315,680**	**59,896**	**1,048,762**	**24**
1st 10	111,744	33,117	70,716	12,646	228,223	7
2nd 10	160,863	55,697	107,853	20,727	345,140	9
3rd 10	220,776	90,989	137,111	26,523	475,399	8
OCTOBER	**519,554**	**182,657**	**269,831**	**59,385**	**1,031,427**	**27**
1st 10	164,226	46,124	79,195	14,564	304,109	9
2nd 10	133,416	51,487	73,057	17,211	275,171	8
3rd 10	221,912	85,046	117,579	27,610	452,147	10
NOVEMBER	**454,116**	**152,485**	**262,436**	**49,996**	**919,033**	**25**
1st 10	116,901	35,553	68,309	10,871	231,634	8
2nd 10	160,401	53,110	102,156	17,639	333,306	9
3rd 10	176,814	63,822	91,971	21,486	354,093	8
DECEMBER	**433,372**	**160,009**	**297,001**	**54,029**	**944,411**	**25**
1st 10	117,550	34,505	77,584	14,953	244,592	8
2nd 10	123,909	48,538	81,517	16,211	270,175	9
3rd 10	191,913	76,966	137,900	22,865	429,644	8
TOTAL	**6,072,255**	**2,103,759**	**3,446,744**	**712,672**	**12,335,430**	**307**

Notes: Monthly totals are actual figures reported by manufacturers.
1st and 2nd periods include actual figures from General Motors, Ford Motor Co., American Honda Motor Co. Inc.,
Mazda Motor of America Inc., Mitsubishi Motor Sales of America Inc., Nissan Motor Corp. in U.S.A., Subaru of America Inc.,
American Isuzu Motors Inc. and Toyota Motor Sales U.S.A. Inc. All others are estimated.
3rd period figures are estimated.

North American assembly joint ventures

General Motors	50%	CAMI Automotive Inc.	Suzuki Motor Co. Ltd.	50%
General Motors	50%	New United Motor Mfg. Inc.	Toyota Motor Corp.	50%
Fuji Heavy Industries Ltd.	51%	Subaru-Isuzu Automotive Inc.	Isuzu Motors Ltd.	49%
Ford Motor Co.	50%	Mazda Motor Mfg. (U.S.A.) Corp.*	Mazda Motor Corp.	50%

* Pending

Source: Automotive News

SALES: U.S.

U.S. truck sales by gross vehicle weight

	1991	1990	1989	1988	1987
Class 1-3	1,066,541	1,242,902	1,309,837	1,336,407	1,173,675
Class 4	1,806	103	0	0	0
Class 5	126	247	234	249	244
Class 6	2,730	8,944	7,424	8,093	9,274
Class 7	5,912	7,278	8,272	9,469	8,252
Class 8	0	0	0	273	403
CHEVROLET	**1,077,115**	**1,259,474**	**1,325,767**	**1,354,491**	**1,191,848**
Class 1-3	1,211,654	1,347,436	1,376,346	1,442,389	1,397,725
Class 4	19,667	26,057	25,648	19,698	1,244
Class 6	5,078	6,444	9,526	10,833	9,458
Class 7	18,451	26,465	32,531	35,437	32,002
Class 8	8,479	13,103	13,994	14,858	12,796
FORD	**1,263,329**	**1,419,505**	**1,458,045**	**1,523,215**	**1,453,225**
Class 6	41	0	0	0	0
Class 7	210	0	0	0	0
Class 8	22,617	23,032	23,381	24,164	23,350
FREIGHTLINER	**22,868**	**23,032**	**23,381**	**24,164**	**23,350**
Class 1-3	285,424	326,345	353,788	352,999	311,217
Class 4	999	25	0	0	0
Class 5	427	1,992	4,458	5,347	5,679
Class 6	3,740	5,817	5,371	11,366	8,197
Class 7	12,944	14,526	12,780	15,372	20,615
Class 8	0	0	0	1,090	7,308
GMC	**303,534**	**348,705**	**376,397**	**386,174**	**353,016**
Class 1-3	192	309	262	6	0
Class 4	87	0	0	0	0
Class 5	410	516	465	603	499
Class 6	546	660	503	482	496
Class 7	680	943	911	1,032	1,009
HINO	**1,915**	**2,428**	**2,141**	**2,123**	**2,004**
Class 1-3	5,800	6,624	6,066	4,785	5,109
Class 4	1,243	685	653	505	1
Class 5	901	375	230	137	178
Class 6	812	1,824	743	774	336
Class 7	242	572	669	486	42
ISUZU TRUCK	**8,998**	**10,080**	**8,361**	**6,687**	**5,666**
Class 1-3	908	1,613	1,422	1,598	1269
Class 4	297	525	504	705	682
Class 5	149	240	256	359	614
Class 6	96	160	175	154	164
IVECO TRUCKS*	**1,450**	**2,538**	**2,357**	**2,816**	**2,729**
Class 7	307	389	388	504	207
Class 8	11,752	14,620	17,806	16,700	14,018
KENWORTH	**12,059**	**15,009**	**18,194**	**17,204**	**14,225**
Class 6	504	1,051	1,819	2,078	2,499
Class 7	676	1,404	2,417	2,807	2,797
Class 8	10,480	14,350	19,035	21,846	18,268
MACK	**11,660**	**16,805**	**23,271**	**26,731**	**23,564**
Class 6	428	535	796	1,124	1,516
Class 7	901	1,105	1,241	1,882	2,312
MERCEDES-BENZ	**1,329**	**1,640**	**2,037**	**3,006**	**3,828**
Class 1-3	1,762	1,852	1,694	1,624	976
Class 5	639	649	686	530	0
Class 6	393	263	317	234	205
Class 7	333	559	611	613	545
MITSUBISHI FUSO	**3,127**	**3,323**	**3,308**	**3,001**	**1,726**
Class 4	27	58	226	273	202
Class 5	26	115	152	304	400
Class 6	7,623	11,943	11,795	18,142	11,717
Class 7	30,050	30,422	31,341	32,382	32,072
Class 8	22,824	27,800	34,671	33,808	28,914
NAVISTAR	**60,550**	**70,338**	**78,185**	**84,909**	**73,305**
Class 1-3	701	661	582	69	0
Class 5	772	921	762	739	571
Class 6	550	534	435	287	284
Class 7	374	493	611	948	856
NISSAN DIESEL	**2,397**	**2,609**	**2,390**	**2,043**	**1,711**
Class 7	213	359	546	547	201
Class 8	9,396	11,970	16,557	16,154	12,578
PETERBILT	**9,609**	**12,329**	**17,103**	**16,701**	**12,779**
SCANIA Class 8	**50**	**103**	**116**	**163**	**149**
Class 7	1,305	829	1,012	1,452	1,673
Class 8	12,113	14,767	17,340	17,089	10,840
VOLVO/GM HEAVY	**13,418**	**15,596**	**18,352**	**18,541**	**12,513**
WESTERN STAR Class 8	**606**	**935**	**1,419**	**1,440**	**1,436**
Class 1-3	1,573,325	1,648,979	1,614,421	1,721,130	1,784,634
Class 6	0	35	224	32	136
Class 7	0	0	116	111	0
Class 8	413	644	748	776	1,096
OTHER TRUCKS	**1,573,738**	**1,649,658**	**1,615,509**	**1,722,049**	**1,785,866**
CLASS 1-3	**4,146,367**	**4,576,721**	**4,664,418**	**4,861,007**	**4,674,605**
CLASS 4	**24,126**	**27,453**	**27,031**	**21,181**	**2,129**
CLASS 5	**3,450**	**5,056**	**7,243**	**8,268**	**8,185**
CLASS 6	**22,590**	**38,210**	**39,128**	**53,599**	**44,282**
CLASS 7	**72,388**	**85,344**	**93,446**	**103,042**	**102,583**
CLASS 8	**98,730**	**121,324**	**145,067**	**148,361**	**131,156**
TOTAL TRUCKS	**4,367,752**	**4,854,107**	**4,976,333**	**5,195,456**	**4,962,940**

*1991 figures are Automotive News estimates.

Sources: Automotive News Data Center and MVMA

U.S. recreational vehicle shipments

	1991	1990	1989	1988	1987
Travel trailers	84,400	87,600	90,300	96,900	92,800
Folding camping trailers	33,900	30,700	33,300	42,300	41,600
Truck campers	9,600	9,700	9,900	11,000	10,100
Motor homes	42,200	52,300	61,200	72,900	73,800
Van conversions	130,400	174,200	200,400	204,200	181,900
TOTAL SHIPMENTS	**300,500**	**354,500**	**395,100**	**427,300**	**400,200**

Source: Recreation Vehicle Industry Association

U.S. car average monthly days' supply

	1991	1990	1989	1988	1987	5 years average
January	91	82	82	78	83	**83**
February	78	70	77	67	69	**72**
March	71	67	77	63	68	**69**
April	74	67	70	65	70	**69**
May	67	63	68	59	71	**66**
June	62	65	73	59	70	**66**
July	62	66	75	67	73	**69**
August	64	65	62	63	62	**63**
September	58	58	61	59	57	**59**
October	62	63	69	62	66	**64**
November	74	72	79	67	70	**72**
December	78	77	88	72	71	**77**

NOTE: Average based on domestic and imported-car inventory units.

Source: Automotive News Data Center

U.S. domestic-car inventories

(1988 thru 4 mos. 1992)

	Unit Count	Days' Supply
1992		
January 1	1,257,576	73
February 1	1,254,763	79
March 1	1,275,211	65
April 1	1,264,951	61
1991		
January 1	1,386,181	74
February 1	1,432,859	89
March 1	1,359,511	69
April 1	1,300,815	63
May 1	1,329,688	68
June 1	1,319,375	60
July 1	1,258,893	54
August 1	1,069,790	47
September 1	1,082,453	50
October 1	1,081,144	53
November 1	1,245,549	65
December 1	1,285,567	71
1990		
January 1	1,669,374	92
February 1	1,463,881	70
March 1	1,466,579	66
April 1	1,478,891	64
May 1	1,422,136	60
June 1	1,470,537	60
July 1	1,504,624	62
August 1	1,317,833	56
September 1	1,336,897	64
October 1	1,340,098	56
November 1	1,453,926	66
December 1	1,471,897	77
1989		
January 1	1,585,922	67
February 1	1,724,158	85
March 1	1,797,544	78
April 1	1,822,224	77
May 1	1,835,840	69
June 1	1,844,144	67
July 1	1,847,283	75
August 1	1,565,308	65
September 1	1,449,478	57
October 1	1,439,179	59
November 1	1,549,532	77
December 1	1,658,503	88
1988		
January 1	1,682,600	79
February 1	1,676,858	79
March 1	1,608,461	62
April 1	1,574,529	58
May 1	1,571,272	63
June 1	1,597,668	57
July 1	1,663,109	60
August 1	1,406,740	58
September 1	1,315,919	59
October 1	1,385,938	60
November 1	1,487,638	66
December 1	1,611,631	73

Source: Automotive News Data Center

U.S. imported-car inventories

(1988 thru 4 mos. 1992)

	Unit Count	Days' Supply
1992		
January 1	582,517	91
February 1	573,378	102
March 1	571,477	90
April 1	628,628	89
1991		
January 1	556,732	77
February 1	587,988	111
March 1	626,226	101
April 1	658,734	90
May 1	664,200	93
June 1	607,858	82
July 1	585,600	80
August 1	557,500	75
September 1	531,110	74
October 1	527,629	71
November 1	546,900	81
December 1	561,917	92
1990		
January 1	663,736	86
February 1	650,549	81
March 1	644,857	80
April 1	668,662	79
May 1	679,880	82
June 1	657,371	74
July 1	613,259	70
August 1	578,750	65
September 1	530,377	65
October 1	503,930	64
November 1	438,339	73
December 1	533,310	74
1989		
January 1	664,909	66
February 1	682,152	82
March 1	720,056	87
April 1	713,783	79
May 1	698,896	72
June 1	661,545	66
July 1	663,418	67
August 1	646,072	67
September 1	585,196	55
October 1	532,265	59
November 1	583,854	68
December 1	621,558	74
1988		
January 1	677,306	61
February 1	661,940	72
March 1	702,748	75
April 1	670,608	67
May 1	689,099	73
June 1	676,481	63
July 1	634,143	58
August 1	631,517	61
September 1	606,740	58
October 1	582,350	59
November 1	603,043	65
December 1	627,074	66

Source: Automotive News Data Center

U.S. domestic- and imported-car sales — 1991 calendar year

Ranked by size classification

Subcompacts

	Make	1991 Sales
1 of 45	Ford Escort	247,864
2 of 45	Honda Civic (total)	232,690
	Honda Civic (domestic)	*159,009*
	Honda Civic/CRX (import)	*73,681*
3 of 45	Toyota Corolla (total)	199,083
	Toyota Corolla (domestic)	*141,612*
	Toyota Corolla (import)	*57,471*
4 of 45	Nissan Sentra (total)	146,618
	Nissan Sentra (domestic)	*112,800*
	Nissan Sentra (import)	*33,818*
5 of 45	Toyota Tercel	102,043
6 of 45	Geo Prizm	98,433
7 of 45	Geo Metro (total)	90,373
	Geo Metro (domestic)	*76,491*
	Geo Metro (import)	*13,882*
8 of 45	Dodge Shadow	77,191
9 of 45	Geo Storm	77,186
10 of 45	Saturn	74,493
11 of 45	Hyundai Excel	66,376
12 of 45	Plymouth Sundance	53,818
13 of 45	Mazda Protege	53,474
14 of 45	Mitsubishi Eclipse	49,278
15 of 45	Mercury Tracer	45,422
16 of 45	Ford Festiva	42,080
17 of 45	Mitsubishi Mirage (total)	37,957
	Mitsubishi Mirage (domestic)	*20,218*
	Mitsubishi Mirage (import)	*17,739*
18 of 45	Pontiac LeMans	34,700
19 of 45	Subaru Loyale	30,552
20 of 45	Eagle Talon	29,853
21 of 45	Plymouth Laser	28,201
22 of 45	Dodge/Plymouth Colt	27,280
23 of 45	Hyundai Scoupe	26,421
24 of 45	Toyota Paseo	22,838
25 of 45	Mazda 323	18,369
26 of 45	Eagle Summit (total)	18,211
	Eagle Summit (domestic)	*8,280*
	Eagle Summit (import)	*9,931*
27 of 45	Volkswagen Golf/GTI	14,340
28 of 45	Volkswagen Fox	13,463
29 of 45	Isuzu Stylus	10,143
30 of 45	Dodge/Plymouth Vista	8,884
31 of 45	Nissan NX	8,211
32 of 45	Subaru Justy	6,741
33 of 45	Daihatsu Charade	6,202
34 of 45	Suzuki Swift (total)	5,530
	Suzuki Swift (domestic)	*684*
	Suzuki Swift (import)	*4,846*
35 of 45	Volkswagen Cabriolet	5,401
36 of 45	Mazda MX-3	4,667
37 of 45	Volkswagen Corrado	4,331
38 of 45	Mitsubishi Precis	3,329
39 of 45	Yugo	3,092
40 of 45	Isuzu Impulse	3,059
41 of 45	Mitsubishi Expo LRV	1,773
42 of 45	Dodge Omni	561
43 of 45	Plymouth Horizon	505
44 of 45	Isuzu I-Mark	99
45 of 45	Nissan Pulsar	33

Compact

	Make	1991 Sales
1 of 21	Chevrolet Cavalier	259,385
2 of 21	Chevrolet Corsica-Beretta	231,227
3 of 21	Ford Tempo	169,457
4 of 21	Pontiac Sunbird	89,851
5 of 21	Ford Mustang	80,247
6 of 21	Ford Probe	76,295
7 of 21	Acura Integra	64,755
8 of 21	Toyota Celica	60,187
9 of 21	Mercury Topaz	59,190
10 of 21	Volkswagen Jetta	38,017
11 of 21	Nissan 240SX/200SX	31,004
12 of 21	Honda Prelude	27,672
13 of 21	Mazda MX-6 (total)	22,390
	Mazda MX-6 (domestic)	*20,689*
	Mazda MX-6 (import)	*1,701*
14 of 21	Dodge Daytona	14,949
15 of 21	Hyundai Elantra	3,867
16 of 21	Mitsubishi Expo	3,074
17 of 21	Subaru XT/XT6	1,573
18 of 21	Subaru SVX	1,513
19 of 21	Mitsubishi Wagon	204
20 of 21	Alfa Romeo Milano	6
21 of 21	Volkswagen Quantum	2

Intermediate

	Make	1991 Sales
1 of 40	Honda Accord (total)	399,297
	Honda Accord (domestic)	*323,088*
	Honda Accord (import)	*76,209*
2 of 40	Ford Taurus	299,659
3 of 40	Toyota Camry (total)	263,818
	Toyota Camry (domestic)	*191,011*
	Toyota Camry (import)	*72,807*
4 0f 40	Chevrolet Lumina	217,555
5 of 40	Pontiac Grand Am	143,774
6 of 40	Oldsmobile Cutlass Ciera	135,670
7 of 40	Buick Century	128,904
8 of 40	Dodge Dynasty	105,651
9 of 40	Buick Regal	104,802
10 of 40	Pontiac Grand Prix	103,203
11 of 40	Mercury Sable	100,331
12 of 40	Nissan Maxima	99,026
13 of 40	Plymouth Acclaim	92,352
14 of 40	Oldsmobile Cutlass Supreme	87,540
15 of 40	Dodge Spirit	81,222
16 of 40	Ford Thunderbird	74,189
17 of 40	Nissan Stanza	73,475
18 of 40	Mazda 626 (total)	68,369
	Mazda 626 (domestic)	*56,667*
	Mazda 626 (import)	*11,702*
19 of 40	Subaru Legacy (total)	64,937
	Subaru Legacy (domestic)	*49,345*
	Subaru Legacy (import)	*15,592*
20 of 40	Buick Skylark	60,327
21 of 40	Mercury Cougar	55,148
22 of 40	Chevrolet Camaro	54,383
23 of 39	Oldsmobile Calais	47,666
24 of 40	Mitsubishi Galant	38,742
25 of 40	Chrysler LeBaron J	35,274
26 of 40	Chrysler LeBaron A	25,587
27 of 40	Pontiac Firebird	24,035
28 of 40	Pontiac 6000	21,624
29 of 40	Hyundai Sonata	20,966
30 of 40	Volkswagen Passat	16,134
31 of 40	Infiniti G20	13,929
32 of 40	Eagle Premier	11,283
33 of 40	Dodge Monaco	7,822
34 of 40	Saab 900S	6,874
35 of 40	Saab 900 Turbo	4,733
36 of 40	Saab 900	4,646
37 of 40	Peugeot 405-505	3,575
38 of 40	Chevrolet Celebrity	615
39 of 40	Mitsubishi Sigma	150
40 of 40	Oldsmobile Achieva	83

*Estimate

Standard

	Make	1991 Sales
1 of 11	Chevrolet Caprice	114,599
2 of 11	Buick LeSabre	112,211
3 of 11	Mercury Grand Marquis	94,588
4 of 11	Oldsmobile Eighty Eight	81,325
5 of 11	Pontiac Bonneville	72,625
6 of 11	Ford Crown Victoria	71,499
7 of 11	Buick Roadmaster	38,998
8 of 11	Chrysler Fifth Avenue	37,640
9 of 11	Vovlo 240 series	23,999
10 of 11	Chrysler New Yorker	16,180
11 of 11	Oldsmobile Custom Cruiser wagon	7,308

Specialty

	Make	1991 Sales
1 of 24	Mazda MX-5 Miata	31,240
2 of 24	Mercury Capri	21,200
3 of 24	Dodge Stealth	18,352
4 of 24	Chevrolet Corvette	17,480
5 of 24	Nissan 300ZX	14,903
6 of 24	Mitsubishi 3000GT	11,777
7 of 24	Toyota MR2	9,676
8 of 24	Mercedes-Benz SL Coupe/Roadster	7,446
9 of 24	Mazda RX-7	6,986
10 of 24	Toyota Supra	3,623
11 of 24	Jaguar XJS	2,738
12 of 24	Cadillac Allante	2,643
13 of 24	Buick Reatta	2,304
14 of 24	Porsche 911 Carrera 2	2,101
15 of 24	Acura NSX	1,940
16 of 24	Alfa Romeo Spider	1,317
17 of 24	Chrysler's TC by Maserati	1,077
18 of 24	Ferrari*	960
19 of 24	Porsche 944S/Cabriolet	862
20 of 24	Porsche 911 Carrera 4	748
21 of 24	Porsche 911 Turbo	415
22 of 24	Lotus*	324
23 of 24	Porsche 928S4-GT	262
24 of 24	Lamborghini*	156

Luxury

	Make	1991 Sales
1 of 29	Cadillac DeVille	146,636
2 of 29	Lincoln Town Car	116,900
3 of 29	Acura Legend	65,689
4 of 29	Lincoln Continental	52,450
5 of 29	Lexus LS400	36,955
6 of 29	Cadillac Seville	26,688
7 of 29	Cadillac Brougham	22,017
8 of 29	Mercedes-Benz 300 class	18,916
9 of 29	Mercedes-Benz S class	17,972
10 of 29	BMW 5 series	16,655
11 of 29	Cadillac Eldorado	15,304
12 of 29	Infiniti Q45	14,622
13 of 29	Volvo 940 series	14,032
14 of 29	Mercedes-Benz 190 class	13,750
15 of 29	Lexus SC400/300	11,775
16 of 29	Lincoln Mark VII	9,351
17 of 29	Audi 100/200	7,166
18 of 29	Jaguar XJ6	6,638
19 of 29	BMW 7 series	5,508
20 of 29	Sterling	2,744
21 of 29	BMW 850i	1,711
22 of 29	Audi 100/200 Quattro	1,125
23 of 29	Rolls-Royce/Bentley	447
24 of 29	Audi V8 Quattro	527
25 of 29	BMW M5	455
26 of 29	Audi Coupe Quattro	364
27 of 29	Maserati*	240
28 of 29	Aston Martin*	60
29 of 29	BMW 635CSi	12

Near Luxury

	Make	1991 Sales
1 of 20	Buick Electra	83,831
2 of 20	Oldsmobile Ninety Eight	59,828
3 of 20	Volvo 700 series	29,198
4 of 20	BMW 3 series	28,618
5 of 20	Lexus ES250/300	22,476
6 of 20	Mazda 929	16,148
7 of 20	Mitsubishi Diamante	15,595
8 of 20	Buick Riviera	12,947
9 of 20	Acura Vigor	11,324
10 of 20	Chrysler Imperial	10,625
11 of 20	Toyota Cressida	9,547
12 of 20	Oldsmobile Toronado	6,886
13 of 20	Infiniti M30	6,339
14 of 20	Saab 9000S	4,392
15 of 20	Saab 9000CD	3,042
16 of 20	Saab 9000 Turbo	2,294
17 of 20	Alfa Romeo 164	2,155
18 of 20	Audi 80	1,965
19 of 20	Audi 90	1,136
20 of 20	BMW M3	384

Source: Automotive News Data Center

U.S. size class shares, cars — 1991 calendar year (domestic and imported)

	Units sold	Pct. of total
Subcompact	2,039,906	24.9
Compact	1,330,334	16.3
Intermediate	3,049,704	37.3
Standard	639,665	7.8
Specialty	138,103	1.7
Luxury	650,708	8.0
Near luxury	327,594	4.0
TOTAL	**8,176,014**	**100.0**

Source: Automotive News Data Center

U.S. size class shares, light-trucks — 1991 calendar year (domestic and imported)

	Units sold	Pct. of total
Compact pickup	982,202	23.6
Full-sized pickup	1,086,051	26.1
Minivan	877,345	21.1
Full-sized van	308,254	7.4
Compact sport-utility	786,546	18.9
Full-sized sport-utility	119,018	2.9
TOTAL	**4,159,416**	**100.0**

Source: Automotive News Data Center

U.S. light-truck sales — 1991 calendar year

Ranked by size classification

Compact pickup

	Make	1991 Sales
1 of 11	Ford Ranger	233,503
2 of 11	Chevrolet S10	200,247
3 of 11	Toyota pickup	162,972
4 of 11	Nissan pickup*	129,567
5 of 11	Dodge Dakota	82,336
6 of 11	Mazda pickup	62,421
7 of 11	GMC S15-Sonoma	44,109
8 of 11	Isuzu pickup*	35,911
9 of 11	Mitsubishi pickup	18,247
10 of 11	Jeep Comanche	6,663
11 of 11	Dodge Ram 50	4,671

Full-sized pickup

	Make	1991 Sales
1 of 6	Ford F series	452,311
2 of 6	Chevrolet C/K	426,507
3 of 6	GMC pickups	123,416
4 of 6	Dodge Ram pickup	80,176
5 of 6	GMC P model	2,182
6 of 6	GMC W-4	1,459

Minivan

	Make	1991 Sales
1 of 15	Dodge Caravan	207,919
2 of 15	Plymouth Voyager	173,373
3 of 15	Ford Aerostar	147,373
4 of 15	Chevrolet Astro	105,808
5 of 15	Toyota Previa	52,099
6 of 15	Mazda MPV	48,144
7 of 15	Chevrolet Lumina APV	48,117
8 of 15	GMC Safari	33,600
9 of 15	Pontiac Trans Sport	23,682
10 of 15	Oldsmobile Silhouette	23,004
11 of 15	Dodge Caravan C/V	8,591
12 of 15	Chrysler Town & Country	5,236
13 of 15	Nissan Axxess	334
14 of 15	Mitsubishi Van	59
15 of 15	Nissan Van	6

Full-sized van

	Make	1991 Sales
1 of 8	Ford Econoline van	102,323
2 of 8	Chevrolet van	79,781
3 of 8	Dodge van	42,486
4 of 8	GMC van	33,150
5 of 8	Ford Club Wagon	20,020
6 of 8	Dodge Ram wagon	16,984
7 of 8	Chevrolet Sportsvan	8,475
8 of 8	Volkswagen Vanagon	5,035

Compact sport-utility

	Make	1991 Sales
1 of 16	Ford Explorer	250,059
2 of 16	Chevrolet S10 Blazer	123,346
3 of 16	Jeep Cherokee	121,461
4 of 16	Jeep Wrangler	46,478
5 of 16	Toyota 4Runner	44,881
6 of 16	Nissan Pathfinder	39,500
7 of 16	Geo Tracker	30,702
8 of 16	GMC S15 Jimmy	29,994
9 of 16	Isuzu Trooper	26,776
10 of 16	Isuzu Rodeo	24,612
11 of 16	Suzuki Sidekick*	11,749
12 of 16	Mazda Navajo	11,404
13 of 16	Mitsubishi Montero	10,616
14 of 16	Isuzu Amigo	7,829
15 of 16	Suzuki Samurai	4,378
16 of 16	Daihatsu Rocky	2,761

Full-sized sport-utility

	Make	1991 Sales
1 of 10	Chevrolet Suburban	36,038
2 of 10	Ford Bronco	25,732
3 of 10	GMC Suburban	16,116
4 of 10	Chevrolet Blazer	9,326
5 of 10	Dodge Ramcharger	5,606
6 of 10	Range Rover	3,309
7 of 10	Jeep Grand Wagoneer	3,173
8 of 10	GMC Jimmy	2,397
9 of 10	Toyota Land Cruiser	8,507
10 of 10	Oldsmobile Bravada	8,814

*Includes domestic vehicles.

Source: Automotive News Data Center

SALES: CANADA

Canada car and truck sales — 1991 by month

	January	February	March	April	May	June	July	August	September	October	November	December	1991 TOTAL
BMW (imported-car)	**248**	**256**	**312**	**408**	**426**	**420**	**432**	**433**	**402**	**362**	**374**	**231**	**4,304**
N.A. car	8,387	6,845	7,682	10,841	10,795	8,795	8,389	6,563	6,847	6,765	5,657	4,738	92,304
Imported-car	1,273	1,610	1,700	1,912	1,911	1,752	1,770	1,339	1,389	1,091	1,352	1,092	18,191
N.A. truck	6,423	6,607	8,455	10,175	9,700	10,028	10,351	5,684	7,024	6,624	7,446	6,942	95,459
Imported-truck	54	109	87	145	143	154	135	131	124	389	69	77	1,617
CHRYSLER	**16,137**	**15,171**	**17,924**	**23,073**	**22,549**	**20,729**	**20,645**	**13,717**	**15,384**	**14,869**	**14,524**	**12,849**	**207,571**
N.A. car	11,117	8,142	11,092	14,265	15,009	16,165	13,376	10,653	12,980	11,137	8,448	8,002	140,386
Imported-car	432	495	771	956	823	583	598	430	422	473	368	618	6,969
N.A. truck	6,446	5,494	7,954	11,251	10,879	10,901	9,774	7,388	8,156	7,796	7,573	7,715	101,329
FORD	**17,995**	**14,131**	**19,817**	**26,472**	**26,711**	**27,649**	**23,748**	**18,471**	**21,558**	**19,408**	**16,389**	**16,335**	**248,684**
N.A. car	19,835	16,824	21,153	29,768	35,015	36,718	29,491	19,137	20,988	16,725	18,763	12,899	277,316
Imported-car**	236	231	459	547	645	553	1,273	1,273	552	286	1,067	969	8,091
N.A. truck	8,708	7,229	12,434	16,902	14,583	15,159	12,769	9,636	11,833	8,009	9,439	6,506	133,207
Imported-truck	256	288	310	413	418	261	367	288	234	285	429	417	3,966
GM	**29,035**	**24,572**	**34,356**	**47,630**	**50,661**	**52,691**	**43,900**	**30,334**	**33,607**	**25,305**	**29,698**	**20,791**	**422,580**
N.A. car	1,054	1,400	2,319	2,380	3,245	2,339	2,716	2,544	3,255	2,860	2,003	1,569	27,684
Imported-car	4,152	5,096	7,588	8,383	9,758	8,000	6,998	6,812	6,125	5,598	4,846	3,414	76,770
HONDA	**5,206**	**6,496**	**9,907**	**10,763**	**13,003**	**10,339**	**9,714**	**9,356**	**9,380**	**8,458**	**6,849**	**4,983**	**104,454**
N.A. car	261	416	482	520	499	449	505	585	502	455	278	207	5,159
Imported-car	961	1,228	1,522	1,743	1,705	1,669	1,535	1,426	1,288	1,430	1,334	1,011	16,852
HYUNDAI	**1,222**	**1,644**	**2,004**	**2,263**	**2,204**	**2,118**	**2,040**	**2,011**	**1,790**	**1,885**	**1,612**	**1,218**	**22,011**
JAGUAR (imported-car)	**44**	**45**	**72**	**65**	**75**	**70**	**54**	**64**	**70**	**73**	**55**	**53**	**740**
Imported-car	20	26	50	46	56	31	56	66	96	127	69	51	694
Imported-truck	25	13	15	10	14	9	16	12	18	26	16	18	192
LADA	**45**	**39**	**65**	**56**	**70**	**40**	**72**	**78**	**114**	**153**	**85**	**69**	**886**
LAND ROVER (imported-truck)	**21**	**10**	**9**	**8**	**9**	**12**	**14**	**13**	**13**	**18**	**18**	**16**	**161**
N.A. car	287	530	686	294	951	797	774	452	266	206	201	140	5,584
Imported-car	1,016	1,762	2,318	5,317	3,055	2,843	1,663	3,081	2,371	2,242	1,877	1,357	28,902
Truck*	776	1,096	1,525	3,257	3,197	2,936	1,563	1,372	1,638	1,636	1,410	985	21,391
MAZDA	**2,079**	**3,388**	**4,529**	**8,868**	**7,203**	**6,576**	**4,000**	**4,905**	**4,275**	**4,084**	**3,488**	**2,482**	**55,877**
MERCEDES-BENZ (imported-car)	**235**	**213**	**273**	**400**	**409**	**373**	**254**	**243**	**278**	**319**	**221**	**237**	**3,455**
N.A. car	360	570	785	747	961	1,051	945	881	815	731	471	326	8,643
Imported car	894	1,653	2,249	1,941	2,373	2,007	1,950	1,904	1,901	2,371	1,608	1,119	21,970
Truck*	652	1,002	1,310	1,074	1,227	1,161	1,141	1,154	1,104	1,392	922	723	12,862
NISSAN	**1,906**	**3,225**	**4,344**	**3,762**	**4,561**	**4,219**	**4,036**	**3,939**	**3,820**	**4,494**	**3,001**	**2,168**	**43,475**
PEUGEOT (imported-car)	**4**	**10**	**15**	**21**	**19**	**19**	**15**	**14**	**15**	**8**	**6**	**6**	**152**
SUBARU (imported-car)	**471**	**651**	**1,015**	**751**	**861**	**588**	**787**	**702**	**619**	**623**	**767**	**525**	**8,360**
N.A. car	61	77	157	128	178	149	124	170	105	33	11	6	1,199
Imported-car	398	428	557	383	596	316	507	360	670	793	257	198	5,463
N.A. truck	229	228	332	534	559	231	362	120	307	327	186	129	3,544
Imported-truck	300	321	408	369	337	347	376	375	368	412	137	133	3,883
SUZUKI	**988**	**1,054**	**1,454**	**1,414**	**1,670**	**1,043**	**1,369**	**1,025**	**1,450**	**1,565**	**591**	**466**	**14,089**
N.A. car	908	1,514	2,552	1,691	2,515	2,468	1,862	1,481	1,061	1,429	1,232	1,017	19,730
Imported-car	2,598	3,843	4,657	5,165	6,103	5,317	4,532	5,129	4,334	5,935	4,411	4,589	56,613
Imported-truck	1,051	1,485	1,662	1,993	2,291	2,101	1,599	1,857	1,431	1,741	1,771	2,069	21,051
TOYOTA	**4,557**	**6,842**	**8,871**	**8,849**	**10,909**	**9,886**	**7,993**	**8,467**	**6,826**	**9,105**	**7,414**	**7,675**	**97,394**
Imported-car	2,343	2,264	3,078	3,263	3,737	3,148	3,052	2,918	2,517	2,971	2,400	1,766	33,457
Imported-truck	46	39	50	79	135	131	98	68	86	74	46	159	1,011
VOLKSWAGEN	**2,389**	**2,303**	**3,128**	**3,342**	**3,872**	**3,279**	**3,150**	**2,986**	**2,603**	**3,045**	**2,446**	**1,925**	**34,468**
N.A. car	80	303	157	128	188	105	136	104	93	85	98	74	1,551
Imported-car	200	119	267	266	319	227	294	216	223	229	170	134	2,664
VOLVO	**280**	**422**	**424**	**394**	**507**	**332**	**430**	**320**	**316**	**314**	**268**	**208**	**4,215**
N.A. car	**42,350**	**36,621**	**47,065**	**60,762**	**69,356**	**69,036**	**58,318**	**42,570**	**46,912**	**40,426**	**37,162**	**28,978**	**579,556**
Imported-car	**15,525**	**19,930**	**26,903**	**31,567**	**32,871**	**27,916**	**25,770**	**26,410**	**23,272**	**24,931**	**21,182**	**17,370**	**293,647**
TOTAL CAR	**57,875**	**56,551**	**73,968**	**92,329**	**102,227**	**96,952**	**84,088**	**68,980**	**70,184**	**65,357**	**58,344**	**46,348**	**873,203**
N.A. truck	**21,806**	**19,558**	**29,175**	**38,862**	**35,721**	**36,319**	**33,256**	**22,828**	**27,320**	**22,758**	**24,644**	**21,292**	**333,539**
Imported-truck	**3,181**	**4,363**	**5,376**	**7,348**	**7,771**	**7,112**	**5,309**	**5,270**	**5,016**	**5,973**	**4,818**	**4,597**	**66,134**
TOTAL TRUCK	**24,987**	**23,921**	**34,551**	**46,210**	**43,492**	**43,431**	**38,565**	**28,098**	**32,336**	**28,731**	**29,462**	**25,889**	**399,673**
TOTAL CANADA SALES	**82,862**	**80,472**	**108,519**	**138,539**	**145,719**	**140,383**	**122,653**	**97,078**	**102,520**	**94,086**	**87,806**	**72,237**	**1,272,876**

*Includes Passport and Saab sales.

**Declined to furnish a breakdown of N.A.-built and imported sales.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Sources: Automotive News Data Center and the Association of International Automobile Manufacturers of Canada.

Canada car sales — 5 years

	1991	1990	1989	1988	1987
BMW	4,304	4,002	4,311	5,016	4,864
Chrysler	110,495	112,165	140,693	158,660	150,662
Ford	147,355	151,631	198,960	207,539	193,000
General Motors*	285,407	299,761	344,619	379,589	379,159
Honda	104,454	101,194	86,210	75,045	72,976
Hyundai	22,011	22,533	26,504	31,013	50,648
Jaguar	740	1,005	1,606	2,154	2,660
Lada	694	631	673	970	1,054
Mazda	34,486	29,835	26,162	27,656	26,635
Mercedes-Benz	3,455	4,065	4,063	4,221	4,403
Nissan	30,613	24,474	28,145	29,812	36,416
Peugeot	152	114	223	0	0
Saab	—	—	1,212	1,369	1,639
Skoda	0	0	344	378	625
Subaru	8,360	7,622	6,171	7,759	8,447
Suzuki	6,662	7,303	7,328	6,588	3,810
Toyota	76,343	76,728	77,618	70,400	68,753
Volkswagen	33,457	34,978	29,212	35,553	41,470
Volvo	4,215	5,583	7,013	6,176	7,487
TOTAL CAR	**873,203**	**883,624**	**991,067**	**1,049,898**	**1,054,708**

*Includes 1990 and 1991 Passport and Saab sales.

Source: Automotive News Data Center and the Association of International Automobile Manufacturers of Canada.

Canada truck sales — 5 years

	1991	1990	1989	1988	1987
Chrysler	97,076	86,525	104,838	113,500	98,524
Ford	101,329	119,388	138,791	148,336	142,438
General Motors	137,173	147,105	171,150	179,271	157,317
Lada	192	291	227	158	123
Land Rover	161	65	0	0	0
Mazda	21,391	19,400	17,868	11,597	10,688
Nissan	12,862	14,009	13,571	13,118	17,782
Suzuki	7,427	7,062	7,781	5,438	3,588
Toyota	21,051	17,536	16,987	15,736	14,312
Volkswagen	1,011	900	768	934	1,329
TOTAL TRUCK	**399,673**	**412,281**	**471,981**	**488,088**	**446,101**

Source: Automotive News Data Center and the Association of International Automotive Manufacturers of Canada.

Canada top 25 cars— 1991 calendar year

1. Chevrolet Cavalier	53,377
2. Honda Civic	50,320
3. Honda Accord	35,161
4. Pontiac Sunbird	32,625
5. Ford Tempo	32,591
6. Toyota Tercel	25,370
7. Mercury Topaz	25,107
8. Toyota Corolla	23,220
9. Ford Taurus	20,864
10. Ford Escort	20,633
11. Geo Metro/Sprint	19,081
12. Toyota Camry	17,278
13. Chevrolet Corsica	17,145
14. Dodge Shadow	16,635
15. Plymouth Acclaim	15,553
16. Plymouth Sundance	14,836
17. Chevrolet Lumina	14,731
18. Buick Regal	14,536
19. Chrysler Dynasty	14,096
20. Dodge Spirit	14,082
21. Volkswagen Jetta	13,488
22. Nissan Sentra	13,238
23. Pontiac Firefly	11,733
24. Oldsmobile Ciera	11,555
25. Hyundai Excel	11,464

Sources: Automotive News Data Center and the Motor Vehicle Manufacturers' Association of Canada.

Canada top 25 trucks— 1991 calendar year

1. Ford F series	37,044
2. GMC Sierra	27,927
3. Dodge Caravan	27,770
4. Chevrolet C/K	27,661
5. Plymouth Voyager	25,390
6. Ford Aerostar	21,960
7. Ford Explorer	15,303
8. Ford Ranger	14,378
9. Dodge Ram pickup	11,369
10. Mazda pickup	10,718
11. Mazda MPV	10,610
12. Chevrolet S10	10,188
13. Jeep Cherokee	9,861
14. Chevrolet Astro	8,898
15. GMC Safari	8,558
16. Dodge Dakota	8,356
17. GMC S15	8,191
18. Geo Tracker	7,929
19. Toyota Previa	7,757
20. Ford Econoline	7,506
21. Toyota pickup	6,868
22. Suzuki Sidekick	6,393
23. Toyota 4Runner	6,292
24. Nissan pickup	6,123
25. Chevrolet Sportsvan	6,021

Sources: Automotive News Data Center and the Motor Vehicle Manufacturers' Association of Canada.

Canada market share— 1991 calendar year

	% share of car market	% share of truck market	% share of total market
Chrysler	12.7	24.3	16.3
Ford	16.9	25.4	19.5
General Motors	32.6	34.2	33.3
Total Big 3	**62.2**	**83.9**	**69.1**
Honda	12.0	—	8.2
Mazda	3.9	5.4	4.4
Nissan	3.5	3.2	3.4
Subaru	1.0	—	0.7
Suzuki	0.8	1.9	1.1
Toyota	8.7	5.3	7.7
Total Japan	**29.9**	**15.8**	**25.5**
BMW	0.5	—	0.3
Jaguar	0.1	—	0.1
Lada	0.1	0.0	0.0
Land Rover	—	0.0	0.0
Mercedes-Benz	0.4	—	0.3
Peugeot	0.0	—	0.0
Volkswagen	3.8	0.3	2.7
Volvo	0.5	—	0.3
Total Europe	**5.4**	**0.3**	**3.7**
Hyundai	2.5	—	1.7
Total Korea	**2.5**	—	**1.7**

Sources: Automotive News Data Center and the Association of International Automobile Manufacturers of Canada.

REGISTRATIONS: U.S. AND CANADA

U.S. new-car registrations — 1991 calendar year

	1991	1990
Conquest*	0	648
Imperial	11,020	12,522
LeBaron Landau	24,676	28,403
LeBaron/LeBaron GTS	0	1,269
LeBaron Coupe/Convertible	35,928	57,785
New Yorker	0	1,217
New Yorker/Landau	1,727	23,480
Salon	15,303	13,894
Fifth Avenue	37,740	37,931
Total Chrysler Division	**126,394**	**177,149**
Colt*	12,754	16,646
Colt DL SW*	4,796	4,515
Horizon	671	12,743
Sundance	55,559	62,432
Reliant	0	2,713
Laser	28,771	39,305
Gran Fury	0	58
Acclaim	97,326	107,443
Total Plymouth	**199,877**	**245,855**
Colt*	15,089	18,526
Colt DL SW*	4,096	4,596
Omni	755	12,747
Shadow	78,728	69,486
Daytona	15,971	33,938
Aries	0	2,241
Stealth*	17,839	2,368
Lancer	0	762
Dynasty	107,941	103,338
Diplomat	0	105
Spirit	82,031	91,445
Monaco	9,169	10,999
Total Dodge	**331,619**	**350,551**
Summit*	16,598	13,289
Summit SW	1,312	0
Premier	12,437	17,194
Medallion*	0	332
Talon	29,972	27,349
Total Eagle	**60,319**	**58,164**
T/C by Maserati*	**1,090**	**3,355**
CHRYSLER CORP.	**719,299**	**835,074**
Festiva*	41,376	53,098
Escort	203,777	250,497
Escort SW	45,736	32,889
Mustang	79,849	124,202
Probe	75,324	102,365
Tempo	187,325	213,355
Taurus	235,171	232,694
Taurus SW	64,396	74,470
Crown Victoria	69,561	107,841
Crown Victoria SW	954	7,903
Thunderbird	73,825	103,313
Total Ford Division	**1,077,294**	**1,302,627**
Town Car	119,799	145,179
Mark VII	9,900	21,538
Continental	51,596	60,522
Total Lincoln	**181,295**	**227,239**
XR4 Total*	0	286
Scorpio Total*	0	3,932
Tracer	37,095	26,726
Tracer SW	9,455	6,132
Capri*	19,777	6,785
Topaz	59,411	70,949
Sable	79,939	75,374
Sable SW	18,805	20,470
Cougar	57,072	74,259
Grand Marquis	93,094	96,587
Grand Marquis SW	505	5,896
Total Mercury	**375,153**	**387,396**
Total Lincoln-Mercury Division	**556,448**	**614,635**
FORD MOTOR CO.	**1,633,742**	**1,917,262**
Reatta	2,438	6,374
Skyhawk	0	869
Skylark	62,151	88,199
Century	122,721	106,968
Century SW	4,935	5,855
Regal	105,325	86,706
LeSabre	110,108	146,015
LeSabre SW	220	5,653
Roadmaster	27,842	1
Roadmaster SW	8,452	2
Electra/Park Avenue	83,388	61,807
Riviera	13,048	20,741
Total Buick	**540,628**	**529,190**
DeVille/Fleetwood	146,321	164,418
Fleetwood 60 Special	817	1,341
Brougham/Chassis	21,972	31,027
Eldorado	15,929	22,991
Seville	26,701	32,443
Allante	2,817	3,177
Total Cadillac	**214,557**	**255,397**
Geo Prizm	101,648	105,954
Geo Metro*	92,041	90,084
Geo Storm*	76,865	84,752
Corsica	172,837	162,282
Beretta	61,179	95,386
Camaro	53,556	76,415
Cavalier	243,092	271,749
Cavalier SW	18,059	19,925
Celebrity	0	3,483
Celebrity SW	1,472	24,159
Lumina	214,292	215,097
Caprice	97,602	136,859
Caprice SW	14,588	9,139
Corvette	17,133	20,984
Total Chevrolet	**1,164,364**	**1,316,268**
Achieva/Calais	54,348	98,874
Cutlass Ciera	128,031	124,703
Cutlass Ciera SW	7,603	8,584
Cutlass Supreme	90,294	110,236
Eighty Eight Royale	80,933	96,822
Ninety Eight	59,017	47,990
Custom Cruiser SW	6,932	3,366
Toronado	7,667	14,528
Total Oldsmobile	**434,825**	**505,103**
LeMans*	35,629	37,687
Sunbird	94,271	118,886
Firebird	23,769	37,981
Grand Am	147,068	201,734
6000	21,515	43,493
6000 SW	2,550	3,683
Grand Prix	104,342	114,369
Safari SW	0	225
Bonneville	71,068	67,397
Total Pontiac	**500,212**	**625,455**
Saturn	12,707	4
Saturn SL	58,249	1,445
Total Saturn	**70,956**	**1,449**
GM Lotus*	**329**	**180**
GENERAL MOTORS	**2,925,871**	**3,233,042**
TOTAL BIG 3	**5,278,912**	**5,985,378**
MISCELLANEOUS DOMESTIC	**31**	**78**
IMPORTS	**2,955,074**	**3,117,748**
GRAND TOTAL ALL REGISTRATIONS	**8,234,017**	**9,103,204**
Domestic station wagons	204,662	228,538
Imported station wagons	155,381	160,288
TOTAL STATION WAGON REGIS.	**360,043**	**388,826**

Source: R.L. Polk & Co.

*Domestic-sponsored imports.

U.S. new-truck registrations

	1991	1990
Total Chrysler Division Class 1	**4,660**	**2,841**
Class 1	330,492	345,504
Class 2	120,622	115,787
Total Dodge	**451,114**	**461,498**
Total Plymouth Class 1	**174,172**	**170,770**
Class 1	175,271	191,931
Class 2	0	48
Total Jeep	**175,271**	**191,979**
CHRYSLER CORP.	**805,217**	**826,881**
Class 6	40	0
Class 7	168	0
Class 8	20,878	23,685
Total Freightliner	**21,086**	**23,685**
Class 6	356	559
Class 7	754	1,094
Total Mercedes-Benz	**1,110**	**1,653**
DAIMLER-BENZ CORP.	**22,196**	**25,338**
Class 1	761,562	770,276
Class 2	439,607	566,001
Class 4	18,668	24,744
Class 6	5,145	6,288
Class 7	18,756	25,339
Class 8	8,218	12,417
FORD MOTOR CO.	**1,251,956**	**1,405,065**
Class 1	630,399	734,160
Class 2	400,857	473,072
Class 3	13,360	18,025
Class 4	3,314	1,791
Class 5	79	131
Class 6	4,673	7,608
Class 7	5,557	6,076
Class 8	308	309
Total Chevrolet	**1,058,547**	**1,241,172**
Class 1	147,148	168,091
Class 2	138,070	156,701
Class 3	1,816	2,426
Class 4	1,944	960
Class 5	300	1,932
Class 6	4,418	5,139
Class 7	11,877	13,074
Class 8	576	513
Total GMC	**306,149**	**348,836**
Total Oldsmobile Class 1	**30,859**	**24,258**
Total Pontiac Class 1	**23,186**	**28,144**
GENERAL MOTORS	**1,418,741**	**1,642,410**
Class 6	331	1,095
Class 7	861	1,675
Class 8	10,177	14,947
MACK	**11,369**	**17,717**
Class 4	22	75
Class 5	36	106
Class 6	8,171	11,429
Class 7	30,129	30,762
Class 8	23,439	28,001
NAVISTAR	**61,797**	**70,373**
Class 2	354	309
Class 3	502	278
Class 4	1,619	2,932
Class 5	1,341	948
Class 6	339	375
Class 7	9	4
Class 8	211	332
OSHKOSH	**4,375**	**5,178**
Class 7	275	382
Class 8	11,826	15,404
Total Kenworth	**12,101**	**15,786**
Class 7	217	376
Class 8	10,500	13,487
Total Peterbilt	**10,717**	**13,863**
PACCAR	**22,818**	**29,649**
Class 7	734	780
Class 8	172	83
VOLVO	**906**	**863**
WHITE/GMC Class 8	**11,498**	**14,311**
WESTERN STAR Class 8	**620**	**1,028**
Class 1	795	688
Class 2	357	442
Class 3	81	42
Class 4	0	185
Class 5	2	173
Class 6	1,464	752
Class 7	987	689
Class 8	3,136	3,030
MISCELLANEOUS DOMESTIC	**6,822**	**6,001**
Class 1	700,584	727,914
Class 2	8,890	4,978
Class 3	8,937	11,301
Class 4	1,309	1,191
Class 5	2,622	2,554
Class 6	2,337	3,195
Class 7	1,592	2,483
Class 8	18	85
OTHER IMPORTS	**726,289**	**753,701**
Class 1	**2,979,128**	**3,164,577**
Class 2	**1,108,757**	**1,317,338**
Class 3	**24,696**	**32,072**
Class 4	**26,876**	**31,878**
Class 5	**4,380**	**5,844**
Class 6	**27,274**	**36,440**
Class 7	**71,916**	**82,734**
Class 8	**101,577**	**127,632**
GRAND TOTAL	**4,344,604**	**4,798,515**

Source: R.L. Polk & Co.

Canada new-vehicle registrations — 30 years

	Cars	Trucks	Total
1991	882,801	410,116	1,292,917
1990	867,601	416,601	1,284,202
1989	974,531	480,338	1,454,869
1988	1,043,127	500,502	1,543,629
1987	1,028,501	450,014	1,478,515
1986	1,065,143	406,905	1,472,048
1985	1,146,251	393,396	1,539,647
1984	914,679	292,273	1,206,952
1983	830,457	223,917	1,054,374
1982	727,097	204,794	931,891
1981	891,558	281,536	1,173,094
1980	948,967	335,827	1,284,794
1979	998,004	382,074	1,380,078
1978	958,414	349,294	1,307,708
1977	953,078	333,551	1,286,629
1976	898,253	305,606	1,203,859
1975	839,942	265,015	1,104,957
1974	901,097	287,619	1,188,716
1973	935,533	234,683	1,170,216
1972	812,753	180,748	993,501
1971	745,026	138,876	883,902
1970	636,206	129,359	765,565
1969	753,015	153,277	906,292
1968	737,605	142,201	879,806
1967	667,814	130,964	798,778
1966	683,639	128,506	812,145
1965	686,828	115,660	802,488
1964	607,503	104,175	711,678
1963	541,942	90,608	632,550
1962	501,030	81,495	582,525

Source: R.L. Polk & Co.

U.S. new-car registrations by state — 1991

State	Chrysler-Plymouth	Dodge	Eagle	Total Chrysler	Ford Division	Lincoln-Mercury	Total Ford	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac†	Total GM	Honda	Acura	Toyota	Lexus	Nissan	Infiniti	Other	TOTAL
Alabama	2,432	2,694	704	5,830	10,374	5,201	15,575	8,259	2,657	14,648	5,755	6,136	37,956	9,935	1,592	7,144	575	7,303	130	10,393	96,433
Alaska	795	858	266	1,919	2,498	557	3,055	648	104	1,951	352	598	3,666	770	201	1,064	54	359	3	2,593	13,684
Arizona	4,587	3,510	416	8,513	12,476	4,739	17,215	7,136	4,126	13,963	4,922	5,869	36,547	8,199	1,086	8,551	1312	6,419	382	6,872	95,096
Arkansas	1,753	2,030	591	4,374	6,741	3,170	9,911	3,601	1,388	8,772	3,380	3,591	21,126	5,012	538	2,967	328	2,394	37	4,911	51,598
California	29,985	29,764	2,330	62,079	131,825	49,382	181,207	39,010	25,768	98,411	30,162	41,427	242,905	127,003	33,571	117,702	19685	61,141	13220	147,383	1,005,896
Colorado	4,583	4,763	1,774	11,120	13,059	6,220	19,279	6,776	3,270	19,585	5,329	7,094	42,836	11,541	1,967	10,297	816	3,256	326	17,251	118,689
Connecticut	3,902	3,810	1,129	8,841	14,252	5,935	20,187	8,048	1,977	11,755	5,285	5,862	33,395	11,521	3,912	10,924	1051	5,518	591	20,518	116,458
Delaware	1,312	1,178	276	2,766	2,838	1,500	4,338	1,605	496	3,608	1,553	1,135	8,762	2,433	518	1,758	90	1,377	40	8,200	30,282
District of Columbia	913	954	120	1,987	1,328	616	1,944	406	250	1,341	481	189	2,748	2,034	371	1,389	102	1,061	49	2,594	14,279
Federal Government	274	442	0	716	5,303	61	5,364	93	8	9,355	112	42	9,610	10	5	9	1	2	0	25	15,742
Florida	33,137	40,968	2,757	76,862	89,813	63,382	153,195	74,884	34,042	154,709	33,872	45,342	349,773	39,457	8,784	56,391	4164	33,239	2502	94,349	818,716
Georgia	7,704	8,552	1,184	17,440	26,968	15,785	42,753	11,473	5,087	22,796	9,387	10,901	60,954	23,944	6,199	15,606	1036	10,762	401	22,865	201,960
Hawaii	716	1,357	304	2,377	11,761	5,532	17,293	3,432	1,039	10,086	4,122	10,726	29,408	6,940	1,289	4,052	455	4,947	166	4,997	71,924
Idaho	722	628	211	1,561	2,390	1,045	3,435	980	420	3,410	937	1,263	7,038	1,682	56	1,537	64	548	6	3,675	19,602
Illinois	19,877	17,737	3,592	41,206	65,225	35,386	100,611	36,179	13,251	73,747	28,238	31,115	185,622	38,815	7,996	33,373	4073	15,724	1630	48,932	477,982
Indiana	6,262	4,624	1,384	12,270	17,477	9,760	27,237	13,569	3,459	27,629	13,492	12,645	72,440	7,981	828	8,532	387	3,358	167	9,760	142,960
Iowa	2,381	2,482	547	5,410	9,779	5,087	14,866	6,065	1,301	11,846	5,280	5,067	29,865	3,478	465	3,105	215	1,593	21	3,838	62,856
Kansas	2,004	1,608	432	4,044	7,554	3,852	11,406	3,860	1,018	7,032	3,343	3,793	19,913	4,881	791	4,028	470	2,015	230	4,178	51,956
Kentucky	2,909	3,478	547	6,934	10,410	5,848	16,258	5,204	1,667	11,637	4,283	4,464	27,712	5,631	628	9,907	412	3,849	105	6,325	77,761
Louisiana	4,040	4,148	750	8,938	14,204	7,854	22,058	6,306	2,441	13,349	5,338	6,822	34,316	9,500	1,498	11,885	602	7,680	46	16,578	113,101
Maine	1,066	980	301	2,347	4,151	1,319	5,470	1,686	362	4,032	2,062	1,611	10,094	1,793	56	1,997	32	850	7	4,638	27,284
Maryland	9,881	11,562	2,167	23,610	36,657	10,803	47,460	14,617	3,287	31,706	12,248	11,025	75,201	22,628	4,819	22,550	1529	10,737	554	27,532	236,620
Massachusetts	7,844	7,598	1,230	16,672	22,943	15,482	38,425	9,926	3,329	22,139	10,745	8,726	55,888	19,445	5,482	22,244	1401	7,940	395	26,738	194,630
Michigan	21,475	22,453	5,306	49,234	70,281	43,216	113,497	32,006	12,048	58,528	28,036	38,167	175,466	10,333	1,839	10,760	456	3,930	156	15,575	381,246
Minnesota	5,170	4,638	792	10,600	19,730	8,196	27,926	10,192	2,075	19,033	9,731	9,390	52,084	6,181	1,228	7,343	346	1,902	111	10,446	118,167
Mississippi	1,472	1,283	234	2,989	5,152	2,658	7,810	3,565	1,186	5,914	2,515	2,882	16,502	3,452	405	4,078	262	3,952	41	5,436	44,927
Missouri	7,468	7,917	1,284	16,669	24,940	11,872	36,812	10,924	4,701	27,415	12,010	13,642	70,364	9,215	1,814	11,279	720	4,528	1004	13,521	165,926
Montana	769	591	170	1,530	2,300	616	2,916	1,413	231	2,978	1,065	973	6,678	1,384	59	983	29	366	6	2,533	16,484
Nebraska	2,126	1,591	273	3,990	5,309	2,479	7,788	3,361	1,011	6,167	2,859	2,799	16,239	2,251	350	1,790	227	1,240	43	2,349	36,267
Nevada	1,911	2,689	236	4,816	7,112	4,061	11,173	3,236	3,209	8,488	2,837	3,778	22,833	3,417	476	3,611	471	1,640	411	5,949	54,797
New Hampshire	1,271	1,618	445	3,334	4,186	2,178	6,364	1,990	478	4,930	1,610	1,735	10,814	3,458	445	4,246	1957	1,957	66	5,521	38,162
New Jersey	11,497	10,024	2,402	23,923	43,557	29,188	72,745	19,706	7,383	36,783	15,625	15,264	97,390	24,863	5,387	34,650	3977	14,792	977	49,007	327,711
New Mexico	1,686	1,656	311	3,653	5,858	3,014	8,872	1,860	658	5,538	1,694	2,071	12,447	2,649	419	2,608	204	1,358	68	4,603	36,881
New York	20,087	21,869	4,105	46,061	47,291	33,266	80,557	26,277	10,820	58,223	27,655	25,624	151,542	43,956	13,475	48,859	4875	29,208	4511	72,985	496,029
North Carolina	5,311	5,798	1,267	12,376	24,250	8,467	32,717	12,336	4,146	23,568	9,066	9,092	59,963	18,213	2,058	13,474	957	10,856	355	27,980	178,949
North Dakota	464	439	174	1,077	1,715	844	2,559	1,247	234	2,464	1,125	1,130	6,212	758	18	623	9	214	6	796	12,272
Ohio	16,387	16,583	3,983	36,953	50,388	24,880	75,268	32,282	8,732	61,091	25,805	29,323	162,516	26,643	3,978	32,868	2268	11,347	676	25,481	377,998
Oklahoma	3,689	4,013	768	8,470	8,767	5,657	14,424	5,685	1,603	11,427	4,311	5,007	28,482	5,657	588	3,056	499	3,884	219	6,943	72,222
Oregon	3,205	3,117	681	7,003	12,109	4,271	16,380	3,915	2,010	10,108	2,651	3,534	22,244	10,765	1,414	8,353	530	3,535	361	12,389	82,974
Pennsylvania	20,098	18,266	4,265	42,629	45,230	24,732	69,962	26,752	8,003	58,572	24,837	27,386	150,414	23,513	5,238	22,878	1478	11,948	420	41,351	369,831
Rhode Island	941	1,111	166	2,218	3,534	1,433	4,967	1,479	619	2,489	1,658	1,784	8,068	1,963	367	3,216	136	1,353	45	3,543	25,876
South Carolina	2,767	2,892	505	6,164	12,925	4,584	17,509	6,938	2,055	12,245	5,278	4,738	32,208	10,392	1,104	7,024	412	5,405	179	10,329	90,726
South Dakota	619	474	215	1,308	2,012	803	2,815	1,637	258	2,640	1,135	1,293	6,976	832	18	525	28	219	6	993	13,720
Tennessee	5,893	4,995	923	11,611	14,347	8,980	23,327	8,840	4,091	17,966	7,018	8,878	50,533	11,533	1,574	12,413	2637	11,428	419	13,067	138,542
Texas	19,754	19,115	3,405	42,274	63,571	39,024	102,595	26,660	16,721	61,999	25,402	29,268	161,903	43,324	10,100	33,955	4907	41,245	2291	67,374	509,968
Utah	1,749	1,746	322	3,817	4,576	2,011	6,587	1,792	1,044	5,438	1,339	2,214	12,052	3,891	437	2,908	270	1,525	390	5,230	37,107
Vermont	974	892	170	2,036	2,109	901	3,010	1,015	160	2,296	672	716	4,875	1,530	186	2,000	19	445	8	3,316	17,425
Virginia	8,064	7,152	1,636	16,852	30,835	12,340	43,175	9,784	4,562	32,358	10,866	11,365	70,222	21,741	3,089	18,440	2011	9,845	336	29,016	214,727
Washington	4,139	4,204	1,011	9,354	16,200	5,400	21,600	4,933	2,038	16,546	3,835	5,062	33,190	17,200	3,306	10,933	988	4,881	366	20,400	122,218
West Virginia	1,995	2,039	406	4,440	6,263	2,142	8,405	2,918	737	8,470	2,661	3,178	18,017	2,653	158	3,057	62	1,370	18	5,496	43,676
Wisconsin	7,110	6,341	1,666	15,117	21,596	10,138	31,734	13,423	3,134	21,745	10,280	13,650	64,136	7,616	1,373	10,377	492	3,021	259	10,565	144,690
Wyoming	391	406	186	985	1,125	581	1,706	659	192	1,438	571	826	3,726	831	37	542	17	202	6	938	8,990
TOTAL 1991	**327,361**	**331,619**	**60,319**	**719,299**	**1,077,294**	**556,448**	**1,633,742**	**540,828**	**214,886**	**1,164,364**	**434,825**	**580,212**	**2,925,871**	**684,847**	**143,582**	**673,861**	**66,261**	**379,686**	**34,782**	**1,073,137**	**8,234,817**
TOTAL 1990	**426,359**	**358,551**	**58,164**	**835,874**	**1,302,627**	**614,635**	**1,917,262**	**529,199**	**255,577**	**1,318,268**	**585,183**	**625,456**	**3,231,583**	**711,118**	**137,745**	**690,632**	**59,143**	**419,822**	**21,874**	**1,190,389**	**9,163,294**

†Includes Lotus.

U.S. new-truck registrations by state — 1991

State	Chrysler Division	Plymouth	Dodge	Jeep	Total Chrysler	Ford	Chevrolet	GMC	Isuzu	Mazda	Mitsubishi	Nissan	Toyota	Daimler-Benz Corp.	Mack Truck Corp.	Navistar	Paccar Corp.	Volvo/GM Corp.*	Other domestic & imports	TOTAL
Alabama	49	1,259	5,285	2,380	8,973	18,590	19,921	5,217	2,115	2,838	461	4,199	3,266	271	369	825	659	204	1,102	69,010
Alaska	9	434	1,489	548	2,480	5,505	4,406	935	348	591	112	427	1,352	30	10	121	80	34	350	16,781
Arizona	39	1,998	5,266	2,197	9,500	14,357	14,904	3,725	2,650	1,554	218	5,729	6,298	258	12	358	186	120	1,121	60,990
Arkansas	29	816	4,499	1,723	7,067	16,915	18,700	4,360	1,547	1,235	268	2,368	1,968	381	245	3,013	231	52	757	59,107
California	581	17,012	40,572	24,116	82,281	141,644	82,823	27,974	13,226	23,580	6,668	31,011	76,503	1,358	235	3,438	1,566	953	13,007	506,267
Colorado	60	2,718	6,468	5,348	14,594	21,998	16,532	6,041	1,341	1,419	1,926	3,194	6,277	101	84	705	398	119	1,988	76,717
Connecticut	49	2,260	4,256	2,768	9,333	9,626	7,544	1,775	1,102	1,339	443	1,593	2,265	126	74	645	151	163	1,146	37,325
Delaware	12	670	1,479	780	2,941	4,257	3,445	695	559	468	48	378	621	557	41	613	91	61	290	15,065
District of Columbia	4	244	559	315	1,122	684	391	66	203	87	112	126	248	2	4	10	2	5	97	3,159
Federal Government	0	30	15,442	2,092	17,564	4,472	23,953	510	5	4	4	3	8	7	6	653	16	115	17	47,337
Florida	283	11,405	29,802	11,885	53,375	66,672	49,337	15,272	10,278	8,345	2,125	10,257	12,347	633	617	2,949	545	405	7,544	240,701
Georgia	106	3,249	10,005	5,103	18,463	34,127	26,010	8,422	3,913	4,216	881	4,359	5,533	884	339	1,609	882	859	1,860	112,357
Hawaii	2	527	1,965	1,388	3,882	6,670	4,256	1,782	1,058	2,050	414	1,663	2,336	2	6	194	106	32	892	25,343
Idaho	7	383	2,172	627	3,189	6,956	4,695	2,474	858	693	113	1,119	1,995	173	37	200	327	79	324	23,232
Illinois	430	12,345	23,837	7,141	43,753	56,641	55,453	13,540	2,318	3,450	659	3,988	7,487	2,620	924	6,079	1,753	1,674	4,398	204,737
Indiana	72	3,821	8,991	2,101	14,985	22,300	28,996	10,211	1,263	899	219	1,120	2,844	563	286	1,487	603	223	2,539	88,538
Iowa	34	1,968	6,334	1,141	9,477	17,296	16,422	3,053	530	633	81	1,032	1,217	465	318	1,006	552	273	973	53,328
Kansas	83	1,599	3,986	1,326	6,994	15,290	11,616	3,260	635	1,258	62	995	2,190	57	76	1,256	216	65	717	44,687
Kentucky	15	1,576	5,702	1,132	8,425	17,094	15,901	3,365	672	1,249	157	2,081	4,016	115	313	1,433	160	81	767	55,829
Louisiana	43	1,772	7,839	2,002	11,656	25,554	21,938	7,194	4,536	2,897	1,452	4,037	4,502	258	273	917	161	122	1,059	86,556
Maine	4	577	1,943	704	3,228	4,957	3,299	1,796	303	442	82	674	710	31	38	192	62	56	241	16,111
Maryland	86	5,378	13,005	4,978	23,447	28,165	20,565	4,298	3,916	2,167	347	2,861	6,041	216	300	1,863	215	154	2,010	96,565
Massachusetts	71	3,799	7,892	4,309	16,071	15,793	11,304	3,411	2,750	1,769	548	1,983	4,062	258	142	897	222	139	1,295	60,444
Michigan	405	9,884	24,705	7,434	42,428	63,645	58,284	23,896	1,293	1,440	256	1,188	3,020	258	188	1,921	471	390	7,205	205,883
Minnesota	101	4,801	9,161	1,799	15,862	27,393	22,065	5,776	1,513	1,701	262	1,244	2,173	340	292	1,542	756	247	1,684	82,850
Mississippi	19	656	2,793	914	4,382	11,691	11,487	3,046	869	1,524	381	2,592	2,645	408	173	571	137	39	447	40,392
Missouri	107	4,454	11,366	3,455	19,382	31,023	26,164	9,429	1,114	2,423	277	1,671	3,499	636	102	1,455	1,448	473	1,952	101,248
Montana	11	396	1,881	430	2,718	6,701	5,519	1,554	251	488	89	663	1,314	116	19	105	308	114	322	20,281
Nebraska	31	1,587	2,730	774	5,122	10,218	7,729	2,057	219	745	45	668	808	1,550	183	634	441	183	444	31,046
Nevada	15	808	2,947	1,504	5,274	8,383	5,317	2,979	1,097	863	392	1,256	2,566	35	4	206	105	36	961	29,474
New Hampshire	13	947	2,559	1,177	4,696	4,524	4,032	1,299	555	630	106	800	1,451	45	52	468	53	23	436	19,170
New Jersey	123	5,793	11,334	6,629	23,879	29,515	16,206	5,514	3,073	2,597	568	2,632	6,701	352	429	1,269	573	232	3,011	96,551
New Mexico	12	888	3,137	1,479	5,516	11,154	8,540	2,964	648	734	723	1,617	2,523	13	70	321	147	41	655	35,666
New York	207	10,275	20,713	10,082	41,277	42,202	38,288	11,499	4,583	4,174	1,227	7,728	8,753	553	910	3,303	321	381	5,156	170,355
North Carolina	115	3,334	8,964	4,103	16,516	31,129	27,289	4,725	2,536	3,681	1,305	5,750	5,376	485	222	1,090	898	531	2,143	103,678
North Dakota	11	448	1,390	179	2,028	3,927	4,039	1,036	85	257	14	206	256	82	23	148	113	57	223	12,494
Ohio	224	8,694	19,610	5,983	34,511	50,395	53,284	11,359	1,569	2,166	437	3,262	6,446	296	375	2,840	394	332	4,064	171,730
Oklahoma	43	1,369	6,447	1,895	9,754	21,822	20,026	6,289	2,342	1,424	282	3,014	1,815	565	113	1,524	468	72	1,092	70,582
Oregon	42	2,447	6,093	2,476	11,058	20,190	11,070	3,265	1,332	2,148	222	3,540	7,222	501	75	528	425	143	1,548	63,267
Pennsylvania	284	10,979	21,882	7,138	40,283	51,323	42,817	11,526	3,225	3,301	503	3,759	7,151	948	853	2,660	929	526	4,167	173,971
Rhode Island	8	492	1,080	529	2,109	1,850	1,233	664	245	335	212	355	542	18	46	118	15	6	220	7,968
South Carolina	45	1,500	4,333	1,969	7,847	16,625	14,760	3,992	1,249	1,751	1,374	2,583	2,701	189	125	524	232	179	923	55,054
South Dakota	8	492	1,513	404	2,417	4,461	4,284	996	54	288	13	317	371	239	17	222	324	177	224	14,404
Tennessee	80	2,312	7,825	3,168	13,385	23,294	19,672	7,868	1,290	2,690	671	5,608	6,062	1,235	380	1,216	769	531	1,496	86,167
Texas	362	9,669	31,813	11,177	53,021	113,711	109,128	32,256	10,015	13,046	3,553	19,200	14,420	1,445	890	4,037	1,464	643	5,751	382,580
Utah	25	942	2,693	1,295	4,955	9,656	6,290	2,128	440	721	844	1,957	2,149	801	61	232	523	431	487	31,675
Vermont	1	535	986	522	2,044	2,908	2,304	675	187	248	58	281	870	31	29	201	24	29	237	10,126
Virginia	82	4,267	9,933	5,004	19,286	28,790	19,110	4,526	3,781	3,459	604	4,031	7,308	120	218	1,131	264	357	2,611	95,596
Washington	91	3,333	8,139	3,854	15,417	27,345	17,896	4,427	2,654	4,710	406	3,874	9,032	449	140	845	1,006	293	2,105	90,598
West Virginia	23	1,026	3,117	877	5,043	10,251	11,209	1,860	429	514	149	922	1,965	50	124	483	85	92	479	33,655
Wisconsin	97	5,794	11,755	2,566	20,212	27,744	24,736	7,605	1,431	1,264	258	1,591	3,605	840	496	1,827	859	440	1,838	94,746
Wyoming	7	210	1,427	351	1,995	4,523	3,358	1,563	108	111	33	368	683	30	11	113	82	38	196	13,212
TOTAL 1991	**4,660**	**174,172**	**461,114**	**175,271**	**815,217**	**1,291,956**	**1,058,547**	**386,149**	**184,313**	**122,616**	**32,644**	**167,874**	**287,813**	**22,196**	**11,369**	**61,787**	**22,818**	**13,824**	**96,571**	**4,344,004**
TOTAL 1990	**2,841**	**178,779**	**461,291**	**181,979**	**825,881**	**1,405,866**	**1,241,172**	**348,626**	**115,458**	**122,298**	**45,314**	**182,148**	**272,853**	**25,326**	**17,717**	**78,373**	**29,849**	**18,217**	**98,858**	**4,798,515**

*Includes Volvo, Autocar, Western Star, White and White GMC.

Notes: Car and truck registrations compiled from official state records. All data is property of R.L. Polk & Co.; may not be copied, sold or reprinted without permission.

1992 models offered by Big 3 and imports

(As of April 20, 1992)

Imported models are in italic type

	4-door models	2-door models	Convert-ibles	4-door wagons	1992 Totals	(Final 1991 totals)*
ALFA ROMEO						
Series 164	2	0	0	0	2	(3)
Spyder	0	0	2	0	2	(2)
ASTON MARTIN *(imp.)*	0	1	0	0	1	(1)
BMW *3 series*	2	2	2	0	6	(9)
5 series	3	0	0	0	3	(3)
7 series	3	0	0	0	3	(3)
8 series	0	1	0	0	1	(1)
Chrysler Imperial	1	0	0	0	1	(1)
LeBaron	3	3	3	0	9	(7)
New Yorker	2	0	0	0	2	(2)
TC by Maserati	0	0	0	0	0	(1)
Dodge *Colt*	0	2	0	0	2	(4)
Daytona	0	4	0	0	4	(3)
Dynasty	2	0	0	0	2	(2)
Monaco	2	0	0	0	2	(2)
Shadow	3	3	2	0	8	(8)
Spirit	4	0	0	0	4	(4)
Stealth	0	4	0	0	4	(4)
Viper	0	1	0	0	1	(0)
Eagle Premier	3	0	0	0	3	(3)
Summit	2	0	0	0	2	(2)
Summit	0	2	0	3	5	(2)
Talon	0	3	0	0	3	(3)
Plymouth Acclaim	1	0	0	0	1	(3)
Colt	0	2	0	0	2	(2)
Colt Vista	0	0	0	3	3	(2)
Laser	0	4	0	0	4	(3)
Sundance	3	3	0	0	6	(6)
CHRYSLER (domestic)	26	21	5	0	52	(49)
CHRYSLER ***(imported)***	0	10	0	6	16	(15)
DAIHATSU ***(imported)***	2	1	0	0	3	(3)
FERRARI ***(imported)***	0	4	1	0	5	(5)
Ford Crown Victoria	3	0	0	0	3	(2)
Escort	3	3	0	1	7	(5)
Festiva	0	2	0	0	2	(2)
Mustang	0	5	3	0	8	(8)
Probe	0	3	0	0	3	(3)
Taurus	4	0	0	3	7	(7)
Tempo	3	2	0	0	5	(8)
Thunderbird	0	4	0	0	4	(3)
Lincoln Continental	2	0	0	0	2	(2)
Mark VII	0	2	0	0	2	(2)
Town Car	3	0	0	0	3	(3)
Mercury *Capri*	0	0	2	0	2	(2)
Cougar	0	2	0	0	2	(2)
Grand Marquis	2	0	0	0	2	(2)
Sable	2	0	0	2	4	(4)
Topaz	3	2	0	0	5	(5)
Tracer	2	0	0	1	3	(3)
FORD (domestic)	25	23	3	6	57	(56)
FORD ***(imported)***	2	2	2	1	7	(7)
Buick Century	3	1	0	2	6	(5)
LeSabre	2	0	0	0	2	(4)
Park Avenue	2	0	0	0	2	(2)
Reatta	0	0	0	0	0	(2)
Regal	3	3	0	0	6	(4)
Riviera	0	1	0	0	1	(1)
Roadmaster	2	0	0	1	3	(3)
Skylark	2	2	0	0	4	(6)
Cadillac Allante	0	0	1	0	1	(2)
Brougham	1	0	0	0	1	(1)
DeVille-Fleetwood	4	2	0	0	6	(5)
Eldorado	0	1	0	0	1	(1)
Seville	2	0	0	0	2	(2)
Chevrolet Beretta	0	3	0	0	3	(3)
Camaro	0	2	2	0	4	(4)
Caprice	2	0	0	1	3	(3)
Cavalier	2	3	2	2	9	(8)
Corsica	1	0	0	0	1	(2)
Corvette	0	2	1	0	3	(3)
Geo Metro	2	3	0	0	5	(5)
Geo Metro	0	0	1	0	1	(1)
Geo Prizm	2	0	0	0	2	(4)
Geo Storm	0	3	0	0	3	(3)
Lumina	2	3	0	0	5	(5)
Oldsmobile Achieva	2	2	0	0	4	(0)
Cutlass Calais	0	0	0	0	0	(8)
Cutlass Ciera	2	0	0	2	4	(6)
Cutlass Supreme	2	2	1	0	5	(7)
Eighty Eight	2	0	0	1	3	(5)
Ninety Eight	3	0	0	0	3	(2)
Toronado	0	2	0	0	2	(2)
Pontiac Bonneville	3	0	0	0	3	(3)
Firebird	0	4	2	0	6	(4)
Grand Am	2	2	0	0	4	(6)
Grand Prix	3	2	0	0	5	(5)
LeMans	1	2	0	0	3	(3)
Pontiac 6000	0	0	0	0	0	(3)
Sunbird	2	3	1	0	6	(7)
Saturn	3	1	0	0	4	(4)
GM (domestic)	56	44	10	9	119	(137)
GM ***(imported)***	1	5	1	0	7	(7)
Acura *Integra*	3	3	0	0	6	(6)
Vigor	2	0	0	0	2	(2)
Legend	3	2	0	0	5	(5)
NSX	0	1	0	0	1	(1)
Honda Civic	3	4	0	0	7	(6)
Civic wagon	0	0	0	0	0	(2)
CRX	0	0	0	0	0	(3)
Accord	3	3	0	2	8	(9)
Prelude	0	2	0	0	2	(2)
HONDA (domestic)	6	7	0	2	15	(15)
HONDA ***(imported)***	8	8	0	0	16	(21)
HYUNDAI *Excel*	2	2	0	0	4	(5)
Scoupe	0	2	0	0	2	(2)
Elantra	2	0	0	0	2	(0)
Sonata	2	0	0	0	2	(2)
ISUZU *Stylus*	2	0	0	0	2	(2)
Impulse	0	3	0	0	3	(2)
JAGUAR *XJ6*	4	0	0	0	4	(3)
XJS	0	1	1	0	2	(2)
LAMBORGHINI *Diablo*	0	1	0	0	1	(1)
LOTUS ***(imported)***	0	0	0	0	0	(2)
MASERATI ***(imported)***	0	0	0	0	0	(1)
323	0	2	0	0	2	(2)
Protege	2	0	0	0	2	(2)
626	3	0	0	0	3	(5)
929	1	0	0	0	1	(2)
MX-3	0	2	0	0	2	(0)
MX-5 Miata	0	0	2	0	2	(1)
MX-6	0	2	0	0	2	(4)
RX-7	0	1	0	0	1	(3)
MAZDA (domestic)	3	2	0	0	5	(7)
MAZDA ***(imported)***	3	5	2	0	10	(12)
MERCEDES-BENZ *190*	2	0	0	0	2	(2)
300 class	6	1	0	2	9	(7)
S class	5	0	0	0	5	(7)
SL	0	2	0	0	2	(2)
Precis	0	1	0	0	1	(2)
Mirage	3	0	0	0	3	(3)
Mirage	0	3	0	0	3	(3)
Eclipse	0	5	0	0	5	(5)
Galant	6	0	0	0	6	(6)
Expo	0	0	0	6	6	(0)
Diamante	2	0	0	0	2	(2)
3000GT	0	3	0	0	3	(3)
MITSUBISHI (domestic)	3	5	0	0	8	(8)
MITSUBISHI ***(imported)***	8	7	0	6	21	(16)
Infiniti *G20*	1	0	0	0	1	(1)
M30	0	1	1	0	2	(2)
J30	1	0	0	0	1	(0)
Q45	1	0	0	0	1	(1)
Nissan Sentra	3	4	0	0	7	(7)
Stanza	3	0	0	0	3	(2)
Maxima	2	0	0	0	2	(2)
NX	0	2	0	0	2	(2)
240SX	0	5	1	0	6	(5)
300ZX	0	4	0	0	4	(4)
NISSAN (domestic)	3	4	0	0	7	(7)
NISSAN ***(imported)***	8	12	2	0	22	(19)
PEUGEOT ***(imported)***	0	0	0	0	0	(8)
PORSCHE *968*	0	1	1	0	2	(0)
911	0	6	3	0	9	(7)
928 GTS	0	1	0	0	1	(1)
944	0	0	0	0	0	(2)
Bentley *(imported)*	3	1	1	0	5	(4)
Rolls-Royce *(imp.)*	3	0	1	0	4	(3)
ROLLS-ROYCE ***(import)***	6	1	2	0	9	(7)
SAAB *900*	2	3	2	0	7	(9)
9000	6	0	0	0	6	(5)
STERLING ***(imported)***	0	0	0	0	0	(3)
Justy	1	3	0	0	4	(4)
Loyale	2	0	0	2	4	(4)
Legacy	5	0	0	4	9	(10)
Legacy	2	0	0	0	2	(1)
SVX	0	1	0	0	1	(0)
XT6	0	0	0	0	0	(3)
SUBARU (domestic)	5	0	0	4	9	(10)
SUBARU ***(imported)***	5	4	0	2	11	(12)
SUZUKI Swift	2	2	0	0	4	(4)
Lexus *ES/SC 300*	1	1	0	0	2	(0)
ES250	0	0	0	0	0	(1)
LS/SC 400	1	1	0	0	2	(1)
Toyota *Tercel*	2	2	0	0	4	(4)
Corolla	3	0	0	0	3	(3)
Corolla	0	0	0	2	2	(2)
Corolla Sport	0	0	0	0	0	(2)
Camry	4	0	0	2	6	(3)
Camry	0	0	0	0	0	(4)
Cressida	1	0	0	0	1	(1)
Paseo	0	1	0	0	1	(0)
MR2	0	4	0	0	4	(4)
Celica	0	5	1	0	6	(6)
Supra	0	3	0	0	3	(3)
TOYOTA (domestic)	7	0	0	2	9	(6)
TOYOTA ***(imported)***	5	17	1	2	25	(28)
Audi *80*	2	0	0	0	2	(2)
100	3	0	0	0	3	(2)
V8 Quattro	1	0	0	0	1	(1)
90	0	0	0	0	0	(2)
Coupe Quattro	0	0	0	0	0	(1)
200	0	0	0	0	0	(3)
Volkswagen *Fox*	1	1	0	0	2	(2)
Golf	1	1	0	0	2	(2)
GTI	0	2	0	0	2	(2)
Jetta	4	0	0	0	4	(6)
Cabriolet	0	0	2	0	2	(3)
Passat	2	0	0	1	3	(2)
Corrado	0	2	0	0	2	(1)
VWoA ***(imported)***	14	6	2	1	23	(29)
240	2	0	0	1	3	(2)
740	0	0	0	3	3	(2)
740	1	0	0	0	1	(2)
940	2	0	0	1	3	(6)
960	1	0	0	1	2	(0)
Coupe	0	0	0	0	0	(1)
VOLVO (domestic)	2	0	0	4	6	(2)
VOLVO ***(imported)***	4	0	0	2	6	(11)
YUGO ***(imported)***	0	0	0	0	0	(2)
Big 3 (domestic)	107	88	18	15	228	(242)
Transplants (domestic)**	33	20	0	12	65	(61)
DOMESTIC TOTALS	**140**	**108**	**18**	**27**	**293**	**(303)**
IMPORT TOTALS***	**107**	**109**	**24**	**22**	**262**	**(288)**
DOMESTIC-IMPORT TOTALS	**247**	**217**	**42**	**49**	**555**	**(591)**

*Revised

**Models that are built by foreign companies in the United States and Canada and also imported are included in the Transplant total.

***Includes Big 3 captives. 1992: Chrysler, 16; Ford, 7; GM, 7. 1991: Chrysler, 15; Ford, 7; GM, 7.

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MARKET CLASSIFICATIONS FOR 1992 MODELS

CARS

Subcompact
Daihatsu Charade
Dodge Colt
Dodge Shadow
Eagle Summit
Eagle Talon
Ford Escort
Ford Festiva
Geo (all models)
Honda Civic
Hyundai Excel
Hyundai Scoupe
Isuzu Impulse
Isuzu Stylus
Mazda 323
Mazda MX-3
Mazda Protege
Mercury Tracer
Mitsubishi Eclipse
Mitsubishi Expo LRV
Mitsubishi Mirage
Mitsubishi Precis
Nissan NX 1600/2000
Nissan Sentra
Plymouth Colt/Vista
Plymouth Laser
Plymouth Sundance
Pontiac LeMans
Saturn
Subaru Justy
Subaru Loyale
Suzuki Swift
Toyota Corolla
Toyota Paseo
Toyota Tercel
Volkswagen Cabriolet
Volkswagen Corrado
Volkswagen Fox
Volkswagen Golf/GTI

Compact
Acura Integra
Chevrolet Cavalier
Chevrolet Corsica/Beretta
Dodge Daytona
Ford Mustang
Ford Probe
Ford Tempo
Honda Prelude
Hyundai Elantra
Mazda MX-6
Mercury Topaz
Mitsubishi Expo
Nissan 240SX
Pontiac Sunbird
Subaru SVX
Toyota Celica
Volkswagen Jetta

Intermediate
Buick Century
Buick Regal
Buick Skylark
Chevrolet Camaro
Chevrolet Lumina
Chrysler LeBaron
Dodge Dynasty
Dodge Monaco
Dodge Spirit
Eagle Premier
Ford Taurus
Ford Thunderbird
Honda Accord
Hyundai Sonata
Infiniti G20
Mazda 626
Mercury Cougar
Mercury Sable
Mitsubishi Galant
Nissan Maxima
Nissan Stanza
Oldsmobile Achieva
Oldsmobile Cutlass Ciera
Oldsmobile Cutlass Supreme
Plymouth Acclaim
Pontiac Firebird
Pontiac Grand Am
Pontiac Grand Prix
Saab 900
Subaru Legacy
Toyota Camry
Volkswagen Passat

Standard
Buick LeSabre
Buick Roadmaster
Chevrolet Caprice
Chrysler New Yorker Salon
Chrysler N.Y. Fifth Avenue
Ford Crown Victoria
Mercury Grand Marquis
Olds. Eighty Eight Royale
Pontiac Bonneville
Volvo 240 series

Near luxury
Acura Vigor
Audi 80
BMW 3 series
Buick Park Avenue
Buick Riviera
Chrysler Imperial
Infiniti M30
Lexus ES300
Mazda 929
Mitsubishi Diamante
Oldsmobile Ninety Eight
Oldsmobile Toronado
Saab 9000
Toyota Cressida
Volvo 740, 940

Luxury
Acura Legend
Alfa Romeo 164
Aston Martin
Audi 100
Audi V8 Quattro
BMW 5 series
BMW 7 series
BMW 8 series
Cadillac Brougham
Cadillac DeVille
Cadillac Eldorado
Cadillac Seville
Infiniti J30 (1993)
Infiniti Q45
Jaguar XJ6
Lexus LS400
Lexus SC300/400
Lincoln Continental
Lincoln Mark VII
Lincoln Town Car
Mercedes 190 class
Mercedes 300 class
Mercedes S class
Rolls-Royce/Bentley
Volvo 960 series

Specialty
Acura NSX
Alfa Romeo Spider
Cadillac Allante
Chevrolet Corvette
Dodge Stealth
Dodge Viper
Ferrari
Jaguar XJS
Lamborghini
Mazda Miata
Mazda RX-7
Mercedes SL
Mercury Capri
Mitsubishi 3000GT
Nissan 300ZX
Porsche (all models)
Toyota MR2
Toyota Supra

TRUCKS

Compact pickup
Chevrolet S10
Dodge Dakota
Dodge Ram 50
Ford Ranger
GMC Sonoma
Isuzu pickup
Jeep Comanche
Mazda pickup
Mitsubishi pickup
Nissan pickup
Toyota pickup

Full-sized pickup
Chevrolet C/K
Dodge Ram pickup
Ford F series
GMC Sienna C/K

Minivan
Chevrolet Astro
Chevrolet Lumina APV
Chrysler Town & Country
Dodge Caravan C/V
Dodge Caravan
Dodge Grand Caravan
Ford Aerostar
GMC Safari
Mazda MPV
Oldsmobile Silhouette
Plymouth Grand Caravan
Plymouth Voyager
Pontiac Trans Sport
Toyota Previa

Van
Chevrolet Sportvan
Chevy Van
Dodge Ram Wagon
Dodge Van
Ford Club Wagon
Ford Econoline
GMC Rally
GMC Vandura

Compact sport
Chevrolet S10 Blazer
Daihatsu Rocky
Ford Explorer
Geo Tracker
GMC S15 Jimmy
Isuzu Amigo
Isuzu Rodeo
Isuzu Trooper
Jeep Cherokee
Jeep Grand Cherokee (1993)
Jeep Wrangler
Mazda Navajo
Mitsubishi Montero
Nissan Pathfinder
Suzuki Samuari
Suzuki Sidekick
Toyota 4Runner

Full sport
Chevrolet Blazer
Chevrolet Suburban
Dodge Ramcharger
Ford Bronco
GMC Jimmy
GMC Suburban
Oldsmobile Bravada
Range Rover
Toyota Land Cruiser

SPECIFICATIONS

1992 model car specifications

New-car and light-truck specifications are compiled by *Automotive News* from information supplied by automakers, car divisions, vehicle importers, the Motor Vehicle Manufacturers Association and other sources. Base models are listed. Upgraded-trim versions without changes in engines or dimensions are not listed.

Engine classifications are: I — inline; V — V-shaped block; H — horizontally opposed; R — rotary.

Transmission classifications are: M — manual; A — automatic.

Drive system classifications are: F — front-wheel drive; R — rear-wheel drive; 4 — four-wheel drive.

New-car dimensions and capacities are explained at the top of the chart. Every reasonable precaution has been taken to insure accuracy, but *Automotive News* cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
ACURA Integra 2-door hatchback	100.4	172.9	67.5	50.0	2,557	38.5	41.8	58.1	58.1	I-4	16	3.19 x 3.50	1.8	9.2	140@6,300	126@5,000	13.2	6.4	4.0	5M	4.27	F	14	5
Integra 4-door	102.4	176.5	67.5	50.6	2,608	38.7	41.6	58.1	58.1	I-4	16	3.19 x 3.50	1.8	9.2	140@6,300	126@5,000	13.2	6.4	4.0	5M	4.27	F	14	5
Legend 2-door	111.4	192.5	71.3	53.5	3,446	37.3	42.9	61.0	60.6	V-6	24	3.54 x 3.31	3.2	9.6	200@5,500	210@4,500	18.0	9.3	4.8	5M	4.48	F	15	5
Legend 4-door	114.6	194.9	71.3	55.1	3,479	38.5	42.7	61.0	60.6	V-6	24	3.54 x 3.31	3.2	9.6	200@5,500	210@4,500	18.0	9.3	4.8	5M	4.48	F	15	5
NSX 2-door	99.6	173.4	71.3	46.1	3,010	36.3	44.3	59.4	60.2	V-6	24	3.54 x 3.07	3.0	10.2	270@7,100	210@5,300	18.5	17.0	6.7	5M	4.06	R	15*	2
Vigor 4-door	110.4	190.4	70.1	53.9	3,150	38.8	43.7	59.8	59.4	I-5	20	3.35 x 3.40	2.5	9.0	176@6,300	170@3,900	17.2	8.0	5.5	5M	4.49	F	15	5
*NSX rear wheels are 16-inch.																								
ALFA ROMEO Spider convertible	88.6	167.7	63.9	49.7	2,548	37.0	38.8	52.1	50.1	I-4	8	3.31 x 3.48	2.0	9.0	120@5,800	117@2,700	12.2	8.0	7.8	5M	4.10	R	14	2
164 4-door	104.7	179.4	69.3	54.8	3,325	38.2	39.3	59.6	58.6	V-6	12	3.66 x 2.86	3.0	9.5	183@5,800	185@4,400	17.2	14.0	7.8	5M	3.11	F	15	5
OPTIONAL ENGINES: 164										V-6	12	3.66 x 2.86	3.0	10.0	200@6,000	189@4,400								
ASTON MARTIN Virage 2-door	102.8	188.0	73.0	52.0	4,224	36.0	50.0	N.A.	N.A.	V-8	32	3.94 x 3.35	5.3	9.5	330@6,000	340@3,700	30.2	18.0	12.0	5M	3.06	R	16	4
AUDI 100 Quattro 4-door	106.0	192.6	70.0	56.6	3,715	38.3	42.4	60.1	60.1	V-6	12	3.25 x 3.40	2.8	10.3	172@5,500	184@3,000	21.1	12.7	5.3	5M	3.89	4	15	5
100 Quattro wagon	106.0	192.6	70.0	57.0	3,892	38.4	42.4	60.1	60.1	V-6	12	3.25 x 3.40	2.8	10.3	172@5,500	184@3,000	21.1	12.7	5.3	4A	3.97	4	15	5
S4 4-door	106.0	192.6	71.0	56.5	3,781	38.4	42.4	61.5	60.1	I-5	20	3.19 x 3.40	2.2	9.3	227@5,900	258@1,950	21.1	8.5	5.0	5M	4.11	4	16	5
V8 Quattro 4-door	106.4	191.9	71.4	60.0	3,991	37.8	41.7	59.6	60.3	V-8	32	3.33 x 3.65	4.2	10.6	276@5,800	295@4,000	21.1	11.1	8.0	4A	3.78	4	15	5
BENTLEY Continental convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Continental R 2-door*	120.5	210.3	80.5	57.6	5,340	N.A.	N.A.	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	N.A.	N.A.	N.A.	4A	N.A.	R	16	4
*Bentley Continental R is a 1993 model.																								
Mulsanne S 4-door	120.5	207.4	79.0	58.5	5,120	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
Turbo R 4-door	120.5	207.4	79.0	58.5	5,310	37.5	40.0	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
Turbo RL 4-door	125.5	211.4	79.0	58.5	5,360	N.A.	N.A.	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
BMW 318i convertible	101.2	170.2	64.8	53.9	2,867	37.7	39.6	55.4	55.7	I-4	16	3.31 x 3.19	1.8	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	4.27	R	14	4
325i 4-door	106.3	174.5	66.8	54.8	3,021	37.8	41.1	55.4	55.9	I-6	24	3.31 x 2.95	2.5	10.0	189@5,900	181@4,700	17.2	11.1	6.9	5M	3.15	R	15	5
325i convertible	101.2	170.2	64.8	53.9	2,990	37.7	39.6	55.4	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	4
525i 4-door	108.7	185.8	68.9	55.6	3,484	38.5	42.0	57.9	58.9	I-6	24	3.31 x 2.95	2.5	10.0	189@5,900	181@4,700	21.1	11.0	5.0	5M	3.23	R	15	5
535i 4-door	108.7	185.8	68.9	55.6	3,570	38.5	42.0	57.9	58.9	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	21.1	12.7	6.1	5M	3.45	R	15	5
M5 4-door	108.7	185.8	68.9	54.8	3,803	38.5	41.6	58.0	58.9	I-6	24	3.68 x 3.39	3.6	10.0	310@6,900	266@4,750	21.1	14.0	6.0	5M	3.73	R	17	5
735i 4-door	111.5	193.3	72.6	55.6	3,795	38.3	42.0	60.1	61.0	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	21.5	12.7	6.1	4A	4.27	R	15	5
735iL 4-door	116.0	197.8	72.6	55.6	3,950	38.3	42.0	60.1	61.0	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	24.0	12.7	6.1	4A	4.27	R	15	5
750iL 4-door	116.0	197.8	72.6	55.1	4,165	38.3	42.0	60.2	61.3	V-12	24	3.31 x 2.95	5.0	8.8	296@5,200	332@4,100	24.0	15.8	7.9	4A	3.64	R	15	5
850i 2-door	105.7	188.2	73.0	52.8	4,123	37.4	42.3	61.1	61.5	V-12	24	3.31 x 2.95	5.0	8.8	296@5,200	332@4,100	23.8	13.7	7.9	6M	2.65	R	16	4
BUICK Century 2-door	104.9	189.1	69.4	53.7	2,862	38.6	42.1	58.7	56.7	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	15.7	7.8	4.5	3A	2.84	F	14	6
Century 4-door	104.9	189.1	69.4	54.2	2,914	38.6	42.1	58.7	56.7	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	15.7	7.8	4.5	3A	2.84	F	14	6
Century wagon	104.9	190.9	69.4	54.2	3,054	38.6	42.1	58.7	56.7	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	15.7	7.8	4.5	3A	2.84	F	14	6
LeSabre 4-door	110.8	200.0	74.9	55.7	3,417	39.3	42.0	60.4	60.6	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	5.0	4A	2.84	F	15	6
Park Avenue 4-door	110.7	205.1	71.0	55.1	3,646	38.8	42.0	60.4	60.6	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	5.0	4A	2.84	F	15	6
Regal 2-door	107.5	193.6	72.5	53.0	3,236	37.8	42.3	59.5	58.0	V-6	12	3.50 x 3.30	3.1	8.8	140@4,400	185@3,200	16.5	13.1	5.0	4A	3.33	F	14	6
Regal 4-door	107.5	194.8	72.5	54.5	3,320	38.7	42.4	59.5	58.0	V-6	12	3.50 x 3.30	3.1	8.8	140@4,400	185@3,200	16.5	13.1	5.0	4A	3.33	F	14	6
Riviera 2-door	108.0	198.3	73.1	52.9	3,497	37.7	42.7	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	11.7	5.0	4A	3.06	F	15	5
Roadmaster 4-door	115.9	215.8	78.1	55.9	4,073	39.2	42.1	61.7	60.7	V-8	16	4.00 x 3.48	5.7	9.8	180@4,000	300@2,400	23.0	17.6	5.0	4A	2.56	R	15	6
Roadmaster wagon	115.9	217.7	79.9	60.3	4,468	39.6	42.2	62.1	64.1	V-8	16	4.00 x 3.48	5.7	9.8	180@4,000	300@2,400	22.0	17.6	5.0	4A	2.73	R	15	8
Skylark 2-door	103.4	189.1	67.5	53.2	2,782	37.8	43.3	55.9	55.4	I-4	8	3.63 x 3.35	2.3	9.5	120@5,200	140@3,200	15.2	10.4	5.0	3A	2.84	F	14	5
Skylark 4-door	103.4	189.1	67.5	53.2	2,846	37.8	43.3	55.9	55.4	I-4	8	3.63 x 3.35	2.3	9.5	120@5,200	140@3,200	15.2	10.4	5.0	3A	2.84	F	14	5
OPTIONAL ENGINES: Century, Skylark										V-6	12	3.70 x 3.16	3.3	9.0	160@5,200	185@2,000								

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but *Automotive News* cannot assume any liability by reason of inaccurarcies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Park Avenue										V-6	12	3.80 x 3.40	3.8	8.5	205@4,400	260@2,800								
Regal										V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200								
CADILLAC Allante convertible	99.4	178.7	73.5	51.2	3,552	37.2	43.2	60.4	60.4	V-8	16	3.62 x 3.31	4.5	9.0	200@4,400	270@3,200	22.5	10.8	7.0	4A	3.21	F	16	2
Brougham 4-door	121.5	221.0	76.5	57.4	4,277	39.0	42.0	61.7	60.7	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	25.0	17.2	5.0	4A	3.08	R	15	6
DeVille 2-door	110.8	205.1	73.4	54.4	3,519	39.2	42.0	60.2	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	6.0	4A	2.73	F	15	6
DeVille 4-door	113.8	208.0	73.4	55.0	3,591	39.3	42.0	60.2	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	6.0	4A	2.73	F	15	6
Eldorado 2-door	108.0	202.2	74.8	54.0	3,604	37.8	42.6	60.9	60.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.8	10.7	6.0	4A	2.97	F	16	5
Fleetwood 2-door	110.8	205.1	73.4	54.4	3,566	39.2	42.0	60.2	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	6.0	4A	2.73	F	15	6
Fleetwood 4-door	113.8	208.0	73.4	55.0	3,642	39.3	42.0	60.2	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	6.0	4A	2.73	F	15	6
Fleetwood Sixty Special 4-door	113.8	208.0	73.4	55.0	3,653	39.3	42.0	60.2	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	6.0	4A	2.73	F	15	6
Seville 4-door	111.0	203.9	74.4	54.0	3,648	37.6	42.8	60.9	60.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.8	10.7	6.0	4A	2.97	F	16	5
OPTIONAL ENGINES: Brougham										V-8	16	4.00 x 3.48	5.7	9.8	185@4,000	300@2,400								
CHEVROLET Beretta 2-door	103.4	183.4	68.2	56.2	2,649	38.1	43.4	55.6	55.1	I-4	8	3.50 x 3.46	2.2	9.1	110@5,200	130@3,200	15.6	8.7	4.0	5M	3.83	F	14	5
Camaro 2-door	101.0	192.6	72.4	50.4	3,105	37.0	43.0	60.0	60.9	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	180@3,600	15.5	14.7	4.5	5M	3.42	R	15	4
Camaro convertible	101.0	192.6	72.4	51.5	3,220	37.2	43.0	60.0	60.9	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	180@3,600	15.5	14.7	4.5	5M	3.08	R	15	4
Caprice 4-door	115.9	214.1	77.0	56.7	3,907	39.3	42.2	61.8	60.3	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	23.0	16.7	5.0	4A	2.56	R	15	6
Caprice wagon	115.9	217.3	79.6	60.9	4,354	39.7	42.2	62.1	64.1	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	22.0	16.7	5.0	4A	2.73	R	15	8
Cavalier 2-door	101.3	182.3	66.3	52.0	2,509	37.8	42.6	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	110@5,200	130@3,200	15.2	9.4	4.5	5M	3.45	F	14	5
Cavalier convertible	101.3	182.3	66.3	52.0	2,672	37.8	42.2	55.8	55.2	I-4	8	3.50 x 3.46	2.2	9.0	110@5,200	130@3,200	15.2	9.4	4.5	5M	3.45	F	14	4
Cavalier 4-door	101.3	182.3	66.3	53.6	2,520	39.1	42.1	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	110@5,200	130@3,200	15.2	9.4	4.5	5M	3.45	F	14	5
Cavalier wagon	101.3	181.1	66.3	52.0	2,617	38.9	42.1	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	110@5,200	130@3,200	15.2	9.4	4.5	3A	2.84	F	14	5
Corsica 4-door	103.4	183.4	68.2	56.2	2,638	38.1	43.4	55.6	55.1	I-4	8	3.50 x 3.46	2.2	9.0	110@5,200	130@3,200	15.6	9.2	4.5	5M	3.83	F	14	5
Corvette 2-door hatchback	96.2	178.6	71.1	46.3	3,223	36.4	42.0	57.7	59.0	V-8	16	4.00 x 3.48	5.7	10.5	300@5,000	330@4,000	20.0	14.5	5.0	4A	2.59	R	17	2
Corvette ZR-1 2-door hatchback	96.2	178.5	73.1	46.3	3,465	36.4	42.0	57.7	60.6	V-8	32	3.90 x 3.66	5.7	11.0	375@5,800	370@4,800	20.0	16.7	12.0	6M	3.45	R	17	2
Corvette convertible	96.2	178.5	71.1	47.3	3,269	36.4	42.0	57.7	59.0	V-8	16	4.00 x 3.48	5.7	10.5	300@5,000	330@4,000	20.0	14.5	5.0	4A	2.59	R	17	2
Lumina 2-door	107.5	198.3	71.7	53.3	3,115	37.6	42.4	59.5	58.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	17.1	9.8	4.5	3A	3.18	F	14	6
Lumina 4-door	107.5	198.3	71.0	53.6	3,220	38.8	42.4	59.5	58.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	17.1	9.8	4.5	3A	3.18	F	14	6
OPTIONAL ENGINES: Beretta										I-4	16	3.62 x 3.35	2.3	10.0	180@6,200	160@5,200								
Beretta, Cavalier, Corsica, Lumina										V-6	12	3.50 x 3.31	3.1	8.8	140@4,200	185@3,200								
Camaro										V-8	16	3.74 x 3.48	5.0	9.1	170@4,000	285@2,400								
Camaro Z28										V-8	16	3.74 x 3.48	5.0	9.3	205@4,200	285@3,200								
Camaro Z28										V-8	16	3.74 x 3.48	5.0	9.3	230@4,400	300@3,200								
Camaro Z28										V-8	16	4.00 x 3.48	5.7	9.8	245@4,400	345@3,200								
Caprice wagon										V-8	16	4.00 x 3.48	5.7	9.3	180@4,000	300@2,400								
Cavalier wagon										V-6	12	3.50 x 3.30	3.1	8.9	140@4,200	185@3,200								
Lumina										V-6	24	3.62 x 3.31	3.4	9.3	200@5,000	215@4,000								
Lumina										V-6	24	3.62 x 3.31	3.4	9.3	200@5,200	215@4,000								
CHRYSLER Imperial 4-door	109.5	203.0	68.9	55.3	3,534	38.4	43.0	57.6	57.6	V-6	12	3.78 x 3.43	3.8	9.0	150@4,400	203@3,200	16.0	10.0	5.0	4A	2.20	F	14	6
LeBaron 2-door	100.5	184.8	69.2	53.3	2,863	37.6	42.4	57.5	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,400	135@2,800	14.0	9.0	4.5	3A	3.02	F	14	5
LeBaron 4-door	103.5	182.7	68.1	53.7	2,972	38.4	41.9	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	3A	3.02	F	14	6
LeBaron convertible	100.5	184.8	69.2	52.4	3,010	38.3	42.4	57.6	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,400	135@2,800	14.0	9.0	4.5	3A	3.02	F	14	4
New Yorker Fifth Avenue 4-door	109.5	198.6	68.9	55.1	3,425	38.4	43.0	57.6	57.6	V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600	16.0	10.0	5.0	4A	2.49	F	14	6
New Yorker Salon 4-door	104.5	193.6	68.9	53.6	3,346	38.3	41.9	57.6	57.6	V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600	16.0	10.0	5.0	4A	2.49	F	14	6
OPTIONAL ENGINES. LeBaron										V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	167@3,600								
LeBaron Turbo										I-4	8	3.44 x 4.09	2.5	7.8	152@4,800	211@2,800								
New Yorker Fifth Avenue										V-6	12	3.78 x 3.43	3.8	9.0	150@4,400	203@3,200								
DAIHATSU Charade 2-door hatchback	92.1	144.9	63.6	54.5	1,825	37.5	41.1	54.5	53.7	I-3	6	2.99 x 2.87	1.0	9.5	53@5,200	58@3,600	10.6	4.1	3.3	5M	4.64	F	13	4
Charade SE 2-door hatchback	92.1	146.3	63.6	54.5	1,925	37.5	41.1	54.5	53.7	I-4	16	2.99 x 2.81	1.3	9.5	80@6,000	74@4,400	10.6	5.8	3.7	5M	4.64	F	13	4
Charade 4-door	92.1	159.6	63.6	54.5	2,050	38.6	37.7	54.5	53.7	I-4	16	2.99 x 2.81	1.3	9.5	80@6,000	74@4,400	10.6	5.8	3.7	5M	4.64	F	13	4
DODGE Colt 2-door hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	3.45	F	13	5
Daytona 2-door hatchback	97.2	179.8	69.3	51.8	2,779	37.1	42.5	57.5	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,400	135@2,800	14.0	9.0	4.5	5M	2.66	F	14	4
Dynasty 4-door	104.5	192.0	68.5	55.7	3,026	38.3	41.9	57.6	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	3A	3.02	F	14	6
Monaco 4-door	106.0	192.8	70.0	53.3	2,991	38.5	43.8	58.6	57.1	V-6	12	3.66 x 2.87	3.0	9.3	150@5,000	171@3,600	16.0	8.7	6.0	4A	2.66	F	14	5

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Shadow 2-door hatchback	97.0	171.7	67.3	52.7	2,615	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.66	F	14	5
Shadow 4-door hatchback	97.0	171.7	67.3	52.7	2,652	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.66	F	14	5
Shadow convertible	97.0	171.7	67.3	52.6	2,910	38.3	41.5	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	14.0	9.0	4.5	5M	2.66	F	14	4
Spirit 4-door	103.5	181.2	68.1	53.5	2,788	38.4	41.9	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	5M	2.66	F	14	6
Spirit R/T 4-door	103.5	181.2	68.1	53.5	3,089	38.4	41.9	57.6	57.2	I-4	16	3.44 x 3.62	2.2	8.5	224@6,000	217@5,600	16.0	9.0	4.5	5M	2.74	F	15	5
Stealth 2-door	97.2	179.1	72.4	49.1	3,086	37.1	44.2	61.4	62.2	V-6	12	3.58 x 2.99	3.0	8.9	164@5,500	185@4,000	19.8	8.5	4.5	5M	3.44	F	15	4
Stealth R/T 4wd 2-door	97.2	180.5	72.4	49.1	3,373	37.1	44.2	61.4	62.2	V-6	24	3.58 x 2.99	3.0	10.0	222@6,000	201@4,500	19.8	9.0	4.5	5M	3.44	4	16	4
Viper RT/10 2-door	96.2	175.1	75.7	43.9	3,400	37.5	42.6	59.6	60.6	V-10	20	4.00 x 3.88	8.0	9.1	400@4,600	450@3,600	22.0	14.0	11.0	6M	3.07	R	17	2
OPTIONAL ENGINES: Daytona IROC R/T										I-4	16	3.44 x 3.62	2.2	8.1	224@6,000	217@2,800								
Daytona, Dynasty, Shadow, Spirit										V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,400								
Dynasty										V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600								
Shadow										I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800								
Spirit Turbo										I-4	8	3.44 x 4.09	2.5	7.8	152@4,800	210@2,400								
Stealth										V-6	24	3.58 x 2.99	3.0	10.0	222@6,000	201@4,500								
Stealth R/T Turbo										V-6	24	3.58 x 2.99	3.0	8.0	300@6,000	307@2,500								
EAGLE Premier 4-door	106.0	192.8	70.0	54.7	3,039	38.5	43.8	58.1	57.1	V-6	12	3.66 x 2.87	3.0	9.3	150@5,000	171@3,600	16.0	8.7	7.0	4A	2.66	F	14	5
Summit 2-door hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	4.02	F	13	5
Summit 4-door	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	5M	4.02	F	13	5
Summit wagon	99.2	168.5	66.7	64.4	2,701	40.0	40.8	57.5	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.5	3.6	5M	4.59	F	14	5
Summit 4wd wagon	99.2	168.5	66.7	65.0	2,954	40.0	40.8	57.3	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.5	3.6	5M	4.59	4	14	5
Talon 2-door	97.2	172.4	66.9	51.4	2,712	37.9	43.9	57.7	57.1	I-4	16	3.35 x 3.46	2.0	9.0	135@6,000	125@5,000	15.8	7.0	4.0	5M	4.32	F	16	4
Talon 4wd 2-door	97.2	172.4	67.0	52.0	3,108	37.9	43.9	57.7	57.3	I-4	16	3.35 x 3.46	2.0	7.8	195@6,000	203@3,000	15.8	7.0	4.0	5M	4.93	4	16	4
OPTIONAL ENGINES: Summit wagon										I-4	8	3.41 x 3.94	2.4	8.5	116@5,000	136@3,500								
Talon										I-4	16	3.35 x 3.46	2.0	7.8	195@6,000	203@3,000								
FERRARI F40 2-door	96.5	171.6	77.6	44.3	2,980	N.A.	N.A.	62.8	63.2	V-8	32	3.23 x 2.74	2.9	7.7	478@7,000	424@4,500	26.4	18.0	9.6	5M	2.90	R	17	2
348 TB/TS 2-door	96.5	166.5	74.6	46.1	3,252	N.A.	N.A.	59.1	62.1	V-8	32	3.35 x 2.95	3.4	10.4	300@7,000	228@4,000	23.2	21.1	11.6	5M	3.56	R	17	2
512 TR 2-door	100.4	176.4	77.8	44.7	3,690	N.A.	N.A.	60.3	64.7	H-12	48	3.22 x 3.07	4.9	10.0	421@6,750	360@5,500	26.5	21.2	12.0	5M	3.21	R	18	2
Mondial t Cabriolet convertible	104.3	178.5	71.3	48.6	3,462	N.A.	N.A.	59.9	61.4	V-8	32	3.35 x 2.95	3.4	10.4	300@7,000	228@4,000	22.5	21.1	11.6	5M	3.21	R	16	4
FORD Crown Victoria 4-door	114.4	212.4	77.8	56.7	3,748	39.4	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,200	20.0	13.6	5.5	4A	3.08	R	15	6
Escort 2-door hatchback	98.4	170.0	66.7	52.5	2,287	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.41	F	13	5
Escort 4-door	98.4	170.9	66.7	52.7	2,364	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	14	5
Escort 4-door hatchback	98.4	170.0	66.7	52.5	2,355	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Escort wagon	98.4	171.3	66.7	53.6	2,411	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Festiva 2-door hatchback	90.2	140.5	63.2	55.3	1,797	38.6	40.6	55.1	54.5	I-4	8	2.79 x 3.29	1.3	9.7	63@5,000	73@3,000	10.0	5.3	4.1	5M	3.78	F	12	4
Mustang 2-door	100.5	179.6	68.3	52.1	2,775	37.0	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Mustang 2-door hatchback	100.5	179.6	68.3	52.1	2,834	37.0	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Mustang convertible	100.5	179.6	68.3	52.1	2,996	37.6	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Probe GL 2-door hatchback	99.0	177.0	67.9	51.8	2,730	37.3	42.5	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.1	7.9	5.4	5M	4.10	F	14	4
Probe LX 2-door hatchback	99.0	177.0	67.9	51.9	2,970	37.3	42.5	57.3	57.7	V-6	12	3.50 x 3.10	3.0	9.3	145@4,800	165@3,400	15.1	9.9	4.5	5M	3.85	F	14	4
Probe GT 2-door hatchback	99.0	177.0	68.3	52.0	3,000	37.3	42.5	57.3	57.7	I-4	12	3.39 x 3.70	2.2	7.8	145@4,300	190@3,500	15.1	7.9	5.4	5M	4.10	F	15	4
Taurus 4-door	106.0	192.0	71.2	54.1	3,111	38.3	41.7	61.6	60.5	V-6	12	3.50 x 3.10	3.0	9.3	135@4,800	165@3,000	16.0	10.0	4.5	4A	3.37	F	14	6
Taurus SHO 4-door	106.0	192.0	71.2	54.1	3,309	38.3	41.7	61.6	60.5	V-6	24	3.50 x 3.15	3.0	9.8	220@6,200	200@4,800	18.4	11.6	5.0	5M	3.74	F	16	5
Taurus wagon	106.0	193.1	71.2	55.5	3,262	38.6	41.7	61.6	59.9	V-6	12	3.50 x 3.10	3.0	9.3	135@4,800	165@3,000	16.0	10.0	4.5	4A	3.37	F	14	6
Tempo 2-door	99.9	176.7	68.3	52.8	2,532	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	96@4,400	128@2,600	15.9	8.4	5.0	5M	3.33*	F	14	5
Tempo 4-door	99.9	177.0	68.3	52.9	2,600	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	96@4,400	128@2,600	15.9	8.4	5.0	5M	3.33*	F	14	5
*This rear axle utilizes dual transfer ratios, with 3.33 for the first through fourth gears and a lower 2.56 for fifth.																								
Thunderbird 2-door	113.0	198.7	72.7	52.7	3,514	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,400	18.0	10.8	5.0	4A	3.27	R	15	5
Thunderbird Super Coupe 2-door	113.0	198.7	72.7	53.1	3,738	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	8.2	210@4,000	315@2,600	18.0	10.8	5.0	5M	2.73	R	16	5
OPTIONAL ENGINES: Crown Victoria										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
Escort										I-4	16	3.27 x 3.35	1.8	9.0	127@6,500	114@4,500								
Mustang LX, GT										V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200								
Taurus										V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,200								
Tempo										V-6	12	3.50 x 3.10	3.0	9.3	135@5,500	150@3,250								

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Thunderbird										V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000								
GEO Metro 2-door hatchback	89.2	147.4	62.0	52.4	1,621	37.8	42.5	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	49@4,700	58@3,300	10.6	4.1	3.8	5M	3.79	F	12	4
Metro 4-door hatchback	93.1	151.4	62.0	53.5	1,694	38.8	42.5	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	52@5,700	58@3,300	10.6	4.1	3.8	5M	4.10	F	12	4
Metro convertible	89.2	147.4	62.0	52.0	1,753	39.6	42.4	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	52@5,700	58@3,300	10.6	4.1	3.8	5M	4.39	F	13	2
Prizm 4-door	95.7	170.7	65.2	52.4	2,435	38.3	40.9	56.3	55.5	I-4	16	3.20 x 3.00	1.6	9.5	102@5,800	101@4,800	13.2	5.9	3.7	5M	3.72	F	13	5
Storm 2-door hatchback	96.5	164.0	66.7	51.1	2,292	37.5	43.8	56.3	55.2	I-4	12	3.15 x 3.11	1.6	9.1	95@5,800	97@4,800	12.4	7.2	3.2	5M	3.83	F	14	4
OPTIONAL ENGINES: Prizm										I-4	16	3.20 x 3.00	1.6	10.3	130@6,800	105@6,000								
Storm										I-4	16	3.15 x 3.54	1.8	9.7	140@6,400	120@4,600								
HONDA Accord 2-door	107.1	185.2	67.1	54.1	2,738	38.8	42.9	58.1	58.3	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	5
Accord 4-door	107.1	185.2	67.1	54.7	2,733	38.9	42.6	58.1	58.3	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	5
Accord wagon	107.1	186.8	67.5	55.1	3,139	39.0	42.7	58.1	58.1	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.0	5.2	5M	4.27	F	15	5
Civic 2-door hatchback	101.3	160.2	66.9	53.0	2,094	38.6	42.5	58.1	57.7	I-4	8	2.95 x 3.33	1.5	9.1	70@5,500	91@2,000	11.9	4.8	3.5	5M	3.25	F	13	5
Civic 4-door	103.2	173.0	67.0	54.1	2,275	39.1	42.5	58.1	57.7	I-4	16	2.95 x 3.33	1.5	9.2	102@5,900	98@5,000	11.9	4.8	3.5	5M	4.06	F	13	5
CRX 2-door	90.6	148.5	65.9	50.1	1,967	37.0	40.8	57.1	57.3	I-4	8	2.95 x 3.33	1.5	9.6	62@4,500	90@2,000	10.6	5.5	4.2	5M	2.95	F	13	2
Prelude 2-door	100.4	174.8	69.5	50.8	2,765	38.0	44.2	60.0	59.6	I-4	16	3.35 x 3.74	2.2	8.8	135@5,200	142@4,000	15.9	7.5	5.2	5M	4.06	F	14	4
OPTIONAL ENGINES: Accord										I-4	16	3.35 x 3.74	2.2	8.8	140@5,600	142@4,500								
Civic										I-4	16	2.95 x 3.33	1.5	9.3	92@5,500	97@4,500								
Civic										I-4	16	2.95 x 3.54	1.5	9.2	102@5,900	98@5,000								
Civic										I-4	16	2.95 x 3.54	1.6	9.2	125@6,600	106@5,200								
CRX										I-4	16	2.95 x 3.33	1.5	9.2	92@6,000	89@4,500								
CRX										I-4	16	2.95 x 3.54	1.6	9.1	108@6,000	100@5,000								
Prelude										I-4	16	3.43 x 3.74	2.3	9.8	160@5,800	156@4,500								
HYUNDAI Elantra 4-door	98.4	171.6	65.9	54.5	2,452	38.4	42.6	56.3	56.3	I-4	16	3.24 x 2.95	1.6	9.2	113@6,000	102@5,000	13.7	5.8	4.6	5M	4.59	F	14	5
Excel 2-door hatchback	93.8	161.4	63.3	54.5	2,040	37.8	41.7	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	5
Excel 4-door	93.8	168.3	63.3	54.5	2,202	37.8	41.7	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	5
Scoupe 2-door	93.8	165.9	64.0	50.0	2,119	38.1	42.8	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	5.6	3.2	5M	4.32	F	13	4
Sonata 4-door	104.3	184.3	68.9	55.4	2,723	38.5	42.4	58.3	57.5	I-4	16	3.34 x 3.46	2.0	9.0	128@6,000	121@5,000	15.9	7.4	3.9	5M	4.07	F	14	5
OPTIONAL ENGINES: Elantra										I-4	16	3.24 x 2.95	1.6	9.2	105@6,000	101@4,500								
Sonata										V-6	12	3.59 x 2.99	3.0	8.9	142@5,000	168@2,500								
INFINITI G20 4-door	100.4	175.0	66.7	54.9	2,535	38.8	42.0	57.8	57.4	I-4	16	3.39 x 3.39	2.0	10.0	140@6,400	132@4,800	15.9	6.8	3.6	5M	4.06	F	14	5
M30 2-door	103.0	188.8	66.5	54.3	3,333	36.8	42.2	56.5	56.5	V-6	12	3.43 x 3.27	3.0	9.0	162@5,200	180@3,600	17.2	8.5	4.5	4A	3.92	R	15	5
M30 convertible	103.0	188.8	66.5	54.3	3,576	35.0	42.2	56.5	56.5	V-6	12	3.43 x 3.27	3.0	9.0	162@5,200	180@3,600	17.2	8.5	4.5	4A	3.92	R	15	4
Q45 4-door	113.2	199.8	71.9	56.3	3,950	38.2	43.9	61.8	61.8	V-8	32	3.66 x 3.26	4.5	10.2	278@6,000	292@4,000	22.5	10.1	7.0	4A	3.54	R	15	5
ISUZU Impulse XS 2-door	96.5	166.1	66.7	51.8	2,451	37.4	43.8	56.3	55.3	I-4	16	3.15 x 3.54	1.8	9.7	140@6,400	120@4,600	12.4	7.5	4.4	5M	4.12	F	15	4
Impulse XS 2-door hatchback	96.5	164.1	66.7	52.3	2,645	37.4	43.8	56.3	55.3	I-4	16	3.15 x 3.54	1.8	9.7	140@6,400	120@4,600	12.4	7.5	4.4	5M	4.12	F	15	4
Impulse RS 2-door	96.5	166.1	66.7	51.8	2,738	37.4	43.8	56.3	55.3	I-4	16	3.15 x 3.11	1.6	8.5	160@6,600	150@4,800	12.4	7.9	4.2	5M	4.12	4	15	4
Stylus S 4-door	96.5	165.1	66.1	54.7	2,253	38.4	43.3	56.3	55.2	I-4	12	3.15 x 3.11	1.6	9.1	95@5,800	97@3,400	12.4	7.2	3.2	5M	3.60	F	13	5
Stylus RS 4-door	96.5	165.1	66.1	54.7	2,446	38.4	43.3	56.3	55.3	I-4	16	3.15 x 3.54	1.8	9.8	140@6,400	120@4,600	12.4	7.5	4.0	5M	4.12	F	14	5
JAGUAR XJS 2-door	102.0	191.2	70.6	48.6	3,970	36.1	41.3	58.6	59.2	V-12	24	3.54 x 2.76	5.3	11.5	263@5,350	288@3,200	24.0	21.0	10.5	3A	2.88	R	15	2
XJS convertible	102.0	191.2	70.6	48.6	4,194	36.1	41.3	58.6	59.2	V-12	24	3.54 x 2.76	5.3	11.5	263@5,350	288@3,200	21.6	21.0	10.5	3A	2.88	R	15	2
XJ6 4-door	113.0	196.4	78.9	54.3	3,935	36.6	41.7	59.1	59.0	I-6	24	3.58 x 4.02	4.0	9.6	223@4,750	278@3,650	23.2	13.0	7.9	4A	3.58	R	15	5
LAMBORGHINI Diablo 2-door	104.3	175.6	80.3	43.5	3,640	N.A.	N.A.	59.4	64.6	V-12	32	3.43 x 3.15	5.7	10.1	485@7,000	428@5,200	26.4	N.A.	N.A.	5M	2.41	R	17	2
LEXUS ES300 4-door	103.1	187.8	70.0	53.9	3,362	37.8	43.5	61.0	59.0	V-6	24	3.44 x 3.23	3.0	9.6	185@5,200	195@4,400	18.5	8.9	4.8	5M	3.63	F	15	5
LS400 4-door	110.8	196.7	71.7	55.3	3,759	38.6	43.8	61.6	61.6	V-8	32	3.44 x 3.25	4.0	10.0	250@5,600	260@4,400	22.5	11.2	5.3	4A	3.62	R	15	5
SC300 2-door	105.9	191.1	70.5	52.4	3,494	38.3	44.1	59.8	59.8	I-6	24	3.39 x 3.39	3.0	10.2	225@6,000	210@4,800	20.6	8.9	5.0	5M	2.29	R	15	4
SC400 2-door	105.9	191.1	70.5	52.6	3,575	38.3	44.1	59.9	60.0	V-8	32	3.44 x 3.25	4.0	10.0	250@5,600	260@4,400	20.6	12.1	5.3	4A	3.92	R	16	4
LINCOLN Contintental 4-door	109.0	205.1	72.7	55.4	3,628	38.7	41.7	62.3	61.1	V-6	12	3.80 x 3.40	3.8	9.0	160@4,400	225@3,000	18.4	12.1	4.5	4A	3.37	F	15	6
Mark VII 2-door	108.5	202.8	70.9	54.2	3,768	37.8	42.0	58.4	59.0	V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200	21.0	14.1	5.0	4A	3.27	R	16	5
Town Car 4-door	117.4	218.9	76.9	56.9	4,024	39.0	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,200	20.0	13.6	5.5	4A	3.08	R	15	6
OPTIONAL ENGINES: Town Car										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
LOTUS*																								
*Lotus Cars USA will not market 1992 models in the U.S. The company plans to introduce 1993 models in 1992.																								
MASERATI Spyder convertible	94.5	159.2	67.5	51.6	2,925	N.A.	N.A.	56.8	57.1	V-6	18	3.70 x 2.64	2.8	7.4	225@5,600	246@3,500	18.0	9.0	6.0	5M	3.31	R	15	2
Shamal 2-door	94.5	161.5	76.4	50.0	2,844	N.A.	N.A.	60.2	61.0	V-8	32	3.15 x 3.15	3.2	7.5	325@6,000	320@3,000	18.0	N.A.	N.A.	6M	3.31	R	16	2

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
MAZDA 323 2-door hatchback	96.5	163.6	65.7	56.5	2,238	38.6	42.2	56.5	56.5	I-4	8	3.07 x 3.29	1.6	9.3	82@5,000	92@2,500	13.2	5.3	3.6	5M	4.11	F	13	5
626 4-door	101.4	179.3	66.5	55.5	2,610	39.0	43.7	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	5
929 4-door	112.2	193.7	70.7	54.9	3,596	37.4	43.4	59.4	59.8	V-6	24	3.50 x 3.00	3.0	9.2	195@5,750	200@3,500	18.5	9.0	5.6	4A	4.30	R	15	5
MX-3 2-door	96.3	165.7	66.7	51.6	2,332	38.2	42.6	57.5	57.7	I-4	16	3.07 x 3.29	1.6	9.0	88@5,000	98@4,000	13.2	6.4	3.6	5M	4.11	F	14	4
MX-3 GS 2-door	96.3	165.7	66.7	51.6	2,541	38.2	42.6	57.5	57.7	V-6	24	2.95 x 2.74	1.8	9.2	130@4,500	115@4,500	13.2	8.0	5.1	5M	4.39	F	15	4
MX-5 Miata convertible	89.2	155.4	65.9	48.2	2,216	37.1	42.7	55.5	56.2	I-4	16	3.10 x 3.30	1.6	9.4	116@6,500	100@5,500	11.9	5.0	4.0	5M	4.30	R	14	2
MX-6 2-door	99.0	177.0	66.5	53.5	2,560	38.4	43.6	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	5
Protege 4-door	98.4	171.5	65.9	54.1	2,388	38.4	42.2	56.3	56.5	I-4	16	3.27 x 3.35	1.8	8.9	103@5,500	111@4,000	14.5	5.3	3.8	5M	3.62	F	13	5
RX-7 2-door*	95.5	168.5	68.9	48.4	2,789	37.6	44.1	57.5	57.5	R	—	—	1.3	9.0	255@6,500	217@5,000	20.0	9.2	6.1	5M	4.10	R	16	2
*RX-7 is a 1993 model.																								
OPTIONAL ENGINES: MX-5 Miata										I-4	16	3.10 x 3.30	1.6	9.0	105@6,000	100@4,000								
MX-6 GT										I-4	12	3.39 x 3.70	2.2	7.8	145@4,300	190@3,500								
Protege										I-4	16	3.27 x 3.35	1.8	9.0	125@6,500	114@4,500								
MERCEDES-BENZ 190E 2.3 4-door	104.9	175.1	66.5	54.1	2,900	36.9	41.9	56.7	55.9	I-4	8	3.76 x 3.16	2.3	9.0	130@5,100	146@3,500	14.5	10.6	6.3	5M	3.27	R	15	5
190E 2.6 4-door	104.9	175.1	66.5	54.1	3,020	36.9	41.9	56.7	55.9	I-6	12	3.26 x 3.16	2.6	9.2	158@5,800	162@4,600	14.5	10.6	6.3	5M	3.27	R	15	5
300D 2.5 Turbo 4-door	110.2	187.2	68.5	56.3	3,390	36.9	41.7	59.1	58.7	I-5	10	3.43 x 3.31	2.5	22.0	121@4,600	165@2,400	18.5	10.5	7.9	4A	2.65	R	15	5
300E 2.6 4-door	110.2	187.2	68.5	56.3	3,330	36.9	41.7	59.1	58.7	I-6	12	3.26 x 3.16	2.6	9.2	158@5,800	162@4,600	18.5	10.5	6.9	4A	2.87	R	15	5
300E 4-door	110.2	187.2	68.5	56.3	3,365	36.9	41.7	59.1	58.7	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	2.87	R	15	5
300E 4wd 4-door	110.2	187.2	68.5	57.1	3,660	36.9	41.7	58.9	58.5	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	3.07	4	15	5
300CE 2-door	106.9	183.9	68.5	54.9	3,505	36.0	41.9	59.1	58.7	I-6	24	3.48 x 3.16	3.0	10.0	217@6,400	195@4,600	18.5	10.6	7.9	4A	3.06	R	15	4
300TE wagon	110.2	188.2	68.5	59.8	3,870	37.4	41.7	58.9	58.6	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	3.29	R	15	5
300TE 4wd wagon	110.2	188.2	68.5	60.2	3,870	37.4	41.7	58.9	58.5	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	3.29	4	15	5
400E 4-door	110.2	187.2	68.5	56.3	3,660	36.9	41.7	59.1	58.7	V-8	32	3.62 x 3.11	4.2	10.0	268@5,700	295@3,900	18.5	16.4	8.5	4A	2.24	R	15	5
500E 4-door	110.2	187.2	70.7	55.4	3,855	37.5	41.5	60.6	60.2	V-8	32	3.80 x 3.35	5.0	10.0	322@5,700	354@3,900	23.8	N.A.	8.5	4A	2.82	R	16	4
300SE 4-door	119.7	201.3	74.3	58.7	4,520	38.0	41.3	63.1	62.0	I-6	24	3.54 x 3.30	3.2	10.0	228@5,800	229@4,100	26.4	14.5	7.5	5A	3.69	R	16	5
300SD 4-door	119.7	201.3	74.3	58.7	4,575	38.0	41.3	63.1	62.0	I-6	12	3.50 x 3.60	3.5	22.0	148@4,000	229@2,200	26.4	14.5	7.5	4A	2.82	R	16	5
400SE 4-door	119.7	201.3	74.3	58.9	4,720	38.0	41.3	63.1	62.0	V-8	32	3.62 x 3.11	4.2	10.0	282@5,700	302@3,900	26.4	16.5	8.0	4A	2.82	R	16	5
500SEL 4-door	123.6	205.2	74.3	58.9	4,740	38.0	41.3	63.1	62.0	V-8	32	3.80 x 3.35	5.0	10.0	322@5,700	354@3,900	26.4	16.5	8.0	4A	2.65	R	16	5
600SEL 4-door	123.6	205.2	74.3	58.7	4,985	38.0	41.3	63.1	62.0	V-12	48	3.50 x 3.16	6.0	10.0	402@5,200	428@3,800	26.4	20.0	10.0	4A	2.65	R	16	5
300SL 2-door	99.0	176.0	71.3	51.3	4,010	37.1	42.4	60.4	60.0	I-6	24	3.48 x 3.16	3.0	10.0	228@6,300	201@4,600	21.1	12.2	7.9	5M	3.46	R	16	2
500SL 2-door	99.0	176.0	71.3	51.3	4,145	37.1	42.4	60.4	60.0	V-8	32	3.80 x 3.35	5.0	10.0	322@5,500	332@4,000	21.1	13.7	8.5	4A	2.65	R	16	2
MERCURY Capri convertible	94.7	166.1	64.6	50.2	2,404	37.8	41.2	54.9	56.0	I-4	16	3.07 x 3.29	1.6	9.4	100@5,750	95@5,500	11.1	6.3	3.7	5M	4.11	F	14	4
Cougar 2-door	113.0	199.9	72.7	52.7	3,587	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,400	18.0	10.8	5.0	4A	3.27	R	15	5
Cougar XR-7 2-door	113.0	199.9	72.7	52.7	3,800	38.1	42.5	61.6	60.2	V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000	18.0	14.1	5.0	4A	3.08	R	16	5
Grand Marquis 4-door	114.4	212.4	77.8	56.9	3,768	39.4	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,200	20.0	13.6	5.5	4A	3.08	R	15	6
Sable 4-door	106.0	192.2	71.2	54.4	3,147	38.3	41.7	61.6	60.5	V-6	12	3.50 x 3.10	3.0	9.3	135@4,800	165@3,000	16.0	10.0	4.5	4A	3.37	F	15	6
Sable wagon	106.0	193.3	71.2	55.1	3,292	38.6	41.7	61.6	59.9	V-6	12	3.50 x 3.10	3.0	9.3	135@4,800	165@3,000	16.0	10.0	4.5	4A	3.37	F	15	6
Topaz 2-door	99.9	176.7	68.3	52.8	2,544	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	96@4,400	128@2,600	15.9	8.4	5.0	5M	3.33*	F	14	5
Topaz 4-door	99.9	177.0	68.3	52.9	2,600	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	96@4,400	128@2,600	15.9	8.4	5.0	5M	3.33*	F	14	5
*This rear axle utilizes dual transfer ratios, with 3.33 for the first through fourth gears and a lower 2.56 axle ratio for fifth.																								
Tracer 4-door	98.4	170.9	66.7	52.7	2,356	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Tracer wagon	98.4	171.3	66.7	53.6	2,468	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	14	5
OPTIONAL ENGINES: Capri XR2										I-4	16	3.07 x 3.29	1.6	7.9	132@6,000	136@3,000								
Cougar										V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000								
Grand Marquis										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
Sable										V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,200								
Topaz										V-6	12	3.50 x 3.10	3.0	9.3	135@5,500	150@3,250								
Tracer LTS										I-4	16	3.27 x 3.35	1.8	9.0	127@6,500	114@4,500								
MITSUBISHI 3000GT 2-door	97.2	178.9	72.4	49.1	3,219	37.1	44.2	61.4	62.2	V-6	24	3.59 x 2.99	3.0	10.0	222@6,000	201@4,500	19.8	8.5	5.3	5M	4.15	F	16	4
3000GT 4wd 2-door	97.2	178.9	72.4	49.1	3,803	37.1	44.2	61.4	62.2	V-6	24	3.59 x 2.99	3.0	8.0	300@6,000	307@2,500	19.8	9.5	5.0	5M	3.54	4	17	4
Diamante 4-door	107.1	190.2	69.9	55.5	3,428	38.6	43.9	60.4	60.2	V-6	12	3.59 x 2.99	3.0	10.0	175@5,500	185@3,000	19.0	N.A.	5.0	4A	3.96	F	15	5
Eclipse 2-door hatchback	97.2	172.8	66.7	51.4	2,531	37.9	43.9	57.7	57.1	I-4	16	3.20 x 3.40	1.8	9.0	92@5,000	105@3,500	15.9	5.3	4.2	5M	4.32	F	14	4
Eclipse GSX 4wd 2-door hatchback	97.2	172.8	66.7	52.0	3,093	37.9	43.9	57.7	57.1	I-4	16	3.30 x 3.50	2.0	7.8	195@6,000	203@3,000	15.9	7.4	4.7	5M	4.38	4	16	4

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Expo wagon	107.1	177.4	66.7	62.6	2,942	39.3	40.5	57.5	57.5	I-4	8	3.41 x 3.94	2.4	8.5	116@5,000	136@3,500	15.8	5.7	3.9	5M	4.32	F	14	7
Expo 4wd wagon	107.1	177.4	66.7	62.6	3,163	39.3	40.5	57.5	57.5	I-4	8	3.41 x 3.94	2.4	8.5	116@5,000	136@3,500	15.8	5.7	3.9	5M	4.93	4	14	7
Expo LRV wagon	99.2	168.6	66.7	64.4	2,701	40.0	40.8	57.5	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.3	3.8	5M	4.59	F	14	5
Expo LRV 4wd wagon	99.2	168.6	66.7	64.4	2,943	40.0	40.8	57.5	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.3	3.8	5M	5.21	4	14	5
Galant 4-door	102.4	183.9	66.7	53.5	2,667	38.6	41.9	57.5	57.1	I-4	8	3.34 x 3.46	2.0	8.5	102@5,000	116@4,500	15.9	7.4	4.2	5M	3.66	F	14	5
Galant 4wd 4-door	102.4	183.9	66.7	54.1	3,295	30.0	41.9	57.5	57.1	I-4	16	3.34 x 3.46	2.0	7.8	195@6,000	203@3,000	16.4	7.4	4.7	5M	4.93	4	15	5
Mirage 2-door hatchback	93.9	158.7	65.7	52.0	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	5.3	3.6	4M	3.15	F	13	5
Mirage 4-door	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	5.3	3.6	5M	3.66	F	13	5
Precis 2-door hatchback	93.8	161.4	63.3	54.5	2,380	37.8	41.9	54.7	52.8	I-4	12	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	5.6	3.2	4M	4.02	F	13	5
OPTIONAL ENGINES: Diamante										V-6	24	3.59 x 2.99	3.0	10.0	202@6,000	199@3,000								
Eclipse										I-4	16	3.30 x 3.50	2.0	9.0	135@6,000	125@5,000								
Eclipse Turbo										I-4	16	3.30 x 3.50	2.0	7.8	190@6,000	203@3,000								
Eclipse Turbo										I-4	16	3.30 x 3.50	2.0	7.8	180@5,500	195@3,000								
Galant										I-4	16	3.34 x 3.46	2.0	9.8	144@6,000	134@4,500								
Mirage										I-4	16	3.24 x 2.95	1.6	9.2	123@6,500	101@5,000								
NISSAN 240SX 2-door	97.4	178.0	66.5	50.8	2,699	37.8	42.0	57.7	57.5	I-4	16	3.50 x 3.78	2.4	8.6	155@5,600	160@4,400	15.9	7.1	4.2	5M	4.08	R	15	5
240SX 2-door hatchback	97.4	178.0	66.5	50.8	2,730	37.8	42.0	57.7	57.5	I-4	16	3.50 x 3.78	2.4	8.6	155@5,600	160@4,400	15.9	7.1	4.2	5M	4.08	R	15	5
300ZX 2-door hatchback	96.5	169.5	70.5	49.2	3,186	36.8	43.0	58.9	60.4	V-6	24	3.43 x 3.27	3.0	10.5	222@6,400	198@4,800	19.0	10.6	5.0	5M	4.08	R	16	2
300ZX 2+2 2-door hatchback	101.2	178.0	70.9	49.4	3,313	37.1	43.0	58.9	60.4	V-6	24	3.43 x 3.27	3.0	10.5	222@6,400	198@4,800	19.0	10.6	5.0	5M	4.08	R	16	4
300ZX Turbo 2-door hatchback	96.5	169.5	70.5	49.4	3,474	36.8	43.0	58.9	61.2	V-6	24	3.43 x 3.27	3.0	8.5	300@6,400	283@3,600	19.0	10.6	5.0	5M	3.69	F	16	2
Maxima 4-door	104.3	187.6	69.3	55.1	3,129	39.5	43.7	59.4	58.7	V-6	12	3.43 x 3.27	3.0	9.0	160@5,200	182@2,800	18.5	10.0	4.8	4A	3.64	F	15	5
NX 1600 2-door	95.7	162.4	66.1	51.4	2,350	37.3	41.6	56.4	55.9	I-4	16	3.00 x 3.47	1.6	9.5	110@6,000	108@4,000	13.2	5.4	4.1	5M	4.17	F	13	4
NX 2000 2-door	95.7	162.4	66.1	51.4	2,461	37.3	41.6	56.4	55.9	I-4	16	3.39 x 3.39	2.0	9.5	140@6,400	130@4,800	13.2	5.9	4.1	5M	4.18	F	14	4
Sentra 2-door	95.7	170.3	65.6	53.9	2,266	38.5	41.9	56.9	56.3	I-4	16	3.00 x 3.47	1.6	9.5	110@6,000	108@4,000	13.2	N.A.	5.5	4M	3.55	F	13	5
Sentra 4-door	95.7	170.3	65.6	53.9	2,288	38.5	41.9	56.9	56.3	I-4	16	3.00 x 3.47	1.6	9.5	110@6,000	108@4,000	13.2	N.A.	5.5	5M	3.90	F	13	5
Stanza 4-door	100.4	179.9	66.9	54.1	2,788	38.6	42.6	57.5	56.7	I-4	12	3.50 x 3.78	2.4	8.6	138@5,600	148@4,400	16.4	7.4	4.2	5M	3.65	F	14	5
OPTIONAL ENGINES: Sentra										I-4	16	3.39 x 3.39	2.0	9.5	140@6,400	132@4,800								
Maxima										V-6	24	3.43 x 3.27	3.0	10.0	190@5,600	190@4,000								
OLDSMOBILE Achieva 2-door	103.4	187.9	67.5	53.2	2,696	37.8	43.3	55.9	55.4	I-4	8	3.62 x 3.35	2.3	9.5	120@5,200	140@3,200	15.2	10.4	4.5	5M	3.61	F	14	5
Achieva 4-door	103.4	187.9	67.5	53.2	2,778	37.8	43.3	55.9	55.4	I-4	8	3.62 x 3.35	2.3	9.5	120@5,200	140@3,200	15.2	10.4	4.5	5M	3.61	F	14	5
Custom Cruiser wagon	115.9	217.5	79.7	60.3	4,434	39.6	42.2	62.1	64.1	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	22.0	16.7	5.0	4A	2.73	R	15	8
Cutlass Ciera 4-door	104.9	190.3	69.5	54.1	2,886	38.6	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	15.7	8.0	4.5	3A	2.84	F	14	6
Cutlass Cruiser wagon	104.9	194.4	69.5	54.5	2,992	38.6	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	15.7	8.0	4.5	3A	2.84	F	14	6
Cutlass Supreme 2-door	107.5	193.9	71.0	53.3	3,221	37.8	42.3	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.9	140@4,400	185@3,200	16.5	11.9	4.5	3A	2.84	F	15	5
Cutlass Supreme 4-door	107.5	193.7	71.0	54.8	3,375	38.8	42.4	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.9	140@4,000	185@3,200	16.5	11.9	4.5	3A	2.84	F	15	5
Cutlass Supreme convertible	107.5	193.9	71.0	54.7	3,580	38.5	42.3	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.9	140@4,400	185@3,200	16.5	11.9	4.5	4A	3.33	F	15	5
Eigthy Eight 4-door	110.8	200.4	74.1	55.7	3,404	39.1	42.0	60.4	60.4	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	4.5	4A	2.84	F	15	6
Ninety Eight 4-door	110.7	205.5	74.6	54.8	3,503	38.7	42.0	61.5	60.3	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	4.5	4A	2.84	F	15	6
Ninety Eight Touring Sedan 4-door	110.7	205.5	74.6	54.8	3,697	38.7	42.0	61.5	60.3	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	4.5	4A	3.06	F	16	6
Toronado 2-door	108.0	200.3	72.8	53.3	3,467	37.6	42.7	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	11.7	4.5	4A	3.06	F	15	5
Toronado Trofeo 2-door	108.0	200.3	72.8	53.3	3,528	37.6	42.7	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	11.7	4.5	4A	3.06	F	16	5
OPTIONAL ENGINES: Achieva										I-4	16	3.62 x 3.35	2.3	9.5	160@6,000	155@4,800								
Achieva										I-4	16	3.62 x 3.35	2.3	10.0	180@6,200	160@5,200								
Achieva, Cutlass Ciera, Cutlass Cruiser										V-6	12	3.70 x 3.16	3.3	9.0	160@5,200	185@2,000								
Custom Cruiser										V-8	16	4.00 x 3.48	5.7	9.8	180@4,000	300@2,400								
Cutlass Supreme										V-6	24	3.62 x 3.30	3.4	9.3	200@5,000	215@4,000								
Cutlass Supreme										V-6	24	3.62 x 3.30	3.4	9.3	210@5,200	215@4,000								
Ninety Eight										V-6	12	3.80 x 3.40	3.8	8.5	200@4,400	260@2,800								
PLYMOUTH Acclaim 4-door	103.5	181.2	67.3	53.5	2,784	38.4	41.9	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	5M	2.66	F	14	5
Colt 2-door hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	3.45	F	13	5
Colt Vista wagon	99.2	168.5	66.7	64.4	2,701	40.0	40.8	57.5	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.5	3.6	5M	4.59	F	14	5
Colt Vista 4wd wagon	99.2	168.5	66.7	65.0	2,954	40.0	40.8	57.3	57.5	I-4	16	3.19 x 3.50	1.8	9.5	113@6,000	116@4,500	14.5	5.5	3.6	5M	5.21	4	14	5
Laser 2-door	97.2	172.8	66.7	51.4	2,531	37.9	43.9	57.7	57.1	I-4	8	3.17 x 3.39	1.8	9.0	92@5,000	105@3,500	15.9	5.0	4.0	5M	4.32	F	14	4

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but *Automotive News* cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Laser 4wd 2-door	97.2	172.8	66.7	52.0	2,531	37.9	43.9	57.7	57.3	I-4	16	3.35 x 3.46	2.0	7.8	195@6,000	203@3,000	15.9	7.0	4.5	5M	4.93	4	16	4
Sundance 2-door hatchback	97.0	171.7	67.3	52.7	2,617	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	121@3,200	14.0	9.0	4.5	5M	2.66	F	14	5
Sundance 4-door hatchback	97.0	171.7	67.3	52.7	2,654	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	121@3,200	14.0	9.0	4.5	5M	2.66	F	14	5
OPTIONAL ENGINES: Acclaim, Sundance										V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,800								
Colt Vista										I-4	8	3.41 x 3.94	2.4	8.5	116@5,000	136@3,500								
Laser										I-4	16	3.35 x 3.46	2.0	9.0	135@6,000	125@5,000								
Laser Turbo										I-4	16	3.35 x 3.46	2.0	7.8	195@6,000	203@3,000								
Sundance										I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800								
PONTIAC Bonneville 4-door	110.8	199.5	74.5	55.7	3,446	39.1	42.0	60.4	60.3	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.8	5.0	4A	2.84	F	15	6
Firebird 2-door	101.0	195.1	72.4	49.7	3,146	37.0	43.0	60.7	61.6	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	185@3,200	15.5	14.7	5.0	5M	3.42	R	15	4
Firebird convertible	101.0	195.2	72.4	50.6	3,280	37.2	43.0	60.7	61.6	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	185@3,200	15.5	14.7	5.0	5M	3.42	R	15	4
Grand Am 2-door	103.4	186.9	67.5	53.2	2,727	37.8	43.3	55.9	55.4	I-4	8	3.63 x 3.35	2.3	9.5	140@5,200	140@3,200	15.2	10.4	4.5	5M	3.58	F	14	5
Grand Am 4-door	103.4	186.9	67.5	53.2	2,776	37.8	43.3	55.9	55.4	I-4	8	3.63 x 3.35	2.3	9.5	140@5,200	140@3,200	15.2	10.4	4.5	5M	3.58	F	14	5
Grand Prix 2-door	107.5	194.8	71.9	52.8	3,189	37.8	42.3	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.9	140@4,400	185@3,200	16.5	12.3	5.0	3A	2.84	F	15	6
Grand Prix 4-door	107.5	194.9	71.9	54.8	3,303	38.2	42.4	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.9	140@4,400	185@3,200	16.5	12.3	5.0	3A	2.84	F	15	6
LeMans 2-door hatchback	99.2	163.7	65.5	53.5	2,154	38.8	42.0	55.1	55.4	I-4	8	3.11 x 3.21	1.6	8.6	74@5,600	90@2,800	13.2	8.1	4.4	4M	3.72	F	13	5
LeMans 4-door	99.2	172.4	65.7	53.7	2,231	38.8	42.0	55.1	55.4	I-4	8	3.11 x 3.21	1.6	8.6	74@5,600	90@2,800	13.2	8.1	4.4	5M	3.72	F	13	5
Sunbird 2-door	101.3	180.7	66.3	52.0	2,519	37.8	42.2	55.9	55.4	I-4	8	3.38 x 3.38	2.0	9.2	110@5,200	123@3,600	15.2	10.0	4.2	5M	3.45	F	14	5
Sunbird 4-door	101.3	180.7	66.3	53.6	2,537	38.8	42.2	55.9	55.4	I-4	8	3.38 x 3.38	2.0	9.2	110@5,200	123@3,600	15.2	10.0	4.2	5M	3.45	F	14	5
Sunbird convertible	101.3	180.7	66.3	52.0	2,694	38.7	42.9	55.9	55.4	I-4	8	3.38 x 3.38	2.0	9.2	110@5,200	123@3,600	15.2	10.0	4.2	5M	3.45	F	14	4
OPTIONAL ENGINES: Bonneville SSEi										V-6	12	3.80 x 3.40	3.8	8.5	205@4,400	260@2,800								
Firebird										V-8	16	3.74 x 3.48	5.0	9.3	170@4,000	255@2,400								
Firebird										V-8	16	3.74 x 3.48	5.0	9.3	205@4,200	285@3,200								
Firebird										V-8	16	3.74 x 3.48	5.0	9.3	225@4,400	295@3,200								
Firebird										V-8	16	4.00 x 3.48	5.7	9.8	240@4,400	340@2,800								
Grand Am										I-4	16	3.63 x 3.35	2.3	9.5	160@6,200	155@5,200								
Grand Am										V-6	12	3.70 x 3.16	3.3	9.0	160@5,200	185@2,000								
Grand Am										I-4	16	3.63 x 3.35	2.3	10.0	180@6,200	160@5,200								
Grand Prix										V-6	24	3.62 x 3.31	3.4	9.3	200@5,000	215@4,000								
Grand Prix										V-6	24	3.62 x 3.31	3.4	9.3	210@5,200	215@4,000								
Sunbird										V-6	12	3.50 x 3.50	3.1	8.9	140@4,200	185@3,600								
PORSCHE 911 America 2-door	89.4	168.3	69.9	51.6	3,164	N.A.	N.A.	56.5	58.8	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.33	R	17	2
911 Carrera 2-door	89.4	168.3	65.0	57.6	3,031	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.33	R	16	4
911 Carrera convertible	89.4	168.3	65.0	57.6	3,031	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.33	R	16	4
911 Carrera 4wd 2-door	89.4	168.3	65.0	51.6	3,252	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	4	16	4
911 Turbo 2-door	89.4	168.3	69.9	51.6	3,274	N.A.	N.A.	56.5	58.8	H-6	12	3.82 x 2.93	3.3	7.0	315@5,750	332@4,500	20.3	N.A.	13.7	5M	3.44	R	17	4
928 GTS 2-door hatchback*	98.4	178.1	74.4	50.5	3,593	N.A.	N.A.	61.1	63.6	V-8	32	3.94 x 3.43	5.4	10.4	345@5,700	369@4,250	22.7	16.9	8.0	5M	2.73	R	17	4
*928 GTS is a 1993 model																								
968 2-door hatchback	94.5	170.9	68.3	50.2	3,086	N.A.	N.A.	58.2	57.1	I-4	16	4.09 x 3.46	3.0	11.0	236@6,200	225@4,100	19.6	8.4	7.4	6M	3.78	R	16	4
968 convertible	94.5	170.9	68.3	50.2	3,240	N.A.	N.A.	58.2	57.1	I-4	16	4.09 x 3.46	3.0	11.0	236@6,200	225@4,100	19.6	8.4	7.4	6M	3.78	R	16	2
ROLLS-ROYCE Corniche IV convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
Silver Spirit II 4-door	120.5	207.4	74.3	58.5	5,120	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
Silver Spur II 4-door	124.5	211.4	74.3	58.5	5,180	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	4A	2.69	R	15	5
SAAB 900 2-door hatchback	99.1	184.5	66.5	56.1	2,734	37.8	41.7	56.4	56.8	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900 4-door	99.1	184.3	66.5	56.1	2,776	37.8	41.7	56.4	56.8	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900S 2-door hatchback	99.1	184.5	66.5	56.1	2,779	37.8	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900S convertible	99.1	184.3	66.5	55.1	2,947	37.6	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	4
900S 4-door	99.1	184.3	66.5	56.1	2,821	37.8	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900 Turbo 2-door hatchback	99.1	184.5	66.5	56.1	2,904	37.8	41.7	56.3	56.7	I-4	16	3.54 x 3.07	2.0	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	5
900 Turbo convertible	99.1	184.3	66.5	55.1	3,058	37.6	41.7	56.3	56.7	I-4	16	3.54 x 3.07	2.0	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	4
9000 4-door hatchback	105.2	183.7	69.4	55.9	3,089	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	17.4	9.5	4.4	5M	4.45	F	15	5
9000S 4-door hatchback	105.2	183.7	69.4	55.9	3,113	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	17.4	9.5	4.4	5M	4.45	F	15	5
9000 Turbo 4-door hatchback	105.2	183.7	69.4	55.9	3,166	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	8.5	200@5,000	244@2,000	17.4	9.5	4.4	5M	4.05	F	15	5
9000-CD 4-door	105.2	188.2	69.4	55.9	3,143	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	17.4	9.5	4.4	4A	4.28	F	15	5
9000-CD Turbo 4-door	105.2	188.2	69.4	55.9	3,273	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	8.5	200@5,000	244@2,000	17.4	9.5	4.4	4A	4.28	F	15	5
SATURN SC 2-door	99.2	175.8	67.5	50.6	2,372	37.6	42.6	56.8	56.0	I-4	16	3.23 x 3.54	1.9	9.5	125@5,600	122@4,800	12.8	7.1	4.0	5M	4.13	F	15	4
SL, SL1 4-door	102.4	176.3	67.6	52.5	2,313	38.5	42.5	56.8	56.0	I-4	8	3.23 x 3.54	1.9	9.3	85@5,000	107@2,400	12.8	7.1	4.0	5M	4.13	F	14	5
SL2 4-door	102.4	176.3	67.6	52.5	2,407	38.5	42.5	56.8	56.0	I-4	16	3.23 x 3.54	1.9	9.5	124@5,600	119@2,800	12.8	7.1	4.0	5M	4.13	F	15	5
SUBARU Justy 2-door hatchback	90.0	145.5	60.4	53.7	1,820	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	66@5,200	70@3,600	9.2	4.9	3.0	5M	4.80	F	12	4
Justy GL 2-door hatchback	90.0	145.5	60.4	53.7	1,910	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	73@5,600	71@2,800	9.2	5.2	3.0	5M	4.80	F	13	4

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net hp at rpm	Net Torque (foot-pounds) at rpm	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Justy GL 4wd 2-door hatchback	90.0	145.5	60.4	53.7	2,000	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	73@5,600	71@2,800	9.2	5.2	3.0	5M	5.28	4	13	4
Justy GL 4wd 4-door hatchback	90.0	145.5	60.4	53.7	2,045	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	73@5,600	71@2,800	9.2	5.2	3.0	5M	5.28	4	13	4
Loyale 4-door	97.2	174.6	65.4	52.5	2,355	37.6	41.7	56.1	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	5
Loyale 4wd 4-door	97.0	174.6	65.4	54.3	2,490	37.6	41.7	55.5	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	5
Loyale wagon	97.0	176.8	65.4	53.0	2,490	37.6	41.7	55.9	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	5
Loyale 4wd wagon	96.9	176.8	65.4	54.9	2,635	37.6	41.7	55.5	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	5
Legacy 4-door	101.6	178.9	66.5	53.5	2,740	38.0	43.1	57.7	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	3.70	F	14	5
Legacy 4wd 4-door	101.6	178.9	66.5	53.5	2,985	38.0	43.1	57.5	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	4.11	4	14	5
Legacy Sport 4wd 4-door	101.6	178.9	66.5	53.5	3,140	38.0	43.1	57.7	57.7	H-4	16	3.81 x 2.95	2.2	8.0	160@5,600	181@2,800	15.9	7.4	4.8	5M	3.90	4	15	5
Legacy wagon	101.6	181.9	66.5	54.7	2,860	38.4	43.1	57.7	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	3.70	F	14	5
Legacy 4wd wagon	101.6	181.9	66.5	54.7	3,040	38.4	43.1	57.5	57.3	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	4.11	4	14	5
SVX 2-door	102.8	182.1	69.7	51.2	3,525	38.0	43.5	59.1	58.3	H-6	24	3.81 x 2.95	3.3	10.0	230@5,400	224@4,400	18.5	7.4	7.4	4A	3.55	4	16	4
SUZUKI Swift 2-door hatchback	89.2	147.4	62.0	53.1	1,739	37.8	42.5	53.7	52.8	I-4	8	2.91 x 2.97	1.3	9.5	70@6,000	74@3,300	10.6	4.9	3.5	5M	3.52	F	13	4
Swift GT 2-door hatchback	89.2	147.4	62.4	53.1	1,894	37.8	42.5	53.7	52.8	I-4	16	2.91 x 2.97	1.3	10.0	100@6,500	83@5,000	10.6	4.9	3.5	5M	4.10	F	14	4
Swift 4-door	93.1	161.2	62.0	54.3	1,861	39.1	42.5	53.7	52.8	I-4	8	2.91 x 2.97	1.3	9.5	70@6,000	74@3,300	10.6	4.9	3.5	5M	3.52	F	13	4
TOYOTA Camry 4-door	103.1	187.8	69.7	55.1	2,943	38.4	43.5	61.0	59.0	I-4	16	3.43 x 3.58	2.2	9.5	135@5,400	145@4,400	18.5	N.A.	4.5	5M	3.94	F	14	5
Celica 2-door	99.4	176.0	67.1	50.6	2,447	37.7	42.9	57.9	56.5	I-4	16	3.19 x 3.03	1.6	9.5	103@6,000	102@3,200	15.9	N.A.	3.7	5M	4.31	F	14	4
Celica convertible	99.4	176.0	67.1	50.6	2,844	37.7	42.9	57.9	56.5	I-4	16	3.43 x 3.58	2.2	9.5	135@5,400	145@4,400	15.9	N.A.	4.4	5M	3.74	F	14	4
Celica 2-door hatchback	99.4	173.6	67.1	50.6	2,646	37.7	42.9	57.9	56.5	I-4	16	3.43 x 3.58	2.2	9.5	135@5,400	145@4,400	15.9	N.A.	4.4	5M	3.74	F	15	4
Celica 4wd 2-door hatchback	99.4	174.0	68.7	50.4	3,219	37.7	42.9	58.3	56.9	I-4	16	3.39 x 3.39	2.0	8.8	200@6,000	200@3,200	18.0	N.A.	4.3	5M	4.29*	4	15	4
*Axle ratio for the rear axle on Celica 4wd 2-door hatchback is 2.93.																								
Corolla 4-door	95.7	170.3	65.2	52.4	2,253	38.4	40.9	56.3	55.3	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	5
Corolla wagon	95.7	171.5	65.2	54.5	2,299	39.6	40.9	56.3	55.5	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	5
Corolla 4wd wagon	95.7	172.0	65.2	55.7	2,639	40.6	40.9	56.7	54.3	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.03*	4	13	5
*Axle ratio for the rear axle on Corolla 4wd wagon is 2.93.																								
Cressida 4-door	105.5	186.9	67.3	54.5	3,439	38.4	42.8	57.3	57.3	V-6	24	3.27 x 3.58	3.0	9.2	190@5,600	185@4,400	18.5	8.8	5.3	4A	3.91	R	15	5
MR2 2-door	94.5	164.2	66.9	48.8	2,599	37.5	43.4	57.9	57.1	I-4	16	3.43 x 3.58	2.2	9.5	130@5,400	140@4,400	14.3	13.8	4.2	5M	4.18	R	14	2
Paseo 2-door	93.7	163.2	65.2	50.2	2,070	37.7	41.1	55.3	54.9	I-4	16	2.91 x 3.43	1.5	9.4	100@6,400	91@3,200	11.9	5.3	3.6	5M	3.94	F	14	4
Supra 2-door hatchback	102.2	181.9	68.7	51.2	3,463	37.5	43.6	58.5	58.5	V-6	24	3.27 x 3.58	3.0	9.2	200@6,000	188@3,600	18.5	N.A.	5.3	5M	4.30	R	16	4
Tercel 2-door	93.7	161.8	64.8	53.2	1,950	38.7	41.2	55.1	56.3	I-4	12	2.88 x 3.43	1.5	9.3	82@5,200	89@4,400	11.9	5.5	3.5	4M	3.53	F	13	5
Tercel 4-door	93.7	161.8	64.8	53.2	2,005	38.2	41.2	55.1	56.3	I-4	12	2.88 x 3.43	1.5	9.3	82@5,200	89@4,400	11.9	5.5	3.5	5M	3.72	F	13	5
OPTIONAL ENGINES: Camry										V-6	24	3.44 x 3.23	3.0	9.6	185@5,200	195@4,400								
MR2 Turbo										I-4	16	3.39 x 3.39	2.0	8.8	200@6,000	200@3,200								
Supra Turbo										V-6	24	3.27 x 3.58	3.0	8.4	232@5,600	254@3,200								
VOLKSWAGEN Cabriolet convertible	94.5	153.1	64.6	55.6	2,307	37.4	39.4	55.3	54.0	I-4	8	3.19 x 3.40	1.8	10.0	94@5,400	100@3,000	13.8	5.1	4.3	5M	3.67	F	14	4
Corrado 2-door*	97.3	159.4	65.9	51.9	2,675	37.0	41.7	56.5	56.2	I-4	8	3.19 x 3.40	1.8	8.0	158@5,600	166@4,000	14.5	7.3	4.3	5M	3.65	F	15	4
Fox 2-door	92.8	163.4	63.0	53.7	2,172	36.6	41.1	53.1	53.9	I-4	8	3.19 x 3.40	1.8	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	4
Fox GL 4-door	92.8	163.4	63.0	53.7	2,238	36.6	41.1	53.1	53.9	I-4	8	3.19 x 3.40	1.8	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	4
Golf 2-door hatchback	97.3	159.1	65.5	55.7	2,320	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	5
Golf GL 4-door hatchback	97.3	159.1	65.5	55.7	2,375	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	5
GTI 2-door hatchback	97.3	159.1	66.1	55.7	2,346	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	105@5,400	110@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
GTI 16V 2-door hatchback	97.3	159.1	66.1	55.7	2,445	38.1	39.5	56.3	56.0	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	14.5	7.3	4.3	5M	3.67	F	15	5
Jetta GL 4-door	97.3	172.6	66.1	55.7	2,369	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
Jetta GL ECOdiesel 4-door	97.3	172.6	66.1	55.7	2,434	38.1	39.5	56.3	56.0	I-4	8	3.01 x 3.40	1.6	23.0	59@4,800	81@2,000	14.5	7.3	4.7	5M	4.25	F	14	5
Jetta GLI 16-V 4-door	97.3	172.6	66.1	55.7	2,500	38.1	39.5	56.3	56.0	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	14.5	7.3	4.3	5M	3.67	F	15	5
Passat 4-door*	103.3	180.0	67.1	56.2	2,985	38.2	42.5	58.2	55.9	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	18.5	7.3	4.3	5M	3.68	F	14	5
Passat wagon*	103.3	179.9	67.1	56.2	3,029	38.7	42.5	58.2	55.9	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	18.5	7.3	4.3	5M	3.68	F	14	5
*Volkswagen's new VR6 2.8-liter engine will be available on Corrado and Passat in mid-year.																								
VOLVO 240 4-door	104.3	189.9	67.3	56.3	2,919	37.9	40.1	56.3	53.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	5
240 wagon	104.3	190.7	67.7	57.5	3,051	37.9	40.1	56.3	53.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	5
740 4-door	109.1	189.3	69.3	55.5	2,954	38.6	41.0	57.9	57.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	4A	4.10	R	15	5
740 wagon	109.1	189.3	69.3	56.5	3,082	38.6	41.0	57.9	57.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	4A	4.10	R	15	5
940 4-door	109.1	191.7	69.3	55.5	3,009	38.6	41.0	57.9	57.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,150	15.8	8.0	4.7	4A	4.10	R	15	5
940 Turbo wagon	109.1	189.3	69.3	56.5	3,177	41.0	38.6	57.9	57.5	I-4	8	3.78 x 3.15	2.3	8.7	162@4,800	195@3,450	15.8	8.0	4.7	4A	3.73	R	16	5
960 4-door	109.1	191.7	69.3	55.5	3,460	38.6	41.0	57.9	59.8	I-6	24	3.27 x 3.54	3.0	10.7	201@6,000	197@4,300	21.8	10.5	6.0	4A	3.31	R	15	5
960 wagon	109.1	189.3	69.3	56.5	3,370	38.6	41.0	57.9	57.5	I-6	24	3.27 x 3.54	3.0	10.7	201@6,000	197@4,300	15.8	10.5	6.0	4A	3.31	R	15	5
OPTIONAL ENGINES: 740 Turbo, 940 Turbo										I-4	8	3.78 x 3.15	2.3	8.7	162@4,800	195@3,450								
YUGO* Cabrio convertible	84.6	139.0	60.7	55.2	1,947	37.0	39.0	51.8	52.0	I-4	8	3.40 x 2.18	1.3	9.1	67@5,500	74@3,750	12.0	7.0	4.5	5M	3.76	F	13	4
GV Plus 2-door hatchback	84.6	139.0	60.7	54.1	1,870	37.0	39.0	51.8	52.0	I-4	8	3.40 x 2.18	1.3	9.1	67@5,500	74@3,750	12.0	7.0	4.5	5M	3.76	F	13	4

*All Yugo specifications are for 1991 models.

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1992 model light-truck specifications

Make and Model	Dimensions and Capacities								Standard Engine				Optional Engines
	Wheelbase (in.)	Overall Length (in.)	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel Diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Horsepower	Transmission (standard)	Optional Engines
CHEVROLET Astro van (2wd, 4wd) *Height is 74.5 inches on cargo vans.	111.0	176.8	77.5	76.2*	5,000- 5,950	1,446-1,944	15	27.0	V-6	4.3	150	4A	4.3, V-6, 200 hp
Astro van (2wd, 4wd) *Height is 74.5 inches on cargo vans.	111.0	186.8	77.5	76.2*	5,600- 6,100	1,757-1,982	15	27.0	V-6	4.3	150	4A	4.3, V-6, 200 hp
Blazer 2-door sport-utility (4wd)	111.5	187.7	76.4	71.0	6,250	1,558	16	30.0	V-8	5.7	210	5M	
C/K 2-door pickup (2wd, 4wd) *Width varies by model. **Height is 73.8 inches on 4wd models.	117.5	194.0	77.1*	70.4**	5,600- 6,100	1,527-1,989	15	25.0	V-6	4.3	160	5M	5.0, V-8, 175 hp; 5.7, V-8, 210 hp; 6.2, Diesel V-8, 140 hp
C/K 2-door pickup (2wd, 4wd) *Height varies by model. **Wheels are 16-inch on some models.	131.5	212.6	76.8	70.4*	5,600- 8,600	1,336-4,368	15**	34.0	V-6	4.3	160	5M	5.0, V-8, 175 hp; 5.7, V-8, 210 hp; 6.2, Diesel V-8, 140 hp; 6.5, Diesel V-8, 190 hp
C/K 2-door pickup (2wd, 4wd) *Height varies by model. **Wheels are 16-inch on some models.	141.5	218.0	76.8	70.6*	5,600- 8,600	1,336-4,368	15**	34.0	V-6	4.3	160	5M	5.0, V-8, 175 hp; 5.7, V-8, 210 hp; 6.2, Diesel V-8, 140 hp
C/K 2-door pickup (2wd, 4wd) *Height varies by model. **Wheels are 16-inch on some models.	155.5	237.0	76.8	70.6*	5,600- 8,600	1,336-4,368	15**	34.0	V-6	4.3	160	5M	5.0, V-8, 175 hp; 5.7, V-8, 210 hp; 6.2, Diesel V-8, 140 hp; 7.4, V-8, 230 hp; 6.5, Diesel V-8, 190 hp
C/K Crew Cab 4-door pickup (2wd, 4wd) *Width is 94.2 on models with dual rear wheels. **Height is 70.8 on models with dual rear wheels.	168.5	250.4	76.8*	71.7**	9,000-10,000	3,548-4,482	16	34.0	V-8	5.7	190	5M	7.4, V-8, 230 hp
Lumina van (fwd)	109.8	194.2	73.9	65.7	5,126	—	15	20.0	V-6	3.1	120	3A	3.8, V-6, 165 hp
S10 Blazer 2-door sport-utility (2wd, 4wd) *Height is 64.3 inches on 4wd models.	100.5	170.3	65.4	64.1*	4,350- 4,700	1,169-1,215	15	20.0	V-6	4.3	160	5M	
S10 Blazer 4-door sport-utility (2wd, 4wd) *Height is 64.3 inches on 4wd models.	107.0	176.8	65.4	64.1*	4,850- 5,100	1,388-1,481	15	20.0	V-6	4.3	160	5M	
S10 2-door pickup (2wd)	108.3	178.2	64.7	63.1	4,200- 4,600	1,493-1,875	14	13.0	I-4	2.5	105	5M	2.8, V-6, 125 hp; 4.3, V-6, 160 hp
S10 2-door pickup (4wd)	108.3	178.2	64.7	63.4	4,650- 5,150	1,394-1,886	15	20.0	V-6	4.3	160	5M	
S10 2-door pickup (2wd)	117.9	194.2	64.7	63.1	4,200- 4,900	1,406-1,902	14	20.0	I-4	2.5	105	5M	2.8, V-6, 125 hp; 4.3, V-6, 160 hp
S10 2-door pickup (4wd)	117.9	194.2	64.7	63.4	4,650- 5,150	1,346-1,838	15	20.0	V-6	4.3	160	5M	
S10 2-door pickup (2wd)	122.9	192.8	64.7	61.3	4,200- 4,600	1,368-1,752	14	20.0	I-4	2.5	105	5M	2.8, V-6, 125hp; 4.3, V-6, 160 hp
S10 2-door pickup (4wd)	122.9	192.8	64.7	63.4	4,650- 5,150	1,267-1,760	15	20.0	V-6	4.3	160	5M	
G10 Sportvan, Chevy Van (2wd) *Width and height vary by model.	110.0	178.2	79.4*	79.5*	4,900- 6,000	1,040-2,120	15	22.0	V-6	4.3	150	4A	5.0, V-8, 170 hp
G10 Sportvan, Chevy Van (2wd) *Width varies by model. **Standard fuel tank is 22.0 gallons on Chevy Van.	125.0	202.2	79.5*	79.1	4,900- 6,000	907-1,987	15	33.0**	V-6	4.3	150	4A	5.0, V-8, 170 hp; 5.7, V-8, 195 hp
G20 Chevy Van (2wd)	110.0	178.2	79.5	80.9	6,600	2,713-	15	22.0	V-6	4.3	150	4A	
G20 Sportvan, Chevy Van (2wd) *Width and height vary by model. **Standard fuel tank is 22.0 gallons on Chevy Van.	125.0	202.2	79.5*	79.7*	6,600-6,850	2,060-2,582	15	33.0**	V-6	4.3	150	4A	5.0, V-8, 170 hp; 5.7, V-8, 195 hp; 6.2, Diesel V-8, 145 hp
G30 Sportvan, Chevy Van (2wd) *Width and height vary by model. **Standard fuel tank is 22.0 gallons on Chevy Van.	125.0	202.2	79.5*	81.8*	7,100- 8,600	2,303-4,028	16	33.0**	V-6	4.3	150	4A	5.7, V-8, 195 hp; 7.4, V-8, 230 hp; 6.2 Diesel V-8, 155 hp
G30 Sportvan, Chevy Van (2wd)	146.0	223.2	79.5	82.3	8,600	2,594-4,018	16	33.0	V-8	5.7	190	4A	7.4, V-8, 230 hp; 6.2 Diesel V-8, 155 hp
C/K 1500 Suburban 4-door sport-utility (2wd, 4wd) *Wheels are 16-inch on 4wd models.	131.5	218.9	76.4	68.8	6,800- 7,200	2,031-2,356	15*	42.0	V-8	5.7	210	4A	
C/K 2500 Suburban 4-door sport-utility (2wd, 4wd)	131.5	218.9	76.4	68.8	8,600	3,065-3,565	16	42.0	V-8	5.7	190	4A	7.4, V-8, 230 hp
CHRYSLER Town & Country van (fwd, 4wd) *Height is 65.9 inches on the 4wd model. **Fuel tank is 18.0 gallons on the 4wd model.	119.3	192.8	72.0	68.8*	—	—	15	20.0**	V-6	3.3	150	4A	
DAIHATSU Rocky sport-utility (2wd, 4wd)	85.6	148.2	68.5	67.7	3,439- 3,517	650	15	15.9	I-4	1.6	94	5M	
DODGE Caravan van (fwd, 4wd) *Height is 67.6 inches on the 4wd model. **Fuel tank is 18.0 gallons on the 4wd model.	112.3	178.1	72.0	66.0*	—	—	14	20.0**	I-4	2.5	100	5M	3.0, V-6, 142 hp; 3.3, V-6, 150 hp
Grand Caravan van (fwd, 4wd) *Height is 67.8 inches on the 4wd model. **Fuel tank is 18.0 gallons on the 4wd model.	119.3	192.8	72.0	56.7*	—	—	14	20.0**	V-6	3.3	150	4A	3.0, V-6, 142 hp
Caravan C/V van (fwd, 4wd) *Fuel tank is 18.0 gallons on the 4wd model.	112.3	178.1	72.0	66.9	4,220- 4,700	1,200-1,350	14	20.0*	I-4	2.5	100	5M	3.0, V-6, 142 hp
Caravan C/V van (fwd, 4wd) *Fuel tank is 18.0 gallons on the 4wd model.	119.3	192.8	72.0	67.3	4,860- 5,290	2,005	15	20.0*	V-6	3.3	150	4A	
Dakota 2-door pickup (2wd)	112.0	184.2	N.A.	64.2	4,250- 6,210	1,250-2,550	15	15.0	I-4	2.5	117	5M	3.9, V-6, 180 hp; 5.2, V-8, 230 hp
Dakota 2-door pickup (4wd)	112.0	184.2	N.A.	67.1	5,150- 6,000	1,450-2,000	15	15.0	V-6	3.9	180	5M	5.2, V-8, 230 hp
Dakota 2-door pickup (2wd)	124.0	202.7	N.A.	64.2	4,250- 6,210	1,250-2,550	15	15.0	I-4	2.5	117	5M	3.9, V-6, 180 hp; 5.2, V-8, 230 hp
Dakota 2-door pickup (4wd)	124.0	202.7	N.A.	67.1	5,150- 6,000	1,450-2,000	15	15.0	I-6	3.9	180	5M	5.2, V-8, 230 hp
Dakota Club Cab 2-door pickup (2wd)	131.0	203.2	N.A.	67.7	4,780- 5,790	1,450-2,000	15	22.0	I-4	2.5	117	5M	3.9, V-6, 180 hp; 5.2, V-8, 230 hp
Dakota Club Cab 2-door pickup (4wd)	131.0	203.2	N.A.	67.7	5,350- 5,890	1,450-1,800	15	22.0	V-6	3.9	180	5M	5.2, V-8, 230 hp
Ram Van/Wagon (rwd)	109.6	180.7	N.A.	N.A.	5,000- 6,010	1,175-2,320	15	22.0	V-6	3.9	180	5M	5.2, V-8, 230 hp; 5.9, V-8, 190 hp
Ram Van/Wagon (rwd)	127.6	198.7	N.A.	N.A.	5,000- 9,000	1,175-4,215	15	22.0	V-6	3.9	180	3A	5.2, V-8, 230 hp; 5.9, V-8, 190 hp
Ram Maxi Van/Wagon (rwd)	127.6	224.7	N.A.	N.A.	6,400- 9,000	2,415-4,450	16	22.0	V-8	5.2	230	4A	5.9, V-8, 190 hp
Ram 50 2-door pickup (2wd)	105.1	176.9	65.1	60.8	4,165	1,580-1,585	14	13.7	I-4	2.4	116	5M	
Power Ram 50 2-door pickup (4wd)	105.5	176.9	65.1	67.3	4,800- 4,890	1,705-1,815	15	15.8	I-4	2.4	116	5M	
Ram 50 2-door pickup (2wd)	116.1	193.5	65.1	60.6	4,255	1,565	14	18.2	I-4	2.4	116	5M	
Ramcharger 2-door sport-utility (2wd)	106.0	188.8	79.5	69.7	5,600	1,335	15	34.0	V-8	5.2	230	4A	5.9, V-8, 190 hp
Ramcharger 2-door sport-utility (4wd)	106.0	188.8	79.5	73.1	6,000- 6,400	1,365-1,740	15	34.0	V-8	5.2	230	5M	5.9, V-8, 190 hp
Ram 150/150S 2-door pickup (2wd, 4wd)	115.0	190.8	N.A.	69.1	5,500- 6,400	1,740-2,155	15	22.0	V-6	3.9	180	5M	5.2, V-8, 230 hp

This table has been compiled from information supplied by factories, distributors and other sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specs are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions and Capacities								Standard Engine				Optional Engines
	Wheelbase (in.)	Overall Length (in.)	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel Diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Horsepower	Transmission (standard)	Optional Engines
Ram 150/150S 2-door pickup (2wd, 4wd)	131.0	210.8	N.A.	69.1	5,500- 6,400	1,770-2,250	15	22.0	V-6	3.9	180	5M	5.2, V-8, 230 hp
Ram 250 2-door pickup (2wd, 4wd) *Height is 75.9 inches on 4wd models.	131.0	210.8	N.A.	73.0*	7,400- 8,510	3,005-4,305	16	22.0	V-6	3.9	180	5M	5.2, V-8, 230 hp; 5.9, V-8, 190 hp; 5.9, Diesel I-6, 160 hp
Ram 350 2-door pickup (2wd, 4wd) *Height is 75.9 inches on 4wd models.	131.0	210.8	N.A.	72.0*	8,700-10,100	3,855-5,480	16	22.0	V-8	5.9	190	5M	5.9, Diesel I-6, 160 hp
Ram 150 Club Cab 2-door pickup (2wd)	133.0	211.8	N.A.	69.3	6,000	1,880	15	30.0	V-8	5.2	230	5M	
Ram 150 Club Cab 2-door pickup (2wd, 4wd)	149.0	231.8	N.A.	69.3	6,000- 6,400	1,735-1,740	15	30.0	V-8	5.2	230	5M	
Ram 250 Club Cab 2-door pickup (2wd, 4wd)	149.0	231.8	N.A.	72.6	7,400- 8,510	2,775-4,070	16	30.0	V-8	5.2	230	5M	5.9, V-8, 190 hp; 5.9, Diesel I-6, 160 hp
Ram 350 Club Cab 2-door pickup (2wd, 4wd) *Height is 75.2 inches on 4wd models.	149.0	231.8	N.A.	72.6*	10,100	4,565	16	30.0	I-6	5.9	160	5M	
FORD Aerostar van/wagon (2wd, 4wd) *Height is 72.3 inches on wagon models.	118.9	174.9	71.7	72.9*	—	1,600-1,950	14	21.0	V-6	3.0	145	5M	4.0, V-6, 155 hp
Aerostar extended van/wagon (2wd, 4wd) *Height is 73.2 inches on wagon models.	118.9	190.3	72.0	74.0*	—	1,600-1,870	14	21.0	V-6	3.0	145	5M	4.0, V-6, 155 hp
Bronco 2-door sport-utility (4wd)	104.7	183.6	79.1	74.5	—	1,050-1,200	15	32.0	V-6	4.9	145	5M	5.0, V-8, 185 hp; 5.8. V-8, 200 hp
Econoline/Club Wagon van (2wd) *The base Club Wagon utilizes a 4-speed automatic transmission.	138.0	211.8	79.5	N.A.	—	1,025-4,395	15	35.0	I-6	4.9	145	3A*	5.0, V-8, 185 hp; 5.8, V-8, 200 hp; 7.3, Diesel V-8, 180 hp; 7.5, V-8, 230 hp
Econoline/Club Wagon van (2wd) *The base Club Wagon utilizes a 4-speed automatic transmission.	138.0	231.8	79.5	N.A.	—	2,320-4,395	16	35.0	I-6	4.9	145	3A*	5.0, V-8, 185 hp; 5.8, V-8, 200 hp; 7.3, Diesel V-8, 180 hp; 7.5, V-8, 230 hp
Explorer 2-door sport-utility (2wd, 4wd)	102.1	174.4	70.2	67.5	—	750	15	19.0	V-6	4.0	145	5M	4.0, V-6, 160 hp
Explorer 4-door sport-utility (2wd, 4wd)	111.9	184.3	70.2	67.3	—	900	15	19.0	V-6	4.0	145	5M	4.0, V-6, 160 hp
F-series 2-door pickup (2wd, 4wd)	116.8	197.1	79.0	N.A.	5,250- 6,100	1,310-2,100	15	18.2	I-6	4.9	145	5M	4.9, I-6, 150 hp; 5.0, V-8, 185 hp; 5.8, V-8, 200 hp
F-series 2-door pickup (2wd, 4wd)	133.0	213.3	79.0	N.A.	5,450-10,000	1,495-5,110	15	19.0	I-6	4.9	145	5M	4.9 I-6, 150 hp; 5.0, V-8, 185 hp; 5.8, V-8, 200 hp; 7.3, Diesel V-8, 180 hp; 7.5, V-8, 230 hp
F-series Super Cab 2-door pickup (2wd, 4wd)	138.8	219.1	79.0	N.A.	6,050- 6,250	1,730-1,830	15	19.0	I-6	4.9	145	5M	4.9, I-6, 150 hp; 5.0, V-8, 185 hp; 5.8, V-8, 200 hp
F-series Super Cab 2-door pickup (2wd, 4wd)	155.0	235.3	79.0	N.A.	6,250-10,000	1,670-4,615	16	19.0	I-6	4.9	145	5M	4.9, I-6, 150 hp; 5.0, V-8, 185 hp; 5.8, V-8, 200 hp; 7.3, Diesel V-8, 180 hp; 7.5, V-8, 230 hp
F-series Crew Cab 4-door pickup (2wd, 4wd)	168.4	248.7	79.0	N.A.	9,200-10,000	3,670-4,610	16	19.0	V-8	5.8	200	5M	7.3, Diesel V-8, 180 hp; 7.5, V-8, 230 hp
Ranger 2-door pickup (2wd, 4wd) *Wheels are 15-inch on 4wd models.	107.9	176.5	66.8	N.A.	4,100- 4,640	1,200-1,600	14*	16.3	I-4	2.3	100	5M	2.9, V-6, 140 hp; 3.0, V-6, 145 hp; 4.0, V-6, 145 hp
Ranger 2-door pickup (2wd, 4wd) *Wheels are 15-inch on 4wd models.	113.9	188.5	66.8	N.A.	4,180- 4,680	1,200-1,600	14*	16.3	I-4	2.3	100	5M	2.9, V-6, 140 hp; 3.0, V-6, 145 hp; 4.0, V-6, 145 hp
Ranger Super Cab 2-door pickup (2wd, 4wd) *Wheels are 15-inch on 4wd models.	125.0	193.0	66.8	N.A.	4,440- 4,840	1,260-1,300	14*	20.0	I-4	2.3	100	5M	2.9, V-6, 140 hp; 3.0, V-6, 145 hp; 4.0, V-6, 145 hp
GEO Tracker 2-door sport-utility (2wd, 4wd)	86.6	142.5	64.2	65.6	—	—	15	11.1	I-4	1.6	80	5M	
GMC Jimmy 2-door sport-utility (2wd, 4wd) *Height is 64.3 inches on the 4wd model.	100.5	170.3	65.4	64.1*	4,350- 4,700	1,169-1,215	15	20.0	V-6	4.3	160	5M	
Jimmy 4-door sport-utility (2wd, 4wd) *Height is 64.3 inches on 4wd models.	107.0	176.8	65.4	64.1*	1,388- 1,481	4,850-5,100	15	20.0	V-6	4.3	160	5M	
Safari van (2wd, 4wd) *Length is 186.8 inches on extended van models.	111.0	176.8*	77.0	76.4	5,700- 6,100	1,644-1,937	15	27.0	V-6	4.3	150	4A	
Sierra 2-door pickup (2wd, 4wd) *Width is 77.1 inches on Sportside models. **Height is 73.8 inches on 4wd models. ***Wheels are 16-inch on 4wd models.	117.5	194.1	76.8*	70.4**	5,600	1,459-1,899	15***	25.0	V-6	4.3	160	5M	5.0, V-8; 5.7, V-8; 6.2, Diesel V-8
Sierra 2-door pickup (2wd, 4wd) *Width is 77.1 inches on Sportside models. **Height varies by model.	131.5	212.6	76.8*	70.4**	5,600-10,000	1,304-5,360	15	34.0	V-6	4.3	160	5M	4.3, V-6, 155 hp; 5.0, V-8; 5.7, V-8; 6.2, Diesel V-8, 140 hp; 6.2, Diesel V-8, 150 hp; 7.4, V-8, 230 hp
Sierra 2-door pickup (2wd, 4wd) *Width is 77.1 inches on Sportside models. **Height varies by model.	141.5	218.0	76.8*	70.6**	6,200- 7,200	1,572-3,039	15	25.0	V-6	4.3	160	5M	6.2, Diesel V-8, 140 hp
Sierra 2-door pickup (2wd, 4wd) *Width is 77.1 inches on Sportside models. **Height varies by model. ***Wheels are 16-inch on 2500 and 3500 models.	155.5	237.0	76.8*	70.6**	6,200-10,000	1,431-4,757	15***	34.0	V-6	4.3	160	5M	5.0, V-8; 5.7, V-8, 190 hp; 6.2, Diesel V-8, 140 hp; 6.2, Diesel V-8, 155 hp; 7.4, V-8
Sierra Crew Cab 4-door pickup (2wd, 4wd)	168.5	255.4	76.8	71.7	9,000-10,000	3,347-4,452	16	34.0	V-8	5.7	190	5M	7.4, V-8, 230 hp
Sonoma 2-door pickup (2wd)	100.5	181.7	68.2	60.0	4,200	1,045	15	20.0	V-6	4.3	195	4A	
Sonoma 2-door pickup (2wd)	108.3	178.2	64.7	61.3	4,200	1,493-1,563	14	20.0	I-4	2.5	105	5M	4.3, V-6, 160 hp
Sonoma 2-door pickup (4wd)	108.3	178.2	64.7	63.4	4,650	1,394-1,421	15	20.0	V-6	4.3	160	5M	
Sonoma 2-door pickup (2wd)	117.9	194.2	64.7	61.3	4,200	1,406	14	20.0	I-4	2.5	105	5M	4.3, V-6, 160 hp
Sonoma 2-door pickup (4wd)	117.9	194.2	64.7	63.4	4,650	1,346	15	20.0	V-6	4.3	160	5M	
Sonoma 2-door pickup (2wd, 4wd) *Height is 63.4 inches on 4wd models. **Wheels are 15-inch on 4wd models.	122.9	192.8	64.7	61.3*	4,200- 4,650	1,267-1,368	14**	20.0	I-4	2.5	105	5M	2.8, V-6; 4.3, V-6, 160 hp
Suburban 4-door sport-utility (2wd, 4wd) *Height is 73.6 inches on 4wd models. **Wheels are 16-inch on 2500 models.	131.5	219.5	77.0	74.9*	6,800- 8,600	2,056-3,515	15**	42.0	V-8	5.7	210	4A	5.7, V-8, 190 hp
Syclone 2-door pickup (4wd)	108.3	180.5	68.2	60.0	4,350	500	16	20.0	V-6	4.3	280	4A	
Typhoon 2-door sport-utility (2wd, 4wd)	100.5	170.3	68.2	60.0	4,700	900	16	20.0	V-6	4.3	280	4A	
Vandura, Rally van (2wd)	110.0	178.2	79.5	79.1	5,600	1,451	15	22.0	V-6	4.3	150	4A	5.0, V-8
Vandura, Rally van (2wd) *Wheels are 16-inch on 3500 models.	125.0	202.2	79.5	79.1	5,600- 8,600	1,118-3,582	15*	22.0	V-6	4.3	150	4A	5.0, V-8; 5.7, V-8, 195 hp; 5.7, V-8, 155 hp; 5.7, V-8, 190 hp; 6.2, Diesel V-8, 155 hp; 6.2, Diesel V-8, 145 hp
Vandura, Rally van (2wd)	146.0	223.2	79.5	82.3	8,600	2,780-3,073	16	33.0	V-8	5.7	190	4A	6.2, Diesel V-8, 155 hp; 5.7, V-8, 190 hp; 6.2, V-8, 150 hp; 7.4, V-8
Yukon 2-door sport-utility (4wd)	111.5	188.0	77.1	75.0	6,250	1,574	16	30.0	V-8	5.7	210	5M	
ISUZU Amigo 2-door sport-utility (2wd)	91.7	164.2	70.1	65.2	3,750	685- 845	15	21.9	I-4	2.3	96	5M	2.6, I-4, 120 hp

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SPECIFICATIONS

Make and Model	Dimensions and Capacities								Standard Engine				Optional Engines
	Wheelbase (in.)	Overall Length (in.)	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel Diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu in.)	Horsepower	Transmission (standard)	Optional Engines
Amigo 2-door sport-utility (4wd)	91.7	168.1	70.1	65.7	4,200	880- 915	15	21.9	I-4	2.6	120	5M	
Standard pickup 2-door (2wd, 4wd) *Height is 66.2 inches on 4wd model. **Wheels are 15-inch on 4wd model.	105.6	177.3	66.6	62.3*	4,300- 4,700	1,330-1,600	14**	14.0	I-4	2.3	96	5M	2.6, I-4, 120 hp; 3.1, V-6, 120 hp
Long Bed pickup 2-door (2wd)	119.2	193.8	66.6	62.3	4,300- 5,400	1,490-2,445	14	19.8	I-4	2.3	96	5M	2.6, I-4, 120 hp
Spacecab pickup 2-door (2wd, 4wd) *Height is 66.6 inches on 4wd model. **Wheels are 15-inch on 4wd model.	119.2	193.8	66.6	62.6*	4,300- 4,700	1,275-1,485	14**	19.8	I-4	2.6	120	5M	
Rodeo 4-door sport-utility (2wd)	108.7	176.4	66.5	65.4	4,550	975-1,060	15	21.9	I-4	2.6	120	5M	3.1, V-6, 120 hp
Rodeo 4-door sport-utility (4wd)	108.7	176.4	66.5	66.5	4,800	980-1,075	15	21.9	V-6	3.1	120	5M	
Trooper 4-door sport-utility (4wd)	108.7	178.9	68.7	72.8	5,500	1,215-1,345	16	22.5	V-6	3.2	175	5M	3.2, V-6, 190 hp
JEEP Comanche 2-door pickup (2wd, 4wd) *Wheelbase is 112.9 inches on the 4wd model.	113.1*	179.3	71.7	63.6	4,650- 4,850	1,475	15	18.0	I-4	2.5	130	4M	4.0, I-6, 190 hp
Comanche 2-door pickup (2wd, 4wd) *Wheelbase is 119.4 inches on the 4wd model.	119.6*	194.0	71.7	64.7	4,650- 5,550	1,475-2,205	15	23.5	I-4	2.5	130	5M	4.0, I-6, 190 hp
Cherokee 2-door, 4-door sport-utility (2wd, 4wd)	101.4	168.8	70.5	63.3	—	1,150	15	20.0	I-4	2.5	130	5M	4.0, I-6, 190 hp
Wrangler 2-door sport-utility (4wd)	93.4	153.0	66.0	72.0	—	—	15	15.0	I-4	2.5	123	5M	4.0, I-6, 180 hp
MAZDA B2200 2-door pickup (2wd)	108.7	177.6	65.7	61.8	4,460	1,400	14	14.8	I-4	2.2	85	5M	
B2200 2-door pickup (2wd)	117.5	193.7	65.7	61.6	4,460	1,400	14	14.8	I-4	2.2	85	5M	
B2600i 2-door pickup (2wd)	108.7	177.6	65.7	61.8	4,460	1,400	14	14.8	I-4	2.6	121	5M	
B2600i 2-door pickup (2wd)	117.5	193.7	65.7	61.6	4,460	1,400	14	14.8	I-4	2.6	121	5M	
B2600i 2-door pickup (4wd)	109.3	177.6	67.1	66.1	5,000	1,400	15	14.8	I-4	2.6	121	5M	
B2600i 2-door pickup (4wd)	118.1	193.7	67.1	65.9	5,000	1,400	15	14.8	I-4	2.6	121	5M	
MPV van (2wd)	110.4	175.8	71.9	68.1	—	—	14	15.9	I-4	2.6	121	4A	3.0, V-6, 155 hp
MPV van (4wd)	110.4	175.8	72.3	70.6	—	—	15	19.8	V-6	3.0	155	4A	
Navajo 2-door sport-utility (4wd)	102.1	175.3	70.2	68.1	—	—	15	19.3	V-6	4.0	155	5M	
MITSUBISHI Mighty Max 2-door pickup (2wd)	105.1	177.2	65.2	58.3	4,180	1,600	14	13.7	I-4	2.4	116	5M	
Mighty Max 2-door pickup (2wd)	116.1	193.7	65.2	58.3	5,045	2,285	14	18.2	I-4	2.4	116	5M	
Mighty Max 2-door pickup (2wd)	116.1	188.2	65.2	59.6	5,531	2,765	14	18.2	I-4	2.4	116	5M	
Mighty Max 2-door pickup (4wd)	105.5	177.2	65.9	64.4	4,936	1,716	15	15.7	V-6	3.0	151	5M	
Montero 4-door sport-utility (4wd) *Length is 186.6 inches on Montero SR. **Width is 70.3 inches on SR. ***Height is 74.0 inches on SR.	107.3	185.2*	66.7**	73.4***	5,497- 5,592	1,367	15	24.3	V-6	3.0	151	5M	
NISSAN Pathfinder 4-door sport-utility (2wd, 4wd) *Height is 66.1 inches on the 4wd model.	104.3	171.9	66.5	65.7*	7,020- 7,390	3,500	15	21.1	V-6	3.0	153	5M	
Pickup 2-door (2wd, 4wd) *Width is 66.5 inches on 4wd models. **Height is 66.7 inches on 4wd models. ***Wheels are 15-inch on 4wd models.	104.3	174.6	65.0*	62.0**	4,140- 4,700	1,400	14***	15.9	I-4	2.4	134	5M	
Pickup 2-door (2wd, 4wd) *Width is 66.5 inches on 4wd models. **Height is 66.7 inches on 4wd models. ***Wheels are 15-inch on 4wd models.	116.1	190.0	65.0*	62.0**	4,235- 4,830	1,400	14***	15.9	I-4	2.4	134	5M	
Pickup 2-door (2wd)	116.1	190.0	65.0	62.0	5,070- 5,105	2,000	14	21.1	V-6	3.0	153	5M	
Pickup 2-door (2wd, 4wd) *Width is 66.5 inches on 4wd models. **Height is 67.1 inches on 4wd models. ***Wheels are 15-inch on 4wd models. ****Fuel tank is 21.1 gallons on 4wd models.	116.1	195.5	65.0*	62.4**	4,575- 5,160	1,400	14***	15.9****	V-6	3.0	153	5M	
OLDSMOBILE Bravada 4-door sport-utility (4wd)	107.0	178.9	65.2	65.5	5,100	1,046	15	20.0	V-6	4.3	160	4A	4.3, V-6, 200 hp
Silhouette van (fwd)	109.8	194.2	73.9	65.7	—	—	15	20.0	V-6	3.1	120	3A	3.8, V-6, 165 hp
PLYMOUTH Voyager van (fwd, 4wd) *Height is 67.6 inches on 4wd models. **Wheels are 15-inch on 4wd models. ***Fuel tank is 18.0 gallons on 4wd models.	112.3	178.1	72.0	66.0*	—	—	14**	20.0***	I-4	2.5	100	5M	3.0, V-6, 142 hp; 3.3, V-6, 150 hp
Grand Voyager van (fwd, 4wd) *Height is 67.8 inches on 4wd models. **Wheels are 15-inch on 4wd models. *****Fuel tank is 18.0 gallons on 4wd models.	119.3	192.8	72.0	66.7*	—	—	14**	20.0***	V-6	3.3	150	4A	3.0, V-6, 142 hp
PONTIAC Trans Sport van (fwd)	109.8	194.5	74.6	65.7	—	—	15	20.0	V-6	3.1	120	3A	3.8, V-6, 165 hp
RANGE ROVER sport-utility (4wd)	100.0	175.0	71.4	70.8	6,019	—	16	21.6	V-8	3.9	180	4A	
SUZUKI Samurai 2-door sport-utility (2wd, 4wd) *Height is 64.6 inches on 4wd models.	79.9	135.0	60.6	64.2*	2,870- 2,930	845	15	10.6	I-4	1.3	66	5M	
Sidekick 2-door sport-utility (2wd, 4wd) *Height is 65.5 inches on the 4wd model.	86.6	142.5	64.2	65.2*	3,090- 3,200	—	15	11.1	I-4	1.6	80	5M	
Sidekick 4-door sport-utility (2wd, 4wd)	97.6	158.7	64.4	66.5	3,530	—	15	14.5	I-4	1.6	95	5M	
TOYOTA 4Runner 2-door sport-utility (4wd)	103.3	176.0	66.5	66.1	—	—	15	17.2	V-6	3.0	150	5M	
4Runner 4-door sport-utility (2wd, 4wd) *The V-6 engine with a four-speed automatic transmission is standard on the 2wd model.	103.3	176.0	66.5	66.1	—	—	15	17.2	I-4*	2.4	116	5M	3.0, V-6, 150 hp
Land Cruiser sport-utility (4wd)	112.2	188.2	72.0	70.3	—	—	15	25.1	I-6	4.0	155	4A	
Standard 2-door pickup (2wd)	103.0	174.6	66.5	60.8	4,400- 4,550	1,640	14	13.7	I-4	2.4	116	5M	
Standard 2-door pickup (4wd)	103.0	174.4	66.5	67.1	4,735- 4,975	1,400	15	17.2	I-4	2.4	116	5M	3.0, V-6, 150 hp
Long Bed 2-door pickup (2wd)	112.2	186.0	66.5	60.6	4,550- 5,600	1,640-2,510	14	17.2	I-4	2.4	116	5M	3.0, V-6, 150 hp
Long Bed 2-door pickup (4wd)	112.2	185.8	66.5	67.1	5,350	1,400	15	19.3	I-4	2.4	116	5M	3.0, V-6, 150 hp
Xtracab 2-door pickup (2wd)	121.5	193.1	66.5	61.0	4,550- 5,350	1,640	14	17.2	I-4	2.4	116	5M	3.0, V-6, 150 hp
Xtracab 2-door pickup (4wd)	121.9	193.1	66.5	67.3	5,350	1,400	15	19.3	I-4	2.4	116	5M	3.0, V-6, 150 hp
Previa van (2wd, 4wd)	112.8	187.0	70.8	68.7	—	—	14	19.8	I-4	2.4	138	5M	
VOLKSWAGEN Eurovan (fwd)*	115.0	187.4	72.4	75.2	5,550- 6,550	1,750	15	21.1	I-5	2.5	109	5M	
Eurovan (fwd)* *Eurovan is a 1993 model.	130.7	202.4	72.4	75.2	5,550- 6,550	1,750	15	21.1	I-5	2.5	109	5M	

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1992 EPA mileage report

Car Line	Est. mpg City	Est. mpg Hwy	Displ. (liters)	Trans
Two Seaters				
Acura NSX	18	24	3.0	L4
Acura NSX	19	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Cadillac Allante	15	22	4.5	L4
Chevrolet Corvette	16	25	5.7	M6
Chevrolet Corvette	17	25	5.7	L4
Chevrolet Corvette	17	25	5.7	M6
Ferrari F40	12	17	2.9	M5
Ferrari Testarossa	11	16	4.9	M5
Ferrari 348GTB/GTS	13	18	3.4	M5
Geo Metro LSi convertible	32	38	1.0	A3
Geo Metro LSi convertible	41	46	1.0	M5
Jaguar XJS convertible	13	17	5.3	A3
Lamborghini DB13/Diablo	9	14	5.7	M5
Lotus Elan	24	31	1.6	M5
Lotus Espirit Turbo	17	27	2.2	M5
Mazda MX-5 Miata	23	28	1.6	L4
Mazda MX-5 Miata	24	30	1.6	M5
Mazda RX-7	17	24	1.3	L4
Mazda RX-7	16	25	1.3	M5
Mercedes-Benz 300SL	16	23	3.0	A5
Mercedes-Benz 300SL	16	23	3.0	M5
Mercedes-Benz 500SL	14	18	5.0	A4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	23	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Porsche 911 Carrera 4/2	17	25	3.6	M5
Porsche 911 Carrera 4/2	15	23	3.6	M5
Porsche 911 Carrera 4/2	16	23	3.6	S4
Toyota MR2	20	27	2.0	M5
Toyota MR2	22	29	2.2	L4
Toyota MR2	22	28	2.2	M5
Minicompact Cars				
Mercury Capri	23	27	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX	27	36	1.6	L4
Nissan NX	28	38	1.6	M5
Nissan NX	23	29	2.0	L4
Nissan NX	23	30	2.0	M5
Nissan 240SX	21	26	2.4	L4
Nissan 240SX	22	27	2.4	M5
Porsche 911 Carrera 4/2	17	25	3.6	M5
Porsche 911 Carrera 4/2	15	23	3.6	M5
Porsche 911 Carrera 4/2	16	23	3.6	S4
Porsche 911 Turbo	13	21	3.3	M5
Toyota Celica convertible	21	27	2.2	L4
Toyota Celica convertible	22	28	2.2	M5
Toyota Paseo	26	32	1.5	L4
Toyota Paseo	28	34	1.5	M5
Volkswagen Cabriolet	23	28	1.8	A3
Volkswagen Cabriolet	25	32	1.8	M5
Subcompact Cars				
Aston Martin Virage	11	15	5.3	L3
Aston Martin Virage	12	17	5.3	M5
Audi 80	18	25	2.3	L4
Audi 80	20	26	2.3	M5
Audi 80 Quattro	18	24	2.3	M5
BMW 318i convertible	20	26	1.8	M5
BMW 325i convertible	18	23	2.5	L4
BMW 325i convertible	17	24	2.5	M5
BMW 325i	18	25	2.5	L4
BMW 325i	18	26	2.5	M5
BMW 850i	12	18	5.0	L4
BMW 850i	12	19	5.0	M6
Chevrolet Camaro	18	27	3.1	L4
Chevrolet Camaro	17	27	3.1	M5
Chevrolet Camaro	17	26	5.0	L4
Chevrolet Camaro	16	25	5.0	L4
Chevrolet Camaro	17	26	5.0	M5
Chevrolet Camaro	16	26	5.0	M5
Chevrolet Camaro	17	25	5.7	L4
Chevrolet Cavalier	23	32	2.2	L3
Chevrolet Cavalier	25	36	2.2	M5
Chevrolet Cavalier	20	28	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron convertible	22	28	2.5	L3
Chrysler LeBaron convertible	18	24	2.5	L3
Chrysler LeBaron convertible	21	27	2.5	M5
Chrysler LeBaron convertible	20	26	3.0	L4
Chrysler LeBaron convertible	18	27	3.0	M5
Daihatsu Charade	38	42	1.0	M5
Daihatsu Charade	30	32	1.3	A3
Daihatsu Charade	35	38	1.3	M5
Dodge Colt	28	31	1.5	L3
Dodge Colt	31	36	1.5	M4
Dodge Colt	29	35	1.5	M5
Dodge Daytona	19	27	2.2	M5
Dodge Daytona	23	27	2.5	L3
Dodge Daytona	19	24	2.5	L3
Dodge Daytona	23	31	2.5	M5
Dodge Daytona	21	27	2.5	M5
Dodge Daytona	20	27	3.0	L4
Dodge Daytona	19	28	3.0	M5
Dodge Shadow convertible	23	27	2.5	L3
Dodge Shadow convertible	19	24	2.5	L3
Dodge Shadow convertible	23	31	2.5	M5
Dodge Shadow convertible	20	26	2.5	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	19	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Summit	28	31	1.5	L3
Eagle Summit	26	32	1.5	L4
Eagle Summit	31	36	1.5	M4
Eagle Summit	29	35	1.5	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ferrari Mondial T/Cabriolet	13	17	3.4	M5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	41	1.3	M5
Ford Mustang	21	28	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	18	25	5.0	L4
Ford Mustang	17	24	5.0	M5
Geo Metro	36	39	1.0	A3
Geo Metro	46	50	1.0	M5
Geo Metro LSi	36	39	1.0	A3
Geo Metro LSi	46	50	1.0	M5
Geo Metro XFi	53	58	1.0	M5
Geo Prizm	25	29	1.6	L3
Geo Prizm	23	30	1.6	L4
Geo Prizm	28	33	1.6	M5
Geo Prizm	25	31	1.6	M5
Geo Storm	24	31	1.6	A3
Geo Storm	30	36	1.6	M5
Geo Storm	22	30	1.8	L4
Geo Storm	23	31	1.8	M5
Honda Civic	30	37	1.5	L4
Honda Civic	35	40	1.5	M5
Honda Civic	40	47	1.5	M5
Honda Civic	42	48	1.5	M5
Honda Civic	27	34	1.6	L4
Honda Civic	29	38	1.6	M5
Honda Civic VX hatchback	44	51	1.5	M5
Honda Civic VX hatchback	48	55	1.5	M5
Hyundai Excel	27	32	1.5	L3
Hyundai Excel	30	38	1.5	M4
Hyundai Excel	28	32	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	25	32	1.5	L4
Hyundai Scoupe	26	34	1.5	M5
Infiniti M30	19	25	3.0	L4
Isuzu Impulse	22	28	1.6	M5
Isuzu Impulse	22	30	1.8	L4
Isuzu Impulse	23	31	1.8	M5
Jaguar XJS coupe	13	18	5.3	A3
Lexus SC300/SC400	18	22	3.0	L4
Lexus SC300/SC400	18	22	4.0	L4
Mazda MX-3	25	32	1.6	L4
Mazda MX-3	29	35	1.6	M5
Mazda MX-3	20	27	1.8	L4
Mazda MX-3	23	28	1.8	M5
Mercedes-Benz 190E 2.3	20	28	2.3	A4
Mercedes-Benz 190E 2.3	20	28	2.3	M5
Mercedes-Benz 190E 2.6	20	25	2.6	A4
Mercedes-Benz 190E 2.6	19	27	2.6	M5
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	28	31	1.5	L3
Mitsubishi Mirage	26	32	1.5	L4
Mitsubishi Mirage	31	36	1.5	M4
Mitsubishi Mirage	29	35	1.5	M5
Mitsubishi Mirage	22	28	1.6	L4
Mitsubishi Mirage	23	28	1.6	M5
Mitsubishi 3000GT	18	24	3.0	L4
Mitsubishi 3000GT	19	24	3.0	M5
Mitsubishi 3000GT	18	24	3.0	M5
Nissan Sentra	28	33	1.6	L3
Nissan Sentra	27	36	1.6	L4
Nissan Sentra	29	37	1.6	M4
Nissan Sentra	29	30	1.6	M5
Nissan Sentra	24	31	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Plymouth Colt	28	31	1.5	L3
Plymouth Colt	31	36	1.5	M4
Plymouth Colt	29	35	1.5	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Plymouth Laser	20	25	2.0	M5
Pontiac Firebird Trans Am	18	27	3.1	L4
Pontiac Firebird Trans Am	17	27	3.1	M5
Pontiac Firebird Trans Am	17	26	5.0	L4
Pontiac Firebird Trans Am	17	25	5.0	L4
Pontiac Firebird Trans Am	17	26	5.0	M5
Pontiac Firebird Trans Am	16	26	5.0	M5
Pontiac Firebird Trans Am	17	25	5.7	L4
Pontiac Sunbird	23	31	2.0	L3
Pontiac Sunbird	25	35	2.0	M5
Pontiac Sunbird	20	28	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Bentley Continental	10	14	6.8	L4
Rolls-Royce Corniche IV	10	14	6.8	L4
Saab 900 convertible	18	21	2.0	A3
Saab 900 convertible	20	26	2.0	M5
Saab 900 convertible	18	21	2.1	A3
Saab 900 convertible	20	28	2.1	M5
Saturn SC	23	32	1.9	L4
Saturn SC	24	33	1.9	M5
Subaru Justy	33	37	1.2	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy 4wd	31	31	1.2	AV
Subaru Justy 4wd	28	32	1.2	M5
Subaru SVX	17	25	3.3	L4
Suzuki Swift	36	39	1.0	A3
Suzuki Swift	46	50	1.0	M5
Suzuki Swift	29	34	1.3	A3
Suzuki Swift	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	24	31	1.6	L4
Toyota Celica	25	32	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	21	28	2.2	L4
Toyota Celica	22	29	2.2	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	28	35	1.6	L4
Toyota Corolla	28	33	1.6	M5
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	M6
Toyota Supra	17	23	3.0	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	32	37	1.5	M4
Toyota Tercel	29	36	1.5	M5
Volkswagen Corrado	19	27	1.8	L4
Volkswagen Corrado	20	28	1.8	M5
Volkswagen Fox	25	32	1.8	M4
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Acura Legend	19	24	3.2	L4
Acura Legend	18	26	3.2	M5
Acura Vigor	20	25	2.5	L4
Acura Vigor	20	26	2.5	M5
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	18	27	3.0	M5
Alfa Romeo 164	17	25	3.0	M5
BMW M5	12	23	3.5	M5
BMW 525i	17	25	2.5	L4
BMW 525i	17	25	2.5	M5
BMW 535i	16	22	3.4	L4
BMW 535i	15	23	3.4	M5
Buick Skylark	19	29	3.3	L3
Chevrolet Beretta	23	31	2.2	L3
Chevrolet Beretta	25	34	2.2	M5
Chevrolet Beretta	20	28	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chevrolet Corsica	23	31	2.2	L3
Chevrolet Corsica	25	34	2.2	M5
Chevrolet Corsica	20	28	3.1	L3
Chevrolet Corsica	19	28	3.1	M5
Chrysler LeBaron	23	27	2.5	L3
Chrysler LeBaron	20	25	2.5	L3
Chrysler LeBaron	21	27	2.5	M5
Chrysler LeBaron	21	26	3.0	L3
Chrysler LeBaron	20	27	3.0	L4
Chrysler LeBaron	20	28	3.0	M5
Dodge Shadow	24	28	2.2	L3
Dodge Shadow	26	32	2.2	M5
Dodge Shadow	23	27	2.5	L3
Dodge Shadow	20	25	2.5	L3
Dodge Shadow	23	31	2.5	M5
Dodge Shadow	20	26	2.5	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Ford Escort	32	40	1.9	M5
Ford Probe	21	28	2.2	L4
Ford Probe	19	25	2.2	L4
Ford Probe	24	31	2.2	M5
Ford Probe	21	27	2.2	M5
Ford Probe	18	24	3.0	L4
Ford Probe	19	26	3.0	M5
Ford Tempo	21	26	2.3	A3
Ford Tempo	23	33	2.3	M5
Ford Tempo	20	24	3.0	A3
Ford Tempo	21	28	3.0	M5
Honda Accord	22	29	2.2	L4
Honda Accord	24	30	2.2	M5
Hyundai Elantra	22	20	1.6	L4
Hyundai Elantra	22	29	1.6	M5
Mitsubishi Precis	28	32	1.5	L4
Mitsubishi Precis	29	33	1.5	M4
Mitsubishi Precis	29	36	1.5	M5
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	28	33	1.6	A3
Isuzu Stylus	31	37	1.6	M5
Isuzu Stylus	23	31	1.8	M5
Jaguar XJ6	17	22	4.0	L4
Lexus ES300	17	24	3.0	L4
Lexus ES300	19	26	3.0	M5
Mercury Topaz	21	26	2.3	A3
Mercury Topaz	23	33	2.3	M5
Mercury Topaz	20	24	3.0	A3
Mercury Topaz	21	28	3.0	M5
Mercury Tracer	23	30	1.8	L4
Mercury Tracer	26	31	1.8	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Mazda Protege	24	29	1.8	L4
Mazda Protege	24	31	1.8	L4
Mazda Protege	25	30	1.8	M5
Mazda Protege	28	36	1.8	M5
Mazda 323	26	30	1.6	L4
Mazda 323	29	37	1.6	M5
Mercedes-Benz 300D 2.5 Turbo	26	31	2.5	A4
Mercedes-Benz 300E	18	23	3.0	A4
Mercedes-Benz 300E 2.6	20	25	2.6	A4
Mercedes-Benz 300E-4MATIC	17	20	3.0	A4
Mitsubishi Diamante	18	25	3.0	L4
Mitsubishi Diamante	18	24	3.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	19	25	2.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	20	26	2.0	M5
Mitsubishi Galant	20	26	2.0	M5
Mitsubishi Galant	19	25	2.0	M5
Mitsubishi Galant	23	30	2.0	M5
Nissan Stanza	21	27	2.4	L4
Nissan Stanza	22	29	2.4	M5
Oldsmobile Achieva	22	29	2.3	L3
Oldsmobile Achieva	19	29	3.3	L3
Plymouth Sundance	24	28	2.2	L3
Plymouth Sundance	26	32	2.2	M5
Plymouth Sundance	23	27	2.5	L3
Plymouth Sundance	20	25	2.5	L3
Plymouth Sundance	23	31	2.5	M5
Plymouth Sundance	20	26	2.5	M5
Pontiac Grand Am	22	29	2.3	L3
Pontiac Grand Am	19	29	3.3	L3
Pontiac LeMans	26	32	1.6	L3
Pontiac LeMans	28	37	1.6	M4
Pontiac LeMans	31	41	1.6	M5
Saab 900	19	23	2.0	A3
Saab 900	21	28	2.0	M5
Saab 900	19	23	2.1	A3
Saab 900	20	27	2.1	M5
Saturn SL	26	35	1.9	L4
Saturn SL	23	32	1.9	L4
Saturn SL	28	38	1.9	M5
Saturn SL	24	33	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4wd	21	26	2.2	L4
Subaru Legacy 4wd	21	28	2.2	M5
Subaru Legacy 4wd Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	22	29	2.2	M5
Toyota Camry	18	25	3.0	L4
Toyota Camry	19	26	3.0	M5
Toyota Cressida	19	24	3.0	L4
Volkswagen Golf GTI	23	28	1.8	A3
Volkswagen Golf GTI	25	32	1.8	M5
Volkswagen GTI 16V	21	28	2.0	M5
Volkswagen Jetta	37	40	1.6	M5
Volkswagen Jetta	22	28	1.8	A3
Volkswagen Jetta	25	32	1.8	M5
Volkswagen Jetta GLI 16V	21	28	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Sized Cars				
Audi 100	17	25	2.8	L4
Audi 100	19	26	2.8	M5
Bentley Eight/Mulsanne S	10	14	6.8	L4
BMW 735i	15	21	3.4	L4
BMW 750i	12	18	5.0	L4
Buick Century	22	31	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Buick Regal	19	27	3.1	L3
Buick Regal	19	29	3.1	L4
Buick Regal	18	28	3.8	L4
Buick Riviera	18	27	3.8	L4
Cadillac Seville	16	25	4.9	L4
Cadillac Eldorado	16	25	4.9	L4
Chevrolet Lumina	21	28	2.5	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	29	3.1	L4
Chevrolet Lumina	17	26	3.4	L4
Chevrolet Lumina	17	27	3.4	M5
Chrysler New Yorker	19	25	3.3	L4
Dodge Dynasty	22	28	2.5	L3
Dodge Dynasty	20	27	3.0	L4
Dodge Dynasty	19	25	3.3	L4
Dodge Spirit	19	26	2.2	M5
Dodge Spirit	23	27	2.5	L3
Dodge Spirit	19	24	2.5	L3
Dodge Spirit	23	31	2.5	M5
Dodge Spirit	21	27	2.5	M5
Dodge Spirit	21	25	3.0	L3
Dodge Spirit	20	27	3.0	L4
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Taurus	18	28	3.8	L4
Ford Thunderbird	20	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	17	24	5.0	L4
Hyundai Sonata	20	27	2.0	L4
Hyundai Sonata	20	27	2.0	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	16	22	4.5	L4
Infiniti Q45a	14	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Mercury Cougar	20	27	3.8	L4
Mercury Cougar	17	24	5.0	L4
Lincoln Mark VII	17	24	5.0	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mazda 626/MX-6	22	28	2.2	L4
Mazda 626/MX-6	19	25	2.2	L4
Mazda 626/MX-6	24	31	2.2	M5
Mazda 626/MX-6	21	28	2.2	M5
Mazda 929	19	24	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	19	25	3.0	L4
Nissan Maxima	21	26	3.0	M5
Oldsmobile Cutlass Ciera	22	31	2.5	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	19	30	3.3	L4
Oldsmobile Cutlass Supreme	19	27	3.1	L3
Oldsmobile Cutlass Supreme	19	29	3.1	L4
Oldsmobile Cutlass Supreme	17	26	3.4	L4
Oldsmobile Cutlass Supreme	17	27	3.4	M5
Oldsmobile Toronado	18	27	3.8	L4
Plymouth Acclaim	23	27	2.5	L3
Plymouth Acclaim	23	31	2.5	M5
Plymouth Acclaim	21	26	3.0	L3
Plymouth Acclaim	20	28	3.0	L4
Pontiac Grand Prix	19	27	3.1	L3
Pontiac Grand Prix	19	29	3.1	L4
Pontiac Grand Prix	17	26	3.4	L4
Pontiac Grand Prix	17	27	3.4	M5
Rolls-Royce Bentley Turbo R	11	16	6.8	L4
Rolls-Royce Silver Spirit II	10	14	6.8	L4
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 940	20	28	2.3	L4
Volvo 960	18	26	2.9	L4
Large Cars				
Buick LeSabre	18	28	3.8	L4
Buick Park Avenue	18	27	3.8	L4
Buick Park Avenue	17	27	3.8	L4
Buick Roadmaster	16	25	5.7	L4
Cadillac Brougham	17	25	5.0	L4
Cadillac Brougham	16	25	5.7	L4
Cadillac Fleetwood DeVille	16	25	4.9	L4
Chevrolet Caprice	18	26	4.3	L4
Chevrolet Caprice	17	26	5.0	L4
Chrysler Imperial	19	25	3.3	L4
Chrysler Imperial	18	25	3.8	L4
Dodge Monaco	18	26	3.0	L4
Eagle Premier	18	26	3.0	L4
Ford Crown Victoria	18	25	4.6	L4
Lincoln Continental	17	25	3.8	L4
Lincoln Town Car	17	23	4.6	L4

1992 EPA mileage report

Car Line	Est. mpg City	Est. mpg Hwy	Displ. (liters)	Trans
Mercury Grand Marquis	18	25	4.6	L4
Oldsmobile Eighty Eight	18	28	3.8	L4
Oldsmobile Ninety Eight	18	27	3.8	L4
Oldsmobile Ninety Eight	17	27	3.8	L4
Pontiac Bonneville	18	28	3.8	L4
Pontiac Bonneville	16	25	3.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	17	24	2.3	L4
Saab 9000	20	26	2.3	M5
Saab 9000	19	26	2.3	M5
Small Station Wagons				
Chevrolet Cavalier	23	31	2.2	L3
Chevrolet Cavalier	20	28	3.1	L3
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Honda Accord	21	26	2.2	L4
Honda Accord	22	27	2.2	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4WD	21	26	2.2	L4
Subaru Legacy 4WD	21	26	2.2	M5
Subaru Legacy 4WD Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	30	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	18	25	3.0	L4
Toyota Corolla All-Trac	23	29	1.6	L4
Toyota Corolla All-Trac	22	27	1.6	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	28	33	1.6	M5
Mid-Size Station Wagons				
Buick Century	21	28	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Eagle Summit	23	28	1.8	L4
Eagle Summit	21	25	1.8	L4
Eagle Summit	23	29	1.8	M5
Eagle Summit	22	26	1.8	M5
Eagle Summit	20	25	2.4	L4
Eagle Summit	19	23	2.4	L4
Eagle Summit	21	27	2.4	M5
Eagle Summit	19	24	2.4	M5
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	28	3.8	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mercedes-Benz 300TE	17	21	3.0	A4
Mercedes-Benz 300TE-4MATIC	16	20	3.0	A4
Mitsubishi Expo	20	25	2.4	L4
Mitsubishi Expo	19	23	2.4	L4
Mitsubishi Expo	21	27	2.4	M5
Mitsubishi Expo	19	24	2.4	M5
Mitsubishi Expo LRV	23	28	1.8	L4
Mitsubishi Expo LRV	21	25	1.8	L4
Mitsubishi Expo LRV	23	29	1.8	M5
Mitsubishi Expo LRV	22	26	1.8	M5
Oldsmobile Cutlass Cruiser	21	28	2.5	L3
Oldsmobile Cutlass Cruiser	19	26	3.3	L3
Oldsmobile Cutlass Cruiser	19	30	3.3	L4
Plymouth Colt Vista	23	28	1.8	L4
Plymouth Colt Vista	21	25	1.8	L4
Plymouth Colt Vista	23	29	1.8	M5
Plymouth Colt Vista	22	26	1.8	M5
Plymouth Colt Vista	20	25	2.4	L4
Plymouth Colt Vista	19	23	2.4	L4
Plymouth Colt Vista	21	27	2.4	M5
Plymouth Colt Vista	19	24	2.4	M5
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 240	20	25	2.3	A4
Volvu 240	22	28	2.3	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 960	18	26	2.9	L4
Large Station Wagons				
Buick Roadmaster	17	25	5.0	L4
Buick Roadmaster	16	25	5.7	L4
Chevrolet Caprice	17	25	5.0	L4
Chevrolet Caprice	16	25	5.7	L4
Oldsmobile Custom Cruiser	17	25	5.0	L4
Oldsmobile Custom Cruiser	16	25	5.7	L4
Small Pickup Trucks/2wd				
Chevrolet S10	20	26	2.5	L4
Chevrolet S10	23	27	2.5	M5
Chevrolet S10	17	22	4.3	L4
Chevrolet S10	17	22	4.3	M5
Dodge Ram 50	19	23	2.4	L4
Dodge Ram 50	19	24	2.4	M5
Ford Ranger	20	23	2.3	L4
Ford Ranger	23	28	2.3	M5
Ford Ranger	18	24	3.0	L4
Ford Ranger	20	25	3.0	M5
Ford Ranger	17	21	4.0	L4
Ford Ranger	18	23	4.0	M5
GMC Sonoma	20	26	2.5	L4
GMC Sonoma	23	27	2.5	M5
GMC Sonoma	17	22	4.3	L4
GMC Sonoma	17	22	4.3	M5
Isuzu	22	24	2.3	M5
Isuzu	19	23	2.6	L4
Isuzu	19	24	2.6	M5
Mitsubishi	19	23	2.4	L4
Mitsubishi	19	24	2.4	M5
Nissan	21	26	2.4	L4
Nissan	23	27	2.4	M5
Nissan	18	24	3.0	L4
Nissan	19	23	3.0	M5
Small Pickup Trucks/4wd				
Ford Ranger	21	26	2.3	M5
Ford Ranger	17	21	2.9	L4
Ford Ranger	18	23	2.9	M5
Ford Ranger	16	20	4.0	L4
Ford Ranger	18	22	4.0	M5
GMC Syclone	15	19	4.3	L4
Standard Pickup Trucks/2wd				
Chevrolet C1500	17	22	4.3	L4
Chevrolet C1500	17	23	4.3	M5
Chevrolet C1500	16	21	4.3	M5C
Chevrolet C1500	15	19	5.0	L4
Chevrolet C1500	15	20	5.0	M5
Chevrolet C1500	14	18	5.7	L4
Chevrolet C1500	13	17	5.7	M4
Chevrolet C1500	14	20	5.7	M5
Chevrolet C1500	10	12	7.4	L4
Chevrolet C2500	16	21	4.3	L4
Chevrolet C2500	17	22	4.3	M5
Chevrolet C2500	16	21	4.3	M5C
Chevrolet C2500	14	18	5.0	L4
Chevrolet C2500	14	20	5.0	M5
Chevrolet C2500	14	19	5.7	L4
Chevrolet C2500	13	17	5.7	M4
Chevrolet C2500	13	19	5.7	M5
Dodge Dakota	21	26	2.5	M5
Dodge Dakota	15	20	3.9	L4
Dodge Dakota	16	22	3.9	M5
Dodge Dakota	14	19	5.2	L4
Dodge D100/D150	15	17	3.9	L3
Dodge D100/D150	15	20	3.9	L4
Dodge D100/D150	15	19	3.9	M5C
Dodge D100/D150	13	17	5.2	L4
Dodge D100/D150	13	17	5.2	M5C
Dodge D100/D150	11	13	5.9	A4
Dodge D100/D150	11	14	5.9	M5C
Dodge D250	15	17	3.9	L3
Dodge D250	14	18	3.9	M5C
Dodge D250	13	16	5.2	L4
Dodge D250	13	17	5.2	M5C
Dodge D250	11	13	5.9	A4
Dodge D250	11	14	5.9	M5C
Ford F-150	15	19	4.9	L4
Ford F-150	16	17	4.9	M4C
Ford F-150	15	19	4.9	M5
Ford F-150	14	18	5.0	L4
Ford F-150	14	16	5.0	M4C
Ford F-150	14	18	5.0	M5
Ford F-150	12	16	5.8	L4
Ford F-250	15	19	4.9	L4
Ford F-250	16	17	4.9	M4C
Ford F-250	15	19	4.9	M5
Ford F-250	13	17	5.0	L4
Ford F-250	14	16	5.0	M4C
Ford F-250	14	18	5.0	M5
Ford F-250	12	16	5.8	L4
GMC C1500 Sierra	17	22	4.3	L4
GMC C1500 Sierra	17	23	4.3	M5
GMC C1500 Sierra	16	21	4.3	M5C
GMC C1500 Sierra	15	19	5.0	L4
GMC C1500 Sierra	15	20	5.0	M5
GMC C1500 Sierra	14	18	5.7	L4
GMC C1500 Sierra	13	17	5.7	M4
GMC C1500 Sierra	14	20	5.7	M5
GMC C2500 Sierra	16	21	4.3	L4
GMC C2500 Sierra	17	22	4.3	M5
GMC C2500 Sierra	16	21	4.3	M5C
GMC C2500 Sierra	14	18	5.0	L4
GMC C2500 Sierra	14	20	5.0	M5
GMC C2500 Sierra	14	19	5.7	L4
GMC C2500 Sierra	13	17	5.7	M4
GMC C2500 Sierra	13	19	5.7	M5
Isuzu 1-ton	17	21	2.6	M5
Jeep Comanche	21	23	2.5	M4
Jeep Comanche	19	24	2.5	M5
Jeep Comanche	15	21	4.0	L4
Jeep Comanche	18	22	4.0	M5
Mazda B2200/B2600i	20	25	2.2	L4
Mazda B2200/B2600i	21	26	2.2	M5
Mazda B2200/B2600i	21	26	2.2	L4
Mazda B2200/B2600i	24	26	2.2	M5
Mazda B2200/B2600i	19	24	2.6	L4
Mazda B2200/B2600i	19	23	2.6	M5
Toyota	22	23	2.4	A4
Toyota	22	26	2.4	M5
Toyota	18	23	3.0	L4
Toyota	18	23	3.0	M5
Toyota 1-ton	18	23	3.0	L4
Toyota 1-ton	18	23	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500	15	20	4.3	L4
Chevrolet K1500	15	19	4.3	M5
Chevrolet K1500	16	20	4.3	M5C
Chevrolet K1500	14	18	5.0	L4
Chevrolet K1500	13	17	5.0	M5
Chevrolet K1500	13	17	5.7	L4
Chevrolet K1500	12	15	5.7	M4
Chevrolet K1500	13	17	5.7	M5
Chevrolet K1500	18	22	6.2	M5C
Chevrolet K2500	15	20	4.3	L4
Chevrolet K2500	15	19	4.3	M5
Chevrolet K2500	15	19	4.3	M5C
Chevrolet K2500	14	18	5.0	L4
Chevrolet K2500	13	17	5.0	M5
Chevrolet K2500	13	17	5.7	L4
Chevrolet K2500	12	15	5.7	M4
Chevrolet K2500	13	16	5.7	M5
Chevrolet K2500	19	23	6.2	M5C
Chevrolet S10	16	21	4.3	L4
Chevrolet S10	16	20	4.3	M5
Dodge Dakota	15	19	3.9	L4
Dodge Dakota	15	20	3.9	M5
Dodge Dakota	13	17	5.2	L4
Dodge Power Ram 50	18	20	2.4	L4
Dodge Power Ram 50	19	22	2.4	M5
Dodge Power Ram 50	17	20	3.0	L4
Dodge Power Ram 50	17	22	3.0	M5
Dodge W100/W150	14	19	3.9	L4
Dodge W100/W150	13	17	3.9	M5C
Dodge W100/W150	11	12	5.2	A4
Dodge W100/W150	13	17	5.2	L4
Dodge W100/W150	13	16	5.2	M5C
Dodge W100/W150	11	13	5.9	A4
Dodge W100/W150	9	13	5.9	M5C
Dodge W250	11	12	5.2	A4
Dodge W250	12	16	5.2	L4
Dodge W250	13	16	5.2	M5C
Dodge W250	11	13	5.9	A4
Dodge W250	9	13	5.9	M5C
Ford F-150	14	18	4.9	L4
Ford F-150	15	16	4.9	M4C
Ford F-150	15	18	4.9	M5
Ford F-150	14	17	5.0	L4
Ford F-150	13	17	5.0	L4
Ford F-150	14	15	5.0	M4C
Ford F-150	14	16	5.0	M5
Ford F-150	12	16	5.8	L4
GMC K1500 Sierra	15	20	4.3	L4
GMC K1500 Sierra	15	19	4.3	M5
GMC K1500 Sierra	16	20	4.3	M5C
GMC K1500 Sierra	14	18	5.0	L4
GMC K1500 Sierra	13	17	5.0	M5
GMC K1500 Sierra	13	17	5.7	L4
GMC K1500 Sierra	12	15	5.7	M4
GMC K1500 Sierra	13	17	5.7	M5
GMC K1500 Sierra	18	22	6.2	M5C
GMC K2500 Sierra	15	20	4.3	L4
GMC K2500 Sierra	15	19	4.3	M5
GMC K2500 Sierra	15	19	4.3	M5C
GMC K2500 Sierra	14	18	5.0	L4
GMC K2500 Sierra	13	17	5.0	M5
GMC K2500 Sierra	13	17	5.7	L4
GMC K2500 Sierra	12	15	5.7	M4
GMC K2500 Sierra	13	16	5.7	M5
GMC K2500 Sierra	19	23	6.2	M5C
GMC Sonoma	16	21	4.3	L4
GMC Sonoma	16	20	4.3	M5
Isuzu	16	20	2.6	M5
Isuzu	15	19	3.1	M5
Jeep Comanche	20	22	2.5	M4
Jeep Comanche	19	23	2.5	M5
Jeep Comanche	15	19	4.0	L4
Jeep Comanche	17	21	4.0	M5
Mazda B2600i	17	20	2.6	L4
Mazda B2600i	18	20	2.6	M5
Mitsubishi	18	20	2.4	L4
Mitsubishi	19	22	2.4	M5
Mitsubishi	17	22	3.0	M5
Nissan	19	22	2.4	M5
Nissan	16	19	3.0	L4
Nissan	15	19	3.0	M5
Toyota	18	20	2.4	L4
Toyota	19	22	2.4	M5
Toyota	13	17	3.0	L4
Toyota	15	18	3.0	M5
Cargo Vans				
Chevrolet Astro awd	16	21	4.3	L4
Chevrolet Astro	17	22	4.3	L4
Chevrolet G10/20	16	21	4.3	L4
Chevrolet G10/20	14	18	5.0	L4
Chevrolet G10/20	14	18	5.7	L4
Chevrolet G30	16	21	4.3	L4
Chevrolet G30	14	18	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	19	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	13	16	5.2	L4
Dodge B150/B250	11	13	5.9	A4
Dodge B350	15	17	3.9	L3
Dodge B350	13	16	5.2	L4
Dodge B350	11	13	5.9	A4
Ford Aerostar	18	23	3.0	L4
Ford Aerostar	20	25	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	16	20	4.0	L4
Ford E-150 Econoline	14	16	4.9	A3
Ford E-150 Econoline	15	19	4.9	L4
Ford E-150 Econoline	14	17	5.0	L4
Ford E-150 Econoline	12	16	5.8	L4
Ford E-250 Econoline	14	15	4.9	A3
Ford E-250 Econoline	14	18	4.9	L4
Ford E-250 Econoline	11	14	5.8	L4
GMC G15/25 Vandura	16	21	4.3	L4
GMC G15/25 Vandura	14	18	5.0	L4
GMC G15/25 Vandura	14	18	5.7	L4
GMC G35 Vandura	16	21	4.3	L4
GMC G35 Vandura	14	18	5.7	L4
GMC Safari awd	16	21	4.3	L4
GMC Safari	17	22	4.3	L4
Nissan Pathfinder	15	19	3.0	M5
Passenger Vans				
Chevrolet Astro awd	15	20	4.3	L4
Chevrolet Astro	16	21	4.3	L4
Chevrolet G10/20 Sportvan	15	19	4.3	L4
Chevrolet G10/20 Sportvan	13	17	5.0	L4
Chevrolet G10/20 Sportvan	13	17	5.7	L4
Chevrolet G30 Sportvan	13	17	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	18	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	12	16	5.2	L4
Dodge B150/B250	11	14	5.9	A4
Dodge B350	11	15	5.2	L4
Dodge B350	10	12	5.9	A4
Ford Aerostar	17	22	3.0	L4
Ford Aerostar	17	23	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	15	19	4.0	L4
Ford E-150 Club Wagon	14	17	4.9	L4
Ford E-150 Club Wagon	13	17	5.0	L4
Ford E-150 Club Wagon	11	15	5.8	L4
GMC G15/25 Rally	15	19	4.3	L4
GMC G15/25 Rally	13	17	5.0	L4
GMC G15/25 Rally	13	17	5.7	L4
GMC G35 Rally	13	17	5.7	L4
GMC Safari awd	15	20	4.3	L4
GMC Safari	16	21	4.3	L4
Toyota Previa	17	22	2.4	L4
Toyota Previa	18	22	2.4	M5
Toyota Previa All-Trac	17	20	2.4	L4
Toyota Previa All-Trac	17	20	2.4	M5
Special Purpose Vehicles/2wd				
Chevrolet APV	18	23	3.1	L3
Chevrolet APV	17	24	3.8	L4
Chevrolet C1500 Suburban	13	17	5.7	L4
Chevrolet S-10 Blazer	17	22	4.3	L4
Chevrolet S-10 Blazer	17	22	4.3	M5
Chrysler Town & Country	17	23	3.3	L4
Dodge Caravan C/V	21	24	2.5	L3
Dodge Caravan C/V	20	28	2.5	M5
Dodge Caravan C/V	19	24	3.0	L3
Dodge Caravan C/V	17	23	3.3	L4
Dodge Caravan	21	24	2.5	L3
Dodge Caravan	20	28	2.5	M5
Dodge Caravan	19	23	3.0	L3
Dodge Caravan	18	24	3.0	L4
Dodge Caravan	17	23	3.3	L4
Dodge Ramcharger	13	16	5.2	L4
Dodge Ramcharger	11	14	5.9	A4
Ford Explorer	16	21	4.0	L4
Ford Explorer	17	22	4.0	M5
Geo Tracker convertible	23	24	1.6	L3
Geo Tracker convertible	25	27	1.6	M5
GMC C1500 Suburban	13	17	5.7	L4
GMC Jimmy	17	22	4.3	L4
GMC Jimmy	17	22	4.3	M5
Isuzu Amigo	19	21	2.3	M5
Isuzu Amigo	16	20	2.6	L4
Isuzu Amigo	17	20	2.6	M5
Isuzu Rodeo	18	22	2.6	M5
Isuzu Rodeo	15	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Jeep Cherokee	19	24	2.5	M5
Jeep Cherokee	15	21	4.0	L4
Jeep Cherokee	18	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	17	22	3.0	L4
Mazda Navajo	16	21	4.0	L4
Mazda Navajo	17	22	4.0	M5
Nissan Pathfinder	17	20	3.0	L4
Nissan Pathfinder	15	19	3.0	M5
Oldsmobile Silhouette	18	23	3.1	L3
Oldsmobile Silhouette	17	24	3.8	L4
Plymouth Voyager	21	24	2.5	L3
Plymouth Voyager	20	28	2.5	M5
Plymouth Voyager	19	23	3.0	L3
Plymouth Voyager	18	24	3.0	L4
Plymouth Voyager	17	23	3.3	L4
Pontiac Trans Sport	18	23	3.1	L3
Pontiac Trans Sport	17	24	3.8	L4
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick hardtop	24	26	1.6	M5
Suzuki Sidekick	25	27	1.6	M5
Toyota 4Runner	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet K1500 Blazer	13	17	5.7	L4
Chevrolet K1500 Blazer	13	17	5.7	M5
Chevrolet K1500 Suburban	12	16	5.7	L4
Chevrolet S10 Blazer	16	21	4.3	L4
Chevrolet S10 Blazer	16	20	4.3	M5
Chrysler Town & Country	15	20	3.3	L4
Daihatsu Rocky	23	23	1.6	M5
Dodge Caravan C/V	16	20	3.3	L4
Dodge Caravan	15	20	3.3	L4
Dodge Ramcharger	11	12	5.2	A4
Dodge Ramcharger	12	16	5.2	L4
Dodge Ramcharger	12	15	5.2	M5C
Dodge Ramcharger	11	13	5.9	A4
Dodge Ramcharger	9	13	5.9	M5C
Ford Bronco	14	18	4.9	L4
Ford Bronco	14	17	4.9	M5
Ford Bronco	13	17	5.0	L4
Ford Bronco	13	16	5.0	M5
Ford Bronco	12	16	5.8	L4
Ford Explorer	15	19	4.0	L4
Ford Explorer	17	21	4.0	M5
Geo Tracker convertible	23	24	1.6	L3
Geo Tracker convertible	25	27	1.6	M5
Geo Tracker	23	24	1.6	L3
Geo Tracker	25	27	1.6	M5
GMC Jimmy	16	21	4.3	L4
GMC Jimmy	16	20	4.3	M5
GMC K1500 Suburban	12	16	5.7	L4
GMC K1500 Yukon	13	17	5.7	L4
GMC K1500 Yukon	13	17	5.7	M5
Isuzu Amigo	16	20	2.6	M5
Isuzu Rodeo	14	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooner	15	18	3.2	L4
Isuzu Trooper	15	17	3.2	M5
Isuzu Trooper	16	18	3.2	M5
Jeep Cherokee	19	23	2.5	M5
Jeep Cherokee	15	19	4.0	L4
Jeep Cherokee	17	21	4.0	M5
Jeep Wrangler	18	20	2.5	M5
Jeep Wrangler	15	16	4.0	A3
Jeep Wrangler	17	21	4.0	M5
Land Rover Range Rover	13	16	3.9	L4
Mazda MPV	15	19	3.0	L4
Mazda MPV	16	19	3.0	M5
Mazda Navajo	15	20	4.0	L4
Mazda Navajo	17	21	4.0	M5
Mitsubishi Montero	15	18	3.0	L4
Mitsubishi Montero	15	18	3.0	M5
Nissan Pathfinder	15	18	3.0	L4
Nissan Pathfinder	15	18	3.0	M5
Oldsmobile Bravada	16	21	4.3	L4
GMC Typhoon	15	19	4.3	L4
Plymouth Voyager	16	20	3.3	L4
Subaru Loyale wagon	22	22	1.8	A3
Subaru Loyale wagon	24	29	1.8	M5
Subaru Loyale	22	23	1.8	A3
Subaru Loyale	24	29	1.8	M5
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick hardtop	23	24	1.6	L3
Suzuki Sidekick hardtop	22	26	1.6	L4
Suzuki Sidekick hardtop	25	27	1.6	M5
Suzuki Sidekick hardtop	24	26	1.6	M5
Suzuki Sidekick	23	24	1.6	L3
Suzuki Sidekick	25	27	1.6	M5
Toyota Land Cruiser wagon	12	14	4.0	L4
Toyota 4Runner	18	20	2.4	L4
Toyota 4Runner	19	22	2.4	M5
Toyota 4Runner	14	16	3.0	L4
Toyota 4Runner	15	18	3.0	M5
Special Purpose Vehicles/Cab Chassis				
Buick Coachbuilder wagon	17	25	5.0	L4
Buick Coachbuilder wagon	16	25	5.7	L4
Cadillac Commercial Chassis	15	23	4.9	L4
Chevrolet Coachbuilder wagon	16	25	5.0	L4
Chevrolet Coachbuilder wagon	16	25	5.7	L4
Chevrolet Postal Cab Chassis 2wd	16	16	2.5	L3
Dodge Dakota Cab Chassis 2wd	13	14	3.9	L4
Dodge Dakota Cab Chassis 2wd	12	14	3.9	M5
Dodge Dakota Cab Chassis 2wd	13	16	5.2	L4
Dodge D250 Cab Chassis 2wd	11	14	5.9	A4
Toyota Cab/Chassis 2wd	11	11	3.0	L4
Toyota Cab/Chassis 2wd	11	12	3.0	M5

NOTES: Transmissions: M = Manual; A = Automatic; L = Lockup; C = Creeper; AV = Continuously Variable; S = Semiautomatic

Source: EPA

Warranty coverage on 1992 models

	Basic coverage	Extra drivetrain/ major component	Corrosion coverage	Towing for warranty-covered breakdown	Deductible
Domestic Ford*	3/36,000	3/36,000	6/100,000	Yes	No
Mercury*	3/36,000	3/36,000	6/100,000	Yes	No
Lincoln	4/50,000	4/50,000	6/100,000	Yes	No
Buick	3/36,000	3/36,000	6/100,000	Yes	No
Chevrolet*	3/36,000	3/36,000	6/100,000	Yes	No
Oldsmobile	3/36,000	3/36,000	6/100,000	Yes	No
Pontiac*	3/36,000	3/36,000	6/100,000	Yes	No
Cadillac	4/50,000	4/50,000	6/100,000	Yes	No
Cadillac Allante	4/50,000	7/100,000	7/100,000	Yes	No
Saturn	3/36,000	3/36,000	6/100,000	Yes	No
Chrysler or	1/12,000 3/36,000	7/70,000 3/36,000	7/100,000 7/100,000	Yes	No
Chrysler New Yorker Fifth Avenue/Imperial	6/50,000	7/70,000	7/100,000	Yes	No
Chrysler captive imports or	3/36,000 1/12,000	5/60,000 7/70,000	5/unlimited 7/100,000	Yes	No
Laser, Talon or	1/12,000 3/36,000	7/70,000 7/70,000	7/100,000 7/100,000	Yes	No
Japan Acura	3/36,000	3/36,000	3/unlimited	Yes	No
Daihatsu	3/36,000	3/36,000	5/unlimited	Yes	No
Honda	3/36,000	3/36,000	3/unlimited	Yes	No
Infiniti	4/60,000	7/60,000	7/unlimited	Yes	No
Isuzu	3/50,000	5/60,000	6/100,000	Yes	No
Lexus	4/50,000	6/70,000	6/unlimited	Yes	No
Mazda	3/50,000	3/50,000	5/unlimited	Yes	No
Mitsubishi	3/36,000	5/60,000	5/unlimited★	Yes	No
Mitsubishi Precis	3/36,000	3/36,000	3/unlimited	Yes	No
Mitsubishi Montero/ Mighty Max	3/36,000	5/60,000	5/unlimited	Yes	No
Nissan	3/36,000	5/60,000	5/unlimited	Yes	No
Subaru	3/36,000	5/60,000	5/unlimited	Yes	No
Suzuki	3/36,000	3/36,000	3/unlimited	Yes	No
Toyota	3/36,000	5/60,000	5/unlimited	Yes	No
Korea Hyundai	3/36,000	5/60,000	5/100,000	Yes	No
Germany Audi†	3/50,000	3/50,000	10/unlimited	Yes	No
BMW	4/50,000	4/50,000	6/unlimited	Yes	No
Mercedes-Benz	4/50,000	4/50,000	4/50,000	Yes	No
Porsche	2/unlimited	2/unlimited	10/unlimited	Yes	No
Volkswagen	2/24,000	5/50,000	6/unlimited	Yes	No
Great Britain Aston Martin	2/24,000	No	No	No	No
Jaguar	4/50,000	4/50,000	6/unlimited	Yes	No
Lotus	3/unlimited	3/unlimited	8/unlimited❋	No	No
Range Rover	3/42,000	3/42,000	6/unlimited	Yes	No
Rolls-Royce	3/unlimited	3/unlimited	3/unlimited	Yes	No
Italy Alfa Romeo†	3/36,000	3/36,000	6/60,000	Yes	No
Ferrari	2/unlimited	No	No	No	No
Maserati	2/24,000	2/24,000	2/24,000	Yes	No
Sweden, Saab	3/40,000	6/80,000	6/unlimited	Yes	$150**
Volvo	3/50,000	3/50,000	8/unlimited	Yes	No
Yugoslavia Yugo†	1/12,000	4/40,000	3/unlimited	Yes	$25

*Includes captive imports

†Basic coverage includes scheduled maintenance

★7/100,000 for 3000GT, Galant, Eclipse and Mirage

❋6/unlimited for Elan

**For warranty repairs after 3/40,000 coverage expires

Source: Automotive News Data Center

Domestic and import classifications by vehicle

First column lists cars and light trucks for sale in United States, arranged by make. Models in italics are made by a different automaker than the seller or by a joint venture. Vehicle names are repeated for models sourced in more than one country. ★ indicates that the EPA views the combined fleet of such models as imported; ★★ indicates the EPA treats the combined fleet as domestic.

Second column lists country where vehicle was assembled. For vehicles assembled in Canada, the "D" following the country means vehicle has 50 percent or more U.S. and Canadian content and is considered domestic by U.S. Treasury Department; "I" indicates less than 50 percent.

Third column is based on EPA fuel economy rules for domestic and import fleets. "D" indicates vehicle has 75 percent or more Canadian and U.S. content; "I" indicates 75 percent or less; "?" indicates manufacturer has not announced content details.

Example: Toyota Corolla sedans built in Canada are treated as domestic by U.S. Treasury and treated as an import by EPA. Also, EPA considers all Corollas together to be imported.

	Country of assembly	75 % N.A.
ACURA (all)	Japan	I
ALFA ROMEO (all)	Italy	I
ASTON MARTIN (all)	England	I
AUDI (all)	Germany	I
BENTLEY (all)	England	I
BMW (all)	Germany	I
BUICK Skylark	U.S.	D
Century★★	U.S.	D
Century★★	Mexico	?
Regal	Canada (D)	D
LeSabre	U.S.	D
Roadmaster	U.S.	D
Park Avenue	U.S.	D
Riveria	U.S.	D
CADILLAC DeVille	U.S.	D
Fleetwood	U.S.	D
Brougham	U.S.	D
Eldorado	U.S.	D
Seville	U.S.	D
Allante	U.S.	I
CHEVROLET *Geo Metro**	Canada (D)	D
Metro conv.	Japan	I
Geo Storm	Japan	I
Geo Prizm	U.S.	D
Cavalier	U.S.	D
Corsica	U.S.	D
Beretta	U.S.	D
Camaro	U.S.	D
Lumina	Canada (D)	D
Caprice	U.S.	D
Corvette	U.S.	D
CHRYSLER LeBaron sedan★★	Mexico	I
LeBaron sedan★★	U.S.	D
LeBaron coupe, conv.★★	U.S.	D
New Yorker	U.S.	D
Imperial	U.S.	D
DAIHATSU (all)	Japan	I
DODGE *Colt*	Japan	I
Shadow★★	U.S.	D
Shadow ES and conv.★★	Mexico	I
Daytona	U.S.	D
Spirit★★	U.S.	D
Spirit★★	Mexico	I
Dynasty	U.S.	D
Monaco	Canada (D)	D
Stealth	Japan	I
Viper	U.S.	D
EAGLE *Summit 4-dr.*	U.S.	I
Summit 3-dr., wagon	Japan	I
Talon	U.S.	I
Premier	Canada (D)	D
FERRARI (all)	Italy	I
FORD *Festiva*	Korea	I
Escort	U.S.	D
Escort	Mexico	D
Probe	U.S.	D
Tempo	U.S.	D
Tempo	Canada (D)	D
Mustang	U.S.	D
Taurus	U.S.	D
Thunderbird	U.S.	D
Crown Victoria	Canada (D)	I
HONDA Civic 3-dr.*★	Canada (D)	I
Civic 4-dr.★	U.S.	D
Civic 4-dr.★	Japan	I
CRX	Japan	I
Accord coupe, wagon★	U.S.	D
Accord 4-dr.★	U.S.	D
Accord 4-dr.★	Japan	I
Prelude	Japan	I
HYUNDAI Excel	Korea	I
Scoupe	Korea	I
Elantra	Korea	I
Sonata	Korea	I
Sonata	Canada (I)	I
INFINITI (all)	Japan	I
ISUZU (all)	Japan	I
JAGUAR (all)	England	I
LAMBORGHINI (all)	Italy	I
LEXUS (all)	Japan	I
LINCOLN (all)	U.S.	D
LOTUS (all)	England	I

Lotus is not importing 1992 models. It plans to introduce 1993 models this year.

	Country of assembly	75 % N.A.
MASERATI (all)	Italy	I
MAZDA 323	Japan	I
Protege	Japan	I
626**	U.S.	I
929	Japan	I
MX-3	Japan	I
MX-5 Miata	Japan	I
MX-6**	U.S.	I
RX-7	Japan	I

**Will be classified as domestic in '93 model year.

	Country of assembly	75 % N.A.
MERCEDES-BENZ (all)	Germany	I
MERCURY Tracer	Mexico	D
Topaz	Canada (D)	D
Topaz	U.S.	D
Capri	Australia	I
Sable	U.S.	D
Cougar	U.S.	D
Grand Marquis	Canada (D)	I
MITSUBISHI *Precis*	Korea	I
Mirage 3-dr.	Japan	I
Mirage 4-dr.	U.S.	I
Eclipse	U.S.	I
Galant	Japan	I
Expo	Japan	I
Diamante	Japan	I
3000GT	Japan	I
NISSAN Sentra	U.S.	I
Sentra	Japan	I
NX 1600/2000	Japan	I
Stanza	Japan	I
Maxima	Japan	I
240SX	Japan	I
300ZX	Japan	I
OLDSMOBILE (all)	U.S.	D
PLYMOUTH *Colt*	Japan	I
Colt Vista	Japan	I
Sundance★★	U.S.	D
Sundance★★	Mexico	I
Acclaim★★	U.S.	D
Acclaim★★	Mexico	I
Laser	U.S.	I
PONTIAC *LeMans*	Korea	I
Sunbird	U.S.	D
Grand Am	U.S.	D
Firebird	U.S.	D
Grand Prix	U.S.	D
Bonneville	U.S.	D
PORSCHE (all)	Germany	I
ROLLS-ROYCE (all)	England	I
SAAB (all)	Sweden	I
SATURN (all)	U.S.	D
SUBARU Justy	Japan	I
Loyale	Japan	I
Legacy	Japan	I
Legacy	U.S.	I
SVX	Japan	I
SUZUKI *Swift** ★	Canada (D)	D
Swift★	Japan	I
TOYOTA Tercel	Japan	I
Corolla sedans★	U.S.	D
Corolla sedans★	Japan	I
Corolla sedans★	Canada (D)	I
Corolla wagons★	Japan	I
Paseo	Japan	I
Camry★	U.S.	D
Camry★	Japan	I
Cressida	Japan	I
Celica	Japan	I
MR2	Japan	I
Supra	Japan	I
VOLKSWAGEN Fox	Brazil	I
Golf	Mexico	I
Jetta	Mexico	I
Jetta	Germany	I
Cabriolet	Germany	I
Passat	Germany	I
Corrado	Germany	I
VOLVO 240	Sweden	I
740 sedans	Sweden	I
740 wagons	Sweden	I
740 wagons	Canada (I)	I
940 sedans	Sweden	I
940 wagons	Sweden	I
940 wagons	Canada (D)	I
960	Sweden	I
YUGO (all)	Yugoslavia	I

TRUCKS

	Country of assembly	75 % N.A.
CHEVROLET Vans	U.S.	D
Vans	Canada (D)	D
Sports van	U.S.	D
Sports van	Canada (D)	D
C/K pickups	U.S.	D
C/K pickups	Canada (D)	D
C/K extended cab	Canada (D)	D
*Geo Tracker**	Canada (D)	D
Astro	U.S.	D
Lumina APV	U.S.	D
S10	U.S.	D
S10 Blazer	U.S.	D
Blazer	U.S.	D
Suburban	U.S.	D
CHRYSLER Town & Country	U.S.	D
DAIHATSU Rocky	Japan	I
DODGE Ram vans	Canada (D)	D
Ram wagon	Canada (D)	D
Caravan	Canada (D)	D
Extended Caravan C/V	U.S.	D
Reg. Caravan C/V	Canada (D)	D
Grand Caravan	U.S.	D
Ram 50	Japan	I
Ram Club Cab 150 (2wd)	Mexico	I
Ram Club Cab (others)	Mexico	D
Ramcharger	Mexico	I
Ram pickups	U.S.	D
Dakota	U.S.	D
FORD Econoline vans	U.S.	D
Aerostar	U.S.	D
Club Wagon	U.S.	D
Bronco	U.S.	D
Explorer	U.S.	D
F-Series pickups	U.S.	D
F-Series pickups	Canada (D)	D
Ranger	U.S.	D
GMC Vans	U.S.	D
Vans	Canada (D)	D
Rally wagon	U.S.	D
Rally wagon	Canada (D)	D
Sierra pickups	U.S.	D
Sierra pickups	Canada (D)	D
Sierra extended cab	Canada (D)	D
Safari	U.S.	D
Sonoma	U.S.	D
Yukon/Jimmy	U.S.	D
S15 Jimmy	U.S.	D
Suburban	U.S.	D
P model	U.S.	D
W4	Japan	I
ISUZU *Pickup*	U.S.	I
Pickup	Japan	I
Amigo	Japan	I
Trooper	Japan	I
Rodeo	U.S.	I
JEEP Wrangler	Canada (D)	D
Cherokee	U.S.	D
Grand Cherokee	U.S.	D
Commanche	U.S.	D
MAZDA Pickup	Japan	I
MPV	Japan	I
Navajo	U.S.	D
MITSUBISHI (all)	Japan	I
NISSAN Pickup	U.S.	I
Pickup	Japan	I
Pathfinder	Japan	I
OLDSMOBILE Bravada	U.S.	D
Silhouette	U.S.	D
PLYMOUTH Voyager	Canada (D)	D
Grand Voyager	U.S.	D
PONTIAC Trans Sport	U.S.	D
RANGE ROVER (all)	England	I
SUZUKI Samurai	Japan	I
*Sidekick★**	Canada (D)	D
Sidekick★	Japan	I
TOYOTA Pickup	U.S.	I
Pickup	Japan	I
Previa	Japan	I
4Runner	Japan	I
Land Cruiser	Japan	I

Source: Automotive News Data Center

*U.S. and Canadian officials disagree on the duty status and North American content of Geo Metro, Geo Tracker, Civic 3-dr., Suzuki Swift and Sidekick built in Canada. Currently, they are classified as domestics.

PRICES

Retail prices — 1992 cars
(domestic and imported)

This table shows the prices of 1992 domestic and imported cars as of April 7, 1992. All prices are manufacturers' suggested retail prices. Imported-car prices include ocean freight and U.S. import duty. None of the prices include destination charges, state and local taxes, optional equipment or the 10 percent U.S. luxury tax on transactions over $30,000.

In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
ACURA Integra RS 4-door 4	$13,505	$750	$746	N.A.	N.A.
RS 3-door hatchback 4	12,580	750	746	N.A.	N.A.
LS 4-door 4	15,235	750	746	N.A.	N.A.
LS 3-door hatchback 4	14,485	750	746	N.A.	N.A.
GS 4-door 4	17,195	750	746	std.	N.A.
GS 3-door hatchback 4	16,655	750	746	std.	N.A.
Vigor LS 4-door 5	23,665	750	std.	std.	std.
GS 4-door 5	25,650	750	std.	std.	std.
Legend 4-door V-6	28,000	800	std.	std.	std.
L 4-door V-6	30,400	800	std.	std.	std.
L 2-door V-6	31,850	800	std.	std.	std.
LS 4-door V-6	34,900	800	std.	std.	std.
LS 2-door V-6	36,250	800	std.	std.	std.
NSX 2-door V-6	65,000	4,000	std.	std.	std.

Integra air conditioning price does not include dealer installation.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
ALFA ROMEO Spider convertible 4	21,264	600	995	N.A.	std.
Spider Veloce convertible 4	24,309	600	std.	N.A.	std.
164L 4-door V-6	29,490	725	std.	std.	std.
164S 4-door V-6	34,990	N.A.	std.	std.	std.

Prices do not include dealer preparation charge of $160.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
ASTON MARTIN Virage 2-door V-8	227,250	std.	std.	N.A.	N.A.

West Coast price is $229,250.

5-speed manual transmission is $800 less.

Prices include gas-guzzler tax of $4,500 with automatic transmission and $3,700 with 5-speed manual transmission.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
AUDI 80 4-door 5	22,650	880	std.	std.	std.
80 Quattro 4-door 5	26,250	N.A.	std.	std.	std.
100 4-door V-6	27,700	800	std.	std.	std.
100S 4-door V-6	29,900	800	std.	std.	std.
100CS 4-door V-6	32,900	800	std.	std.	std.
V8 Quattro 4-door	53,100	std.	std.	std.	std.

Gas-guzzler tax is $2,100 on V8 Quattro.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
BENTLEY Mulsanne S 4-door V-8	149,900	std.	std.	std.	std.
Turbo R 4-door V-8	189,200	std.	std.	std.	std.
Turbo R 4-door V-8 (long w.b.)	204,200	std.	std.	std.	std.
Continental convertible V-8	242,900	std.	std.	std.	std.
Continental R 2-door V-8 (1993)	261,800	std.	std.	std.	std.

Prices include gas-guzzler tax.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
BMW 318i 4-door 4	22,900	N.A.	std.	std.	std.
318iS 2-door 4	23,600	N.A.	std.	std.	std.
318iC convertible 4	28,870	N.A.	std.	std.	std.
325i 4-door 6	27,990	800	std.	std.	std.
325iS 2-door 6	29,100	800	std.	std.	std.
325iC convertible 6	36,320	800	std.	std.	std.
525i 4-door 6	35,600	800	std.	std.	std.
535i 4-door 6	44,350	std.	std.	std.	std.
M5 4-door 6	56,800	std.	std.	std.	std.
735i 4-door 6	52,990	std.	std.	std.	std.
735iL 4-door 6	56,950	std.	std.	std.	std.
750iL 4-door V-12	76,500	std.	std.	std.	std.
850i 2-door V-12	78,500	std.	std.	std.	std.

Add the following for gas-guzzler tax: $1,000 on 535i with automatic transmission; $1,300 on 535i with manual transmission; $1,300 on 735i and 735iL; $2,600 on the M5; $3,000 on the 750iL and 850i with automatic transmission; and $3,700 on the 850i with manual transmission.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
BUICK Skylark 2-door 4	13,560	std.	830	std.	N.A.
4-door 4	13,560	std.	830	std.	N.A.
Gran Sport 2-door V-6	15,555	std.	830	std.	N.A.
Gran Sport 4-door V-6	15,555	std.	830	std.	N.A.
Century Special 4-door 4	13,795	std.	std.	N.A.	N.A.
Custom 2-door 4	14,550	std.	std.	N.A.	N.A.
Custom 4-door 4	14,755	std.	std.	N.A.	N.A.
Custom 4-door wagon 4	15,660	std.	std.	N.A.	N.A.
Limited 4-door 4	15,695	std.	std.	N.A.	N.A.
Limited 4-door wagon 4	16,395	std.	std.	N.A.	N.A.
Regal Custom 2-door V-6	16,610	std.	std.	450	N.A.
Custom 4-door V-6	16,865	std.	std.	450	N.A.
Limited 2-door V-6	17,790	std.	std.	std.	N.A.
Limited 4-door V-6	18,110	std.	std.	std.	N.A.
Gran Sport 2-door V-6	18,600	std.	std.	std.	N.A.
Gran Sport 4-door V-6	19,300	std.	std.	std.	N.A.
LeSabre Custom 4-door V-6	18,695	std.	std.	Pkg.	std.
Limited 4-door V-6	20,775	std.	std.	std.	std.
Roadmaster 4-door V-6	21,865	std.	std.	std.	std.
Limited 4-door V-6	24,195	std.	std.	std.	std.
Estate Wagon 4-door V-6	23,040	std.	std.	std.	std.
Park Avenue 4-door V-6	25,285	std.	std.	std.	std.
Ultra 4-door V-6	28,780	std.	std.	std.	std.
Riviera 2-door V-6	25,415	std.	std.	std.	std.
CADILLAC DeVille 2-door V-8	31,740	std.	std.	std.	std.
4-door V-8	31,740	std.	std.	std.	std.
Touring Sedan 4-door V-8	35,190	std.	std.	std.	std.
Fleetwood 2-door V-8	36,360	std.	std.	std.	std.
4-door V-8	36,360	std.	std.	std.	std.
Sixty Special 4-door V-8	39,860	std.	std.	std.	std.
Brougham 4-door V-8	31,740	std.	std.	std.	std.
Eldorado 2-door V-8	32,470	std.	std.	std.	std.
Seville 4-door V-8	34,975	std.	std.	std.	std.
Touring Sedan 4-door V-8	37,975	std.	std.	std.	std.
Allante convertible V-8	58,470	std.	std.	std.	std.
Convertible hardtop V-8	64,090	std.	std.	std.	std.

Allante prices include $1,300 gas-guzzler tax.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
CHEVROLET Geo Metro XFi 3-door 3	6,999	N.A.	N.A.	N.A.	N.A.
3-door hatchback 3	6,999	495	720	N.A.	N.A.
5-door hatchback 3	7,399	495	720	N.A.	N.A.
LSi 3-door hatchback 3	8,199	495	720	N.A.	N.A.
LSi 5-door hatchback 3	8,599	495	720	N.A.	N.A.
LSi convertible 3	9,999	495	720	N.A.	std.
Geo Storm 3-door sport coupe 4	11,330	545	745	N.A.	std.
3-door hatchback 4	12,100	545	745	N.A.	std.
GSi 3-door sport coupe 4	13,300	745	745	N.A.	std.
Geo Prizm 4-door 4	10,125	495	745	N.A.	N.A.
GSi 4-door 4	13,770	775	std.	N.A.	N.A.
Cavalier VL 2-door 4	8,899	495	745	std.	N.A.
VL 4-door 4	8,999	495	745	std.	N.A.
VL 4-door wagon 4	10,099	std.	745	std.	N.A.
RS 2-door 4	9,999	495	745	std.	N.A.
RS 4-door 4	10,199	495	745	std.	N.A.
RS 4-door wagon 4	11,199	std.	745	std.	N.A.
RS convertible 4	15,395	495	745	std.	N.A.
Z24 2-door V-6	12,995	495	745	std.	N.A.
Z24 convertible V-6	18,305	495	745	std.	N.A.
Corsica LT 4-door 4	10,999	555	805	std.	std.
Beretta 2-door 4	10,999	555	805	std.	std.
GT 2-door 4	12,575	555	805	std.	std.
GTZ 2-door 4	15,590	555	std.	std.	std.
Camaro RS 2-door V-6	12,075	530	830	N.A.	std.
RS convertible V-6	18,055	530	830	N.A.	std.
Z28 2-door V-8	16,055	530	830	N.A.	std.
Z28 convertible V-8	21,500	530	830	N.A.	std.
Lumina 2-door 4	13,200	std.	830	450	N.A.
4-door 4	13,400	std.	830	450	N.A.
Euro 2-door V-6	15,600	std.	std.	std.	N.A.
Euro 4-door V-6	15,800	std.	std.	std.	N.A.
Z34 2-door V-6	18,400	200	std.	std.	N.A.
Caprice 4-door V-8	17,300	std.	std.	std.	std.
4-door wagon V-8	18,700	std.	std.	std.	std.
Classic 4-door V-8	19,300	std.	std.	std.	std.
Corvette 3-door hatchback V-6	33,635	std.	std.	std.	std.
Convertible V-8	40,145	std.	std.	std.	std.
ZR-1 3-door hatchback V-8	65,318	std.	std.	std.	std.

6-speed manual transmission is a no-charge option on Corvette.

Geo Metro sedans and hatchbacks are built by CAMI Automotive in Ingersoll, Ontario.

Geo Metro convertibles are imported from Japan.

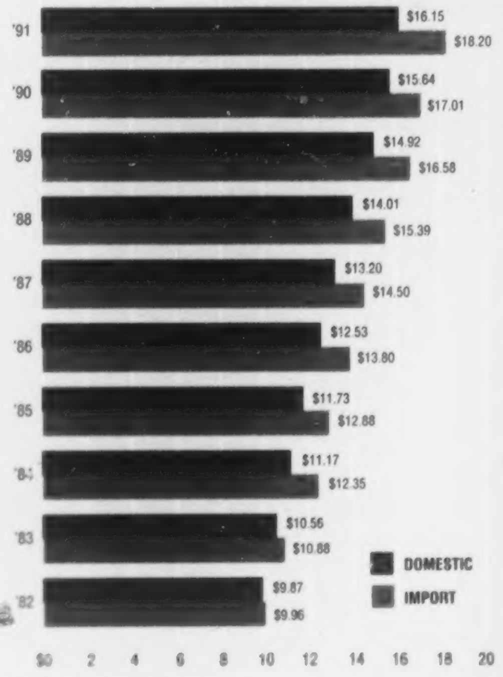
Geo Storm models are imported from Japan.

Geo Prizm models are built by New United Motor Manufacturing Inc. in Fremont, Calif.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
CHRYSLER LeBaron 4-door V-6	13,998	std.	831	899	std.
LX 4-door V-6	15,287	std.	831	899	std.
Landau 4-door V-6	15,710	std.	std.	899	std.
2-door 4	13,488	std.	831	899	std.
LX 2-door V-6	16,094	std.	std.	899	std.
GTC 2-door V-6	16,164	392	std.	899	std.

New-car average transaction

1991 new-car average transaction prices increase 5.2%. Figures in thousands.



Source: U.S. Department of Commerce

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
Convertible 4	16,734	std.	831	899	std.
LX convertible V-6	20,130	std.	std.	899	std.
GTC convertible V-6	18,985	392	std.	899	std.
New Yorker Salon 4-door V-6	18,849	std.	std.	899	std.
Fifth Avenue 4-door V-6	21,874	std.	std.	899	std.
Imperial 4-door V-6	28,453	std.	std.	std.	std.
DAIHATSU					
Charade SE 3-door hatchback 3	6,797	N.A.	755	N.A.	N.A.
SE 3-door hatchback 4	7,497	500	755	N.A.	N.A.
SE 4-door 4	8,797	500	755	N.A.	N.A.
SX 4-door 4	9,997	std.	755	N.A.	N.A.
DODGE Colt 3-door hatchback 4	7,374	613	753	N.A.	N.A.
GL 3-door hatchback 4	8,202	508	753	N.A.	N.A.
Shadow America 3-door hatchback 4	7,992	557	900	N.A.	std.
America 5-door hatchback 4	8,392	557	900	N.A.	std.
Highline 3-door hatchback 4	9,336	557	900	N.A.	std.
Highline 5-door hatchback 4	9,736	557	900	N.A.	std.
Highline convertible 4	13,379	557	900	N.A.	std.
ES 3-door hatchback 4	9,305	557	900	N.A.	std.
ES 5-door hatchback 4	9,705	557	900	N.A.	std.
ES convertible 4	14,585	557	900	N.A.	std.
Daytona 2-door hatchback 4	10,469	557	831	N.A.	std.
ES 2-door hatchback 4	11,510	557	831	899	std.
IROC 2-door hatchback V-6	12,805	690	831	899	std.
IROC R/T 2-door hatchback V-6	18,532	N.A.	std.	std.	std.
Spirit 4-door 4	11,470	557	831	899	std.
LE 4-door 4	13,530	std.	831	899	std.
ES 4-door 4	14,441	std.	831	899	std.
R/T 4-door 4	18,674	N.A.	std.	899	std.
Dynasty 4-door 4	14,277	std.	831	899	std.
LE 4-door V-6	15,767	std.	831	899	std.
Monaco LE 4-door V-6	14,354	std.	987	799	N.A.
ES 4-door V-6	17,203	std.	std.	799	N.A.
Stealth 2-door hatchback V-6	17,321	837	846	Pkg.	std.
ES 2-door hatchback V-6	19,213	837	846	Pkg.	std.
R/T 2-door hatchback V-6	25,747	837	std.	Pkg.	std.
R/T Turbo 2-door hatch. V-6	31,185	N.A.	std.	std.	std.
Viper RT/10 2-door V-10	50,000	N.A.	N.A.	N.A.	N.A.

Colt and Stealth models are imported from Japan.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
EAGLE Summit 3-door hatchback 4	7,374	613	753	N.A.	N.A.
4-door 4	9,067	687	753	N.A.	N.A.
ES 3-door hatchback 4	8,202	508	753	N.A.	N.A.
ES 4-door 4	10,095	687	753	N.A.	N.A.

PRICES

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
DL wagon 4	11,397	723	753	913	N.A.
LX wagon 4	12,102	723	753	913	N.A.
Wagon (awd) 4	13,469	723	753	913	N.A.
Talon 2-door 4	13,862	701	827	943	N.A.
TSi Turbo 2-door 4	15,383	840	827	943	N.A.
TSi Turbo 2-door (awd) 4	17,390	840	827	943	N.A.
Premier LX 4-door V-6	15,716	std.	std.	799	N.A.
ES 4-door V-6	18,057	std.	std.	799	N.A.
Limited 4-door V-6	20,212	std.	std.	std.	N.A.

Summit 3-door hatchbacks and wagons are imported from Japan.
Summit 4-door sedans and all Talon models are built by Diamond-Star Motors in Normal, Ill.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
FERRARI 348tb 2-door V-8	107,300	N.A.	std.	std.	N.A.
348ts Targa 2-door V-8	113,200	N.A.	std.	std.	N.A.
Cabriolet t convertible V-8	108,800	N.A.	std.	std.	N.A.
512TR 2-door V-12	189,500	N.A.	std.	N.A.	N.A.
F40 2-door V-8	423,000	N.A.	std.	N.A.	N.A.

Prices do not include dealer-preparation fee of $350 on the 348 and Cabriolet; $450 on the 512TR and F40.

Prices do not include gas-guzzler tax of $2,600 on the 348; $3,000 on the Cabriolet; $3,700 on the F40; and $4,500 on the 512TR.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
FORD Festiva L 2-dr hatchback 4	6,941	N.A.	N.A.	N.A.	N.A.
GL 2-door hatchback 4	7,980	515	863	N.A.	N.A.
Escort Standard 3-door hatchback 4	8,355	732	N.A.	N.A.	N.A.
LX 3-door hatchback 4	9,055	732	759	N.A.	N.A.
LX 4-door 4	9,795	732	759	N.A.	N.A.
LX 5-door hatchback 4	9,483	732	759	N.A.	N.A.
LX-E 4-door 4	11,933	732	759	N.A.	N.A.
LX 4-door wagon 4	10,067	732	759	N.A.	N.A.
GT 3-door hatchback 4	11,871	732	759	N.A.	N.A.
Probe GL 2-door hatchback 4	12,257	732	937	N.A.	N.A.
LX 2-door hatchback V-6	13,257	732	937	595	N.A.
GT 2-door hatchback 4	14,857	732	937	595	N.A.
Tempo GL 2-door 4	9,987	563	817	N.A.	369
GL 4-door 4	10,137	563	817	N.A.	369
GLS 2-door V-6	12,652	563	std.	N.A.	N.A.
GLS 4-door V-6	12,800	563	std.	N.A.	N.A.
LX 4-door 4	11,115	563	817	N.A.	224
Mustang LX 2-door 4	10,215	595	817	N.A.	std.
LX 2-door hatchback 4	10,721	595	817	N.A.	std.
LX convertible 4	16,899	595	817	N.A.	std.
LX 5.0L 2-door V-8	13,422	595	817	N.A.	std.
LX 5.0L 2-door hatchback V-8	14,207	595	817	N.A.	std.
LX 5.0L convertible V-8	19,644	595	817	N.A.	std.
GT 2-door hatchback V-8	15,243	595	817	N.A.	std.
GT convertible V-8	20,199	595	817	N.A.	std.
Taurus L 4-door V-6	14,980	std.	841	595	std.
L 4-door wagon V-6	16,013	std.	841	595	std.
GL 4-door V-6	15,280	std.	841	595	std.
GL 4-door wagon V-6	16,290	std.	841	595	std.
LX 4-door V-6	17,775	std.	std.	595	std.
LX 4-door wagon V-6	19,464	std.	std.	595	std.
SHO 4-door V-6	23,839	N.A.	std.	std.	std.
Thunderbird 2-door V-6	16,345	std.	std.	695	N.A.
Sport 2-door V-8	18,611	std.	std.	695	N.A.
LX 2-door V-6	18,783	std.	std.	695	N.A.
Super Coupe 2-door V-6	22,046	595	std.	std.	N.A.
Crown Victoria 4-door V-8	19,563	std.	std.	695	std.
LX 4-door V-8	20,887	std.	std.	695	std.
Touring Sedan 4-door V-8	23,832	std.	std.	std.	std.

Festiva models are imported from South Korea.
Escort models are built in the United States and in Mexico.
Probe models are built by Mazda Motor Manufacturing (USA) Corp. in Flat Rock, Mich.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
HONDA Civic CX 3-door hatchback 4	8,100	N.A.	720	N.A.	std.
DX 4-door 4	10,755	750	720	N.A.	std.
DX 3-door hatchback 4	9,850	980	720	N.A.	std.
VX 3-door hatchback 4	10,550	N.A.	720	N.A.	std.
Si 3-door hatchback 4	11,900	N.A.	720	N.A.	std.
LX 4-door 4	11,585	750	720	N.A.	std.
EX 4-door 4	13,775	750	720	std.	std.
Accord DX 2-door 4	13,300	750	750	N.A.	std.
DX 4-door 4	13,500	750	750	N.A.	std.
LX 2-door 4	15,900	750	std.	N.A.	std.
LX 4-door 4	16,100	750	std.	N.A.	std.
LX 4-door wagon 4	17,725	750	std.	N.A.	std.
EX 2-door 4	18,320	750	std.	std.	std.
EX 4-door 4	18,520	750	std.	std.	std.
EX 4-door wagon 4	20,175	750	std.	std.	std.
Prelude S 2-door 4	16,550	750	755	N.A.	std.
Si 2-door 4	19,550	750	std.	std.	std.
Si 2-door 4 (4ws)	21,870	750	std.	std.	std.

Automatic transmission price on Civic DX includes power steering.
Air conditioning prices do not include dealer installation.
Civic and Accord 4-door sedans, Accord 2-door sedans and Accord wagons are U.S.-built. Civic 3-door hatchbacks are built in Canada.
The Civic 4-door sedans and the Accord 4-door sedans are imported from Japan.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
HYUNDAI Excel 3-door hatchback 4	6,595	625	Pkg.	N.A.	N.A.
GS 3-door hatchback 4	7,599	575	Pkg.	N.A.	N.A.
4-door 4	7,695	625	Pkg.	N.A.	N.A.
GL 4-door 4	8,499	525	Pkg.	N.A.	N.A.
Scoupe 2-door 4	8,799	575	Pkg.	N.A.	N.A.
LS 2-door 4	9,999	575	Pkg.	N.A.	N.A.
Elantra 4-door 4	8,995	650	Pkg.	N.A.	N.A.
GLS 4-door 4	9,999	650	Pkg.	N.A.	N.A.
Sonata 4-door 4	11,150	750	Pkg.	N.A.	N.A.
4-door V-6	12,690	std.	Pkg.	N.A.	N.A.
GLS 4-door 4	13,995	750	std.	N.A.	N.A.
GLS 4-door V-6	15,535	std.	std.	Pkg.	N.A.

Hyundai Sonata models are built in Canada and are imported from South Korea.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
INFINITI G20 4-door 4	19,100	900	std.	std.	N.A.
M30 2-door V-6	25,500	std.	std.	std.	std.
M30 Convertible V-6	33,700	std.	std.	std.	std.
J30 4-door V-6	33,000	std.	std.	std.	std.
Q45 4-door V-8	44,100	std.	std.	std.	std.

Q45 price includes gas-guzzler tax. The Q45 with optional full active suspension is $49,100 including gas-guzzler tax.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
ISUZU Stylus S 4-door 4	9,249	550	750	N.A.	std.
RS 4-door 4	10,749	N.A.	750	N.A.	std.
Impulse XS 2-door 4	12,499	750	750	N.A.	std.
XS 2-door hatchback 4	13,099	750	750	N.A.	std.
RS Turbo 2-door 4 (awd)	15,679	N.A.	std.	Pkg.	std.
JAGUAR XJ6 4-door 6	44,500	std.	std.	std.	N.A.
Sovereign 4-door 6	49,500	std.	std.	std.	N.A.
Vanden Plas 4-door 6	54,500	std.	std.	std.	N.A.
Vanden Plas Majestic 4-door 6	59,500	std.	std.	std.	N.A.
XJS 2-door V-12	60,500	std.	std.	std.	std.
Convertible V-12	67,500	std.	std.	std.	std.

Prices include gas-guzzler tax of $2,400 on XJS coupe and $3,000 on XJS convertible.
Prices do not include suggested dealer preparation charge of $580.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
LAMBORGHINI Diablo 2-door V-12	239,000	N.A.	std.	N.A.	N.A.

Price includes gas-guzzler tax of $6,400.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
LEXUS ES300 4-door V-6	26,550	900	std.	std.	std.
SC300 2-door V-6	32,700	900	std.	std.	std.
SC400 2-door V-8	39,400	std.	std.	std.	std.
LS400 4-door V-8	44,300	std.	std.	std.	std.
LINCOLN Town Car Exec. 4-door V-8	31,211	std.	std.	std.	std.
Signature 4-door V-8	34,252	std.	std.	std.	std.
Cartier 4-door V-8	36,340	std.	std.	std.	std.
Mark VII LSC 2-door V-8	32,032	std.	std.	std.	std.
Bill Blass 2-door V-8	32,156	std.	std.	std.	std.
Continental Executive 4-door V-6	32,263	std.	std.	std.	std.
Signature 4-door V-6	34,253	std.	std.	std.	std.
LOTUS Elan convertible 4 (1991)	39,040	N.A.	std.	N.A.	std.
Esprit Turbo SE 2-door 4 (1991)	86,750	N.A.	std.	std.	std.

Lotus Cars USA will not market 1992 models in the U.S. The company plans to introduce 1993 models in 1992.

MASERATI
Maserati Automobiles has not imported any 1992 models from Italy.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
MAZDA 323 3-door hatchback 4	7,199	700	840	N.A.	N.A.
SE 3-door hatchback 4	8,699	700	840	N.A.	N.A.
Protege DX 4-door 4	10,249	700	840	N.A.	N.A.
LX 4-door 4	11,999	700	840	N.A.	N.A.
626 DX 4-door 4 (1993)	13,975	790	850	900	std.
LX 4-door 4 (1993)	16,120	790	std.	900	std.
ES 4-door 4 (1993)	18,360	790	std.	800	std.
929 4-door V-6	28,500	std.	std.	std.	std.
MX-3 3-door hatchback 4	11,000	700	830	N.A.	N.A.
GS 3-door hatchback V-6	13,800	700	830	900	N.A.
MX-5 Miata convertible 4	14,800	750	830	900	std.
Black Miata convertible 4	17,050	750	830	900	std.
MX-6 2-door 4 (1993)	15,550	790	850	950	std.
LS 2-door V-6 (1993)	17,825	790	850	800	std.
RX-7 Turbo 2-door (1993)	31,300	N.A.	std.	std.	std.

MX-6 and 626 models are U.S.-built.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
MERCEDES-BENZ 190E 2.3 4-door 4	28,950	900	std.	std.	std.
2.6 4-door 6	34,000	900	std.	std.	std.
300D 2.5 Turbo 4-door 5	42,950	std.	std.	std.	std.
300E 2.6 4-door 6	42,950	std.	std.	std.	std.
300E 4-door 6	49,500	std.	std.	std.	std.
300E 4matic 4-door 6 (4wd)	57,100	std.	std.	std.	std.
300CE 2-door 6	60,400	std.	std.	std.	std.
300TE 4-door wagon 6	53,900	std.	std.	std.	std.
300TE 4matic 4-door wagon 6 (4wd)	61,100	std.	std.	std.	std.
400E 4-door V-8	55,800	std.	std.	std.	std.
500E 4-door V-8	79,200	std.	std.	std.	std.
300SD Turbo 4-door 6	69,400	std.	std.	std.	std.
300SE 4-door 6	69,400	std.	std.	std.	std.
400SE 4-door V-8	77,900	std.	std.	std.	std.
500SEL 4-door V-8	93,500	std.	std.	std.	std.
600SEL 4-door V-12	127,800	std.	std.	std.	std.
300SL 2-door 6	82,500	1,000	std.	std.	std.
500SL 2-door V-8	97,500	std.	std.	std.	std.

Prices do not include gas-guzzler tax, which is $1,000 on 300E 4matic, 300TE and 300SL with automatic transmission; $1,300 on 300TE 4matic and 300SL with manual transmission; $2,100 on 300SE and 500SL; $2,600 on 500E and 400SE; $3,000 on 500SEL and $4,500 on 600SEL.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
MERCURY Tracer 4-door 4	9,773	732	759	N.A.	N.A.
LTS 4-door 4	12,023	732	759	N.A.	N.A.
4-door wagon 4	10,794	732	759	N.A.	N.A.
Topaz GS 2-door 4	9,534	563	817	N.A.	369
GS 4-door 4	10,678	563	817	N.A.	369
XR5 2-door V-6	13,452	563	std.	N.A.	N.A.
LS 4-door 4	12,057	563	817	N.A.	std.
LTS 4-door 4	14,244	563	std.	N.A.	N.A.
Capri convertible 4	14,452	732	817	N.A.	std.
XR2 convertible 4	17,250	N.A.	std.	N.A.	std.
Sable GS 4-door V-6	16,418	std.	std.	595	std.
GS 4-door wagon V-6	17,396	std.	std.	595	std.
LS 4-door V-6	17,368	std.	std.	595	std.
LS 4-door wagon V-6	18,395	std.	std.	595	std.
Cougar LS 2-door V-6	16,460	std.	std.	695	N.A.
XR7 2-door V-8	22,054	std.	std.	695	N.A.
Grand Marquis GS 4-door V-8	20,216	std.	std.	695	std.
LS 4-door V-8	20,644	std.	std.	695	std.

Tracer models are built in Mexico.
Capri models are imported from Australia.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
MITSUBISHI					
Precis 3-door hatchback 4	6,579	660	758	N.A.	N.A.
Mirage VL 3-door hatchback 4	7,599	560	756	N.A.	N.A.
3-door hatchback 4	8,199	470	756	N.A.	N.A.
SE 3-door hatchback 4	8,759	460	N.A.	N.A.	N.A.
4-door 4	9,229	640	756	N.A.	N.A.
LS 4-door 4	9,779	640	756	N.A.	N.A.
GS DOHC 4-door 4	11,209	670	756	N.A.	N.A.
Eclipse 2-door 4	11,369	660	827	N.A.	N.A.
GS 2-door 4	12,649	670	827	N.A.	N.A.
GS DOHC 2-door 4	13,609	660	827	N.A.	N.A.
GS DOHC Turbo 2-door 4	17,269	790	std.	943	N.A.
GSX DOHC Turbo 2-door 4 (awd)	19,029	790	std.	943	N.A.
Galant 4-door 4	12,059	1,480	802	N.A.	N.A.
LS 4-door 4	15,239	std.	802	N.A.	N.A.
GS 4-door 4	15,639	760	802	N.A.	N.A.
GSR 4-door 4	17,189	N.A.	802	924	N.A.
GSX 4-door 4 (awd)	18,239	std.	802	924	N.A.
VR-4 4-door 4 (awd)	23,100	N.A.	std.	std.	N.A.
Expo LRV wagon 4	11,169	690	775	N.A.	N.A.
Sport wagon 4	11,989	690	775	924	N.A.
Sport wagon 4 (awd)	13,889	690	775	924	N.A.
Expo wagon 4	13,549	680	775	N.A.	N.A.
SP wagon 4	14,509	700	775	924	N.A.
SP wagon 4 (awd)	15,839	700	775	924	N.A.
Diamante 4-door V-6	21,489	std.	std.	1,100	std.
LS 4-door V-6	26,450	std.	std.	std.	std.
3000GT 2-door V-6	20,899	820	840	1,130	std.
SL 2-door V-6	27,289	870	std.	std.	std.
VR-4 Twin Turbo 2-door V-6	34,150	N.A.	std.	std.	std.

Mirage 4-doors and all Eclipse models are built by Diamond-Star Motors Corp. in Normal, Ill.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
NISSAN Sentra E 2-door 4	8,495	1,400	850	N.A.	N.A.
E 4-door 4	9,900	975	850	N.A.	N.A.
XE 2-door 4	10,230	725	850	N.A.	N.A.
XE 4-door 4	10,915	725	850	N.A.	N.A.
SE 2-door 4	10,910	725	850	N.A.	N.A.
SE-R 2-door 4	12,165	N.A.	850	700	N.A.
GXE 4-door 4	13,265	725	std.	700	N.A.
NX-1600 2-door 4	11,470	825	850	N.A.	std.
NX-2000 2-door 4	13,680	825	850	700	std.
Stanza XE 4-door 4	13,225	950	Pkg.	N.A.	N.A.
GXE 4-door 4	17,465	std.	std.	995	N.A.
SE 4-door 4	17,080	835	std.	995	N.A.
Maxima GXE 4-door V-6	20,425	std.	std.	995	500
SE 4-door V-6	21,490	935	std.	995	500
240SX 2-door 4	14,515	830	850	N.A.	N.A.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
SE 2-door 4	16,690	825	850	N.A.	N.A.
2-door hatchback 4	15,265	825	850	N.A.	N.A.
SE 2-door hatchback 4	17,435	830	850	995	N.A.
LE 2-door hatchback 4	19,320	825	std.	N.A.	N.A.
SE convertible 4	21,995	std.	850	N.A.	N.A.
300ZX 2-door hatchback V-6	29,705	N.A.	std.	std.	std.
2-door hatchback V-6 (T-bar)	31,815	950	std.	std.	std.
Turbo 2-door hatch. V-6 (T-bar)	36,610	950	std.	std.	std.
2+2 2-door hatch. V-6 (T-bar)	33,090	950	std.	std.	std.

Sentra 4-door and 2-door sedans are U.S.-built. Sentra 4-door sedans also are imported from Japan.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
OLDSMOBILE Achieva S 2-door 4	12,715	555	830	std.	N.A.
S 4-door 4	12,815	555	830	std.	N.A.
SL 2-door 4	14,495	std.	830	std.	N.A.
SL 4-door 4	14,595	std.	830	std.	N.A.
Cutlass Ciera S 4-door 4	12,755	std.	830	N.A.	N.A.
SL 4-door V-6	16,895	std.	std.	N.A.	N.A.
Cruiser S 2-seat wagon 4	13,860	std.	830	N.A.	N.A.
Crusier SL 3-seat wagon V-6	17,395	std.	std.	N.A.	N.A.
Cutlass Supreme S 2-door V-6	15,695	std.	std.	450	N.A.
S 4-door V-6	15,795	std.	std.	450	N.A.
International 2-door V-6	21,795	std.	std.	std.	N.A.
International 4-door V-6	21,895	std.	std.	std.	N.A.
Convertible V-6	21,995	std.	std.	450	N.A.
Eighty Eight Royale 4-door V-6	18,495	std.	std.	Pkg.	std.
Royale LS 4-door V-6	21,395	std.	std.	std.	std.
Custom Cruiser 4-door wagon V-8	20,395	std.	std.	std.	std.
Ninety Eight Regency 4-door V-6	24,595	std.	std.	std.	std.
Regency Elite 4-door V-6	26,195	std.	std.	std.	std.
Touring Sedan 4-door V-6	28,995	std.	std.	std.	std.
Toronado 2-door V-6	24,695	std.	std.	std.	std.
Trofeo 2-door V-6	27,295	std.	std.	std.	std.
PLYMOUTH Colt 3-door hatchback 4	7,374	613	753	N.A.	N.A.
GL 3-door hatchback 4	8,202	508	753	N.A.	N.A.
Colt Vista wagon 4	11,397	723	753	913	N.A.
SE wagon 4	12,102	723	753	913	N.A.
Wagon (awd) 4	13,469	723	753	913	N.A.
Sundance America 3-door hatch. 4	7,992	557	900	N.A.	std.
America 5-door hatchback 4	8,392	557	900	N.A.	std.
Highline 3-door hatchback 4	9,336	557	900	N.A.	std.
Highline 5-door hatchback 4	9,736	557	900	N.A.	std.
Duster 3-door hatchback V-6	9,849	690	900	N.A.	std.
Duster 5-door hatchback V-6	10,249	690	900	N.A.	std.
Acclaim 4-door 4	11,470	557	831	899	std.
Laser 2-door hatchback 4	11,184	701	827	N.A.	N.A.
RS 2-door hatchback 4	13,332	701	827	943	N.A.
RS Turbo 2-door hatchback 4	14,811	840	827	943	N.A.
RS Turbo 2-door hatch. (awd) 4	16,853	N.A.	827	943	N.A.

Colt and Colt Vista models are imported from Japan.
Laser models are built by Diamond-Star Motors in Normal, Ill.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
PONTIAC LeMans 2-door hatchback 4	8,050	N.A.	N.A.	N.A.	N.A.
SE 2-door hatchback 4	8,750	475	705	N.A.	N.A.
SE 4-door 4	9,465	475	705	N.A.	N.A.
Sunbird LE 2-door 4	9,620	495	745	std.	N.A.
LE 4-door 4	9,720	495	745	std.	N.A.
SE 2-door 4	10,380	495	745	std.	N.A.
SE 4-door 4	10,480	495	745	std.	N.A.
SE convertible 4	15,345	495	745	std.	N.A.
GT 2-door V-6	12,820	495	745	std.	N.A.
Grand Am SE 2-door 4	11,899	555	830	std.	N.A.
SE 4-door 4	11,999	555	830	std.	N.A.
GT 2-door 4	13,699	555	830	std.	N.A.
GT 4-door 4	13,799	555	830	std.	N.A.
Firebird 2-door V-6	12,505	530	830	N.A.	std.
Convertible V-6	19,375	530	830	N.A.	std.
Formula 2-door V-8	16,205	530	std.	N.A.	std.
Trans Am 2-door V-8	18,105	530	std.	N.A.	std.
Trans Am convertible V-8	23,875	530	std.	N.A.	std.
Trans Am GTA 2-door V-8	25,880	std.	std.	N.A.	std.
Grand Prix LE 4-door V-6	14,890	std.	std.	450	N.A.
SE 2-door V-6	15,390	std.	std.	450	N.A.
SE 4-door V-6	16,190	std.	std.	450	N.A.
GT 2-door V-6	20,340	std.	std.	std.	N.A.
STE 4-door V-6	21,635	std.	std.	std.	N.A.
Bonneville SE 4-door V-6	18,599	std.	std.	Pkg.	std.
SSE 4-door V-6	23,999	std.	std.	std.	std.
SSEi 4-door V-6	28,045	std.	std.	std.	std.

LeMans models are imported from South Korea.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
PORSCHE 968 2-door 4	39,850	3,150	std.	std.	std.
Cabriolet convertible 6	51,000	3,150	std.	std.	std.
911 Carrera 2-door 6	63,900	3,150	std.	std.	std.
Targa 2-door 6	65,500	3,150	std.	std.	std.
Cabriolet convertible 6	72,900	3,150	std.	std.	std.
2-door 6 (awd)	75,780	N.A.	std.	std.	std.
Targa 2-door 6 (awd)	77,380	N.A.	std.	std.	std.
Cabriolet convertible 6 (awd)	84,780	N.A.	std.	std.	std.
911 RS America 2-door 6 (1993)	53,900	N.A.	2,675	std.	std.
America roadster 6	87,900	3,150	std.	std.	std.
911 Turbo 2-door 6	98,875	N.A.	std.	std.	std.
928GTS 2-door hatch. V-8 (1993)	80,920	std.	std.	std.	std.

Automatic transmission or 5-speed manual are no-charge choices on 928.

Prices do not include gas-guzzler tax of $1,000 on 911 Carrera with automatic transmission; $1,000 on 911 America Roadster with automatic; $1,300 on Carrera with awd; $2,100 on 911 Turbo; $2,100 on 928 with automatic; and $3,000 on 928 with 5-speed.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
ROLLS-ROYCE					
Silver Spirit II 4-door V-8	157,800	std.	std.	std.	std.
Silver Spur II 4-door V-8	173,000	std.	std.	std.	std.
Touring Limousine V-8 (1993)	310,000	std.	std.	std.	std.
Corniche IV convertible V-8	243,700	std.	std.	std.	std.
SAAB 900 3-door hatchback 4	19,880	690	std.	std.	std.
900 4-door 4	20,495	690	std.	std.	std.
900S 3-door hatchback 4	23,980	690	std.	std.	std.
900S 4-door 4	24,595	690	std.	std.	std.
900S convertible 4	31,360	690	std.	std.	std.
900 Turbo 3-door 4	29,360	690	std.	std.	std.
Convertible 4	36,230	690	std.	std.	std.
9000 5-door hatchback 4	25,465	920	std.	std.	std.
9000S 5-door hatchback 4	28,795	920	std.	std.	std.
9000CD 4-door 4	30,950	std.	std.	std.	std.
9000 Turbo 5-door hatchback 4	36,945	920	std.	std.	std.
9000CD Turbo 4-door 4	37,615	std.	std.	std.	std.
Griffin Edition 4-door 4	42,195	std.	std.	std.	std.

Automatic transmission or 5-speed manual are no-charge choices on 9000CD and 9000CD Turbo

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
SATURN SL 4-door 4	8,395	N.A.	825	595	625
SL1 4-door 4	9,195	725	825	595	625
SL2 4-door 4	10,595	725	825	595	625
Sport Coupe 4	11,975	725	825	595	625
SUBARU Justy 3-door hatchback 3	6,945	N.A.	N.A.	N.A.	N.A.
GL 3-door hatchback 3	8,349	535	753	N.A.	N.A.
GL 3-door hatchback 3 (awd)	9,149	535	753	N.A.	N.A.
GL 5-door hatchback 3 (awd)	9,249	535	753	N.A.	N.A.
Loyale 4-door 4	10,049	550	std.	N.A.	N.A.
4-door wagon 4	10,899	550	std.	N.A.	N.A.
4-door 4 (awd)	11,399	550	std.	N.A.	N.A.
4-door wagon 4 (awd)	12,399	550	std.	N.A.	N.A.
Legacy L 4-door 4	13,849	Pkg.	Pkg.	N.A.	800
L 4-door wagon 4	14,349	N.A.	985	N.A.	800
L 4-door wagon 4 (awd)	15,949	Pkg.	Pkg.	N.A.	N.A.
LS 4-door 4	19,649	std.	std.	std.	std.
LS 4-door wagon 4	20,149	std.	std.	std.	std.
LS 4-door 4 (awd)	21,149	std.	std.	std.	std.
LS 4-door wagon 4 (awd)	21,649	std.	std.	std.	std.
LSi 4-door 4	21,049	std.	std.	std.	std.
LSi 4-door 4 (awd)	22,549	std.	std.	std.	std.
Sport Sedan 4-door 4 (awd)	20,149	785	std.	std.	N.A.
Touring wagon 4 (awd)	21,645	std.	std.	std.	N.A.
SVX 2-door 4	26,250	std.	std.	std.	std.

Prices do not include dealer preparation charge of $129.
Justy GL automatic transmission price is for a continuously variable transmission.
Legacy L and LS sedans and wagons and Legacy LSi sedans are U.S.-built. Legacy L and LS wagons also are imported from Japan.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
SUZUKI Swift GA 3-door hatchback 4	6,999	600	705	N.A.	N.A.
GT 3-door hatchback 4	9,699	N.A.	705	N.A.	N.A.
GA 4-door 4	7,799	600	705	N.A.	N.A.
GS 4-door 4	9,199	600	705	N.A.	N.A.

Suzuki Swift models are built by CAMI Automotive in Ingersoll, Ontario and also are imported from Japan.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
TOYOTA Tercel 2-door 4	7,198	N.A.	800	N.A.	N.A.
Deluxe 2-door 4	8,798	500	800	N.A.	N.A.
Deluxe 4-door 4	8,898	500	800	N.A.	N.A.
LE 4-door 4	10,338	500	800	N.A.	N.A.
Corolla 4-door 4	9,718	500	820	N.A.	N.A.
Deluxe 4-door 4	10,738	500	820	N.A.	N.A.
LE 4-door 4	12,978	std.	820	N.A.	N.A.
Deluxe 4-door wagon 4	11,428	500	820	N.A.	N.A.
Deluxe 4-door wagon 4 (awd)	13,098	810	820	N.A.	N.A.
Paseo 2-door 4	10,758	800	800	N.A.	N.A.
Celica ST Sport 2-door 4	13,918	710	870	N.A.	std.
GT 2-door 4	16,378	800	870	1,360	std.
GT convertible 4	21,338	800	870	N.A.	std.
GT 3-door hatchback 4	16,518	800	870	1,360	std.
GT-S 3-door hatchback 4	18,068	800	1,050	1,360	std.
Turbo 3-door hatchback 4 (awd)	22,948	N.A.	1,050	1,130	std.
Camry Deluxe 4-door 4	14,798	800	870	1,245	std.
LE 4-door 4	17,498	std.	std.	1,245	std.
XLE 4-door 4	19,428	std.	std.	1,245	std.
Deluxe 4-door V-6	17,328	std.	870	1,130	std.
LE 4-door V-6	19,228	std.	std.	1,130	std.
XLE 4-door V-6	21,178	std.	std.	1,130	std.
SE 4-door V-6	18,528	800	std.	1,130	std.
Deluxe 4-door wagon 4	16,898	std.	870	1,245	std.
LE 4-door wagon 4	18,798	std.	std.	1,245	std.
LE 4-door wagon V-6	20,528	std.	std.	1,245	std.
MR2 2-door 4	17,658	800	870	1,130	std.
2-door 4 (T-bar roof)	18,658	N.A.	870	1,130	std.
Turbo 2-door 4	20,278	N.A.	870	1,130	std.
Turbo 2-door 4 (T-bar roof)	21,218	N.A.	870	1,130	std.
Cressida 4-door 6	24,428	std.	std.	1,130	N.A.
Supra 3-door hatchback 6	26,290	800	std.	1,130	std.
Turbo 3-door hatchback 6	29,900	800	std.	std.	std.
Turbo 3-door hatch. 6 (sport roof)	30,960	800	std.	std.	std.

The following Toyota models are U.S.-built: Corolla base, Deluxe and LE 4-door sedans and all Camry models. Corolla base, Deluxe and LE 4-door sedans are also built in Canada. The Corolla sedans and the Camry sedans are also imported from Japan. Camry wagons are built only in the United States.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
VOLKSWAGEN Fox 2-dr 4	7,995	N.A.	Pkg.	N.A.	N.A.
GL 4-door 4	8,995	N.A.	Pkg.	N.A.	N.A.
Golf GL 2-door hatchback 4	9,640	545	840	N.A.	N.A.
GL 4-door hatchback 4	9,950	545	840	N.A.	N.A.
GTI 2-door hatchback 4	11,110	545	840	N.A.	N.A.
16V 2-door hatchback 4	13,910	N.A.	840	N.A.	N.A.
Jetta GL 4-door 4	11,370	545	840	N.A.	N.A.
ECOdiesel 4-door 4	11,670	N.A.	840	N.A.	N.A.
Carat 4-door 4	12,390	545	840	N.A.	N.A.
GLI 16V 4-door 4	15,480	N.A.	840	835	N.A.
Cabriolet convertible 4	17,320	545	895	N.A.	std.
Carat convertible 4	18,950	545	895	N.A.	std.
Passat CL 4-door 4	14,950	795	840	N.A.	N.A.
GL 4-door 4	17,550	795	std.	835	N.A.
GL 4-door wagon 4	17,970	795	std.	835	N.A.
Corrado G60 2-door 4	19,860	795	std.	835	N.A.
SLC 2-door 4	21,840	795	std.	std.	N.A.

Golf and GTI models are imported from Mexico.
Jetta models are imported from Mexico and Germany.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
VOLVO 240 4-door 4	20,820	675	std.	std.	std.
4-door wagon 4	21,320	675	std.	std.	std.
GL 4-door 4	21,495	675	std.	std.	std.
740 4-door 4	24,285	std.	std.	std.	std.
4-door wagon 4	24,965	std.	std.	std.	std.
GL 4-door wagon 4	25,765	std.	std.	std.	std.
Turbo 4-door wagon 4	27,795	std.	std.	std.	std.
940 GL 4-door 4	24,995	std.	std.	std.	std.
Turbo 4-door 4	30,795	std.	std.	std.	std.
Turbo 4-door wagon 4	31,475	std.	std.	std.	std.
960 4-door 4	33,975	std.	std.	std.	std.
4-door wagon 6	34,655	std.	std.	std.	std.

Volvo 740 wagons and all 940 models are built in Canada and also are imported from Sweden.

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air Bag (driver-side)
YUGO					
GV Plus 2-door hatchback 4 (1991)	4,825	679	799	N.A.	N.A.
Cabrio convertible 4 (1991)	8,990	N.A.	799	N.A.	N.A.

Yugo America Inc. has not received any 1992 models from Yugoslavia.

Retail prices — 1992 pickup trucks
(domestic and imported)

This table shows the prices of domestic and imported light pickup trucks as of April 7, 1992. Prices are manufacturers' suggested retail prices. Import prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. Wheelbase (w.b.) is listed in inches when necessary to identify the model. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
CHEVROLET S10 Pickup (2wd)					
Fleetside EL	$ 8,722	$890	$131	std.	$755
Fleetside (108.3 w.b.)	9,858	890	131	std.	755

	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
Fleetside (117.9 w.b.)	10,158	890	131	std.	755
Maxi Cab Fleetside	11,358	890	131	std.	755
T10 Pickup (4wd) Fleetside EL	12,273	890	131	std.	755
Fleetside (108.3 w.b.)	13,424	890	131	std.	755
Fleetside (117.9 w.b.)	13,724	890	131	std.	755
Maxi Cab Fleetside	14,924	890	131	std.	755
C/K Pickup C-1500 (2wd) Sportside	13,495	890	170	std.	805
Fleetside (117.5 w.b.)	13,095	890	170	std.	805
Fleetside (131.5 w.b.)	13,395	890	170	std.	805
Fleetside W/T	10,600	890	332	std.	805
Fleetside 455 SS	20,585	std.	std.	std.	std.
Extended Cab Sportside	14,445	890	170	std.	805
Extended Cab Fleetside (141.5 w.b.)	14,045	890	170	std.	805
Extended Cab Fleetside (155.5 w.b.)	14,335	890	170	std.	805
C/K Pickup C-2500 (2wd) Fleetside	14,035	890	170	std.	805
Extended Cab Fleetside (141.5 w.b.)	15,155	890	170	std.	805
Extended Cab Fleetside (155.5 w.b.)	15,435	890	170	std.	805
C/K Pickup C-3500 (2wd) Fleetside	15,588	890	170	std.	805
Extended Cab Fleetside	16,658	890	170	std.	805
Crew Cab Fleetside	17,407	890	170	std.	805
C/K Pickup K-1500 (4wd) Sportside	15,745	890	170	std.	805
Fleetside (117.5 w.b.)	15,345	890	170	std.	805
Fleetside (131.5 w.b.)	15,635	890	170	std.	805
Fleetside W/T	13,615	890	332	std.	805
Extended Cab Sportside	16,697	890	170	std.	805
Extended Cab Fleetside (141.5 w.b.)	16,297	890	170	std.	805
Extended Cab Fleetside (155.5 w.b.)	16,587	890	170	std.	805
C/K Pickup K-2500 (4wd) Fleetside	15,805	890	170	std.	805
Extended Cab Fleestside (141.5 w.b.)	16,867	890	170	std.	805
Extended Cab Fleetside (155.5 w.b.)	17,167	890	170	std.	805
C/K Pickup K-3500 (4wd) Fleetside	17,888	890	170	std.	805
Extended Cab Fleetside	18,948	890	170	std.	805
Crew Cab Fleetside	20,407	890	170	std.	805
DODGE Ram 50 (2wd) (105 w.b.)	8,337	701	241	N.A.	713
Ram 50 (116 w.b.)	8,892	701	241	N.A.	713
SE	9,477	701	241	N.A.	713
Power Ram 50 (4wd)	11,347	707	241	N.A.	713
Dakota (2wd) S	8,845	N.A.	194	std.	797
Dakota (112 w.b.)	10,695	887	std.	std.	797
Sport	9,464	887	std.	std.	797
Dakota (124 w.b.)	10,978	887	std.	std.	797
Club Cab	11,962	887	std.	std.	std.
Dakota (4wd) (112 w.b.)	14,284	887	std.	std.	797
Sport	13,472	887	std.	std.	797
Dakota (124 w.b.)	14,498	887	std.	std.	797
Club Cab	15,438	887	std.	std.	std.
Ram (2wd) D150 (115 w.b.)	13,183	648	std.	std.	797
D150 (131 w.b.)	13,400	648	std.	std.	797
D250	14,341	648	std.	std.	797
D350	15,207	887	std.	std.	797
D150 Club Cab (133 w.b.)	15,265	887	std.	std.	797
D150 Club Cab (149 w.b.)	15,484	887	std.	std.	797
D250 Club Cab	16,225	887	std.	std.	797
D350 Club Cab	21,110	887	std.	std.	797
Ram (4wd) W150 (115 w.b.)	15,649	887	std.	std.	797
W150 (131 w.b.)	15,869	887	std.	std.	797
W250	16,832	887	std.	std.	797
W350	17,733	887	std.	std.	797
W150 Club Cab	18,170	887	std.	std.	797
W250 Club Cab	18,310	887	std.	std.	797
W350 Club Cab	23,417	887	std.	std.	797
FORD Ranger (2wd) S	8,730	N.A.	N.A.	std.	755
Sport (108 w.b.)	8,730	954	116	std.	755
Sport (114 w.b.)	8,887	954	116	std.	755
Custom (108 w.b.)	9,876	954	116	std.	755
Custom (114 w.b.)	10,196	954	116	std.	755
Supercab Custom	11,461	954	116	std.	755
Ranger (4wd) S	12,418	N.A.	N.A.	std.	755
Sport (108 w.b.)	12,418	954	116	std.	755
Sport (114 w.b.)	12,574	954	116	std.	755
Custom (108 w.b.)	13,345	954	116	std.	755
Custom (114 w.b.)	13,556	954	116	std.	755
Supercab Custom	14,840	954	116	std.	755
F-150 (2wd) S (117 w.b.)	10,336	N.A.	N.A.	std.	806
S (133 w.b.)	10,572	N.A.	N.A.	std.	806
Custom (117 w.b.)	12,807	870	148	std.	806
Custom (133 w.b.)	13,051	870	148	std.	806
Flareside	14,120	870	std.	std.	806
Supercab S (139 w.b.)	12,739	N.A.	N.A.	std.	806
Supercab S (155 w.b.)	12,965	N.A.	N.A.	std.	806
Supercab Custom (139 w.b.)	14,173	870	148	std.	806
Supercab Custom (155 w.b.)	14,407	870	148	std.	806
Supercab Flareside	15,184	870	std.	std.	806
F-150 (4wd) S (117 w.b.)	13,471	N.A.	N.A.	std.	806
S (133 w.b.)	13,799	N.A.	N.A.	std.	806
Custom (117 w.b.)	15,021	870	148	std.	806
Custom (133 w.b.)	15,371	870	148	std.	806
Flareside	16,187	870	std.	std.	806
Supercab Custom (139 w.b.)	16,285	870	148	std.	806
Supercab Custom (155 w.b.)	16,520	870	148	std.	806
Supercab Flareside	17,296	870	std.	std.	806
F-250 (2wd)	13,891	924	148	std.	806
HD	14,607	696	148	std.	806
HD Supercab	17,002	696	148	std.	806
F-250 (4wd) HD	18,092	696	148	std.	806
HD Supercab	19,246	696	148	std.	806
F-350 (2wd)	16,728	696	148	std.	806
Crew Cab (single wheels)	18,087	696	148	std.	806
Crew Cab (dual wheels)	18,673	696	148	std.	806
Supercab	18,594	696	148	std.	806
F-350 (4wd)	18,470	696	148	std.	806
Crew Cab (single wheels)	21,018	696	148	std.	806
GMC Syclone (awd) Wideside	26,995	std.	std.	std.	std.
Sonoma (2wd) Wideside GT	16,300	std.	std.	std.	std.
Wideside (108.3 w.b.)	10,057	890	std.	std.	755
Wideside (117.9 w.b.)	10,357	890	std.	std.	755
Wideside Special	8,790	890	332	std.	755
Club Coupe	11,557	890	std.	std.	755
Sonoma (4wd) Wideside (108.3 w.b.)	13,644	890	std.	std.	755
Wideside (117.9 w.b.)	13,944	890	std.	std.	755
Wideside Special	12,362	890	332	std.	755
Club Coupe	15,144	890	std.	std.	755
Sierra C-1500 (2wd) Sportside	13,733	890	std.	std.	805
Wideside (117.5 w.b.)	13,333	890	std.	std.	805
Wideside (131.5 w.b.)	13,633	890	std.	std.	805
Wideside Special	10,602	890	332	std.	805
Club Coupe Sportside	14,683	890	std.	std.	805
Club Coupe Wideside (141.5 w.b.)	14,283	890	std.	std.	805
Club Coupe Wideside (155.5 w.b.)	14,573	890	std.	std.	805
Sierra C-2500 (2wd) Wideside	14,273	890	std.	std.	805
Club Coupe Wideside (141.5 w.b.)	15,393	890	std.	std.	805
Club Coupe Wideside (155.5 w.b.)	15,673	890	std.	std.	805
Sierra C-3500 (2wd) Wideside	15,760	890	std.	std.	805
Club Coupe Wideside	16,830	890	std.	std.	805
Crew Cab Wideside	17,579	890	std.	std.	805
Sierra K-1500 (4wd) Sportside	15,983	890	std.	std.	805
Wideside (117.5 w.b.)	15,583	890	std.	std.	805
Wideside (131.5 w.b.)	15,873	890	std.	std.	805
Wideside Special	13,617	890	332	std.	805
Club Coupe Sportside	16,935	890	std.	std.	805
Club Coupe Wideside (141.5 w.b.)	16,535	890	std.	std.	805
Club Coupe Wideside (155.5 w.b.)	16,825	890	std.	std.	805
Sierra K-2500 (4wd) Wideside	16,043	890	std.	std.	805
Club Coupe Wideside (141.5 w.b.)	17,105	890	std.	std.	805
Club Coupe Wideside (155.5 w.b.)	17,405	890	std.	std.	805
Sierra K-3500 (4wd) Wideside	18,060	890	std.	std.	805
Club Coupe Wideside	19,120	890	std.	std.	805
Crew Cab Wideside	20,579	890	std.	std.	805
ISUZU Pickup (2wd) S (2.3-liter)	8,349	N.A.	210	std.	780
S long bed (2.3-liter)	9,399	N.A.	210	std.	780
S (2.6-liter)	9,119	880	210	std.	780
S One-ton long bed (2.6-liter)	10,639	N.A.	210	std.	780
S Spacecab	10,439	880	210	std.	780
LS Spacecab	13,119	880	std.	std.	780
Pickup (4wd) S (2.6-liter)	11,879	N.A.	210	std.	780
LS Spacecab	15,879	N.A.	std.	std.	780
S (3.1-liter)	12,299	N.A.	210	std.	780
JEEP Comanche (2wd)	9,229	1,002	312	N.A.	836
Long bed	9,926	801	312	N.A.	836
Comanche (4wd)	12,246	1,002	312	N.A.	836
Long bed	12,977	801	312	N.A.	836

Automatic transmission on Jeep Comanche is available only with the optional 4.0-liter I-6 engine.

	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
MAZDA B2200 (2wd) Short bed	8,775	795	295	std.	785
Long bed	9,490	N.A.	295	std.	785
Cab Plus	10,435	795	315	std.	785
B2600i (2wd) Short bed	9,400	795	295	std.	785
Cab Plus	10,785	795	315	std.	785
B2600i (4wd) Short bed	11,835	795	295	std.	785
Cab Plus	13,335	795	315	std.	785
MITSUBISHI Mighty Max (2wd)	8,079	870	297	std.	693
Macrocab	9,379	N.A.	297	std.	693
Mighty Max (4wd)	12,289	N.A.	297	std.	693
NISSAN Pickup (2wd)	9,095	1,115	Pkg.	N.A.	850
Long bed V-6	10,545	900	Pkg.	N.A.	850
King Cab	10,755	800	Pkg.	N.A.	850
SE V-6 King Cab	13,735	900	std.	N.A.	850
Pickup (4wd)	12,355	N.A.	Pkg.	std.	850
King Cab	13,995	N.A.	Pkg.	std.	850
SE V-6 King Cab	15,850	1,000	std.	std.	850

Nissan pickup trucks are built in the United States.

	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
TOYOTA Pickup (2wd)	8,998	N.A.	210	250	
Deluxe	9,938	720	210	250	
Deluxe long bed	10,468	720	210	250	
Deluxe Xtracab	11,368	720	210	250	
Deluxe V-6	12,478	900	210	250	
SR5 V-6	14,338	900	std.	std.	
One-ton long bed V-6	12,088	900	210	250	
Pickup (4wd) Deluxe	13,148	900	210	250	
Deluxe (4wd on Demand)	13,348	N.A.	210	250	
Deluxe long bed	13,758	N.A.	210	250	
Deluxe long bed (4wd on Demand)	13,958	N.A.	210	250	
Deluxe Xtracab	14,588	910	210	250	
Deluxe Xtracab (4wd on Demand)	14,788	N.A.	210	250	
Deluxe V-6	14,318	N.A.	210	250	
Deluxe V-6 long bed	14,898	N.A.	210	250	
Deluxe V-6 Xtracab	15,728	1,290	210	250	
SR5 V-6 Xtracab	17,548	1,280	std.	std.	

Air conditioning is port installed. Toyota does not quote a price.

Retail prices — 1992 sport-utilities
(domestic and imported)

This table shows the prices of domestic and imported sport-utilities as of April 7, 1992. Prices are manufacturers' suggested retail prices. Imported sport-utility prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
CHEVROLET S10 Blazer (2wd) 2-door	$14,823	Pkg.	$131	std.	$780
4-door	15,783	Pkg.	131	std.	780
T10 Blazer (4wd) 2-door	16,583	Pkg.	131	std.	780
4-door	17,953	Pkg.	131	std.	780
K Blazer (4wd)	19,280	$890	170	std.	845
C/K Suburban (2wd) C-1500	18,155	std.	170	std.	845
C-2500	19,359	std.	170	std.	845
C/K Suburban (4wd) K-1500	20,355	std.	170	std.	845
K-2500	21,559	std.	170	std.	845
Geo Tracker (2wd) Convertible	9,695	595	139	std.	745
Geo Tracker (4wd)	11,900	595	139	std.	745
LSi	13,200	595	std.	std.	745
Convertible	11,500	595	139	std.	745
LSi convertible	12,600	595	std.	std.	745
DAIHATSU Rocky (4wd) SE soft top	11,697	N.A.	210	N.A.	785
SE hard top	12,497	N.A.	210	N.A.	785
SX hard top	13,497	N.A.	210	N.A.	785
DODGE Ramcharger AD-150 S (2wd)	16,545	std.	194	std.	836
AD-150 (2wd)	18,764	std.	std.	std.	836
AW-150 S (4wd)	17,939	887	194	std.	836
AW-150 (4wd)	19,595	887	std.	std.	836
FORD Explorer (2-door) XL (2wd)	15,854	890	std.	std.	780
XL (4wd)	17,644	890	std.	std.	780
Sport (2wd)	17,000	890	std.	std.	Pkg.
Sport (4wd)	18,731	890	std.	std.	Pkg.
Eddie Bauer (2wd)	20,428	890	std.	std.	Pkg.
Eddie Bauer (4wd)	22,159	890	std.	std.	Pkg.
Explorer (4-door) XL (2wd)	16,692	890	std.	std.	780
XL (4wd)	18,505	890	std.	std.	780
XLT (2wd)	18,647	890	std.	std.	Pkg.
XLT (4wd)	20,401	890	std.	std.	Pkg.
Eddie Bauer (2wd)	21,798	890	std.	std.	Pkg.
Eddie Bauer (4wd)	23,553	890	std.	std.	Pkg.
Bronco (4wd) Custom	18,852	924	std.	std.	845
XLT	20,996	924	std.	std.	Pkg.
XLT Nite	22,357	924	std.	std.	Pkg.
Eddie Bauer	23,201	924	std.	std.	std.
GMC Jimmy 2-door (2wd)	15,022	Pkg.	std.	std.	780
2-door (4wd)	16,803	Pkg.	std.	std.	780
4-door (2wd)	15,982	Pkg.	std.	std.	780
4-door (4wd)	18,173	Pkg.	std.	std.	780
Suburban C-1500 (2wd)	18,393	std.	std.	std.	845
K-1500 (4wd)	20,593	std.	std.	std.	845
C-2500 (2wd)	19,597	std.	std.	std.	845
K-2500 (4wd)	21,797	std.	std.	std.	845
Typhoon (4wd)	28,995	std.	std.	std.	std.
Yukon (awd)	19,518	890	std.	std.	845
ISUZU Amigo (2wd) S (2.3-liter)	11,099	N.A.	210	std.	780
S (2.6-liter)	11,789	910	210	std.	780
XS	12,489	880	210	std.	780
Amigo (4wd) S	13,999	N.A.	210	std.	780
XS	15,349	N.A.	210	std.	780
Rodeo (2wd) S (2.6-liter)	12,919	N.A.	210	std.	800
S (3.1-liter)	13,859	N.A.	210	std.	800
XS	14,779	890	std.	std.	800
LS	16,089	890	210	std.	800
Rodeo (4wd) S	15,549	N.A.	210	std.	800
XS	17,529	1,100	std.	std.	800
LS	17,849	1,100	210	std.	800
Trooper (4wd) S	18,800	1,150	std.	std.	850
LS	24,250	1,150	std.	std.	std.

PRICES

	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
JEEP Wrangler (4wd) S	10,545	N.A.	270	N.A.	878
Wrangler	12,889	573	std.	N.A.	878
Cherokee 2-door (2wd)	14,346	877	std.	599	836
4-door (2wd)	15,357	877	std.	599	836
2-door (4wd)	15,832	877	std.	599	836
4-door (4wd)	16,842	877	std.	599	836
Limited	25,484	std.	std.	599	std.
Briarwood	24,949	std.	std.	599	std.
Grand Cherokee (4wd)	18,980	877	std.	std.	836
Laredo	20,125	877	std.	std.	836
Limited	27,433	std.	std.	std.	std.
Grand Cherokee is a 1993 model.					
MAZDA Navajo (2wd) DX	15,795	N.A.	std.	std.	Pkg.
LX	17,495	890	std.	std.	Pkg.
Navajo (4wd) DX	17,595	N.A.	std.	std.	Pkg.
LX	19,295	890	std.	std.	Pkg.
MITSUBISHI Montero (4wd)	18,509	810	555	N.A.	860
RS	20,229	800	std.	N.A.	860
LS	23,700	std.	std.	std.	860
SR	23,125	std.	std.	1,188	860
NISSAN Pathfinder XE V-6 (2wd)	17,955	1,270	std.	std.	850
XE V-6 (4wd)	19,665	1,370	std.	std.	850
SE V-6 (4wd)	22,735	1,000	std.	std.	std.
Automatic transmission price on Nissan Pathfinder XE V-6 includes cruise control and variable intermittent wipers.					
OLDSMOBILE Bravada (awd)	24,855	std.	std.	std.	std.
RANGE ROVER (4wd)	38,900	std.	std.	N.A.	std.
County	44,500	std.	std.	std.	std.
LSE	42,900	std.	std.	std.	std.
SUZUKI Samurai JA (2wd)	6,399	N.A.	340	N.A.	689
JL (4wd)	8,299	N.A.	340	N.A.	689
Sidekick 2-door JS (2wd)	10,799	N.A.	470	std.	740
JX (4wd)	12,139	600	470	std.	740
Sidekick 4-door JX (4wd)	12,649	850	std.	std.	750
JLX (4wd)	13,849	850	std.	std.	750
TOYOTA Land Cruiser (4wd)	26,658	std.	std	N.A.	890
4Runner SR5 V-6 2-door (4wd)	21,258	N.A.	std.	std.	N.A.
V-6 4-door (2wd)	19,918	std.	std.	std.	840
4-door (4wd)	18,738	1,100	340	250	840
4-door (4wd on Demand)	18,938	N.A.	340	250	840
V-6 4-door (4wd on Demand)	20,778	1,050	std.	std.	840

Retail prices — 1992 vans (domestic and imported)

This table shows the prices of domestic and imported vans as of April 7, 1992. Prices are manufacturers' suggested retail prices. Imported van prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	AM/FM Stereo	Anti-lock Brakes	Air Cond. (Front)	Air Cond. (Front & Rear)
CHEVROLET Lumina APV	$15,570	std.	std.	$830	N.A.
CL	17,355	std.	std.	std.	$450
Cargo	14,375	std.	std.	830	N.A.
Astro Cargo	13,995	$ 96	std.	845	N.A.
Extended	14,665	96	std.	845	N.A.
Astro Cargo (awd)	16,585	96	std.	845	N.A.
Extended	17,225	96	std.	845	N.A.
Astro	15,185	151	std.	845	1,368
Extended	15,875	151	std.	845	1,368
Astro (awd)	17,505	151	std.	845	1,368
Extended	18,145	151	std.	845	1,368
Chevy Van G10 (110 w.b.)	14,315	96	std.	975	1,574
G10 (125 w.b.)	14,595	96	std.	975	1,574
G20 (110 w.b.)	14,535	96	std.	975	1,574
G20 (125 w.b.)	14,835	96	std.	975	1,574
G30	14,555	96	std.	975	1,574
G30 HD	16,295	96	std.	975	1,574
G30 HD Extended	17,345	96	std.	975	1,574
Sportvan G10 (110 w.b.)	16,045	141	std.	975	1,574
G10 (125 w.b.)	16,995	141	std.	975	1,574
G20	17,185	141	std.	975	1,574
G30	18,935	141	std.	975	1,574
G30 HD	18,815	141	std.	975	1,574
G30 HD Extended	20,465	141	std.	975	1,574
Automatic transmission is standard on all Chevrolet vans.					
CHRYSLER Town & Country	24,716	std.	std.	std.	466
Town & Country (awd)	26,611	std.	std.	std.	N.A.
DODGE Caravan C/V	12,915	std.	N.A.	857	N.A.
Extended	15,304	std.	599	857	N.A.
Caravan C/V (awd)	16,549	std.	N.A.	857	N.A.
Extended	17,211	std.	599	857	N.A.
Ram Van B150 (109 w.b.)	13,779	std.	std.	970	N.A.
B150 (127 w.b.)	14,608	std.	std.	970	N.A.
B250 (109 w.b.)	14,327	std.	std.	970	N.A.
B250 (127 w.b.)	15,021	std.	std.	970	N.A.
B250 Maxiwagon	16,008	std.	std.	970	N.A.
B350	16,301	std.	std.	970	N.A.
B350 Maxiwagon	17,266	std.	std.	970	N.A.
Ram Wagon B150 (109 w.b.)	15,167	std.	std.	970	N.A.
B150 (127 w.b.)	16,025	std.	std.	970	N.A.
B250	16,669	std.	std.	970	1,581
B250 Maxiwagon	17,955	std.	std.	970	1,581
B350	17,957	std.	std.	970	1,581
B350 Maxiwagon	19,244	std.	std.	970	1,581
Caravan	13,501	std.	N.A.	857	N.A.
SE	15,624	std.	687	857	N.A.
LE	20,340	std.	599	std.	N.A.
ES	20,883	std.	599	std.	N.A.
Caravan (awd) SE	18,682	std.	599	857	N.A.
LE	22,442	std.	599	std.	N.A.
ES	22,953	std.	599	std.	N.A.
Grand Caravan	17,376	std.	N.A.	857	1,556
SE	17,606	std.	687	857	1,556
LE	21,060	std.	599	std.	466
ES	21,571	std.	599	std.	466
Grand Caravan (awd) SE	19,606	std.	599	857	1,556
LE	23,060	std.	599	std.	466
ES	23,571	std.	599	std.	466
Automatic transmission is $601 on the Dodge Caravan C/V (fwd) and the Caravan base model; $326 on Ram Van (109 w.b.) and Ram Wagon (109 w.b.). Automatic transmission is standard on all other Dodge vans.					
FORD Aerostar XL	13,739	std.	std.	857	1,433
XL Extended	15,531	std.	std.	857	1,433
XL (4wd)	16,978	std.	std.	857	1,433
XL Extended (4wd)	17,966	std.	std.	857	1,433
XL Plus	15,235	std.	std.	857	1,433
XL Plus Extended	16,420	std.	std.	857	1,433
XL Plus (4wd)	18,014	std.	std.	857	1,433
XL Plus Extended (4wd)	19,002	std.	std.	857	1,433
XLT	17,944	std.	std.	std.	576
XLT Extended	18,621	std.	std.	std.	576
XLT (4wd)	20,119	std.	std.	std.	576
XLT Extended (4wd)	21,086	std.	std.	std.	576
Eddie Bauer	21,636	std.	std.	std.	std.
Eddie Bauer Extended	22,604	std.	std.	std.	std.
Eddie Bauer (4wd)	23,414	std.	std.	std.	std.
Eddie Bauer Extended (4wd)	24,381	std.	std.	std.	std.
Cargo	13,772	221	std.	868	N.A.
Cargo Extended	14,519	221	std.	868	N.A.
Cargo (4wd)	16,182	221	std.	868	N.A.
Cargo Extended (4wd)	16,951	221	std.	868	N.A.
Window	14,099	221	std.	868	N.A.
Window Extended	14,846	221	std.	868	N.A.
Window (4wd)	16,509	221	std.	868	N.A.
Window Extended (4wd)	17,278	221	std.	868	N.A.
Club Wagon Custom	16,740	165	std.	973	1,885
Custom HD	17,728	165	std.	973	1,885
Custom Super	19,778	165	std.	973	1,885
XLT	20,457	std.	std.	std.	std.
XLT HD	21,667	std.	std.	std.	std.
XLT Super	22,326	std.	std.	std.	std.
Chateau	23,963	std.	std.	std.	std.
Chateau HD	24,720	std.	std.	std.	std.
Econoline E-150 Cargo	14,960	143	std.	973	1,861
E-250 Cargo	15,374	143	std.	973	1,861
E-250 Super	16,024	143	std.	973	1,861
E-250 HD	15,693	143	std.	973	1,861
E-250 HD Super	16,433	143	std.	973	1,861
E-350 Cargo	16,474	143	std.	973	1,861
E-350 Super Cargo	17,384	143	std.	973	1,861
Automatic transmission is not available on regular Aerostar 2wd models. Automatic transmission is $750 on extended Aerostar 2wd models, Aerostar cargo vans and window vans. It is standard on all other Aerostar models and all Club Wagons and Econoline vans.					
GMC Safari Cargo	14,063	96	std.	845	N.A.
XT	14,733	96	std.	845	N.A.
Safari Cargo (awd)	16,653	96	std.	845	N.A.
XT	17,293	96	std.	845	N.A.
Safari	15,404	std.	std.	845	1,368
XT	16,094	std.	std.	845	1,368
Safari (awd)	17,744	std.	std.	845	1,368
XT	18,364	std.	std.	845	1,368
Vandura G-1500 (110 w.b.)	14,383	86	std.	975	1,574
G-1500 (125 w.b.)	14,663	86	std.	975	1,574
G-2500 (110 w.b.)	14,603	86	std.	975	1,574
G-2500 (125 w.b.)	14,903	86	std.	975	1,574
G-3500	14,557	86	std.	975	1,574
G-3500 HD	16,297	86	std.	975	1,574
G-3500 Extended	17,347	86	std.	975	1,574
Rally G-1500 (110 w.b.)	16,199	std.	std.	975	1,574
G-1500 (125 w.b.)	17,149	std.	std.	975	1,574
G-2500	17,339	std.	std.	975	1,574
G-3500	19,023	std.	std.	975	1,574
G-3500 HD	18,903	std.	std.	975	1,574
G-3500 Extended	20,553	std.	std.	975	1,574
Automatic transmission is standard on all GMC vans.					
MAZDA MPV 2-passenger cargo	14,120	std.	std.	859	N.A.
5-passenger	16,290	std.	std.	859	N.A.
7-passenger	17,710	std.	std.	859	1,497
V-6 7-passenger	18,490	std.	std.	859	1,497
V-6 7-passenger (4wd)	21,360	std.	std.	859	1,497
Automatic transmission is standard on all Mazda vans.					
OLDSMOBILE Silhouette	19,095	std.	std.	std.	450
Automatic transmission is standard on Oldsmobile Silhouette.					
PLYMOUTH Voyager	13,501	std.	N.A.	857	N.A.
SE	15,624	std.	687	857	N.A.
LE	20,202	std.	687	std.	N.A.
LX	20,883	std.	687	std.	N.A.
Voyager (awd) SE	18,682	std.	599	857	N.A.
LE	22,393	std.	599	std.	N.A.
LX	22,953	std.	599	std.	N.A.
Grand Voyager	17,376	std.	N.A.	857	1,556
SE	17,606	std.	687	857	1,556
LE	21,011	std.	599	std.	466
Grand Voyager (awd) SE	19,606	std.	599	857	1,556
LE	23,011	std.	599	std.	466
Automatic transmission is $589 on the Plymouth Voyager base model and standard on all other Voyager and Grand Voyager models.					
PONTIAC Trans Sport SE	16,225	std.	std.	830	1,280
GT	20,935	std.	std.	std.	450
Automatic transmission is standard on both Pontiac Trans Sport models.					
TOYOTA Previa Deluxe	17,518	340	1,405	N.A.	1,500
LE	22,748	std.	1,130	N.A.	std.
Deluxe (4wd)	20,348	340	1,405	N.A.	1,500
LE (4wd)	25,518	std.	1,130	N.A.	std.
Automatic transmission is standard on Toyota Previa LE models. It is $800 on Previa Deluxe and $890 on Previa Deluxe (4wd).					
VOLKSWAGEN					
Volkswagen did not import 1992-model vans. The 1993 Eurovan is scheduled to go on sale this summer.					

CAFE performance by manufacturer

Cars	1992	1991*
BMW	23.9	23.2
Chrysler (domestic)	27.7	27.5
Chrysler (import)	28.7	28.8
Daihatsu	40.2	43.6
Fiat**	23.4	23.8
Ford (domestic)	27.2	27.6
Ford (import)	25.4	33.8
GM (domestic)	26.7	27.2
GM (import)	31.2	31.8
Honda	30.8	30.4
Hyundai	31.6	32.9
Isuzu	32.5	34.2
Mazda	30.0	30.1
Mercedes-Benz	21.6	22.4
Mitsubishi	28.9	30.3
Nissan	29.7	29.2
Peugeot	24.9	25.9
Porsche	22.1	21.1
Subaru	27.8	28.2
Suzuki	43.9	43.2
Toyota	28.6	30.6
Volvo	25.7	25.3
Volkswagen	29.3	29.7
U.S. standards	27.5	27.5
Domestic average	26.9	27.4
Import average	29.0	29.8
Combined average	27.8	28.3

**Includes Alfa Romeo and Ferrari

Light trucks	1992	1991*
Chrysler (domestic)	21.3	21.0
Chrysler (import)	20.0	21.7
Ford	20.3	20.4
Daihatsu	26.5	26.9
GM (domestic)	20.1	21.3
Isuzu	20.8	21.2
Mazda	23.8	23.9
Mitsubishi	22.6	22.4
Nissan	24.9	24.8
Range Rover	16.3	16.3
Subaru	28.9	29.1
Suzuki	29.6	29.9
Toyota	21.3	22.4
U.S. standards	20.2	20.2
Domestic average	20.4	20.9
Import average	22.4	23.8
Combined average	20.8	21.3

*Revised

Source: NHTSA

EQUIPMENT INSTALLATIONS

U.S. domestic-built car engine installations — 1991 models (based on 1991 model year production)

	V-8	Percent of Instl.	6-Cylinder	Percent of Instl.	4-Cylinder	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-Valve Engine	Percent of Instl.	Turbo-Charging	Percent of Instl.
Premier*	0	0.0	12,516	100.0	0	0.0	12,516	100.0	0	0.0	0	0.0	0	0.0
Total Eagle	**0**	**0.0**	**12,516**	**100.0**	**0**	**0.0**	**12,516**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Sundance	0	0.0	0	0.0	70,769	100.0	849	1.2	70,769	100.0	0	0.0	849	1.2
Acclaim	0	0.0	40,383	35.6	73,051	64.4	0	0.0	73,051	64.4	0	0.0	0	0.0
Total Plymouth	**0**	**0.0**	**40,383**	**21.9**	**143,820**	**78.1**	**849**	**0.5**	**143,820**	**78.1**	**0**	**0.0**	**849**	**0.5**
LeBaron A	0	0.0	17,521	98.7	231	1.3	17,521	98.7	231	1.3	0	0.0	0	0.0
LeBaron J	0	0.0	39,510	90.0	4,390	10.0	3,380	7.7	0	0.0	0	0.0	966	2.2
Fifth Avenue	0	0.0	44,464	100.0	0	0.0	44,464	100.0	0	0.0	0	0.0	0	0.0
Imperial	0	0.0	11,601	100.0	0	0.0	11,601	100.0	0	0.0	0	0.0	0	0.0
New Yorker	0	0.0	15,108	100.0	0	0.0	15,108	100.0	0	0.0	0	0.0	0	0.0
Total Chrysler Division	**0**	**0.0**	**128,204**	**0.0**	**4,621**	**0.0**	**92,075**	**69.3**	**231**	**0.2**	**0**	**0.0**	**966**	**0.8**
Shadow	0	0.0	0	0.0	77,084	100.0	3,006	3.9	74,078	96.1	0	0.0	3,006	3.9
Monaco*	0	0.0	12,436	100.0	0	0.0	12,436	100.0	0	0.0	0	0.0	0	0.0
Daytona	0	0.0	8,341	40.8	12,102	59.2	1,329	6.5	10,773	52.7	0	0.0	1,329	6.5
Spirit	0	0.0	30,677	31.4	67,019	68.6	33,119	33.9	64,577	66.1	0	0.0	1,172	1.2
Dynasty	0	0.0	120,480	95.6	5,545	4.4	120,480	95.6	5,545	4.4	0	0.0	0	0.0
Total Dodge	**0**	**0.0**	**171,933**	**51.5**	**161,751**	**48.5**	**170,370**	**51.1**	**154,973**	**46.4**	**0**	**0.0**	**5,507**	**1.7**
CHRYSLER CORP.	**0**	**0.0**	**353,036**	**53.2**	**310,192**	**46.8**	**275,809**	**41.6**	**299,025**	**45.1**	**0**	**0.0**	**7,322**	**1.1**
Escort	0	0.0	0	0.0	304,127	100.0	304,127	100.0	0	0.0	0	0.0	0	0.0
Mustang	62,204	63.0	0	0.0	36,533	37.0	98,737	100.0	0	0.0	0	0.0	0	0.0
Tempo*	0	0.0	0	0.0	218,197	100.0	218,197	100.0	0	0.0	0	0.0	0	0.0
Taurus	0	0.0	302,577	100.0	0	0.0	302,577	100.0	0	0.0	0	0.0	0	0.0
Thunderbird	16,232	19.6	66,582	80.4	0	0.0	75,775	91.5	0	0.0	0	0.0	7,039	8.5
Probe	0	0.0	21,667	29.6	51,533	70.4	69,394	94.8	0	0.0	0	0.0	3,806	5.2
Crown Victoria*	85,532	100.0	0	0.0	0	0.0	85,532	100.0	0	0.0	0	0.0	0	0.0
Total Ford Division	**163,968**	**14.1**	**390,827**	**33.5**	**610,389**	**52.4**	**1,154,338**	**99.1**	**0**	**0.0**	**0**	**0.0**	**10,846**	**0.9**
Topaz*	0	0.0	79,890	100.0	79,890	100.0	79,890	100.0	0	0.0	0	0.0	0	0.0
Sable	0	0.0	0	0.0	0	0.0	96,277	100.0	0	0.0	0	0.0	0	0.0
Cougar	10,146	15.9	50,418	79.1	0	0.0	63,701	100.0	0	0.0	0	0.0	0	0.0
Grand Marquis*	82,433	100.0	0	0.0	0	0.0	82,433	100.0	0	0.0	0	0.0	0	0.0
Total Mercury	**92,579**	**28.7**	**130,308**	**40.4**	**79,890**	**24.8**	**322,301**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Continental	0	0.0	53,109	100.0	0	0.0	53,109	100.0	0	0.0	0	0.0	0	0.0
Town Car	124,919	100.0	0	0.0	0	0.0	124,919	100.0	0	0.0	0	0.0	0	0.0
Mark VII	9,299	100.0	0	0.0	0	0.0	9,299	100.0	0	0.0	0	0.0	0	0.0
Total Lincoln	**134,218**	**71.6**	**53,109**	**28.4**	**0**	**0.0**	**187,327**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Total L-M Division	**226,797**	**44.5**	**183,417**	**36.0**	**79,890**	**15.7**	**509,628**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
FORD MOTOR CO.	**390,765**	**23.3**	**574,244**	**34.3**	**690,279**	**41.2**	**1,663,966**	**99.4**	**0**	**0.0**	**0**	**0.0**	**10,846**	**0.6**
Roadmaster	6,729	100.0	0	0.0	0	0.0	6,729	100.0	0	0.0	0	0.0	0	0.0
Skylark	0	0.0	21,599	28.5	54,187	71.5	25,237	33.3	50,549	66.7	0	0.0	0	0.0
Century	0	0.0	102,908	93.1	7,627	6.9	102,908	93.1	7,627	6.9	0	0.0	0	0.0
Regal*	0	0.0	126,560	100.0	0	0.0	126,560	100.0	0	0.0	0	0.0	0	0.0
LeSabre	0	0.0	90,756	100.0	0	0.0	90,756	100.0	0	0.0	0	0.0	0	0.0
Reatta	0	0.0	1,520	100.0	0	0.0	1,520	100.0	0	0.0	0	0.0	0	0.0
Park Avenue	0	0.0	109,482	100.0	0	0.0	109,482	100.0	0	0.0	0	0.0	0	0.0
Riviera	0	0.0	13,168	100.0	0	0.0	0	0.0	13,168	100.0	0	0.0	0	0.0
Total Buick	**6,729**	**1.3**	**465,993**	**87.2**	**61,814**	**11.6**	**463,192**	**86.7**	**71,344**	**13.3**	**0**	**0.0**	**0**	**0.0**
Allante	2,500	100.0	0	0.0	0	0.0	2,500	100.0	0	0.0	0	0.0	0	0.0
Seville	26,431	100.0	0	0.0	0	0.0	26,431	100.0	0	0.0	0	0.0	0	0.0
DeVille	147,910	100.0	0	0.0	0	0.0	147,910	100.0	0	0.0	0	0.0	0	0.0
Brougham	27,231	100.0	0	0.0	0	0.0	0	0.0	27,231	100.0	0	0.0	0	0.0
Eldorado	16,212	100.0	0	0.0	0	0.0	16,212	100.0	0	0.0	0	0.0	0	0.0
Total Cadillac	**220,284**	**100.0**	**0**	**0.0**	**0**	**0.0**	**193,053**	**87.6**	**27,231**	**12.4**	**0**	**0.0**	**0**	**0.0**
Cavalier	0	0.0	34,973	10.7	291,874	89.3	0	0.0	0	0.0	0	0.0	0	0.0
Camaro	69,116	68.5	31,722	31.5	0	0.0	47,394	47.0	53,444	53.0	0	0.0	0	0.0
Corsica-Beretta	0	0.0	165,337	63.5	95,037	36.5	169,243	65.0	91,131	35.0	2,604	1.0	0	0.0
Lumina*	0	0.0	205,947	96.0	8,581	4.0	205,947	96.0	8,581	4.0	8,581	4.0	0	0.0
Caprice	217,461	100.0	0	0.0	0	0.0	0	0.0	217,461	100.0	0	0.0	0	0.0
Corvette	20,639	100.0	0	0.0	0	0.0	20,639	100.0	0	0.0	2,064	10.0	0	0.0
Total Chevrolet	**307,216**	**26.9**	**437,979**	**38.4**	**395,492**	**34.7**	**443,223**	**38.9**	**370,617**	**32.5**	**13,249**	**1.2**	**0**	**0.0**
Calais	0	0.0	1,555	2.1	72,396	97.8	74,025	100.0	0	0.0	0	0.0	0	0.0
Cutlass Ciera*	0	0.0	99,889	87.6	14,140	12.4	99,889	87.6	14,140	12.4	0	0.0	0	0.0
Cutlass Supreme	0	0.0	88,369	96.4	3,300	3.6	91,669	100.0	0	0.0	0	0.0	0	0.0
Eighty Eight	0	0.0	50,249	100.0	0	0.0	50,249	100.0	0	0.0	0	0.0	0	0.0
Custom Cruiser	7,661	100.0	0	0.0	0	0.0	0	0.0	7,661	100.0	0	0.0	0	0.0
Ninety Eight	0	0.0	54,905	100.0	0	0.0	54,905	100.0	0	0.0	0	0.0	0	0.0
Toronado	0	0.0	8,053	100.0	0	0.0	8,053	100.0	0	0.0	0	0.0	0	0.0
Total Oldsmobile	**7,661**	**1.9**	**303,020**	**75.6**	**89,836**	**22.4**	**378,790**	**94.6**	**21,801**	**5.4**	**0**	**0.0**	**0**	**0.0**
Sunbird	0	0.0	14,857	13.0	99,113	87.0	113,970	100.0	0	0.0	0	0.0	0	0.0
Firebird	14,821	48.9	15,499	51.1	0	0.0	19,724	65.1	10,596	34.9	0	0.0	0	0.0
Grand Am	0	0.0	0	0.0	170,621	100.0	170,621	100.0	0	0.0	34,889	20.4	0	0.0
Pontiac 6000	0	0.0	25,087	90.5	2,634	9.5	27,721	100.0	0	0.0	0	0.0	0	0.0
Grand Prix	0	0.0	82,260	89.9	9,202	10.1	91,462	100.0	0	0.0	14,419	15.8	0	0.0
Bonneville	0	0.0	42,797	100.0	0	0.0	42,797	100.0	0	0.0	0	0.0	0	0.0
Total Pontiac	**14,821**	**3.1**	**180,500**	**37.8**	**281,570**	**59.0**	**466,295**	**97.8**	**10,596**	**2.2**	**49,308**	**10.3**	**0**	**0.0**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**556,711**	**19.7**	**1,387,492**	**49.2**	**828,712**	**29.4**	**1,944,553**	**68.9**	**501,589**	**17.8**	**62,557**	**2.2**	**0**	**0.0**
Summit	0	0.0	0	0.0	9,614	100.0	9,614	100.0	0	0.0	0	0.0	0	0.0
Eclipse	0	0.0	0	0.0	60,607	100.0	60,607	100.0	0	0.0	29,697	49.0	6,667	11.0
Laser	0	0.0	0	0.0	26,134	100.0	26,134	100.0	0	0.0	0	0.0	0	0.0
Mirage	0	0.0	0	0.0	21,883	100.0	21,883	100.0	0	0.0	438	2.0	0	0.0
Talon	0	0.0	0	0.0	33,621	100.0	33,621	100.0	0	0.0	33,621	100.0	12,776	38.0
DIAMOND-STAR	**0**	**0.0**	**0**	**0.0**	**151,859**	**100.0**	**151,859**	**100.0**	**0**	**0.0**	**63,756**	**42.0**	**19,443**	**12.8**
Civic*	0	0.0	0	0.0	280,012	100.0	280,012	100.0	0	0.0	0	0.0	0	0.0
Accord	0	0.0	0	0.0	314,427	100.0	314,427	100.0	0	0.0	0	0.0	0	0.0
HONDA	**0**	**0.0**	**0**	**0.0**	**594,439**	**100.0**	**594,439**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
HYUNDAI Sonata*	**0**	**0.0**	**9,270**	**41.2**	**13,234**	**58.8**	**22,504**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
MX-6	0	0.0	0	0.0	23,922	100.0	23,922	100.0	0	0.0	23,922	100.0	1,968	8.2
626	0	0.0	0	0.0	62,459	100.0	62,459	100.0	0	0.0	62,459	100.0	0	0.0
MAZDA	**0**	**0.0**	**0**	**0.0**	**86,381**	**100.0**	**86,381**	**100.0**	**0**	**0.0**	**86,381**	**100.0**	**1,968**	**2.3**
NISSAN Sentra	**0**	**0.0**	**0**	**0.0**	**121,085**	**100.0**	**121,085**	**100.0**	**0**	**0.0**	**121,085**	**100.0**	**0**	**0.0**
Corolla	0	0.0	0	0.0	102,060	100.0	102,060	100.0	0	0.0	102,060	100.0	0	0.0
Geo Prizm	0	0.0	0	0.0	95,000	100.0	95,000	100.0	0	0.0	95,000	100.0	0	0.0
NUMMI	**0**	**0.0**	**0**	**0.0**	**197,060**	**100.0**	**197,060**	**100.0**	**0**	**0.0**	**197,060**	**100.0**	**0**	**0.0**
SUBARU Legacy	**0**	**0.0**	**0**	**0.0**	**51,528**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla*	0	0.0	0	0.0	135,943	100.0	135,943	100.0	0	0.0	135,943	100.0	0	0.0
Camry	0	0.0	11,960	6.4	153,113	81.6	187,639	100.0	0	0.0	187,639	100.0	0	0.0
TOYOTA	**0**	**0.0**	**11,960**	**3.7**	**289,056**	**80.3**	**323,582**	**100.0**	**0**	**0.0**	**323,582**	**100.0**	**0**	**0.0**
TOTAL	**947,476**	**14.1**	**2,336,002**	**34.8**	**3,333,826**	**49.7**	**5,381,229**	**80.2**	**800,614**	**11.9**	**854,421**	**12.7**	**39,579**	**0.6**

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. domestic-built car transmission installations — 1991 models (based on 1991 model year production)

	3-Speed Automatic	Percent of Instl.	4-Speed Automatic	Percent of Instl.	4-Speed Manual	Percent of Instl.	5-Speed Manual	Percent of Instl.	6-Speed Manual	Percent of Instl.	4-Wheel/ All-Wheel Drive	Percent of Instl.
Premier*	0	0.0	12,516	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Eagle	**0**	**0.0**	**12,516**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Sundance	56,403	79.7	0	0.0	0	0.0	14,366	20.3	0	0.0	0	0.0
Acclaim	72,257	63.7	40,383	35.6	0	0.0	794	0.7	0	0.0	0	0.0
Total Plymouth	**128,660**	**69.8**	**40,383**	**21.9**	**0**	**0.0**	**15,160**	**8.2**	**0**	**0.0**	**0**	**0.0**
LeBaron A	231	1.3	17,521	98.7	0	0.0	0	0.0	0	0.0	0	0.0
LeBaron J	4,083	9.3	38,632	88.0	0	0.0	1,229	2.8	0	0.0	0	0.0
Fifth Avenue	0	0.0	44,464	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Imperial	0	0.0	11,601	100.0	0	0.0	0	0.0	0	0.0	0	0.0
New Yorker	0	0.0	15,108	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Chrysler Division	**4,313**	**3.2**	**127,326**	**95.9**	**0**	**0.0**	**1,229**	**0.9**	**0**	**0.0**	**0**	**0.0**
Shadow	61,898	80.3	0	0.0	0	0.0	15,186	19.7	0	0.0	0	0.0
Monaco*	0	0.0	12,436	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Daytona	7,298	35.7	6,031	29.5	0	0.0	7,114	34.8	0	0.0	0	0.0
Spirit	64,382	65.9	30,677	31.4	0	0.0	2,638	2.7	0	0.0	0	0.0
Dynasty	5,545	4.4	120,480	95.6	0	0.0	0	0.0	0	0.0	0	0.0
Total Dodge	**139,123**	**41.7**	**169,623**	**50.8**	**0**	**0.0**	**24,938**	**7.5**	**0**	**0.0**	**0**	**0.0**
CHRYSLER CORP.	**272,097**	**41.0**	**349,848**	**52.7**	**0**	**0.0**	**41,327**	**6.2**	**0**	**0.0**	**0**	**0.0**
Escort	0	0.0	199,203	65.5	0	0.0	104,924	34.5	0	0.0	0	0.0
Mustang	0	0.0	61,711	62.5	0	0.0	37,026	37.5	0	0.0	0	0.0
Tempo*	213,397	97.8	0	0.0	0	0.0	4,800	2.2	0	0.0	2,400	1.1
Taurus	0	0.0	292,895	96.8	0	0.0	9,682	3.2	0	0.0	0	0.0
Thunderbird	0	0.0	80,909	97.7	0	0.0	1,905	2.3	0	0.0	0	0.0
Probe	0	0.0	53,216	72.7	0	0.0	19,984	27.3	0	0.0	0	0.0
Crown Victoria*	0	0.0	85,532	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Ford Division	**213,397**	**18.3**	**773,466**	**66.4**	**0**	**0.0**	**178,321**	**15.3**	**0**	**0.0**	**2,400**	**0.2**
Topaz*	79,171	99.1	0	0.0	0	0.0	719	0.9	0	0.0	1,518	1.9
Sable	0	0.0	96,277	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Cougar	0	0.0	63,701	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Grand Marquis*	0	0.0	82,433	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Mercury	**79,171**	**24.6**	**242,411**	**75.2**	**0**	**0.0**	**719**	**0.2**	**0**	**0.0**	**1,518**	**0.5**
Continental	0	0.0	53,109	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Town Car	0	0.0	124,919	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Mark VII	0	0.0	9,299	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Lincoln	**0**	**0.0**	**187,327**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Total L-M Division	**79,171**	**15.5**	**429,738**	**84.3**	**0**	**0.0**	**719**	**0.1**	**0**	**0.0**	**1,518**	**0.3**
FORD MOTOR CO.	**292,568**	**17.5**	**1,203,204**	**71.8**	**0**	**0.0**	**179,040**	**10.7**	**0**	**0.0**	**3,918**	**0.2**
Roadmaster	0	0.0	6,729	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Skylark	75,786	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Century	78,593	71.1	31,942	28.9	0	0.0	0	0.0	0	0.0	0	0.0
Regal*	0	0.0	126,560	100.0	0	0.0	0	0.0	0	0.0	0	0.0
LeSabre	0	0.0	90,756	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Reatta	0	0.0	1,520	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Park Avenue	0	0.0	109,482	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Riviera	0	0.0	13,168	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Buick	**154,379**	**28.9**	**380,157**	**71.1**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Allante	0	0.0	2,500	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Seville	0	0.0	26,431	100.0	0	0.0	0	0.0	0	0.0	0	0.0
DeVille	0	0.0	147,910	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Brougham	0	0.0	27,231	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Eldorado	0	0.0	16,212	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Cadillac	**0**	**0.0**	**220,284**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Cavalier	267,034	81.7	0	0.0	0	0.0	59,813	18.3	0	0.0	0	0.0
Camaro	0	0.0	85,321	84.6	0	0.0	15,517	15.4	0	0.0	0	0.0
Corsica-Beretta	243,849	93.7	0	0.0	0	0.0	16,525	6.3	0	0.0	0	0.0
Lumina*	83,723	39.0	112,068	52.2	0	0.0	37	0.0	0	0.0	0	0.0
Caprice	0	0.0	217,461	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Corvette	0	0.0	14,764	71.5	0	0.0	0	0.0	5,875	28.5	0	0.0
Total Chevrolet	**594,606**	**52.1**	**429,614**	**37.7**	**0**	**0.0**	**91,892**	**8.1**	**5,875**	**0.5**	**0**	**0.0**
Calais	70,176	94.8	0	0.0	0	0.0	3,849	5.2	0	0.0	0	0.0
Cutlass Ciera*	86,548	75.9	27,481	24.1	0	0.0	0	0.0	0	0.0	0	0.0
Cutlass Supreme	3,208	3.5	88,277	96.3	0	0.0	183	0.2	0	0.0	0	0.0
Eighty Eight	0	0.0	50,249	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Custom Cruiser	0	0.0	7,661	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Ninety Eight	0	0.0	54,905	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Toronado	0	0.0	8,053	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Oldsmobile	**159,932**	**39.9**	**236,626**	**59.1**	**0**	**0.0**	**4,033**	**1.0**	**0**	**0.0**	**0**	**0.0**
Sunbird	100,863	88.5	0	0.0	0	0.0	13,107	11.5	0	0.0	0	0.0
Firebird	0	0.0	27,399	90.4	0	0.0	2,921	9.6	0	0.0	0	0.0
Grand Am	0	0.0	0	0.0	0	0.0	17,671	10.4	0	0.0	0	0.0
Pontiac 6000	2,634	9.5	25,087	90.5	0	0.0	0	0.0	0	0.0	0	0.0
Grand Prix	0	0.0	4,479	4.9	0	0.0	1,476	1.6	0	0.0	0	0.0
Bonneville	0	0.0	42,797	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Pontiac	**103,497**	**21.7**	**99,762**	**20.9**	**0**	**0.0**	**35,175**	**7.4**	**0**	**0.0**	**0**	**0.0**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**1,012,415**	**35.9**	**1,366,443**	**48.4**	**0**	**0.0**	**131,099**	**4.6**	**5,875**	**0.2**	**0**	**0.0**
Summit	0	0.0	6,441	67.0	0	0.0	3,129	32.5	0	0.0	0	0.0
Eclipse	0	0.0	24,849	41.0	0	0.0	35,758	59.0	0	0.0	13,940	23.0
Laser	0	0.0	10,715	41.0	0	0.0	15,419	59.0	0	0.0	2,352	9.0
Mirage	0	0.0	19,257	88.0	0	0.0	2,626	12.0	0	0.0	0	0.0
Talon	0	0.0	12,104	36.0	0	0.0	21,517	64.0	0	0.0	9,078	27.0
DIAMOND-STAR	**0**	**0.0**	**73,366**	**48.3**	**0**	**0.0**	**78,450**	**51.7**	**0**	**0.0**	**25,369**	**16.7**
Civic*	0	0.0	168,007	60.0	0	0.0	112,005	40.0	0	0.0	0	0.0
Accord	0	0.0	220,099	70.0	0	0.0	94,328	30.0	0	0.0	0	0.0
HONDA	**0**	**0.0**	**388,106**	**65.3**	**0**	**0.0**	**206,333**	**34.7**	**0**	**0.0**	**0**	**0.0**
HYUNDAI Sonata*	**0**	**0.0**	**20,993**	**93.3**	**0**	**0.0**	**1,531**	**6.8**	**0**	**0.0**	**0**	**0.0**
MX-6	0	0.0	11,613	48.5	0	0.0	12,309	51.5	0	0.0	0	0.0
626	0	0.0	38,995	62.4	0	0.0	23,454	37.6	0	0.0	0	0.0
MAZDA	**0**	**0.0**	**50,608**	**58.6**	**0**	**0.0**	**35,763**	**41.4**	**0**	**0.0**	**0**	**0.0**
NISSAN Sentra	**22,979**	**19.0**	**40,117**	**33.1**	**16,047**	**13.3**	**41,942**	**34.6**	**0**	**0.0**	**0**	**0.0**
Corolla	62,257	61.0	14,288	14.0	0	0.0	25,515	25.0	0	0.0	0	0.0
Geo Prizm	80,750	85.0	1,900	2.0	0	0.0	12,350	13.0	0	0.0	0	0.0
NUMMI	**143,007**	**72.6**	**16,188**	**8.2**	**0**	**0.0**	**37,865**	**19.2**	**0**	**0.0**	**0**	**0.0**
SUBARU Legacy	**0**	**0.0**	**40,920**	**79.4**	**0**	**0.0**	**10,608**	**20.6**	**0**	**0.0**	**26,760**	**51.9**
Corolla*	94,965	69.9	10,397	7.6	0	0.0	30,641	22.5	0	0.0	0	0.0
Camry	0	0.0	167,937	89.5	0	0.0	19,702	10.5	0	0.0	0	0.0
TOYOTA	**94,965**	**29.4**	**178,334**	**55.1**	**0**	**0.0**	**50,343**	**15.6**	**0**	**0.0**	**0**	**0.0**
TOTAL	**1,838,030**	**27.4**	**3,728,127**	**55.6**	**16,047**	**0.2**	**814,301**	**12.1**	**5,875**	**0.1**	**56,047**	**0.8**

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. domestic-built car brake and wheel installations — 1991 models (based on 1991 model year production)

	2-Wheel Anti-Lock Braking	Percent of Instl.	4-Wheel Anti-Lock Braking	Percent of Instl.	4-Wheel Disc Brake	Percent of Instl.	Traction Control	Percent of Instl.	Full-Size Spare	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.
Premier*	0	0.0	2,408	19.2	11,634	93.0	0	0.0	4,060	32.4	3,793	30.3	2,001	16.0
Total Eagle	**0**	**0.0**	**2,408**	**19.2**	**11,634**	**93.0**	**0**	**0.0**	**4,060**	**32.4**	**3,793**	**30.3**	**2,001**	**16.0**
Sundance	0	0.0	0	0.0	0	0.0	0	0.0	8,563	12.1	0	0.0	0	0.0
Acclaim	0	0.0	2,155	1.9	0	0.0	0	0.0	14,293	12.6	0	0.0	0	0.0
Total Plymouth	**0**	**0.0**	**2,155**	**1.2**	**0**	**0.0**	**0**	**0.0**	**22,856**	**12.4**	**0**	**0.0**	**0**	**0.0**
LeBaron A	0	0.0	1,047	5.9	1,047	5.9	0	0.0	4,775	26.9	0	0.0	0	0.0
LeBaron J	0	0.0	0	0.0	2,415	5.5	0	0.0	0	0.0	2,415	5.5	6,014	13.7
Fifth Avenue	0	0.0	5,691	12.8	38,773	87.2	0	0.0	11,916	26.8	0	0.0	5,469	12.3
Imperial	0	0.0	11,601	100.0	11,601	100.0	0	0.0	2,981	25.7	0	0.0	11,601	100.0
New Yorker	0	0.0	1,450	9.6	1,450	9.6	0	0.0	4,744	31.4	0	0.0	650	4.3
Total Chrysler Division	**0**	**0.0**	**19,790**	**14.9**	**55,286**	**41.6**	**0**	**0.0**	**24,417**	**18.4**	**2,415**	**1.8**	**23,734**	**17.9**
Shadow	0	0.0	0	0.0	0	0.0	0	0.0	5,165	6.7	0	0.0	5,627	7.3
Monaco*	0	0.0	174	1.4	2,437	19.6	0	0.0	1,244	10.0	1,132	9.1	2,798	22.5
Daytona	0	0.0	0	0.0	3,741	18.3	0	0.0	0	0.0	2,514	12.3	8,750	42.8
Spirit	0	0.0	1,856	1.9	6,936	7.1	0	0.0	0	0.0	0	0.0	10,453	10.7
Dynasty	0	0.0	2,773	2.2	2,773	2.2	0	0.0	10,712	8.5	0	0.0	6,049	4.8
Total Dodge	**0**	**0.0**	**4,803**	**1.4**	**15,887**	**4.8**	**0**	**0.0**	**17,120**	**5.1**	**3,646**	**1.1**	**33,678**	**10.1**
CHRYSLER CORP.	**0**	**0.0**	**29,156**	**4.4**	**82,807**	**12.5**	**0**	**0.0**	**68,453**	**10.3**	**9,854**	**1.5**	**59,413**	**9.0**
Escort	0	0.0	0	0.0	304,127	100.0	0	0.0	0	0.0	0	0.0	46,531	15.3
Mustang	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	71,189	72.1
Tempo*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	25,311	11.6	1,527	0.7
Taurus	0	0.0	47,202	15.6	9,682	3.2	0	0.0	0	0.0	0	0.0	78,973	26.1
Thunderbird	0	0.0	9,606	11.6	0	0.0	0	0.0	0	0.0	0	0.0	61,034	73.7
Probe	0	0.0	1,757	2.4	25,474	34.8	0	0.0	0	0.0	0	0.0	45,311	61.9
Crown Victoria*	0	0.0	27,114	31.7	85,532	100.0	0	0.0	0	0.0	0	0.0	73,130	85.5
Total Ford Division	**0**	**0.0**	**85,679**	**7.4**	**424,815**	**36.5**	**0**	**0.0**	**0**	**0.0**	**25,311**	**2.2**	**377,695**	**32.4**
Topaz*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	62,554	78.3	0	0.0
Sable	0	0.0	11,361	11.8	0	0.0	0	0.0	0	0.0	35,141	36.5	61,136	63.5
Cougar	0	0.0	5,797	9.1	0	0.0	0	0.0	0	0.0	14,078	22.1	49,623	77.9
Grand Marquis*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	57,703	70.0	24,730	30.0
Total Mercury	**0**	**0.0**	**17,157**	**5.3**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**169,476**	**52.6**	**135,489**	**42.0**
Continental	0	0.0	53,109	100.0	53,109	100.0	0	0.0	0	0.0	0	0.0	106	0.2
Town Car	0	0.0	124,919	100.0	124,919	100.0	0	0.0	0	0.0	5,871	4.7	119,048	95.3
Mark VII	0	0.0	9,299	100.0	9,299	100.0	0	0.0	0	0.0	0	0.0	9,299	100.0
Total Lincoln	**0**	**0.0**	**187,327**	**100.0**	**187,327**	**100.0**	**0**	**0.0**	**0**	**0.0**	**5,871**	**3.1**	**128,453**	**68.6**
Total L-M Division	**0**	**0.0**	**204,484**	**40.1**	**187,327**	**36.8**	**0**	**0.0**	**0**	**0.0**	**175,347**	**34.4**	**263,942**	**51.8**
FORD MOTOR CO.	**0**	**0.0**	**290,163**	**17.3**	**612,142**	**36.5**	**0**	**0.0**	**0**	**0.0**	**200,658**	**12.0**	**641,637**	**38.3**
Roadmaster	0	0.0	6,729	100.0	0	0.0	0	0.0	0	0.0	5,262	78.2	1,467	21.8
Skylark	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	11,823	15.6	3,486	4.6
Century	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	31,171	28.2	7,848	7.1
Regal*	0	0.0	6,519	5.2	120,041	94.8	0	0.0	0	0.0	45,367	35.8	81,193	64.2
LeSabre	0	0.0	2,723	3.0	88,033	97.0	0	0.0	0	0.0	0	0.0	14,521	16.0
Reatta	0	0.0	1,520	100.0	1,520	100.0	0	0.0	0	0.0	0	0.0	1,520	100.0
Park Avenue	0	0.0	109,482	100.0	0	0.0	0	0.0	0	0.0	0	0.0	91,965	84.0
Riviera	0	0.0	13,168	100.0	0	0.0	0	0.0	0	0.0	0	0.0	2,699	20.5
Total Buick	**0**	**0.0**	**140,141**	**26.2**	**209,594**	**39.2**	**0**	**0.0**	**0**	**0.0**	**93,623**	**17.5**	**204,699**	**38.3**
Allante	0	0.0	2,500	100.0	2,500	100.0	2,500	100.0	0	0.0	0	0.0	2,500	100.0
Seville	0	0.0	26,431	100.0	26,431	100.0	0	0.0	0	0.0	1,733	6.6	24,698	93.4
DeVille	0	0.0	147,910	100.0	147,910	100.0	0	0.0	0	0.0	22,584	15.3	125,326	84.7
Brougham	0	0.0	27,231	100.0	0	0.0	0	0.0	0	0.0	19,786	72.7	7,445	27.3
Eldorado	0	0.0	16,212	100.0	16,212	100.0	0	0.0	0	0.0	4,074	25.1	12,138	74.9
Total Cadillac	**0**	**0.0**	**220,284**	**100.0**	**193,053**	**87.6**	**2,500**	**1.1**	**0**	**0.0**	**48,177**	**21.9**	**172,107**	**78.1**
Cavalier	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	181,727	55.6	18,303	5.6
Camaro	0	0.0	0	0.0	4,938	4.9	0	0.0	0	0.0	0	0.0	100,838	100.0
Corsica-Beretta	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	32,303	12.4
Lumina*	0	0.0	0	0.0	195,828	91.3	0	0.0	0	0.0	0	0.0	89,684	41.8
Caprice	0	0.0	217,462	100.0	0	0.0	0	0.0	96,855	44.5	0	0.0	0	0.0
Corvette	0	0.0	20,639	100.0	20,639	100.0	0	0.0	0	0.0	0	0.0	20,639	100.0
Total Chevrolet	**0**	**0.0**	**238,101**	**20.9**	**221,405**	**19.4**	**0**	**0.0**	**96,855**	**8.5**	**181,727**	**15.9**	**261,767**	**22.9**
Calais	0	0.0	1,110	1.5	0	0.0	0	0.0	0	0.0	0	0.0	11,252	15.2
Cutlass Ciera*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	14,254	12.5
Cutlass Supreme	0	0.0	3,392	3.7	91,669	100.0	0	0.0	0	0.0	28,692	31.3	49,593	54.1
Eighty Eight	0	0.0	2,161	4.3	0	0.0	0	0.0	0	0.0	0	0.0	11,155	22.2
Custom Cruiser	0	0.0	7,661	100.0	0	0.0	0	0.0	0	0.0	0	0.0	6,060	79.1
Ninety Eight	0	0.0	54,905	100.0	0	0.0	0	0.0	54,905	100.0	13,452	24.5	5,051	9.2
Toronado	0	0.0	8,053	100.0	0	0.0	0	0.0	0	0.0	0	0.0	8,053	100.0
Total Oldsmobile	**0**	**0.0**	**77,282**	**19.3**	**91,669**	**22.9**	**0**	**0.0**	**54,905**	**13.7**	**42,144**	**10.5**	**105,418**	**26.3**
Sunbird	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4,170	3.7
Firebird	0	0.0	0	0.0	839	2.8	0	0.0	0	0.0	0	0.0	30,320	100.0
Grand Am	0	0.0	2,000	1.2	0	0.0	0	0.0	0	0.0	0	0.0	80,364	47.1
Pontiac 6000	0	0.0	0	0.0	0	0.0	0	0.0	55	0.2	0	0.0	6,095	22.0
Grand Prix	0	0.0	3,906	4.3	87,556	95.7	0	0.0	0	0.0	38,362	41.9	52,830	57.8
Bonneville	0	0.0	6,861	16.0	0	0.0	0	0.0	0	0.0	0	0.0	29,924	69.9
Total Pontiac	**0**	**0.0**	**12,767**	**2.7**	**88,395**	**18.5**	**0**	**0.0**	**55**	**0.0**	**38,362**	**8.1**	**203,703**	**42.7**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**0**	**0.0**	**688,575**	**24.4**	**804,116**	**28.5**	**2,500**	**0.1**	**151,815**	**5.4**	**404,033**	**14.3**	**947,694**	**33.6**
Summit	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,211	12.6
Eclipse	0	0.0	2,543	4.2	60,607	100.0	0	0.0	0	0.0	0	0.0	17,119	28.2
Laser	0	0.0	1,170	4.0	26,134	100.0	0	0.0	0	0.0	0	0.0	4,376	16.7
Mirage	0	0.0	0	0.0	438	2.0	0	0.0	0	0.0	0	0.0	250	1.1
Talon	0	0.0	6,321	18.8	33,621	100.0	0	0.0	0	0.0	0	0.0	7,189	21.4
DIAMOND-STAR	**0**	**0.0**	**10,034**	**6.6**	**120,800**	**79.5**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**30,145**	**19.9**
Civic*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	280,012	100.0	0	0.0
Accord	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	188,062	59.8	126,351	40.2
HONDA	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**468,074**	**78.7**	**126,351**	**21.3**
HYUNDAI Sonata*	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
MX-6	0	0.0	551	2.3	1,968	8.2	0	0.0	0	0.0	14,236	59.5	9,686	40.5
626	0	0.0	3,008	4.8	3,008	4.8	0	0.0	0	0.0	50,230	80.4	12,229	19.6
MAZDA	**0**	**0.0**	**3,559**	**4.1**	**4,976**	**5.8**	**0**	**0.0**	**0**	**0.0**	**64,466**	**74.6**	**21,915**	**25.4**
NISSAN Sentra	**4,843**	**4.0**	**0**	**0.0**	**0**	**0.0**	**10,662**	**8.8**	**0**	**0.0**	**0**	**0.0**	**32,451**	**26.8**
Corolla	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,021	1.0
Geo Prizm	0	0.0	0	0.0	1,900	2.0	0	0.0	0	0.0	0	0.0	1,900	2.0
NUMMI	**0**	**0.0**	**0**	**0.0**	**1,900**	**1.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**2,921**	**1.5**
SUBARU Legacy	**16,008**	**31.1**	**0**	**0.0**	**35,520**	**68.9**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**8,880**	**17.2**
Corolla*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	25,058	18.4	1,111	0.8
Camry	0	0.0	9,945	5.3	162,495	86.6	0	0.0	164,372	87.6	29,835	15.9	11,259	6.0
TOYOTA	**0**	**0.0**	**9,945**	**3.1**	**162,495**	**50.2**	**0**	**0.0**	**164,372**	**50.8**	**54,893**	**17.0**	**12,370**	**3.8**
TOTAL	**20,851**	**0.3**	**1,031,432**	**15.4**	**1,824,756**	**27.2**	**13,162**	**0.2**	**384,640**	**5.7**	**1,201,977**	**17.9**	**1,883,777**	**28.1**

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. domestic-built car steering/safety installations — 1991 models (based on 1991 model year production)

	Adjustable Steering Wheel	Percent of Instl.	Cruise Control	Percent of Instl.	Motorized Seat Belt	Percent of Instl.	Air Bag (Driver)	Percent of Instl.
Premier*	12,065	96.4	12,065	96.4	0	0.0	0	0.0
Total Eagle	**12,065**	**96.4**	**12,065**	**96.4**	**0**	**0.0**	**0**	**0.0**
Sundance	26,043	36.8	9,625	13.6	0	0.0	70,769	100.0
Acclaim	111,619	98.4	111,619	98.4	0	0.0	113,434	100.0
Total Plymouth	**137,662**	**74.7**	**121,244**	**65.8**	**0**	**0.0**	**184,203**	**100.0**
LeBaron A	17,752	100.0	17,752	100.0	0	0.0	17,752	100.0
LeBaron J	42,671	97.2	42,671	97.2	0	0.0	43,900	100.0
Fifth Avenue	0	0.0	44,464	100.0	0	0.0	44,464	100.0
Imperial	0	0.0	11,601	100.0	0	0.0	11,601	100.0
New Yorker	14,866	98.4	14,866	98.4	0	0.0	15,108	100.0
Total Chrysler Division	**75,289**	**56.7**	**131,354**	**98.9**	**0**	**0.0**	**132,825**	**100.0**
Shadow	41,394	53.7	20,273	26.3	0	0.0	77,084	100.0
Monaco*	11,379	91.5	11,379	91.5	0	0.0	0	0.0
Daytona	19,523	95.5	18,072	88.4	0	0.0	20,443	100.0
Spirit	95,937	98.2	95,937	98.2	0	0.0	97,696	100.0
Dynasty	0	0.0	121,866	96.7	0	0.0	126,025	100.0
Total Dodge	**168,234**	**50.4**	**267,527**	**80.2**	**0**	**0.0**	**321,248**	**96.3**
CHRYSLER CORP.	**393,250**	**59.3**	**532,190**	**80.2**	**0**	**0.0**	**638,276**	**96.2**
Escort	118,914	39.1	118,914	39.1	0	0.0	0	0.0
Mustang	0	0.0	97,256	98.5	0	0.0	98,737	100.0
Tempo*	180,885	82.9	151,865	69.6	0	0.0	3,709	1.7
Taurus	302,577	100.0	268,386	88.7	0	0.0	302,577	100.0
Thunderbird	82,151	99.2	82,151	99.2	0	0.0	0	0.0
Probe	73,200	100.0	73,200	100.0	0	0.0	0	0.0
Crown Victoria*	85,532	100.0	83,650	97.8	0	0.0	85,532	100.0
Total Ford Division	**843,259**	**72.4**	**875,422**	**75.1**	**0**	**0.0**	**490,555**	**42.1**
Topaz*	57,201	71.6	71,262	89.2	79,890	100.0	1,358	1.7
Sable	96,277	100.0	95,892	99.6	0	0.0	96,277	100.0
Cougar	63,446	99.6	63,446	99.6	63,701	100.0	0	0.0
Grand Marquis*	82,433	100.0	81,774	99.2	0	0.0	82,433	100.0
Total Mercury	**299,357**	**92.9**	**312,374**	**96.9**	**143,591**	**44.6**	**180,068**	**55.9**
Continental	53,109	100.0	53,109	100.0	0	0.0	53,109	100.0
Town Car	124,919	100.0	124,919	100.0	0	0.0	124,919	100.0
Mark VII	9,299	100.0	9,299	100.0	0	0.0	9,299	100.0
Total Lincoln	**187,327**	**100.0**	**187,327**	**100.0**	**0**	**0.0**	**187,327**	**100.0**
Total L-M Division	**486,684**	**95.5**	**499,701**	**98.1**	**143,591**	**28.2**	**367,395**	**72.1**
FORD MOTOR CO.	**1,329,944**	**79.4**	**1,375,123**	**82.1**	**143,591**	**8.6**	**857,950**	**51.2**
Roadmaster	6,729	100.0	6,702	99.6	0	0.0	6,729	100.0
Skylark	72,072	95.1	44,259	58.4	0	0.0	0	0.0
Century	107,772	97.5	103,792	93.9	0	0.0	0	0.0
Regal*	126,560	100.0	124,408	98.3	0	0.0	0	0.0
LeSabre	90,756	100.0	90,756	100.0	0	0.0	0	0.0
Reatta	1,520	100.0	1,520	100.0	0	0.0	1,520	100.0
Park Avenue	109,482	100.0	109,482	100.0	0	0.0	109,482	100.0
Riviera	13,168	100.0	13,168	100.0	0	0.0	13,168	100.0
Total Buick	**528,059**	**98.8**	**494,088**	**92.4**	**0**	**0.0**	**130,899**	**24.5**
Allante	2,500	100.0	2,500	100.0	0	0.0	2,500	100.0
Seville	26,431	100.0	26,431	100.0	0	0.0	26,431	100.0
DeVille	147,910	100.0	147,910	100.0	0	0.0	147,910	100.0
Brougham	27,231	100.0	27,231	100.0	27,231	100.0	0	0.0
Eldorado	16,212	100.0	16,212	100.0	0	0.0	16,212	100.0
Total Cadillac	**220,284**	**100.0**	**220,284**	**100.0**	**27,231**	**12.4**	**193,053**	**87.6**
Cavalier	94,132	28.8	64,062	19.6	0	0.0	0	0.0
Camaro	100,838	100.0	0	0.0	0	0.0	100,838	100.0
Corsica-Beretta	234,584	90.1	149,715	57.5	0	0.0	260,374	100.0
Lumina*	205,947	96.0	197,366	92.0	0	0.0	0	0.0
Caprice	200,064	92.0	176,143	81.0	0	0.0	217,461	100.0
Corvette	20,639	100.0	20,639	100.0	0	0.0	20,639	100.0
Total Chevrolet	**856,204**	**75.1**	**607,925**	**53.3**	**0**	**0.0**	**599,312**	**52.6**
Calais	59,294	80.1	50,115	67.7	0	0.0	0	0.0
Cutlass Ciera*	103,310	90.6	88,943	78.0	0	0.0	0	0.0
Cutlass Supreme	87,269	95.2	87,269	95.2	91,669	100.0	0	0.0
Eighty Eight	50,249	100.0	48,943	97.4	0	0.0	4,020	8.0
Custom Cruiser	7,661	100.0	7,600	99.2	0	0.0	7,661	100.0
Ninety Eight	54,905	100.0	54,905	100.0	0	0.0	54,905	100.0
Toronado	8,053	100.0	8,053	100.0	0	0.0	8,053	100.0
Total Oldsmobile	**370,741**	**92.5**	**345,827**	**86.3**	**91,669**	**22.9**	**74,639**	**18.6**
Sunbird	55,960	49.1	43,863	38.5	0	0.0	0	0.0
Firebird	0	0.0	18,408	60.7	0	0.0	30,320	100.0
Grand Am	136,668	80.1	127,870	74.9	0	0.0	0	0.0
Pontiac 6000	26,709	96.3	26,050	94.0	0	0.0	0	0.0
Grand Prix	90,328	98.8	88,028	96.2	0	0.0	0	0.0
Bonneville	35,145	82.1	33,317	77.8	0	0.0	0	0.0
Total Pontiac	**344,810**	**72.3**	**337,536**	**70.8**	**0**	**0.0**	**30,320**	**6.4**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**2,320,098**	**82.2**	**2,005,660**	**71.1**	**118,900**	**4.2**	**1,028,223**	**36.4**
Summit	1,250	13.0	769	8.0	9,614	100.0	0	0.0
Eclipse	60,607	100.0	34,546	57.0	60,607	100.0	0	0.0
Laser	26,1[illegible]	100.0	20,907	80.0	26,134	100.0	0	0.0
Mirage	4[illegible]	2.0	219	1.0	21,883	100.0	0	0.0
Talon	33,621	100.0	24,207	72.0	33,621	100.0	0	0.0
DIAMOND-STAR	**122,049**	**80.4**	**80,648**	**53.1**	**151,859**	**100.0**	**0**	**0.0**
Civic*	0	0.0	0	0.0	70,003	25.0	0	0.0
Accord	314,427	100.0	289,273	92.0	314,427	100.0	0	0.0
HONDA	**314,427**	**52.9**	**289,273**	**48.7**	**384,430**	**64.7**	**0**	**0.0**
HYUNDAI Sonata*	**22,504**	**100.0**	**12,303**	**54.7**	**22,504**	**100.0**	**0**	**0.0**
MX-6	23,922	100.0	20,094	84.0	23,922	100.0	0	0.0
626	62,459	100.0	61,445	98.4	62,459	100.0	0	0.0
MAZDA	**86,381**	**100.0**	**81,539**	**94.4**	**86,381**	**100.0**	**0**	**0.0**
NISSAN Sentra	**121,085**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla	37,320	36.6	15,702	15.4	0	0.0	0	0.0
Geo Prizm	7,091	7.5	5,059	5.3	0	0.0	0	0.0
NUMMI	**44,411**	**22.6**	**20,761**	**10.5**	**0**	**0.0**	**0**	**0.0**
SUBARU Legacy	**51,528**	**100.0**	**38,646**	**75.0**	**51,528**	**100.0**	**0**	**0.0**
Corolla*	49,386	36.3	20,563	15.1	0	0.0	0	0.0
Camry	158,180	84.3	152,551	81.3	136,789	72.9	50,850	27.1
TOYOTA	**207,566**	**64.1**	**173,114**	**53.5**	**136,789**	**42.3**	**50,850**	**15.7**
TOTAL	**5,013,244**	**74.7**	**4,609,258**	**68.7**	**1,095,982**	**16.3**	**2,575,299**	**38.4**

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. domestic-built car convenience installations — 1991 models (based on 1991 model year production)

	Conventional Climate Control (A/C)	Percent of Instl.	Automatic Climate Control (A/C)	Percent of Instl.	Delay Wiper	Percent of Instl.	Rear Wiper	Percent of Instl.	Rear Defrost	Percent of Instl.	Electric Windshield Defrost	Percent of Instl.	Power Side Mirror	Percen of Inst
Premier*	0	0.0	12,516	100.0	12,516	100.0	0	0.0	12,516	100.0	0	0.0	12,516	100.
Total Eagle	0	0.0	12,516	100.0	12,516	100.0	0	0.0	12,516	100.0	0	0.0	12,516	100.
Sundance	56,049	79.2	0	0.0	17,460	24.7	0	0.0	56,828	80.3	0	0.0	6,086	8.
Acclaim	112,186	98.9	0	0.0	113,434	100.0	0	0.0	0	0.0	0	0.0	29,833	26.
Total Plymouth	168,235	91.3	0	0.0	130,914	71.1	0	0.0	56,828	30.9	0	0.0	35,919	19.
LeBaron A	17,752	100.0	0	0.0	17,752	100.0	0	0.0	0	0.0	0	0.0	17,486	98.
LeBaron J	43,242	98.5	0	0.0	43,900	100.0	0	0.0	43,900	100.0	0	0.0	20,589	46.
Fifth Avenue	32,770	73.7	11,694	26.3	44,464	100.0	0	0.0	44,464	100.0	0	0.0	44,464	100.
Imperial	0	0.0	11,601	100.0	11,601	100.0	0	0.0	11,601	100.0	0	0.0	11,601	100.
New Yorker	15,108	100.0	0	0.0	15,108	100.0	0	0.0	15,108	100.0	0	0.0	14,730	97.
Total Chrysler Division	108,872	82.0	23,295	17.5	132,825	100.0	0	0.0	115,073	86.6	0	0.0	108,870	82.
Shadow	64,134	83.2	0	0.0	33,917	44.0	0	0.0	47,638	61.8	0	0.0	9,481	12.
Monaco*	0	0.0	12,361	99.4	12,436	100.0	0	0.0	12,436	100.0	0	0.0	3,892	31.
Daytona	18,603	91.0	0	0.0	20,443	100.0	1,349	6.6	11,346	55.5	0	0.0	19,523	95.
Spirit	96,426	98.7	0	0.0	97,696	100.0	0	0.0	97,110	99.4	0	0.0	25,303	25.
Dynasty	125,899	99.9	0	0.0	126,025	100.0	0	0.0	126,025	100.0	0	0.0	80,026	63.
Total Dodge	305,062	91.4	12,361	3.7	290,517	87.1	1,349	0.4	294,555	88.3	0	0.0	138,226	41.
CHRYSLER CORP.	582,169	87.8	48,172	7.3	566,772	85.5	1,349	0.2	478,971	72.2	0	0.0	295,531	44.
Escort	243,910	80.2	0	0.0	304,127	100.0	38,016	12.5	271,890	89.4	0	0.0	262,766	86.
Mustang	96,170	97.4	0	0.0	98,737	100.0	0	0.0	52,034	52.7	0	0.0	98,441	99.
Tempo*	214,706	98.4	0	0.0	218,197	100.0	0	0.0	201,396	92.3	0	0.0	197,250	90.
Taurus	281,397	93.0	21,180	7.0	302,577	100.0	33,889	11.2	302,577	100.0	1,815	0.6	302,577	100.
Thunderbird	65,837	79.5	16,977	20.5	82,814	100.0	0	0.0	82,151	99.2	0	0.0	82,069	99.
Probe	72,761	99.4	439	0.6	73,200	100.0	25,181	34.4	72,761	99.4	0	0.0	73,200	100.
Crown Victoria*	64,662	75.6	20,870	24.4	85,532	100.0	0	0.0	83,907	98.1	1,625	1.9	85,532	100.
Total Ford Division	1,039,442	89.2	59,466	5.1	1,165,184	100.0	97,086	8.3	1,066,716	91.5	3,441	0.3	1,101,834	94.
Topaz*	79,650	99.7	0	0.0	79,890	100.0	0	0.0	79,251	99.2	0	0.0	79,890	100.
Sable	86,168	89.5	10,109	10.5	96,277	100.0	0	0.0	95,988	99.7	0	0.0	96,277	100.
Cougar	59,688	93.7	4,013	6.3	63,701	100.0	0	0.0	63,446	99.6	0	0.0	63,701	100.
Grand Marquis*	53,334	64.7	29,099	35.3	82,433	100.0	0	0.0	80,619	97.8	1,401	1.7	82,433	100.
Total Mercury	278,840	86.5	43,221	13.4	322,301	100.0	0	0.0	319,305	99.1	1,401	0.4	322,301	100.
Continental	0	0.0	53,109	100.0	53,109	100.0	0	0.0	53,109	100.0	3,930	7.4	53,109	100.
Town Car	0	0.0	124,919	100.0	124,919	100.0	0	0.0	124,919	100.0	2,623	2.1	124,919	100.
Mark VII	0	0.0	9,299	100.0	9,299	100.0	0	0.0	9,299	100.0	0	0.0	9,299	100.
Total Lincoln	0	0.0	187,327	100.0	187,327	100.0	0	0.0	187,327	100.0	6,553	3.5	187,327	100.
Total L-M Division	278,840	54.7	230,548	45.2	509,628	100.0	0	0.0	506,632	99.4	7,954	1.6	509,628	100.
FORD MOTOR CO.	1,318,283	78.7	290,014	17.3	1,674,812	100.0	97,086	5.8	1,573,348	93.9	11,395	0.7	1,611,462	96.
Roadmaster	413	6.1	6,316	93.9	6,729	100.0	6,729	100.0	5,868	87.2	0	0.0	686	10.
Skylark	75,710	99.9	0	0.0	55,475	73.2	0	0.0	55,400	73.1	0	0.0	0	0.
Century	110,535	100.0	0	0.0	107,772	97.5	995	0.9	97,934	88.6	0	0.0	28,629	25.
Regal*	50,417	39.8	76,143	60.2	126,055	99.6	0	0.0	119,908	94.7	0	0.0	64,802	51.
LeSabre	60,806	67.0	29,950	33.0	90,756	100.0	0	0.0	81,680	90.0	0	0.0	59,899	66.
Reatta	0	0.0	1,520	100.0	1,520	100.0	0	0.0	1,520	100.0	0	0.0	1,520	100.
Park Avenue	14,233	13.0	95,249	87.0	109,482	100.0	0	0.0	109,482	100.0	5,474	5.0	109,482	100.
Riviera	0	0.0	13,168	100.0	13,168	100.0	0	0.0	13,168	100.0	0	0.0	13,168	100.
Total Buick	312,114	58.4	222,346	41.6	510,957	95.6	7,724	1.4	484,959	90.7	5,474	1.0	278,186	52.
Allante	0	0.0	2,500	100.0	2,500	100.0	0	0.0	2,500	100.0	0	0.0	2,500	100.
Seville	0	0.0	26,431	100.0	26,431	100.0	0	0.0	26,431	100.0	291	1.1	26,431	100.
DeVille	0	0.0	147,910	100.0	147,910	100.0	0	0.0	147,910	100.0	1,775	1.2	147,910	100.
Brougham	0	0.0	27,231	100.0	27,231	100.0	0	0.0	27,231	100.0	0	0.0	27,231	100.
Eldorado	0	0.0	16,212	100.0	16,212	100.0	0	0.0	16,212	100.0	259	1.6	16,212	100.
Total Cadillac	0	0.0	220,284	100.0	220,284	100.0	0	0.0	220,284	100.0	2,325	1.1	220,284	100.
Cavalier	281,415	86.1	0	00.0	79,751	24.4	0	0.0	229,120	70.1	0	0.0	0	0.
Camaro	97,433	96.6	0	0.0	10,838	10.7	0	0.0	57,202	56.7	0	0.0	27,986	27.
Corsica-Beretta	254,869	97.9	0	0.0	193,548	74.3	0	0.0	226,044	86.8	226,044	86.8	0	0.
Lumina*	195,650	91.2	0	0.0	195,828	91.3	0	0.0	166,084	77.4	0	0.0	0	0.
Caprice	217,462	100.0	0	0.0	217,462	100.0	15,433	7.1	178,147	81.9	0	0.0	119,917	55.
Corvette	1,406	6.8	19,233	93.2	20,639	100.0	0	0.0	20,639	100.0	20,639	100.0	20,639	100.
Total Chevrolet	1,048,235	91.9	19,233	1.7	718,066	63.0	15,433	1.4	877,236	76.9	246,683	21.6	168,542	14.
Calais	72,100	97.4	0	0.0	31,091	42.0	0	0.0	55,445	74.9	0	0.0	0	0.
Cutlass Ciera*	113,687	99.7	0	0.0	103,310	90.6	0	0.0	96,697	84.8	0	0.0	0	0.
Cutlass Supreme	74,802	81.6	16,867	18.4	87,269	95.2	0	0.0	78,285	85.4	0	0.0	68,843	75.
Eighty Eight	43,013	85.6	7,236	14.4	50,249	100.0	0	0.0	42,561	84.7	0	0.0	40,048	79.
Custom Cruiser	4,367	57.0	3,294	43.0	7,661	100.0	0	0.0	6,469	84.7	0	0.0	3,616	47.
Ninety Eight	0	0.0	54,905	100.0	54,905	100.0	0	0.0	54,905	100.0	1,592	2.9	54,905	100.
Toronado	0	0.0	8,053	100.0	8,053	100.0	0	0.0	8,053	100.0	242	3.0	8,053	100.
Total Oldsmobile	307,969	76.9	90,355	22.6	342,538	85.5	0	0.0	342,434	85.5	1,834	0.5	175,466	43.
Sunbird	109,375	96.0	0	0.0	50,816	44.6	0	0.0	74,386	65.3	0	0.0	0	0.
Firebird	30,116	99.3	0	0.0	0	0.0	0	0.0	18,344	60.5	0	0.0	21,854	72.
Grand Am	167,247	98.0	0	0.0	96,534	56.6	0	0.0	118,940	69.7	0	0.0	2,000	1.
Pontiac 6000	27,707	99.9	0	0.0	26,709	96.3	11	0.0	22,919	82.7	0	0.0	17,237	62.
Grand Prix	91,462	100.0	0	0.0	90,324	98.8	0	0.0	79,221	86.6	0	0.0	52,982	57.
Bonneville	33,470	78.2	9,327	21.8	34,145	79.8	0	0.0	29,357	68.6	0	0.0	4,941	11.
Total Pontiac	459,377	96.3	9,327	2.0	298,528	62.6	11	0.0	343,167	72.0	0	0.0	99,014	20.
Total Saturn†	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.
GENERAL MOTORS	2,127,695	75.4	561,545	19.9	2,090,372	74.1	23,168	0.8	2,268,080	80.4	256,316	9.1	941,492	33.
Summit	8,653	90.0	0	0.0	6,730	70.0	0	0.0	8,556	89.0	0	0.0	2,211	23.
Eclipse	46,061	76.0	0	0.0	60,607	100.0	34,546	57.0	60,607	100.0	0	0.0	39,395	65.
Laser	24,566	94.0	0	0.0	26,134	100.0	13,590	52.0	25,873	99.0	0	0.0	0	0.
Mirage	18,382	84.0	0	0.0	2,626	12.0	0	0.0	15,756	72.0	0	0.0	0	0.
Talon	30,931	92.0	0	0.0	33,621	100.0	24,207	72.0	33,621	100.0	0	0.0	33,621	100.
DIAMOND-STAR	128,593	84.7	0	0.0	129,718	86.4	72,343	47.6	144,413	95.1	0	0.0	75,227	49.
Civic*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.
Accord	0	0.0	0	0.0	314,427	100.0	0	0.0	314,427	100.0	0	0.0	289,273	92.
HONDA	0	0.0	0	0.0	314,427	52.9	0	0.0	314,427	52.9	0	0.0	289,273	48.
HYUNDAI Sonata*	22,143	98.4	0	0.0	22,504	100.0	0	0.0	22,504	100.0	0	0.0	12,303	54.
MX-6	17,833	74.5	0	0.0	23,922	100.0	0	0.0	23,922	100.0	0	0.0	13,158	55.
626	51,812	83.0	0	0.0	62,459	100.0	0	0.0	62,459	100.0	0	0.0	30,511	48.
MAZDA	69,645	80.6	0	0.0	86,381	100.0	0	0.0	86,381	100.0	0	0.0	43,669	50.
NISSAN Sentra	55,699	46.7	0	0.0	79,679	66.8	0	0.0	0	0.0	0	0.0	79,679	66.
Corolla	73,595	72.1	0	0.0	15,702	15.4	0	0.0	89,323	87.5	0	0.0	17,027	16.
Geo Prizm	92,683	97.6	0	0.0	5,059	5.3	0	0.0	94,159	99.1	0	0.0	0	0.
NUMMI	166,278	84.4	0	0.0	20,761	10.5	0	0.0	183,482	93.1	0	0.0	17,027	8.
SUBARU Legacy	47,352	91.9	912	1.8	51,528	100.0	25,982	50.4	0	0.0	51,528	100.0	51,528	100.
Corolla*	95,701	70.4	0	0.0	20,563	15.1	0	0.0	101,550	74.7	0	0.0	12,094	8.
Camry	172,253	91.8	0	0.0	187,639	100.0	0	0.0	187,639	100.0	0	0.0	66,049	35.
TOYOTA	267,954	82.8	0	0.0	208,202	64.3	0	0.0	289,189	89.4	0	0.0	78,143	24.
TOTAL	4,785,811	71.3	900,643	13.4	5,245,156	78.2	219,928	3.3	5,360,795	79.9	319,239	4.8	3,495,334	52.

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Cen

U.S. domestic-built car convenience installations (cont.)—1991 models (based on 1991 model year production)

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Gas Door Release	Percent of Instl.	Trunk Release	Percent of Instl.	Digital Clock	Percent of Instl.
Premier*	8,876	70.9	10,599	84.7	6,282	50.2	6,282	50.2	4,060	32.4
Total Eagle	**8,876**	**70.9**	**10,599**	**84.7**	**6,282**	**50.2**	**6,282**	**50.2**	**4,060**	**32.4**
Sundance	1,317	1.9	5,267	7.4	0	0.0	45,689	64.6	0	0.0
Acclaim	30,214	26.6	32,857	29.0	0	0.0	113,434	100.0	0	0.0
Total Plymouth	**31,531**	**17.1**	**38,124**	**20.7**	**0**	**0.0**	**159,123**	**86.4**	**0**	**0.0**
LeBaron A	17,486	98.5	17,486	98.5	0	0.0	17,752	100.0	0	0.0
LeBaron J	43,900	100.0	20,589	46.9	43,900	100.0	43,900	100.0	0	0.0
Fifth Avenue	44,464	100.0	44,464	100.0	0	0.0	44,464	100.0	0	0.0
Imperial	11,601	100.0	11,601	100.0	0	0.0	11,601	100.0	0	0.0
New Yorker	15,108	100.0	14,806	98.0	8,460	56.0	15,108	100.0	0	0.0
Total Chrysler Division	**132,559**	**99.8**	**108,946**	**82.0**	**52,360**	**39.4**	**132,825**	**100.0**	**0**	**0.0**
Shadow	20,581	26.7	10,638	13.8	0	0.0	13,413	17.4	0	0.0
Monaco*	7,076	56.9	8,096	65.1	2,860	23.0	2,860	23.0	11,429	91.9
Daytona	5,397	26.4	18,072	88.4	20,443	100.0	20,443	100.0	20,443	100.0
Spirit	25,303	25.9	27,550	28.2	0	0.0	97,696	100.0	0	0.0
Dynasty	83,050	65.9	116,321	92.3	41,210	32.7	126,025	100.0	0	0.0
Total Dodge	**141,408**	**42.4**	**180,676**	**54.1**	**64,513**	**19.3**	**260,437**	**78.0**	**31,872**	**9.6**
CHRYSLER CORP.	**314,374**	**47.4**	**338,345**	**51.0**	**123,156**	**18.6**	**558,667**	**84.2**	**35,932**	**5.4**
Escort	0	0.0	57,480	18.9	0	0.0	0	0.0	304,127	100.0
Mustang	98,243	99.5	98,243	99.5	0	0.0	0	0.0	98,737	100.0
Tempo*	117,826	54.0	110,408	50.6	0	0.0	0	0.0	218,197	100.0
Taurus	205,147	67.8	272,017	89.9	0	0.0	0	0.0	302,577	100.0
Thunderbird	82,814	100.0	73,870	89.2	0	0.0	0	0.0	82,814	100.0
Probe	25,400	34.7	31,037	42.4	0	0.0	0	0.0	73,200	100.0
Crown Victoria*	85,532	100.0	83,052	97.1	0	0.0	0	0.0	85,532	100.0
Total Ford Division	**614,963**	**52.8**	**726,106**	**62.3**	**0**	**0.0**	**0**	**0.0**	**1,165,184**	**100.0**
Topaz*	66,468	83.2	41,383	51.8	41,383	51.8	41,383	51.8	79,890	100.0
Sable	94,159	97.8	94,544	98.2	94,544	98.2	94,544	98.2	96,277	100.0
Cougar	63,701	100.0	61,217	96.1	61,217	96.1	61,217	96.1	63,701	100.0
Grand Marquis*	82,433	100.0	81,361	98.7	81,361	98.7	81,361	98.7	82,433	100.0
Total Mercury	**306,761**	**95.2**	**278,505**	**86.4**	**278,505**	**86.4**	**278,505**	**86.4**	**322,301**	**100.0**
Continental	53,109	100.0	53,109	100.0	53,109	100.0	53,109	100.0	53,109	100.0
Town Car	124,919	100.0	124,919	100.0	124,919	100.0	124,919	100.0	124,919	100.0
Mark VII	9,299	100.0	9,299	100.0	9,299	100.0	9,299	100.0	9,299	100.0
Total Lincoln	**187,327**	**100.0**	**187,327**	**100.0**	**187,327**	**100.0**	**187,327**	**100.0**	**187,327**	**100.0**
Total L-M Division	**494,088**	**97.0**	**465,832**	**91.4**	**465,832**	**91.4**	**465,832**	**91.4**	**509,628**	**100.0**
FORD MOTOR CO.	**1,109,052**	**66.2**	**1,191,938**	**71.2**	**465,832**	**27.8**	**465,832**	**27.8**	**1,674,812**	**100.0**
Roadmaster	6,729	100.0	6,703	99.6	0	0.0	0	0.0	0	0.0
Skylark	42,472	56.0	30,102	39.7	0	0.0	2,813	3.7	0	0.0
Century	83,452	75.5	100,021	90.5	0	0.0	26,984	24.4	0	0.0
Regal*	108,037	85.4	124,345	98.2	0	0.0	56,104	44.3	0	0.0
LeSabre	86,218	95.0	88,941	98.0	0	0.0	63,529	70.0	90,756	100.0
Reatta	1,520	100.0	1,520	100.0	1,520	100.0	1,520	100.0	1,520	100.0
Park Avenue	109,482	100.0	109,482	100.0	109,482	100.0	109,482	100.0	109,482	100.0
Riviera	13,168	100.0	13,168	100.0	0	0.0	13,168	100.0	0	0.0
Total Buick	**451,078**	**84.4**	**474,282**	**88.7**	**111,002**	**20.8**	**273,600**	**51.2**	**201,758**	**37.7**
Allante	2,500	100.0	2,500	100.0	2,500	100.0	2,500	100.0	2,500	100.0
Seville	26,431	100.0	26,431	100.0	26,431	100.0	26,431	100.0	26,431	100.0
DeVille	147,910	100.0	147,910	100.0	147,910	100.0	147,910	100.0	147,910	100.0
Brougham	27,231	100.0	27,231	100.0	27,231	100.0	27,231	100.0	27,231	100.0
Eldorado	16,212	100.0	16,212	100.0	16,212	100.0	16,212	100.0	16,212	100.0
Total Cadillac	**220,284**	**100.0**	**220,284**	**100.0**	**220,284**	**100.0**	**220,284**	**100.0**	**220,284**	**100.0**
Cavalier	21,899	6.7	27,782	8.5	0	0.0	0	0.0	0	0.0
Camaro	65,179	64.6	66,830	66.3	0	0.0	66,251	65.7	0	0.0
Corsica-Beretta	75,137	28.9	167,149	64.2	0	0.0	64,519	24.8	0	0.0
Lumina*	117,141	54.6	145,471	67.8	0	0.0	101,359	47.2	0	0.0
Caprice	192,744	88.6	202,412	93.1	0	0.0	189,521	87.2	0	0.0
Corvette	20,639	100.0	20,639	100.0	0	0.0	20,639	100.0	0	0.0
Total Chevrolet	**492,739**	**43.2**	**630,283**	**55.3**	**0**	**0.0**	**442,289**	**38.8**	**0**	**0.0**
Calais	8,883	12.0	26,945	36.4	0	0.0	5,182	7.0	26,797	36.2
Cutlass Ciera*	59,637	52.3	84,039	73.7	15,964	14.0	15,964	14.0	84,267	73.9
Cutlass Supreme	77,460	84.5	80,302	87.6	0	0.0	55,918	61.0	1,558	1.7
Eighty Eight	43,063	85.7	46,782	93.1	4,020	8.0	4,020	8.0	40,300	80.2
Custom Cruiser	7,592	99.1	7,592	99.1	7,661	100.0	7,661	100.0	7,661	100.0
Ninety Eight	54,905	100.0	54,905	100.0	34,261	62.4	34,261	62.4	23,170	42.2
Toronado	8,053	100.0	8,053	100.0	8,053	100.0	8,053	100.0	8,053	100.0
Total Oldsmobile	**259,594**	**64.8**	**308,618**	**77.0**	**69,959**	**17.5**	**131,059**	**32.7**	**191,806**	**47.9**
Sunbird	3,228	2.8	4,362	3.8	0	0.0	10,018	8.8	113,970	100.0
Firebird	28,172	92.9	28,172	92.9	0	0.0	20,651	68.1	30,320	100.0
Grand Am	33,980	19.9	85,468	50.1	0	0.0	13,685	8.0	170,621	100.0
Pontiac 6000	17,237	62.2	24,964	90.1	0	0.0	0	0.0	27,721	100.0
Grand Prix	80,327	87.8	27,228	29.8	0	0.0	23,871	26.1	91,462	100.0
Bonneville	32,730	76.5	33,174	77.5	0	0.0	33,260	77.7	42,797	100.0
Total Pontiac	**195,674**	**41.0**	**203,368**	**42.6**	**0**	**0.0**	**101,485**	**21.3**	**476,891**	**100.0**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**1,619,369**	**57.4**	**1,836,835**	**65.1**	**401,245**	**14.2**	**1,168,717**	**41.4**	**1,090,739**	**38.7**
Summit	0	0.0	0	0.0	7,005	72.9	7,005	72.9	6,002	62.4
Eclipse	22,383	36.9	22,383	36.9	60,607	100.0	60,607	100.0	60,607	100.0
Laser	9,038	34.6	9,038	34.6	26,134	100.0	26,134	100.0	26,134	100.0
Mirage	0	0.0	0	0.0	2,660	12.2	2,660	12.2	2,660	12.2
Talon	24,068	71.6	24,068	71.6	33,621	100.0	33,621	100.0	33,621	100.0
DIAMOND-STAR	**55,489**	**36.5**	**55,489**	**36.5**	**130,027**	**85.6**	**130,027**	**85.6**	**129,024**	**85.0**
Civic*	75,603	27.0	75,603	27.0	280,012	100.0	280,012	100.0	0	0.0
Accord	289,273	92.0	289,273	92.0	314,427	100.0	314,427	100.0	0	0.0
HONDA	**364,876**	**61.4**	**364,876**	**61.4**	**594,439**	**100.0**	**594,439**	**100.0**	**0**	**0.0**
HYUNDAI Sonata*	**12,303**	**54.7**	**12,303**	**54.7**	**22,504**	**100.0**	**22,504**	**100.0**	**22,504**	**100.0**
MX-6	13,158	55.0	13,158	55.0	23,922	100.0	23,922	100.0	23,922	100.0
626	30,511	48.8	30,511	48.8	62,459	100.0	62,459	100.0	62,459	100.0
MAZDA	**43,669**	**50.6**	**43,669**	**50.6**	**86,381**	**100.0**	**86,381**	**100.0**	**86,381**	**100.0**
NISSAN Sentra	**7,507**	**6.2**	**7,507**	**6.2**	**79,674**	**65.8**	**79,674**	**65.8**	**79,674**	**65.8**
Corolla	20,424	20.0	20,424	20.0	77,002	75.4	77,002	75.4	60,209	59.0
Geo Prizm	3,147	3.3	14,916	15.7	95,000	100.0	15,658	16.5	93,491	98.4
NUMMI	**23,571**	**12.0**	**35,340**	**17.9**	**172,002**	**87.3**	**92,660**	**47.0**	**153,700**	**78.0**
SUBARU Legacy	**48,284**	**93.7**	**48,284**	**93.7**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla*	12,061	8.9	12,061	8.9	101,550	74.7	101,550	74.7	69,389	51.0
Camry	149,173	79.5	149,173	79.5	187,639	100.0	187,639	100.0	164,372	87.6
TOYOTA	**161,234**	**49.8**	**161,234**	**49.8**	**289,189**	**89.4**	**289,189**	**89.4**	**233,761**	**72.2**
TOTAL	**3,759,788**	**56.6**	**4,095,801**	**61.7**	**2,364,449**	**35.6**	**3,488,089**	**52.6**	**3,506,527**	**52.8**

*Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

EQUIPMENT INSTALLATIONS

U.S. domestic-built car audio installations — 1991 models (based on 1991 model year production)

	AM/FM Stereo	Percent of Instl.	AM/FM Stereo w/Cassette	Percent of Instl.	AM/FM Stereo w/Cassette & Graphic Equalizer	Percent of Instl.	AM/FM Stereo w/Compact Disc	Percent of Instl.	Power Antenna	Percent of Instl.
Premier*	513	4.1	6,471	51.7	4,406	35.2	1,126	9.0	5,532	44.2
Total Eagle	**513**	**4.1**	**6,471**	**51.7**	**4,406**	**35.2**	**1,126**	**9.0**	**5,532**	**44.2**
Sundance	40,409	57.1	17,621	24.9	0	0.0	0	0.0	0	0.0
Acclaim	82,126	72.4	30,854	27.2	0	0.0	0	0.0	0	0.0
Total Plymouth	**122,535**	**66.5**	**48,476**	**26.3**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
LeBaron A	0	0.0	16,918	95.3	834	4.7	0	0.0	0	0.0
LeBaron J	23,443	53.4	6,058	13.8	14,399	32.8	1,317	3.0	8,253	18.8
Fifth Avenue	9,871	22.2	2,001	4.5	32,681	73.5	0	0.0	14,673	33.0
Imperial	0	0.0	0	0.0	11,601	100.0	0	0.0	11,601	100.0
New Yorker	6,345	42.0	7,358	48.7	1,405	9.3	0	0.0	1,617	10.7
Total Chrysler Division	**39,659**	**29.9**	**32,334**	**24.3**	**60,921**	**45.9**	**1,317**	**1.0**	**36,144**	**27.2**
Shadow	43,552	56.5	23,742	30.8	0	0.0	0	0.0	0	0.0
Monaco*	7,486	60.2	4,004	32.2	808	6.5	137	1.1	945	7.6
Daytona	2,269	11.1	0	0.0	17,765	86.9	409	2.0	0	0.0
Spirit	71,416	73.1	24,815	25.4	1,563	1.6	0	0.0	0	0.0
Dynasty	82,546	65.5	39,572	31.4	3,907	3.1	0	0.0	3,025	2.4
Total Dodge	**207,270**	**62.1**	**92,133**	**27.6**	**24,043**	**7.2**	**546**	**0.2**	**3,970**	**1.2**
HRYSLER CORP.	**369,978**	**55.8**	**179,414**	**27.1**	**89,369**	**13.5**	**2,989**	**0.5**	**45,646**	**6.9**
Escort	122,259	40.2	153,584	50.5	28,588	9.4	0	0.0	0	0.0
Mustang	6,714	6.8	91,134	92.3	47,986	48.6	0	0.0	0	0.0
Tempo*	97,752	44.8	119,354	54.7	3,491	1.6	0	0.0	0	0.0
Taurus	87,669	29.0	141,033	46.6	58,760	19.4	3,944	1.3	0	0.0
Thunderbird	19,327	23.3	58,361	70.5	28,366	34.3	4,386	5.3	0	0.0
Probe	23,664	32.3	0	0.0	47,901	65.4	1,451	2.0	0	0.0
Crown Victoria*	0	0.0	53,286	62.3	27,969	32.7	0	0.0	0	0.0
Total Ford Division	**357,385**	**30.7**	**616,753**	**52.9**	**243,061**	**20.9**	**9,781**	**0.8**	**0**	**0.0**
Topaz*	24,047	30.1	55,444	69.4	0	0.0	0	0.0	0	0.0
Sable	26,476	27.5	64,721	67.2	11,993	12.5	963	1.0	24,358	25.3
Cougar	12,676	19.9	41,278	64.8	13,887	21.8	2,994	4.7	0	0.0
Grand Marquis*	3,050	3.7	73,448	89.1	16,651	20.2	0	0.0	0	0.0
Total Mercury	**66,250**	**20.6**	**234,891**	**72.9**	**42,531**	**13.2**	**3,957**	**1.2**	**24,358**	**7.6**
Continental	0	0.0	0	0.0	48,807	91.9	4,302	8.1	0	0.0
Town Car	0	0.0	0	0.0	121,296	97.1	3,623	2.9	0	0.0
Mark VII	0	0.0	0	0.0	7,765	83.5	1,534	16.5	0	0.0
Total Lincoln	**0**	**0.0**	**0**	**0.0**	**177,868**	**95.0**	**9,459**	**5.0**	**0**	**0.0**
Total L-M Division	**66,250**	**13.0**	**234,891**	**46.1**	**220,399**	**43.2**	**13,416**	**2.6**	**24,358**	**4.8**
ORD MOTOR CO.	**423,635**	**25.3**	**851,643**	**50.9**	**463,461**	**27.7**	**23,197**	**1.4**	**24,358**	**1.5**
Roadmaster	0	0.0	1,729	25.7	4,387	65.2	404	6.0	6,702	99.6
Skylark	49,640	65.5	26,146	34.5	0	0.0	0	0.0	3,335	4.4
Century	42,335	38.3	67,979	61.5	0	0.0	221	0.2	30,839	27.9
Regal*	0	0.0	91,756	72.5	18,604	14.7	2,784	2.2	91,756	72.5
LeSabre	66,252	73.0	2,723	3.0	21,781	24.0	0	0.0	67,159	74.0
Reatta	0	0.0	0	0.0	1,520	100.0	806	53.0	1,520	100.0
Park Avenue	0	0.0	62,405	57.0	41,603	38.0	5,474	5.0	99,629	91.0
Riviera	9,554	0.0	0	0.0	3,055	23.2	553	4.2	13,168	100.0
Total Buick	**167,781**	**31.4**	**252,738**	**47.3**	**90,951**	**17.0**	**10,242**	**1.9**	**314,108**	**58.8**
Allante	0	0.0	0	0.0	0	0.0	2,500	100.0	2,500	100.0
Seville	0	0.0	0	0.0	23,471	88.8	2,960	11.2	26,431	100.0
DeVille	0	0.0	135,633	91.7	8,875	6.0	3,402	2.3	147,910	100.0
Brougham	0	0.0	0	0.0	24,481	89.9	2,750	10.1	27,231	100.0
Eldorado	0	0.0	32	0.2	12,029	74.2	4,150	25.6	16,212	100.0
Total Cadillac	**0**	**0.0**	**135,666**	**61.6**	**68,855**	**31.3**	**15,763**	**7.2**	**220,284**	**100.0**
Cavalier	163,097	49.9	119,299	36.5	0	0.0	1,961	0.6	0	0.0
Camaro	3,622	3.6	86,619	85.9	1,593	1.6	8,208	8.1	1,603	1.6
Corsica-Beretta	156,596	60.1	101,089	38.8	0	0.0	2,478	1.0	0	0.0
Lumina*	67,061	31.3	128,767	60.0	0	0.0	0	0.0	0	0.0
Caprice	49,404	22.7	160,537	73.8	0	0.0	1,815	0.8	98,281	45.2
Corvette	0	0.0	16,853	81.7	0	0.0	3,786	18.3	20,639	100.0
Total Chevrolet	**439,780**	**38.6**	**613,164**	**53.8**	**1,593**	**0.1**	**18,248**	**1.6**	**120,523**	**10.6**
Calais	46,192	62.4	26,797	36.2	666	0.9	296	0.4	6,884	9.3
Cutlass Ciera*	26,797	23.5	84,267	73.9	2,851	2.5	0	0.0	23,034	20.2
Cutlass Supreme	21,084	23.0	61,235	66.8	7,609	8.3	1,558	1.7	33,184	36.2
Eighty Eight	6,834	13.6	40,300	80.2	2,864	5.7	201	0.4	33,416	66.5
Custom Cruiser	54	0.7	4,742	61.9	2,497	32.6	352	4.6	7,025	91.7
Ninety Eight	31,680	57.7	0	0.0	16,746	30.5	4,722	8.6	54,905	100.0
Toronado	2,593	32.2	1,401	17.4	3,302	41.0	2,142	26.6	8,053	100.0
Total Oldsmobile	**135,233**	**33.8**	**218,742**	**54.6**	**36,536**	**9.1**	**9,272**	**2.3**	**166,501**	**41.6**
Sunbird	65,700	57.6	47,765	41.9	0	0.0	505	0.4	0	0.0
Firebird	0	0.0	29,140	96.1	0	0.0	1,180	3.9	10,954	36.1
Grand Am	66,600	39.0	103,537	60.7	0	0.0	484	0.3	0	0.0
Pontiac 6000	2,228	8.0	25,479	91.9	0	0.0	14	0.1	0	0.0
Grand Prix	5,643	6.2	83,822	91.6	0	0.0	1,997	2.2	24,198	26.5
Bonneville	1,987	4.6	39,834	93.1	0	0.0	976	2.3	19,456	45.5
Total Pontiac	**142,158**	**29.8**	**329,577**	**69.1**	**0**	**0.0**	**5,156**	**1.1**	**54,608**	**11.5**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
ENERAL MOTORS	**884,951**	**31.4**	**1,549,888**	**54.9**	**197,934**	**7.0**	**58,681**	**2.1**	**876,024**	**31.0**
Summit	5,768	60.0	1,923	20.0	0	0.0	0	0.0	0	0.0
Eclipse	16,364	27.0	29,697	49.0	7,879	13.0	3,030	5.0	29,697	49.0
Laser	11,499	44.0	7,840	30.0	12,544	48.0	1,045	4.0	0	0.0
Mirage	16,631	76.0	1,532	7.0	0	0.0	0	0.0	0	0.0
Talon	0	0.0	21,854	65.0	8,405	25.0	3,362	10.0	0	0.0
IAMOND-STAR	**50,262**	**33.1**	**62,846**	**41.4**	**28,828**	**19.0**	**7,438**	**4.9**	**29,697**	**19.6**
Civic*	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Accord	0	0.0	289,273	92.0	0	0.0	0	0.0	0	0.0
ONDA	**0**	**0.0**	**289,273**	**48.7**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
YUNDAI Sonata*	**0**	**0.0**	**21,874**	**97.2**	**0**	**0.0**	**630**	**2.8**	**12,303**	**54.7**
MX-6	0	0.0	15,813	66.1	1,968	8.2	293	1.2	13,158	55.0
626	0	0.0	62,140	99.5	0	0.0	0	0.0	30,511	48.8
AZDA	**0**	**0.0**	**77,953**	**90.2**	**1,968**	**2.3**	**293**	**0.3**	**43,669**	**50.6**
ISSAN Sentra	**500**	**0.4**	**61,753**	**51.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla	20,140	19.7	48,147	47.2	0	0.0	0	0.0	0	0.0
Geo Prizm	72,640	76.5	20,851	21.9	0	0.0	0	0.0	0	0.0
UMMI	**92,780**	**47.1**	**68,998**	**35.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
UBARU Legacy	**0**	**0.0**	**38,568**	**74.8**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla*	23,719	17.4	81,621	60.0	0	0.0	0	0.0	0	0.0
Camry	26,833	14.3	108,643	57.9	0	0.0	1,313	0.7	58,731	31.3
OYOTA	**50,552**	**15.6**	**190,264**	**58.8**	**0**	**0.0**	**1,313**	**0.4**	**58,731**	**18.2**
OTAL	**1,872,658**	**27.9**	**3,392,473**	**50.6**	**781,561**	**11.7**	**94,540**	**1.4**	**1,090,428**	**16.3**

Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

EQUIPMENT INSTALLATIONS

U.S. domestic-built car seat installations — 1991 models (based on 1991 model year production)

	Front Bucket	Percent of Instl.	Split/Bench Seat	Percent of Instl.	Cloth Seat	Percent of Instl.	Leather Seat	Percent of Instl.	Reclining Seat	Percent of Instl.	Power Seat	Percent of Instl.
Premier*	12,516	100.0	0	0.0	9,675	77.3	2,829	22.6	12,516	100.0	9,124	72.9
Total Eagle	**12,516**	**100.0**	**0**	**0.0**	**9,675**	**77.3**	**2,829**	**22.6**	**12,516**	**100.0**	**9,124**	**72.9**
Sundance	70,769	100.0	0	0.0	70,769	100.0	0	0.0	70,769	100.0	637	0.9
Acclaim	29,039	25.6	84,395	74.4	113,434	100.0	0	0.0	8,848	7.8	8,848	7.8
Total Plymouth	**99,808**	**54.2**	**84,395**	**45.8**	**184,203**	**100.0**	**0**	**0.0**	**79,617**	**43.2**	**9,485**	**5.1**
LeBaron A	0	0.0	17,752	100.0	13,882	78.2	3,870	21.8	12,107	68.2	12,107	68.2
LeBaron J	43,900	100.0	0	0.0	35,032	79.8	2,415	5.5	43,900	100.0	12,073	27.5
Fifth Avenue	0	0.0	44,464	100.0	30,991	69.7	4,802	10.8	44,464	100.0	44,464	100.0
Imperial	0	0.0	11,601	100.0	5,429	46.8	6,172	53.2	11,601	100.0	11,601	100.0
New Yorker	0	0.0	15,108	100.0	13,673	90.5	1,435	9.5	15,108	100.0	15,108	100.0
Total Chrysler Division	**43,900**	**33.1**	**88,925**	**66.9**	**99,008**	**74.5**	**18,694**	**14.1**	**127,180**	**95.7**	**95,352**	**71.8**
Shadow	77,084	100.0	0	0.0	77,084	100.0	0	0.0	77,084	100.0	2,081	2.7
Monaco*	12,436	100.0	0	0.0	12,001	96.5	435	3.5	12,436	100.0	3,445	27.7
Daytona	20,443	100.0	0	0.0	19,911	97.4	532	2.6	20,443	100.0	2,310	11.3
Spirit	31,654	32.4	66,042	67.6	97,696	100.0	0	0.0	6,741	6.9	6,741	6.9
Dynasty	0	0.0	126,025	100.0	124,891	99.1	1,134	0.9	126,025	100.0	126,025	100.0
Total Dodge	**141,617**	**42.4**	**192,067**	**57.6**	**331,583**	**99.4**	**2,101**	**0.6**	**242,729**	**72.7**	**140,602**	**42.1**
HRYSLER CORP.	**297,841**	**44.9**	**365,387**	**55.1**	**624,409**	**94.2**	**23,623**	**3.6**	**462,042**	**69.7**	**254,563**	**38.4**
Escort	304,127	100.0	0	0.0	298,044	98.0	0	0.0	304,127	100.0	0	0.0
Mustang	98,737	100.0	0	0.0	90,838	92.0	7,899	8.0	98,737	100.0	42,654	43.2
Tempo*	218,197	100.0	0	0.0	214,706	98.4	0	0.0	218,197	100.0	8,728	4.0
Taurus	30,258	10.0	272,319	90.0	281,397	93.0	166,417	55.0	22,693	7.5	162,484	53.7
Thunderbird	82,814	100.0	0	0.0	72,048	87.0	10,766	13.0	82,814	100.0	82,814	100.0
Probe	73,200	100.0	0	0.0	73,200	100.0	0	0.0	73,200	100.0	24,156	33.0
Crown Victoria*	0	0.0	85,532	100.0	28,140	32.9	57,392	67.1	72,018	84.2	60,129	70.3
Total Ford Division	**807,333**	**69.3**	**357,851**	**30.7**	**1,058,373**	**90.8**	**242,474**	**20.8**	**871,786**	**74.8**	**380,965**	**32.7**
Topaz*	79,890	100.0	0	0.0	78,372	98.1	0	0.0	79,890	100.0	7,430	9.3
Sable	674	0.7	89,538	93.0	81,835	85.0	10,590	11.0	96,277	100.0	0	0.0
Cougar	63,701	100.0	0	0.0	55,229	86.7	8,472	13.3	58,605	92.0	58,605	92.0
Grand Marquis*	0	0.0	82,433	100.0	10,304	12.5	72,129	87.5	82,433	100.0	80,207	97.3
Total Mercury	**144,265**	**44.6**	**171,971**	**53.4**	**225,740**	**70.8**	**91,192**	**28.3**	**317,205**	**98.4**	**146,242**	**45.4**
Continental	0	0.0	53,109	100.0	17,526	33.0	35,583	67.0	53,109	100.0	53,109	100.0
Town Car	0	0.0	124,919	100.0	41,223	33.0	83,696	67.0	124,919	100.0	124,919	100.0
Mark VII	0	0.0	9,299	100.0	3,022	32.5	6,277	67.5	9,299	100.0	9,299	100.0
Total Lincoln	**0**	**0.0**	**187,327**	**100.0**	**61,771**	**33.0**	**125,556**	**67.0**	**187,327**	**100.0**	**187,327**	**100.0**
Total L-M Division	**144,265**	**28.3**	**359,298**	**70.5**	**287,512**	**56.4**	**216,747**	**42.5**	**504,532**	**99.0**	**333,569**	**65.5**
ORD MOTOR CO.	**951,598**	**56.8**	**717,149**	**42.8**	**1,345,885**	**80.4**	**459,221**	**27.4**	**1,376,318**	**82.2**	**714,534**	**42.7**
Roadmaster	0	0.0	6,729	100.0	2,200	32.7	4,529	67.3	6,729	100.0	6,729	100.0
Skylark	2,577	3.4	48,124	63.5	75,786	100.0	0	0.0	75,786	100.0	0	0.0
Century	0	0.0	110,535	100.0	109,209	98.8	1,326	1.2	66,100	59.8	28,076	25.4
Regal*	26,704	21.1	99,856	78.9	110,360	87.2	16,200	12.8	126,560	100.0	70,114	55.4
LeSabre	0	0.0	90,756	100.0	83,496	92.0	7,260	8.0	90,756	100.0	83,496	92.0
Reatta	1,520	100.0	0	0.0	0	0.0	1,520	100.0	1,520	100.0	1,520	100.0
Park Avenue	0	0.0	109,482	100.0	41,603	38.0	67,879	62.0	109,482	100.0	109,482	100.0
Riviera	13,168	100.0	0	0.0	2,344	17.8	10,824	82.2	0	0.0	13,168	100.0
Total Buick	**43,969**	**8.2**	**465,482**	**87.1**	**424,998**	**79.5**	**109,538**	**20.5**	**476,933**	**89.2**	**312,585**	**58.5**
Allante	2,500	100.0	0	0.0	0	0.0	2,500	100.0	2,500	100.0	2,500	100.0
Seville	26,431	100.0	0	0.0	476	1.8	25,955	98.2	26,431	100.0	26,431	100.0
DeVille	0	0.0	147,910	100.0	14,347	9.7	133,563	90.3	147,910	100.0	147,910	100.0
Brougham	0	0.0	27,231	100.0	5,365	19.7	21,866	80.3	27,231	100.0	27,231	100.0
Eldorado	16,212	100.0	0	0.0	195	1.2	16,017	98.8	16,212	100.0	16,212	100.0
Total Cadillac	**45,143**	**20.5**	**175,141**	**79.5**	**20,382**	**9.3**	**199,902**	**90.7**	**220,284**	**100.0**	**220,284**	**100.0**
Cavalier	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Camaro	100,838	100.0	0	0.0	0	0.0	0	0.0	100,838	100.0	11,092	11.0
Corsica-Beretta	260,374	100.0	0	0.0	260,374	100.0	0	0.0	260,374	100.0	0	0.0
Lumina*	47,196	22.0	167,332	78.0	214,528	100.0	0	0.0	0	0.0	7,262	3.4
Caprice	0	0.0	217,461	100.0	163,096	75.0	54,365	25.0	0	0.0	137,000	63.0
Corvette	20,639	100.0	0	0.0	10,629	51.5	10,010	48.5	20,639	100.0	20,639	100.0
Total Chevrolet	**429,047**	**37.6**	**384,793**	**33.7**	**648,627**	**56.9**	**64,375**	**5.6**	**381,851**	**33.5**	**175,994**	**15.4**
Calais	74,025	100.0	0	0.0	74,025	100.0	0	0.0	2,073	2.8	2,073	2.8
Cutlass Ciera*	1,140	1.0	112,889	99.0	114,029	100.0	0	0.0	114,029	100.0	17,446	15.3
Cutlass Supreme	33,276	36.3	50,235	54.8	63,985	69.8	27,684	30.2	91,669	100.0	32,451	35.4
Eighty Eight	0	0.0	50,249	100.0	50,249	100.0	0	0.0	31,556	62.8	36,933	73.5
Custom Cruiser	0	0.0	7,661	100.0	7,661	100.0	0	0.0	5,631	73.5	7,017	91.6
Ninety Eight	3,843	7.0	51,007	92.9	50,568	92.1	4,337	7.9	54,905	100.0	54,905	100.0
Toronado	8,053	100.0	0	0.0	7,811	97.0	242	3.0	8,053	100.0	8,053	100.0
Total Oldsmobile	**120,337**	**30.0**	**272,040**	**67.9**	**368,328**	**91.9**	**32,263**	**8.1**	**307,916**	**76.9**	**158,878**	**39.7**
Sunbird	113,970	100.0	0	0.0	60,234	52.9	53,736	47.1	113,970	100.0	0	0.0
Firebird	30,320	100.0	0	0.0	29,314	96.7	1,006	3.3	30,320	100.0	0	0.0
Grand Am	170,621	100.0	0	0.0	170,621	100.0	0	0.0	0	0.0	1,142	0.7
Pontiac 6000	3,739	13.5	23,982	86.5	27,279	98.4	442	1.6	27,721	100.0	3,791	13.7
Grand Prix	46,513	50.9	44,949	49.1	88,669	96.9	2,793	3.1	87,174	95.3	38,487	42.1
Bonneville	0	0.0	42,797	100.0	39,023	91.2	3,774	8.8	0	0.0	32,074	74.9
Total Pontiac	**365,163**	**76.6**	**111,728**	**23.4**	**415,140**	**87.1**	**61,751**	**12.9**	**259,185**	**54.3**	**75,484**	**15.8**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
ENERAL MOTORS	**1,003,660**	**35.6**	**1,409,184**	**49.9**	**1,877,475**	**66.5**	**467,829**	**16.6**	**1,646,169**	**58.3**	**943,235**	**33.4**
Summit	8,403	87.4	1,211	12.6	9,614	100.0	0	0.0	9,614	100.0	0	0.0
Eclipse	60,607	100.0	0	0.0	60,001	99.0	606	1.0	60,607	100.0	0	0.0
Laser	26,134	100.0	0	0.0	26,134	100.0	0	0.0	26,134	100.0	0	0.0
Mirage	19,224	87.8	2,659	12.2	21,883	100.0	2,626	12.0	21,883	100.0	21,883	100.0
Talon	33,621	100.0	0	0.0	30,595	91.0	3,026	9.0	33,621	100.0	0	0.0
IAMOND-STAR	**147,989**	**97.5**	**3,870**	**2.5**	**148,227**	**97.6**	**6,258**	**4.1**	**151,859**	**100.0**	**21,883**	**14.4**
Civic*	280,012	100.0	0	0.0	280,012	100.0	0	0.0	280,012	100.0	0	0.0
Accord	314,427	100.0	0	0.0	314,427	100.0	0	0.0	314,427	100.0	0	0.0
ONDA	**594,439**	**100.0**	**0**	**0.0**	**594,439**	**100.0**	**0**	**0.0**	**594,439**	**100.0**	**0**	**0.0**
YUNDAI Sonata*	**0**	**0.0**	**22,504**	**100.0**	**19,564**	**86.9**	**2,940**	**13.1**	**22,504**	**100.0**	**0**	**0.0**
MX-6	23,922	100.0	0	0.0	23,922	100.0	0	0.0	23,922	100.0	0	0.0
626	62,459	100.0	0	0.0	62,459	100.0	0	0.0	62,459	100.0	0	0.0
AZDA	**86,381**	**100.0**	**0**	**0.0**	**86,381**	**100.0**	**0**	**0.0**	**86,381**	**100.0**	**0**	**0.0**
ISSAN Sentra	**121,085**	**100.0**	**0**	**0.0**	**121,085**	**100.0**	**0**	**0.0**	**121,085**	**100.0**	**0**	**0.0**
Corolla	102,060	100.0	0	0.0	102,060	100.0	0	0.0	102,060	100.0	0	0.0
Geo Prizm	95,000	100.0	0	0.0	95,000	100.0	0	0.0	95,000	100.0	0	0.0
UMMI	**197,060**	**100.0**	**0**	**0.0**	**197,060**	**100.0**	**0**	**0.0**	**197,060**	**100.0**	**0**	**0.0**
UBARU Legacy	**51,528**	**100.0**	**0**	**0.0**	**51,528**	**100.0**	**0**	**0.0**	**51,528**	**100.0**	**0**	**0.0**
Corolla*	135,943	100.0	0	0.0	135,943	100.0	0	0.0	135,943	100.0	0	0.0
Camry	187,639	100.0	0	0.0	180,884	96.4	6,755	3.6	187,639	100.0	17,638	9.4
OYOTA	**323,582**	**100.0**	**0**	**0.0**	**316,827**	**97.9**	**6,755**	**2.1**	**323,582**	**100.0**	**17,638**	**5.5**
OTAL	**3,775,162**	**56.3**	**2,518,094**	**37.5**	**5,382,939**	**80.2**	**966,627**	**14.4**	**5,032,967**	**75.0**	**1,951,853**	**29.1**

Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. domestic-built car body type/roof installations — 1991 models (based on 1991 model year production)

	2-Door Notchback	Percent of Instl.	2-Door Hatchback	Percent of Instl.	4-Door Notchback	Percent of Instl.	4-Door Hatchback	Percent of Instl.	4-Door Wagon	Percent of Instl.	Convertible	Percent of Instl.	Slide Roof	Percent of Instl.	Electric Pop-up Sunroof	Percent of Instl.	Sunroof	Percent of Instl.	Vinyl T-Roof	Percent of Instl.
Premier*	0	0.0	0	0.0	12,516	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Eagle	**0**	**0.0**	**0**	**0.0**	**12,516**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Sundance	0	0.0	17,428	30.4	0	0.0	39,826	69.6	0	0.0	0	0.0	0	0.0	778	1.1	0	0.0	0	0.0
Acclaim	0	0.0	0	0.0	113,434	100.0	0	0.0	0	0.0	0	0.0	0	0.0	454	0.4	0	0.0	0	0.0
Total Plymouth	**0**	**0.0**	**17,428**	**9.5**	**113,434**	**61.6**	**39,826**	**21.6**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**1,232**	**0.7**	**0**	**0.0**	**0**	**0.0**
LeBaron A	0	0.0	0	0.0	17,752	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	17,752	100.0	0	0.0
LeBaron J	0	0.0	43,900	100.0	0	0.0	0	0.0	0	0.0	35,296	80.4	0	0.0	483	1.1	0	0.0	0	0.0
Fifth Avenue	0	0.0	0	0.0	44,464	100.0	0	0.0	0	0.0	0	0.0	2,268	5.1	0	0.0	0	0.0	0	0.0
Imperial	0	0.0	0	0.0	11,601	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
New Yorker	0	0.0	0	0.0	15,108	100.0	0	0.0	0	0.0	0	0.0	272	1.8	0	0.0	0	0.0	0	0.0
Total Chrysler Division	**0**	**0.0**	**43,900**	**33.1**	**88,925**	**66.9**	**0**	**0.0**	**0**	**0.0**	**35,296**	**26.6**	**2,540**	**1.9**	**483**	**0.4**	**17,752**	**13.4**	**0**	**0.0**
Shadow	37,463	48.6	0	0.0	39,621	51.4	0	0.0	0	0.0	18,731	24.3	0	0.0	925	1.2	0	0.0	0	0.0
Monaco*	0	0.0	0	0.0	12,436	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Daytona	0	0.0	20,443	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,799	8.8	0	0.0	0	0.0
Spirit	0	0.0	0	0.0	97,696	100.0	0	0.0	0	0.0	0	0.0	0	0.0	684	0.7	0	0.0	0	0.0
Dynasty	0	0.0	0	0.0	126,025	100.0	0	0.0	0	0.0	0	0.0	882	0.7	0	0.0	0	0.0	0	0.0
Total Dodge	**37,463**	**11.2**	**20,443**	**6.1**	**275,778**	**82.6**	**0**	**0.0**	**0**	**0.0**	**18,731**	**5.6**	**882**	**0.3**	**3,408**	**1.0**	**0**	**0.0**	**0**	**0.0**
CHRYSLER CORP.	**37,463**	**5.6**	**81,771**	**12.3**	**490,653**	**74.0**	**39,826**	**6.0**	**0**	**0.0**	**54,027**	**8.1**	**3,422**	**0.5**	**5,123**	**0.8**	**17,752**	**2.7**	**0**	**0.0**
Escort	0	0.0	156,321	51.4	0	0.0	98,537	32.4	49,269	16.2	0	0.0	17,639	5.8	0	0.0	0	0.0	0	0.0
Mustang	0	0.0	98,737	100.0	0	0.0	0	0.0	0	0.0	22,018	22.3	0	0.0	12,638	12.8	0	0.0	0	0.0
Tempo*	5,673	2.6	0	0.0	212,524	97.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Taurus	0	0.0	0	0.0	235,102	77.7	0	0.0	67,475	22.3	0	0.0	11,498	3.8	0	0.0	0	0.0	0	0.0
Thunderbird	82,814	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	10,103	12.2	0	0.0	0	0.0	0	0.0
Probe	0	0.0	73,200	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	6,588	9.0	0	0.0	0	0.0
Crown Victoria*	0	0.0	0	0.0	85,532	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Ford Division	**88,487**	**7.6**	**328,258**	**28.2**	**533,158**	**45.8**	**98,537**	**8.5**	**116,743**	**10.0**	**22,018**	**1.9**	**39,241**	**3.4**	**19,226**	**1.7**	**0**	**0.0**	**0**	**0.0**
Topaz*	799	1.0	0	0.0	79,091	99.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Sable	0	0.0	0	0.0	77,696	80.7	0	0.0	18,485	19.2	0	0.0	3,081	3.2	0	0.0	0	0.0	0	0.0
Cougar	63,701	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4,714	7.4	0	0.0	0	0.0	0	0.0
Grand Marquis*	0	0.0	0	0.0	79,218	96.1	0	0.0	3,215	3.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Mercury	**64,500**	**20.0**	**0**	**0.0**	**236,005**	**73.2**	**0**	**0.0**	**21,700**	**6.7**	**0**	**0.0**	**7,795**	**2.4**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Continental	0	0.0	0	0.0	53,109	100.0	0	0.0	0	0.0	0	0.0	6,001	11.3	0	0.0	0	0.0	0	0.0
Town Car	0	0.0	0	0.0	124,919	100.0	0	0.0	0	0.0	0	0.0	6,371	5.1	0	0.0	0	0.0	0	0.0
Mark VII	9,299	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,743	29.5	0	0.0	0	0.0	0	0.0
Total Lincoln	**9,299**	**5.0**	**0**	**0.0**	**178,028**	**95.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**15,115**	**8.1**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Total L-M Division	**73,799**	**14.5**	**0**	**0.0**	**414,033**	**81.2**	**0**	**0.0**	**21,700**	**4.3**	**0**	**0.0**	**22,910**	**4.5**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
FORD MOTOR CO.	**162,286**	**9.7**	**328,258**	**19.6**	**947,191**	**56.6**	**98,537**	**5.9**	**138,443**	**8.3**	**22,018**	**1.3**	**62,151**	**3.7**	**19,226**	**1.1**	**0**	**0.0**	**0**	**0.0**
Roadmaster	0	0.0	0	0.0	0	0.0	0	0.0	6,729	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Skylark	7,317	9.7	0	0.0	68,469	90.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Century	1,951	1.8	0	0.0	104,325	94.4	0	0.0	4,259	3.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Regal*	35,681	28.2	0	0.0	90,879	71.8	0	0.0	0	0.0	0	0.0	8,221	6.5	0	0.0	0	0.0	0	0.0
LeSabre	1,181	1.3	0	0.0	89,575	98.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	7,493	8.3	0	0.0
Reatta	1,214	79.9	0	0.0	0	0.0	0	0.0	0	0.0	305	20.1	394	25.9	0	0.0	0	0.0	0	0.0
Park Avenue	0	0.0	0	0.0	109,482	100.0	0	0.0	0	0.0	0	0.0	9,853	9.0	0	0.0	3,254	3.0	0	0.0
Riviera	13,168	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,452	18.6	0	0.0	4,634	35.2	0	0.0
Total Buick	**60,512**	**11.3**	**0**	**0.0**	**462,730**	**86.6**	**0**	**0.0**	**10,988**	**2.1**	**305**	**0.1**	**20,920**	**3.9**	**0**	**0.0**	**15,381**	**2.9**	**0**	**0.0**
Allante	329	13.2	0	0.0	0	0.0	0	0.0	0	0.0	2,171	86.8	0	0.0	0	0.0	0	0.0	0	0.0
Seville	0	0.0	0	0.0	26,431	100.0	0	0.0	0	0.0	0	0.0	1,479	5.6	0	0.0	0	0.0	0	0.0
DeVille	12,134	8.2	0	0.0	135,776	91.8	0	0.0	0	0.0	0	0.0	2,935	2.0	0	0.0	21,470	14.5	0	0.0
Brougham	0	0.0	0	0.0	27,231	100.0	0	0.0	0	0.0	0	0.0	913	3.4	0	0.0	25,724	94.5	0	0.0
Eldorado	16,212	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,790	17.2	0	0.0	3,255	20.1	0	0.0
Total Cadillac	**28,675**	**13.0**	**0**	**0.0**	**189,438**	**86.0**	**0**	**0.0**	**0**	**0.0**	**2,171**	**1.0**	**8,117**	**3.7**	**0**	**0.0**	**50,449**	**22.9**	**0**	**0.0**
Cavalier	194,474	59.5	0	0.0	109,167	33.4	0	0.0	232,061	71.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Camaro	0	0.0	92,306	91.5	0	0.0	0	0.0	0	0.0	8,532	8.5	0	0.0	0	0.0	0	0.0	38,836	38.5
Corsica-Beretta	88,267	33.9	0	0.0	160,651	61.7	0	0.0	0	0.0	781	0.3	0	0.0	10,415	4.0	0	0.0	0	0.0
Lumina*	36,345	16.9	0	0.0	159,483	74.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Caprice	0	0.0	0	0.0	202,029	92.9	0	0.0	15,433	7.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Corvette	0	0.0	14,967	72.5	0	0.0	0	0.0	0	0.0	5,672	27.5	0	0.0	0	0.0	0	0.0	14,967	72.5
Total Chevrolet	**319,086**	**28.0**	**107,273**	**9.4**	**631,330**	**55.3**	**0**	**0.0**	**247,494**	**21.7**	**14,985**	**1.3**	**0**	**0.0**	**10,415**	**0.9**	**0**	**0.0**	**53,803**	**4.7**
Calais	21,938	29.6	0	0.0	50,799	68.6	0	0.0	1,288	1.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Cutlass Ciera*	1,665	1.5	0	0.0	92,857	81.4	0	0.0	7,155	6.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Cutlass Supreme	23,284	25.4	0	0.0	68,385	74.6	0	0.0	0	0.0	1,467	1.6	2,383	2.6	0	0.0	0	0.0	0	0.0
Eighty Eight	692	1.4	0	0.0	49,737	99.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,457	2.9	0	0.0
Custom Cruiser	0	0.0	0	0.0	0	0.0	0	0.0	7,661	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Ninety Eight	0	0.0	0	0.0	54,905	100.0	0	0.0	0	0.0	0	0.0	3,294	6.0	0	0.0	0	0.0	0	0.0
Toronado	8,053	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,513	31.2	0	0.0	0	0.0	0	0.0
Total Oldsmobile	**55,632**	**13.9**	**0**	**0.0**	**316,683**	**79.1**	**0**	**0.0**	**16,104**	**4.0**	**1,467**	**0.4**	**8,190**	**2.0**	**0**	**0.0**	**1,457**	**0.4**	**0**	**0.0**
Sunbird	49,866	43.8	0	0.0	45,493	39.9	0	0.0	0	0.0	18,611	16.3	0	0.0	0	0.0	2,032	1.8	0	0.0
Firebird	0	0.0	28,815	95.0	0	0.0	0	0.0	0	0.0	1,505	5.0	0	0.0	0	0.0	0	0.0	16,555	54.6
Grand Am	87,727	51.4	0	0.0	82,894	48.6	0	0.0	0	0.0	0	0.0	0	0.0	3,004	1.8	0	0.0	0	0.0
Pontiac 6000	0	0.0	0	0.0	25,022	90.3	0	0.0	2,699	9.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Grand Prix	42,319	46.3	0	0.0	49,163	53.8	0	0.0	0	0.0	0	0.0	7,301	8.0	0	0.0	0	0.0	0	0.0
Bonneville	0	0.0	0	0.0	42,797	100.0	0	0.0	0	0.0	0	0.0	3,710	8.7	0	0.0	0	0.0	0	0.0
Total Pontiac	**179,912**	**37.7**	**28,815**	**6.0**	**245,369**	**51.5**	**0**	**0.0**	**2,699**	**0.6**	**20,116**	**4.2**	**11,011**	**2.3**	**3,004**	**0.6**	**2,032**	**0.4**	**16,555**	**3.5**
Total Saturn†	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**643,817**	**22.8**	**136,088**	**4.8**	**1,845,550**	**65.4**	**0**	**0.0**	**277,285**	**9.8**	**39,044**	**1.4**	**48,238**	**1.7**	**13,419**	**0.5**	**69,319**	**2.5**	**70,358**	**2.5**
Summit	0	0.0	0	0.0	0	0.0	9,614	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Eclipse	0	0.0	60,607	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	11,443	18.9	0	0.0	0	0.0
Laser	0	0.0	26,134	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3,861	14.8	0	0.0	0	0.0
Mirage	0	0.0	0	0.0	0	0.0	21,883	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Talon	0	0.0	33,621	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4,542	13.5	0	0.0	0	0.0
DIAMOND-STAR	**0**	**0.0**	**120,362**	**79.3**	**0**	**0.0**	**31,497**	**20.7**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**19,846**	**13.1**	**0**	**0.0**	**0**	**0.0**
Civic*	0	0.0	280,012	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Accord	74,745	23.8	0	0.0	220,601	70.2	0	0.0	19,081	6.1	0	0.0	126,351	40.2	0	0.0	0	0.0	0	0.0
HONDA	**74,745**	**12.6**	**280,012**	**47.1**	**220,601**	**37.1**	**0**	**0.0**	**19,081**	**3.2**	**0**	**0.0**	**126,351**	**21.3**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
HYUNDAI Sonata*	**0**	**0.0**	**0**	**0.0**	**22,504**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**6,962**	**30.9**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
MX-6	23,922	100.0	23,922	100.0	23,922	100.0	23,922	100.0	23,922	100.0	23,922	100.0	9,569	40.0	0	0.0	0	0.0	0	0.0
626	0	0.0	0	0.0	62,459	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
MAZDA	**23,922**	**27.7**	**23,922**	**27.7**	**86,381**	**100.0**	**23,922**	**27.7**	**23,922**	**27.7**	**23,922**	**27.7**	**9,569**	**11.1**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
NISSAN Sentra	**77,132**	**63.7**	**0**	**0.0**	**43,953**	**36.3**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**9,929**	**8.2**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla	0	0.0	0	0.0	102,060	100.0	0	0.0	0	0.0	0	0.0	3,658	3.6	0	0.0	0	0.0	0	0.0
Geo Prizm	0	0.0	0	0.0	90,679	95.5	4,321	4.5	0	0.0	0	0.0	1,927	2.0	0	0.0	0	0.0	0	0.0
NUMMI	**0**	**0.0**	**0**	**0.0**	**192,739**	**97.8**	**4,321**	**2.2**	**0**	**0.0**	**0**	**0.0**	**5,585**	**2.8**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
SUBARU Legacy	**0**	**0.0**	**0**	**0.0**	**25,536**	**49.6**	**0**	**0.0**	**25,992**	**50.4**	**0**	**0.0**	**8,880**	**17.2**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Corolla*	135,943	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,380	0.0	0	0.0	0	0.0	0	0.0
Camry	0	0.0	0	0.0	187,639	100.0	0	0.0	0	0.0	0	0.0	35,839	19.1	0	0.0	0	0.0	0	0.0
TOYOTA	**135,943**	**42.0**	**0**	**0.0**	**187,639**	**58.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**38,219**	**11.8**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
TOTAL	**1,155,308**	**17.2**	**970,413**	**14.5**	**4,062,747**	**60.6**	**198,103**	**3.0**	**484,724**	**7.2**	**139,011**	**2.1**	**319,306**	**4.8**	**57,614**	**0.9**	**87,071**	**1.3**	**70,358**	**1.0**

Includes cars built in Canada for sale in the U.S. † Declined to participate in survey.

Source: Automotive News Data Center

U.S. imported-car engine installations — 1991 models (based on 1991 model year sales)

	V-8	Percent of Instl.	6-cylinder	Percent of Instl.	5-cylinder	Percent of Instl.	4-cylinder	Percent of Instl.	3-cylinder	Percent of Instl.	Diesel	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-valve Engine	Percent of Instl.	Turbo-Charging	Percent of Instl.
Integra	0	0.00	0	0.00	0	0.00	69,672	100.00	0	0.00	0	0.00	69,672	100.00	0	0.00	69,672	100.00	0	0.00
Legend	0	0.00	58,790	100.00	0	0.00	0	0.00	0	0.00	0	0.00	58,790	100.00	0	0.00	58,790	100.00	0	0.00
NSX	0	0.00	2,531	100.00	0	0.00	0	0.00	0	0.00	0	0.00	2,531	100.00	0	0.00	2,531	100.00	0	0.00
ACURA	**0**	**0.00**	**61,321**	**46.81**	**0**	**0.00**	**69,672**	**53.19**	**0**	**0.00**	**0**	**0.00**	**130,993**	**100.00**	**0**	**0.00**	**130,993**	**100.00**	**0**	**0.00**
Spider	0	0.00	0	0.00	0	0.00	2,457	100.00	0	0.00	0	0.00	2,457	100.00	0	0.00	0	0.00	0	0.00
164	0	0.00	5,352	100.00	0	0.00	0	0.00	0	0.00	0	0.00	5,352	100.00	0	0.00	0	0.00	0	0.00
ALFA ROMEO	**0**	**0.00**	**5,352**	**68.54**	**0**	**0.00**	**2,457**	**31.46**	**0**	**0.00**	**0**	**0.00**	**7,809**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
80	0	0.00	0	0.00	2,059	100.00	0	0.00	0	0.00	0	0.00	2,059	100.00	0	0.00	0	0.00	0	0.00
90	0	0.00	0	0.00	1,163	100.00	0	0.00	0	0.00	0	0.00	1,163	100.00	0	0.00	562	48.32	0	0.00
V8 Quattro	542	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	542	100.00	0	0.00	542	100.00	0	0.00
Coupe Quattro	0	0.00	0	0.00	377	100.00	0	0.00	0	0.00	0	0.00	377	100.00	0	0.00	377	100.00	0	0.00
100/200	0	0.00	0	0.00	7,164	100.00	0	0.00	0	0.00	0	0.00	7,164	100.00	0	0.00	0	0.00	843	11.77
100/200 Quattro	0	0.00	0	0.00	1,872	100.00	0	0.00	0	0.00	0	0.00	1,872	100.00	0	0.00	1,484	79.27	1,484	79.27
AUDI	**542**	**4.11**	**0**	**0.00**	**12,635**	**95.89**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**13,177**	**100.00**	**0**	**0.00**	**2,965**	**22.50**	**2,327**	**17.66**
3 series	0	0.00	9,872	39.54	0	0.00	15,096	60.46	0	0.00	0	0.00	24,968	100.00	0	0.00	15,096	60.46	0	0.00
5 series	0	0.00	16,778	100.00	0	0.00	0	0.00	0	0.00	0	0.00	16,778	100.00	0	0.00	12,026	71.68	0	0.00
7 series*	0	0.00	5,637	73.41	0	0.00	0	0.00	0	0.00	0	0.00	7,679	100.00	0	0.00	0	0.00	0	0.00
850i	2,326	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,326	100.00	0	0.00	0	0.00	0	0.00
M3	0	0.00	0	0.00	0	0.00	340	100.00	0	0.00	0	0.00	340	100.00	0	0.00	340	100.00	0	0.00
M5	0	0.00	783	100.00	0	0.00	0	0.00	0	0.00	0	0.00	783	100.00	0	0.00	783	100.00	0	0.00
BMW	**2,326**	**4.40**	**33,070**	**62.54**	**0**	**0.00**	**15,436**	**29.19**	**0**	**0.00**	**0**	**0.00**	**52,874**	**100.00**	**0**	**0.00**	**28,245**	**53.42**	**0**	**0.00**
Geo Storm	0	0.00	0	0.00	0	0.00	89,996	100.00	0	0.00	0	0.00	89,996	100.00	0	0.00	18,094	20.11	0	0.00
Geo Metro	0	0.00	0	0.00	0	0.00	0	0.00	98,205	100.00	0	0.00	0	0.00	98,205	100.00	0	0.00	0	0.00
CHEVROLET/GEO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**89,996**	**47.82**	**98,205**	**52.18**	**0**	**0.00**	**89,996**	**47.82**	**98,205**	**52.18**	**18,094**	**9.61**	**0**	**0.00**
Colt	0	0.00	0	0.00	0	0.00	34,495	100.00	0	0.00	0	0.00	34,495	100.00	0	0.00	0	0.00	0	0.00
Stealth	0	0.00	19,907	100.00	0	0.00	0	0.00	0	0.00	0	0.00	19,907	100.00	0	0.00	0	0.00	0	0.00
Summit	0	0.00	0	0.00	0	0.00	8,577	100.00	0	0.00	0	0.00	8,577	100.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	0	0.00	9,999	100.00	0	0.00	0	0.00	9,999	100.00	0	0.00	0	0.00	0	0.00
CHRYSLER CORP.	**0**	**0.00**	**19,907**	**27.28**	**0**	**0.00**	**53,071**	**72.72**	**0**	**0.00**	**0**	**0.00**	**72,978**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
DAIHATSU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**1,305**	**35.20**	**2,402**	**64.80**	**0**	**0.00**	**3,707**	**100.00**	**0**	**0.00**	**1,305**	**35.20**	**0**	**0.00**
FORD Festiva	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**35,649**	**100.00**	**0**	**0.00**	**0**	**0.00**	**35,649**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	0	0.00	0	0.00	240,586	100.00	0	0.00	0	0.00	39,205	16.30	156,343	64.98	234,180	97.34	0	0.00
Accord	0	0.00	0	0.00	0	0.00	409,704	100.00	0	0.00	0	0.00	409,704	100.00	0	0.00	409,704	100.00	0	0.00
Prelude	0	0.00	0	0.00	0	0.00	26,493	100.00	0	0.00	0	0.00	26,493	100.00	0	0.00	26,493	100.00	0	0.00
HONDA	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**676,783**	**100.00**	**0**	**0.00**	**0**	**0.00**	**475,402**	**70.24**	**156,343**	**23.10**	**670,377**	**99.05**	**0**	**0.00**
M30	0	0.00	6,198	100.00	0	0.00	0	0.00	0	0.00	0	0.00	6,198	100.00	0	0.00	0	0.00	0	0.00
Q45	15,980	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,980	100.00	0	0.00	15,980	100.00	0	0.00
G20	0	0.00	0	0.00	0	0.00	15,529	100.00	0	0.00	0	0.00	15,529	100.00	0	0.00	15,529	100.00	0	0.00
INFINITI	**15,980**	**42.38**	**6,198**	**16.44**	**0**	**0.00**	**15,529**	**41.18**	**0**	**0.00**	**0**	**0.00**	**37,707**	**100.00**	**0**	**0.00**	**31,509**	**83.56**	**0**	**0.00**
Impulse	0	0.00	0	0.00	0	0.00	4,348	100.00	0	0.00	0	0.00	0	0.00	3,610	83.03	4,348	100.00	783	18.01
Stylus	0	0.00	0	0.00	0	0.00	14,260	100.00	0	0.00	0	0.00	0	0.00	14,260	100.00	14,260	100.00	0	0.00
ISUZU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**18,608**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**17,870**	**96.03**	**18,608**	**100.00**	**783**	**4.21**
XJ6	0	0.00	6,638	100.00	0	0.00	0	0.00	0	0.00	0	0.00	6,638	100.00	0	0.00	0	0.00	0	0.00
XJS**	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,738	100.00	0	0.00	0	0.00
JAGUAR	**0**	**0.00**	**6,638**	**70.80**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**6,638**	**70.80**	**2,738**	**29.20**	**0**	**0.00**	**0**	**0.00**
ES250	0	0.00	17,257	100.00	0	0.00	0	0.00	0	0.00	0	0.00	17,257	100.00	0	0.00	0	0.00	0	0.00
LS400	37,033	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	37,033	100.00	0	0.00	0	0.00	0	0.00
SC400	5,378	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,378	100.00	0	0.00	0	0.00	0	0.00
LEXUS	**42,411**	**71.08**	**17,257**	**28.92**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**59,668**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
323	0	0.00	0	0.00	0	0.00	22,648	100.00	0	0.00	0	0.00	22,648	100.00	0	0.00	0	0.00	0	0.00
Protege	0	0.00	0	0.00	0	0.00	62,286	100.00	0	0.00	0	0.00	62,286	100.00	0	0.00	62,286	100.00	0	0.00
626	0	0.00	0	0.00	0	0.00	12,762	100.00	0	0.00	0	0.00	12,762	100.00	0	0.00	12,762	100.00	128	1.00
MX-6	0	0.00	0	0.00	0	0.00	1,765	100.00	0	0.00	0	0.00	1,765	100.00	0	0.00	1,765	100.00	141	8.00
Miata	0	0.00	0	0.00	0	0.00	34,940	100.00	0	0.00	0	0.00	34,940	100.00	0	0.00	34,940	100.00	0	0.00
929	0	0.00	11,913	100.00	0	0.00	0	0.00	0	0.00	0	0.00	11,913	100.00	0	0.00	8,768	73.60	0	0.00
RX-7•	0	0.00	0	0.00	0	0.00	7,777	100.00	0	0.00	0	0.00	7,777	100.00	0	0.00	0	0.00	200	2.57
MAZDA	**0**	**0.00**	**11,913**	**7.73**	**0**	**0.00**	**142,178**	**92.27**	**0**	**0.00**	**0**	**0.00**	**154,091**	**100.00**	**0**	**0.00**	**120,521**	**78.21**	**469**	**0.30**
190	0	0.00	8,417	49.98	0	0.00	8,424	50.02	0	0.00	0	0.00	16,841	100.00	0	0.00	16,841	100.00	0	0.00
300E 2.6/260E	0	0.00	4,125	100.00	0	0.00	0	0.00	0	0.00	0	0.00	4,125	100.00	0	0.00	4,125	100.00	0	0.00
300 series	0	0.00	16,064	88.70	0	0.00	0	0.00	0	0.00	2,046	11.30	18,110	100.00	0	0.00	18,110	100.00	2,047	11.30
300SE	0	0.00	5,147	100.00	0	0.00	0	0.00	0	0.00	0	0.00	5,147	100.00	0	0.00	5,147	100.00	0	0.00
350SDL Turbo	0	0.00	1,916	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,916	100.00	0	0.00	1,916	100.00	1,916	100.00
350SD	0	0.00	1,950	100.00	0	0.00	0	0.00	0	0.00	1,950	100.00	1,950	100.00	0	0.00	1,950	100.00	1,950	100.00
300SEL	0	0.00	1,781	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,781	100.00	0	0.00	1,781	100.00	0	0.00
420SEL	6,259	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,259	100.00	0	0.00	6,259	100.00	0	0.00
560SEL	4,301	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,301	100.00	0	0.00	4,301	100.00	0	0.00
SL Coupe	3,724	38.20	6,025	61.80	0	0.00	0	0.00	0	0.00	0	0.00	9,749	100.00	0	0.00	9,749	100.00	0	0.00
MERCEDES	**14,284**	**20.35**	**45,424**	**64.73**	**0**	**0.00**	**8,424**	**12.00**	**0**	**0.00**	**3,996**	**5.69**	**70,179**	**100.00**	**0**	**0.00**	**70,179**	**100.00**	**5,913**	**8.43**
Tracer	0	0.00	0	0.00	0	0.00	70,046	100.00	0	0.00	0	0.00	70,046	100.00	0	0.00	0	0.00	0	0.00
Capri	0	0.00	0	0.00	0	0.00	30,578	100.00	0	0.00	0	0.00	22,009	71.98	0	0.00	0	0.00	8,571	28.03
MERCURY	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**100,624**	**100.00**	**0**	**0.00**	**0**	**0.00**	**92,055**	**91.48**	**0**	**0.00**	**0**	**0.00**	**8,571**	**8.52**
Mirage	0	0.00	0	0.00	0	0.00	39,183	100.00	0	0.00	0	0.00	39,183	100.00	0	0.00	0	0.00	0	0.00
Galant	0	0.00	0	0.00	0	0.00	37,577	100.00	0	0.00	0	0.00	35,636	94.83	0	0.00	37,577	100.00	1,941	5.17
Precis	0	0.00	0	0.00	0	0.00	3,020	100.00	0	0.00	0	0.00	3,020	100.00	0	0.00	0	0.00	0	0.00
3000GT	0	0.00	9,818	100.00	0	0.00	0	0.00	0	0.00	0	0.00	6,160	62.74	0	0.00	0	0.00	3,658	37.26
MITSUBISHI	**0**	**0.00**	**9,818**	**10.96**	**0**	**0.00**	**79,780**	**89.04**	**0**	**0.00**	**0**	**0.00**	**83,999**	**93.75**	**0**	**0.00**	**37,577**	**41.94**	**5,599**	**6.25**
Sentra	0	0.00	0	0.00	0	0.00	145,266	100.00	0	0.00	0	0.00	145,266	100.00	0	0.00	145,266	100.00	0	0.00
NX	0	0.00	0	0.00	0	0.00	5,562	100.00	0	0.00	0	0.00	5,562	100.00	0	0.00	5,562	100.00	0	0.00
Stanza	0	0.00	0	0.00	0	0.00	71,371	100.00	0	0.00	0	0.00	71,371	100.00	0	0.00	71,371	100.00	0	0.00
Maxima	0	0.00	102,177	100.00	0	0.00	0	0.00	0	0.00	0	0.00	102,177	100.00	0	0.00	0	0.00	0	0.00
240SX/200SX	0	0.00	0	0.00	0	0.00	38,991	100.00	0	0.00	0	0.00	38,991	100.00	0	0.00	38,991	100.00	0	0.00
300ZX	0	0.00	16,833	100.00	0	0.00	0	0.00	0	0.00	0	0.00	16,833	100.00	0	0.00	16,833	100.00	5,844	34.72
NISSAN	**0**	**0.00**	**119,010**	**31.30**	**0**	**0.00**	**261,190**	**68.70**	**0**	**0.00**	**0**	**0.00**	**380,200**	**100.00**	**0**	**0.00**	**278,023**	**73.13**	**5,844**	**1.54**
PONTIAC LeMans	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**30,000**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**261**	**5.96**	**3,258**	**74.37**	**0**	**0.00**	**867**	**19.79**	**0**	**0.00**	**0**	**0.00**	**4,381**	**100.00**	**0**	**0.00**	**1,270**	**29.00**	**415**	**9.47**
900	0	0.00	0	0.00	0	0.00	4,327	100.00	0	0.00	0	0.00	0	0.00	4,327	100.00	4,327	100.00	0	0.00
900S	0	0.00	0	0.00	0	0.00	6,009	100.00	0	0.00	0	0.00	0	0.00	6,009	100.00	6,009	100.00	0	0.00
900 Turbo	0	0.00	0	0.00	0	0.00	4,367	100.00	0	0.00	0	0.00	0	0.00	4,367	100.00	4,367	100.00	4,367	100.00
9000	0	0.00	0	0.00	0	0.00	1,891	100.00	0	0.00	0	0.00	0	0.00	1,891	100.00	1,891	100.00	0	0.00
9000CD	0	0.00	0	0.00	0	0.00	2,956	100.00	0	0.00	0	0.00	0	0.00	2,956	100.00	2,956	100.00	0	0.00
9000 Turbo	0	0.00	0	0.00	0	0.00	3,405	100.00	0	0.00	0	0.00	0	0.00	3,405	100.00	3,405	100.00	3,405	100.00
SAAB	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**22,955**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**22,955**	**100.00**	**22,955**	**100.00**	**7,772**	**33.86**
STERLING	**0**	**0.00**	**2,744**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Legacy	0	0.00	0	0.00	0	0.00	54,684	100.00	0	0.00	0	0.00	54,684	100.00	0	0.00	54,684	100.00	1,690	3.09
Loyale	0	0.00	0	0.00	0	0.00	24,770	100.00	0	0.00	0	0.00	0	0.00	24,770	100.00	0	0.00	0	0.00
XT/XT6	0	0.00	1,148	74.40	0	0.00	395	25.60	0	0.00	0	0.00	1,543	100.00	0	0.00	1,543	100.00	0	0.00
Justy	0	0.00	0	0.00	0	0.00	0	0.00	5,986	100.00	0	0.00	5,986	100.00	0	0.00	5,986	100.00	0	0.00
SUBARU	**0**	**0.00**	**1,148**	**1.32**	**0**	**0.00**	**79,849**	**91.80**	**5,986**	**6.88**	**0**	**0.00**	**62,213**	**71.52**	**24,770**	**28.48**	**62,213**	**71.52**	**1,690**	**1.94**
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**4,040**	**100.00**	**0**	**0.00**	**0**	**0.00**	**921**	**22.80**	**3,119**	**77.20**	**0**	**0.00**	**0**	**0.00**
Corolla	0	0.00	0	0.00	0	0.00	65,686	100.00	0	0.00	0	0.00	65,686	100.00	0	0.00	65,686	100.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	103,387	100.00	0	0.00	0	0.00	103,387	100.00	0	0.00	103,387	100.00	0	0.00
Celica	0	0.00	0	0.00	0	0.00	61,082	100.00	0	0.00	0	0.00	61,082	100.00	0	0.00	61,082	100.00	591	0.97
Supra	0	0.00	3,989	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,989	100.00	0	0.00	3,989	100.00	2,793	70.02
Camry	0	0.00	11,911	21.00	0	0.00	44,806	79.00	0	0.00	0	0.00	56,717	100.00	0	0.00	56,717	100.00	0	0.00
Cressida	0	0.00	10,808	100.00	0	0.00	0	0.00	0	0.00	0	0.00	10,808	100.00	0	0.00	10,808	100.00	0	0.00
MR2	0	0.00	0	0.00	0	0.00	21,888	100.00	0	0.00	0	0.00	21,888	100.00	0	0.00	21,888	100.00	7,915	36.16
TOYOTA	**0**	**0.00**	**26,708**	**8.25**	**0**	**0.00**	**296,849**	**91.75**	**0**	**0.00**	**0**	**0.00**	**323,557**	**100.00**	**0**	**0.00**	**323,557**	**100.00**	**11,299**	**3.49**
Cabriolet	0	0.00	0	0.00	0	0.00	4,138	100.00	0	0.00	0	0.00	4,138	100.00	0	0.00	0	0.00	0	0.00
Corrado	0	0.00	0	0.00	0	0.00	2,072	100.00	0	0.00	0	0.00	2,072	100.00	0	0.00	0	0.00	2,072	100.00
Jetta	0	0.00	0	0.00	0	0.00	48,090	100.00	0	0.00	4,809	10.00	48,090	100.00	0	0.00	2,955	6.14	0	0.00
Golf/GTI	0	0.00	0	0.00	0	0.00	15,965	100.00	0	0.00	0	0.00	15,965	100.00	0	0.00	0	0.00	0	0.00
Passat	0	0.00	0	0.00	0	0.00	16,567	100.00	0	0.00	0	0.00	16,567	100.00	0	0.00	16,567	100.00	0	0.00
Fox	0	0.00	0	0.00	0	0.00	10,425	100.00	0	0.00	0	0.00	10,425	100.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**97,257**	**100.00**	**0**	**0.00**	**4,809**	**4.94**	**97,257**	**100.00**	**0**	**0.00**	**19,522**	**20.07**	**2,072**	**2.13**
240 series	0	0.00	0	0.00	0	0.00	24,837	100.00	0	0.00	0	0.00	24,837	100.00	0	0.00	0	0.00	0	0.00
700 series	0	0.00	0	0.00	0	0.00	24,836	100.00	0	0.00	0	0.00	0	0.00	24,836	100.00	1,906	7.67	8,791	35.40
900 series	0	0.00	0	0.00	0	0.00	11,905	100.00	0	0.00	0	0.00	0	0.00	11,905	100.00	2,454	20.61	7,117	59.78
VOLVO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**61,578**	**100.00**	**0**	**0.00**	**0**	**0.00**	**24,837**	**40.33**	**36,741**	**59.67**	**4,360**	**7.08**	**15,908**	**25.83**
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**809**	**100.00**	**0**	**0.00**	**0**	**0.00**	**809**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**75,804**	**2.79**	**369,766**	**13.63**	**12,635**	**0.47**	**2,141,951**	**78.93**	**106,593**	**3.93**	**8,805**	**0.32**	**2,281,097**	**84.06**	**339,786**	**12.52**	**1,819,318**	**67.05**	**60,890**	**2.24**

Hyundai Motor America options not available at publication time. Peugeot Motors of America Inc. has closed U.S. operations. *7 series 2,042 units or 26.59 percent are V12 engine. **XJS 2,738 units or 100 percent are V12 engine. •7,777 units or 100 percent are 2 Rotor Rotary engines

Source: Automotive News Data Center

U.S. imported-car transmission installations — 1991 models (based on 1991 model year sales)

	3-speed Automatic	Percent of Instl.	4-speed Automatic	Percent of Instl.	4-speed Manual	Percent of Instl.	5-speed Manual	Percent of Instl.	6-speed Manual	Percent of Instl.	4-Wheel/ All-wheel Drive	Percent of Instl.
Integra	0	0.00	30,391	43.62	0	0.00	39,281	56.38	0	0.00	0	0.00
Legend	0	0.00	54,909	93.40	0	0.00	3,881	6.60	0	0.00	0	0.00
NSX	0	0.00	213	8.42	0	0.00	2,318	91.58	0	0.00	0	0.00
ACURA	**0**	**0.00**	**85,513**	**65.28**	**0**	**0.00**	**45,480**	**34.72**	**0**	**0.00**	**0**	**0.00**
Spider	615	25.03	0	0.00	0	0.00	1,842	74.97	0	0.00	0	0.00
164	0	0.00	3,098	57.88	0	0.00	2,254	42.12	0	0.00	0	0.00
ALFA ROMEO	**615**	**7.88**	**3,098**	**39.67**	**0**	**0.00**	**4,096**	**52.45**	**0**	**0.00**	**0**	**0.00**
80	0	0.00	962	46.72	0	0.00	787	38.22	0	0.00	310	15.06
90	0	0.00	713	61.31	0	0.00	450	38.69	0	0.00	562	48.32
V8 Quattro	0	0.00	542	100.00	0	0.00	0	0.00	0	0.00	542	100.00
Coupe Quattro	0	0.00	0	0.00	0	0.00	377	100.00	0	0.00	377	100.00
100/200	843	11.77	6,321	88.23	0	0.00	0	0.00	0	0.00	0	0.00
100/200 Quattro	0	0.00	0	0.00	0	0.00	1,872	100.00	0	0.00	1,872	100.00
AUDI	**843**	**6.40**	**8,538**	**64.79**	**0**	**0.00**	**3,486**	**26.46**	**0**	**0.00**	**3,663**	**27.80**
3 series	0	0.00	7,820	31.32	0	0.00	17,148	68.68	0	0.00	1,072	4.29
5 series	0	0.00	14,190	84.58	0	0.00	2,588	15.42	0	0.00	0	0.00
7 series	0	0.00	7,679	100.00	0	0.00	0	0.00	0	0.00	0	0.00
850i	0	0.00	1,853	79.66	0	0.00	0	0.00	473	20.34	0	0.00
M3	0	0.00	0	0.00	0	0.00	340	100.00	0	0.00	0	0.00
M5	0	0.00	0	0.00	0	0.00	783	100.00	0	0.00	0	0.00
BMW	**0**	**0.00**	**31,542**	**59.66**	**0**	**0.00**	**20,859**	**39.45**	**473**	**0.89**	**1,072**	**2.03**
Geo Storm	29,120	32.36	6,696	7.44	0	0.00	54,180	60.20	0	0.00	0	0.00
Geo Metro	39,110	39.82	0	0.00	0	0.00	59,095	60.18	0	0.00	0	0.00
CHEVROLET/GEO	**68,230**	**36.25**	**6,696**	**3.56**	**0**	**0.00**	**113,275**	**60.19**	**0**	**0.00**	**0**	**0.00**
Colt	13,528	39.22	0	0.00	16,887	48.95	4,080	11.83	0	0.00	0	0.00
Stealth	0	0.00	6,932	34.82	12,975	65.18	0	0.00	0	0.00	3,141	15.78
Summit	3,838	44.75	4,739	55.25	0	0.00	0	0.00	0	0.00	0	0.00
Vista	5,192	51.93	0	0.00	4,807	48.07	0	0.00	0	0.00	3,967	39.67
CHRYSLER CORP.	**22,558**	**30.91**	**11,671**	**15.99**	**34,669**	**47.51**	**4,080**	**5.59**	**0**	**0.00**	**7,108**	**9.74**
DAIHATSU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**3,707**	**100.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**8,273**	**23.21**	**0**	**0.00**	**0**	**0.00**	**27,376**	**76.79**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	92,380	38.40	36,984	15.37	109,276	45.42	1,946	0.81	1,946	0.81
Accord	0	0.00	409,704	100.00	0	0.00	409,704	100.00	0	0.00	0	0.00
Prelude	0	0.00	11,392	43.00	0	0.00	15,101	57.00	0	0.00	0	0.00
HONDA	**0**	**0.00**	**513,476**	**75.87**	**36,984**	**5.46**	**534,081**	**78.91**	**1,946**	**0.29**	**1,946**	**0.29**
M30	0	0.00	6,198	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Q45	0	0.00	15,980	100.00	0	0.00	0	0.00	0	0.00	0	0.00
G20	0	0.00	11,847	76.29	0	0.00	3,682	23.71	0	0.00	0	0.00
INFINITI	**0**	**0.00**	**34,025**	**90.24**	**0**	**0.00**	**3,682**	**9.76**	**0**	**0.00**	**0**	**0.00**
Impulse	0	0.00	1,348	31.00	0	0.00	3,000	69.00	0	0.00	0	0.00
Stylus	0	0.00	3,954	27.73	0	0.00	10,306	72.27	0	0.00	0	0.00
ISUZU	**0**	**0.00**	**5,302**	**28.49**	**0**	**0.00**	**13,306**	**71.51**	**0**	**0.00**	**0**	**0.00**
XJ6	0	0.00	6,638	100.00	0	0.00	0	0.00	0	0.00	0	0.00
XJS	2,738	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
JAGUAR	**2,738**	**29.20**	**6,638**	**70.80**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
ES250	0	0.00	16,567	96.00	0	0.00	0	0.00	0	0.00	0	0.00
LS400	0	0.00	37,033	100.00	0	0.00	0	0.00	0	0.00	0	0.00
SC400	0	0.00	5,378	100.00	0	0.00	0	0.00	0	0.00	0	0.00
LEXUS	**0**	**0.00**	**58,978**	**98.84**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
323	0	0.00	9,422	41.60	0	0.00	13,226	58.40	0	0.00	0	0.00
Protege	0	0.00	32,221	51.73	0	0.00	30,065	48.27	0	0.00	231	0.37
626	0	0.00	8,295	65.00	0	0.00	4,467	35.00	0	0.00	0	0.00
MX-6	0	0.00	865	49.00	0	0.00	900	51.00	0	0.00	0	0.00
Miata	0	0.00	4,542	13.00	0	0.00	30,398	87.00	0	0.00	0	0.00
929	0	0.00	11,913	100.00	0	0.00	0	0.00	0	0.00	0	0.00
RX-7	0	0.00	1,974	25.38	0	0.00	5,803	74.62	0	0.00	0	0.00
MAZDA	**0**	**0.00**	**69,232**	**44.93**	**0**	**0.00**	**84,859**	**55.07**	**0**	**0.00**	**231**	**0.15**
190	0	0.00	16,504	98.00	0	0.00	337	2.00	0	0.00	0	0.00
300E 2.6/260E	0	0.00	4,125	100.00	0	0.00	0	0.00	0	0.00	0	0.00
300 series	0	0.00	18,110	100.00	0	0.00	0	0.00	0	0.00	2,247	12.41
300SE	0	0.00	5,147	100.00	0	0.00	0	0.00	0	0.00	0	0.00
350SDL Turbo	0	0.00	1,916	100.00	0	0.00	0	0.00	0	0.00	0	0.00
350SD	0	0.00	1,950	100.00	0	0.00	0	0.00	0	0.00	0	0.00
300SEL	0	0.00	1,781	100.00	0	0.00	0	0.00	0	0.00	0	0.00
420SEL	0	0.00	6,259	100.00	0	0.00	0	0.00	0	0.00	0	0.00
560SEL	0	0.00	4,301	100.00	0	0.00	0	0.00	0	0.00	0	0.00
SL Coupe*	0	0.00	3,720	38.16	0	0.00	242	2.48	0	0.00	0	0.00
MERCEDES	**0**	**0.00**	**63,813**	**90.93**	**0**	**0.00**	**579**	**0.83**	**0**	**0.00**	**2,247**	**3.20**
Tracer	0	0.00	53,729	76.71	0	0.00	16,317	23.29	0	0.00	0	0.00
Capri	0	0.00	10,415	34.06	0	0.00	20,163	65.94	0	0.00	0	0.00
MERCURY	**0**	**0.00**	**64,144**	**63.75**	**0**	**0.00**	**36,480**	**36.25**	**0**	**0.00**	**0**	**0.00**
Mirage	8,433	21.52	25,292	64.55	1,692	4.32	3,766	9.61	0	0.00	0	0.00
Galant	0	0.00	29,277	77.91	0	0.00	8,300	22.09	0	0.00	2,459	6.54
Precis	0	0.00	729	24.14	1,709	56.59	582	19.27	0	0.00	0	0.00
3000GT	0	0.00	2,761	28.12	0	0.00	7,057	71.88	0	0.00	0	0.00
MITSUBISHI	**8,433**	**9.41**	**58,059**	**64.80**	**3,401**	**3.80**	**19,705**	**21.99**	**0**	**0.00**	**2,459**	**2.74**
Sentra	23,097	15.90	47,211	32.50	28,763	19.80	16,195	11.15	0	0.00	0	0.00
NX	0	0.00	1,898	34.12	0	0.00	3,664	65.88	0	0.00	0	0.00
Stanza	0	0.00	52,821	74.01	0	0.00	18,550	25.99	0	0.00	0	0.00
Maxima	0	0.00	88,909	87.01	0	0.00	13,268	12.99	0	0.00	0	0.00
240SX/200SX	0	0.00	16,402	42.07	0	0.00	22,589	57.93	0	0.00	0	0.00
300ZX	0	0.00	7,070	42.00	0	0.00	9,763	58.00	0	0.00	0	0.00
NISSAN	**23,097**	**6.07**	**214,311**	**56.37**	**28,763**	**7.57**	**84,029**	**22.10**	**0**	**0.00**	**0**	**0.00**
PONTIAC LeMans	**22,981**	**76.60**	**0**	**0.00**	**6,870**	**22.90**	**149**	**0.50**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**0**	**0.00**	**526**	**12.00**	**0**	**0.00**	**3,829**	**87.40**	**0**	**0.00**	**0**	**0.00**
900	1,613	37.28	0	0.00	0	0.00	2,714	62.72	0	0.00	0	0.00
900S	2,768	46.06	0	0.00	0	0.00	3,241	53.94	0	0.00	0	0.00
900 Turbo	2,100	48.09	0	0.00	0	0.00	2,267	51.91	0	0.00	0	0.00
9000	0	0.00	960	50.77	0	0.00	931	49.23	0	0.00	0	0.00
9000CD	0	0.00	2,108	71.31	0	0.00	848	28.69	0	0.00	0	0.00
9000 Turbo	0	0.00	2,269	66.64	0	0.00	1,136	33.36	0	0.00	0	0.00
SAAB	**6,481**	**28.23**	**5,337**	**23.25**	**0**	**0.00**		**0.00**	**0**	**0.00**	**0**	**0.00**
STERLING	**0**	**0.00**	**2,690**	**98.03**	**0**	**0.00**	**54**	**1.97**	**0**	**0.00**	**0**	**0.00**
Legacy	0	0.00	43,874	80.23	0	0.00	10,810	19.77	0	0.00	27,942	51.10
Loyale	11,470	46.31	0	0.00	0	0.00	13,300	53.69	0	0.00	14,070	56.80
XT/XT6	0	0.00	951	61.63	0	0.00	592	38.37	0	0.00	798	51.72
Justy	2,333	38.97	0	0.00	0	0.00	3,653	61.03	0	0.00	2,508	41.90
SUBARU	**13,803**	**15.87**	**44,825**	**51.53**	**0**	**0.00**	**28,355**	**32.60**	**0**	**0.00**	**45,318**	**52.10**
SUZUKI Swift	**1,058**	**26.19**	**0**	**0.00**	**0**	**0.00**	**2,982**	**73.81**	**0**	**0.00**	**0**	**0.00**
Corolla	37,703	57.40	5,909	9.00	0	0.00	22,074	33.61	0	0.00	0	0.00
Tercel	47,502	45.95	0	0.00	30,338	29.34	25,547	24.71	0	0.00	0	0.00
Celica	0	0.00	30,805	50.43	0	0.00	30,279	49.57	0	0.00	591	0.97
Supra	0	0.00	2,158	54.10	0	0.00	1,831	45.90	0	0.00	0	0.00
Camry	0	0.00	52,242	92.11	0	0.00	4,475	7.89	0	0.00	0	0.00
Cressida	0	0.00	10,808	100.00	0	0.00	0	0.00	0	0.00	0	0.00
MR2	0	0.00	2,620	11.97	0	0.00	19,268	88.03	0	0.00	0	0.00
TOYOTA	**85,205**	**26.33**	**104,542**	**32.31**	**30,338**	**9.38**	**103,474**	**31.98**	**0**	**0.00**	**591**	**0.18**
Cabriolet	0	0.00	2,044	49.40	0	0.00	2,094	50.60	0	0.00	0	0.00
Corrado	0	0.00	1,771	85.47	0	0.00	301	14.53	0	0.00	0	0.00
Jetta	0	0.00	18,570	38.62	0	0.00	29,520	61.38	0	0.00	0	0.00
Golf/GTI	0	0.00	3,677	23.03	0	0.00	12,288	76.97	0	0.00	0	0.00
Passat	0	0.00	10,659	64.34	0	0.00	5,908	35.66	0	0.00	0	0.00
Fox	0	0.00	0	0.00	4,814	46.18	5,611	53.82	0	0.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**36,721**	**37.76**	**4,814**	**4.95**	**55,722**	**57.29**	**0**	**0.00**	**0**	**0.00**
240 series	0	0.00	15,758	63.45	0	0.00	9,079	36.55	0	0.00	0	0.00
700 series	0	0.00	24,393	98.22	0	0.00	443	1.78	0	0.00	0	0.00
900 series	0	0.00	11,905	100.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLVO	**0**	**0.00**	**52,056**	**84.54**	**0**	**0.00**	**9,522**	**15.46**	**0**	**0.00**	**0**	**0.00**
YUGO	**88**	**10.88**	**0**	**0.00**	**0**	**0.00**	**721**	**89.12**	**0**	**0.00**	**0**	**0.00**
TOTAL	**257,922**	**9.50**	**1,476,396**	**54.41**	**145,839**	**5.37**	**1,203,888**	**44.37**	**2,419**	**0.09**	**64,635**	**2.38**

Hyundai Motor America options not available at publication time. Peugeot Motors of America Inc. has closed U.S. operations. *5787 units or 59.35 percent 5-speed automatic.

Source: Automotive News Data Center

U.S. imported-car brake and wheel installations — 1991 models (based on 1991 model year sales)

	2-wheel Anti-lock Braking	Percent of Instl.	4-wheel Anti-lock Braking	Percent of Instl.	4-wheel Disc Brakes	Percent of Instl.	Full-size Spare	Percent of Instl.	Traction Control	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.
Integra	0	0.00	23,641	33.93	69,672	100.00	0	0.00	0	0.00	0	0.00	23,641	33.93
Legend	0	0.00	58,790	100.00	58,790	100.00	0	0.00	0	0.00	0	0.00	58,790	100.00
NSX	0	0.00	2,531	100.00	0	0.00	0	0.00	2,531	100.00	0	0.00	2,531	100.00
ACURA	**0**	**0.00**	**84,962**	**64.86**	**128,462**	**98.07**	**0**	**0.00**	**2,531**	**1.93**	**0**	**0.00**	**84,962**	**64.86**
Spider	0	0.00	0	0.00	2,457	100.00	2,457	100.00	0	0.00	281	11.44	2,176	88.56
164	0	0.00	4,282	80.01	0	0.00	0	0.00	0	0.00	268	5.01	5,084	94.99
ALFA ROMEO	**0**	**0.00**	**4,282**	**54.83**	**2,457**	**31.46**	**2,457**	**31.46**	**0**	**0.00**	**549**	**7.03**	**7,260**	**92.97**
80	0	0.00	118	5.73	2,059	100.00	0	0.00	0	0.00	0	0.00	310	15.06
90	0	0.00	1,163	100.00	1,163	100.00	0	0.00	0	0.00	0	0.00	1,163	100.00
V8 Quattro	0	0.00	542	100.00	542	100.00	0	0.00	0	0.00	0	0.00	542	100.00
Coupe Quattro	0	0.00	377	100.00	377	100.00	0	0.00	0	0.00	0	0.00	377	100.00
100/200	0	0.00	7,164	100.00	7,164	100.00	0	0.00	0	0.00	0	0.00	7,164	100.00
100/200 Quattro	0	0.00	1,872	100.00	1,872	100.00	0	0.00	0	0.00	0	0.00	1,872	100.00
AUDI	**0**	**0.00**	**11,236**	**85.27**	**13,177**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**11,428**	**86.73**
3 series	0	0.00	24,968	100.00	24,968	100.00	24,968	100.00	0	0.00	5,408	21.66	19,560	78.34
5 series	0	0.00	16,778	100.00	16,778	100.00	16,778	100.00	629	3.75	0	0.00	16,778	100.00
7 series	0	0.00	7,679	100.00	7,679	100.00	7,679	100.00	3,255	42.39	0	0.00	7,679	100.00
850i	0	0.00	2,326	100.00	2,326	100.00	2,326	100.00	2,326	100.00	0	0.00	2,326	100.00
M3	0	0.00	340	100.00	340	100.00	340	100.00	0	0.00	0	0.00	340	100.00
M5	0	0.00	783	100.00	783	100.00	783	100.00	0	0.00	0	0.00	783	100.00
BMW	**0**	**0.00**	**52,874**	**100.00**	**52,874**	**100.00**	**52,874**	**100.00**	**6,210**	**11.74**	**5,408**	**10.23**	**47,466**	**89.77**
Geo Storm	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	18,094	20.11
Geo Metro	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,318	4.40	0	0.00
CHEVROLET/GEO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**4,318**	**2.29**	**18,094**	**9.61**
Colt	34,495	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	276	0.80
Stealth	0	0.00	1,133	5.69	18,774	94.31	0	0.00	0	0.00	0	0.00	3,141	15.78
Summit	8,577	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	244	2.84
Vista	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	536	5.36
CHRYSLER CORP.	**43,072**	**59.02**	**1,133**	**1.55**	**18,774**	**25.73**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**4,197**	**5.75**
DAIHATSU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**1,305**	**35.20**	**0**	**0.00**	**3,604**	**97.22**	**103**	**2.78**
FORD Festiva	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**800**	**2.24**
Civic/CRX	0	0.00	0	0.00	10,955	4.55	0	0.00	0	0.00	229,631	95.45	10,955	4.55
Accord	0	0.00	24,205	5.91	24,205	5.91	19,081	4.66	0	0.00	366,064	89.35	369,342	90.15
Prelude	0	0.00	6,309	23.81	26,493	100.00	0	0.00	0	0.00	17,718	66.88	8,775	33.12
HONDA	**0**	**0.00**	**30,514**	**4.51**	**61,653**	**9.11**	**19,081**	**2.82**	**0**	**0.00**	**613,413**	**90.64**	**389,072**	**57.49**
M30	0	0.00	6,198	100.00	6,198	100.00	0	0.00	0	0.00	0	0.00	6,198	100.00
Q45	0	0.00	15,980	100.00	15,980	100.00	0	0.00	2,205	13.80	0	0.00	15,980	100.00
G20	0	0.00	15,529	100.00	15,529	100.00	0	0.00	0	0.00	0	0.00	15,529	100.00
INFINITI	**0**	**0.00**	**37,707**	**100.00**	**37,707**	**100.00**	**0**	**0.00**	**2,205**	**5.85**	**0**	**0.00**	**37,707**	**100.00**
Impulse	0	0.00	0	0.00	4,348	100.00	4,348	100.00	1,348	31.00	0	0.00	4,348	100.00
Stylus	0	0.00	0	0.00	14,260	100.00	14,260	100.00	14,260	100.00	0	0.00	14,260	100.00
ISUZU	**0**	**0.00**	**0**	**0.00**	**18,608**	**100.00**	**18,608**	**100.00**	**15,608**	**83.88**	**0**	**0.00**	**18,608**	**100.00**
XJ6	0	0.00	6,638	100.00	6,638	100.00	6,638	100.00	0	0.00	0	0.00	6,638	100.00
XJS	0	0.00	2,738	100.00	2,738	100.00	2,738	100.00	0	0.00	0	0.00	2,738	100.00
JAGUAR	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**9,376**	**100.00**	**0**	**0.00**	**0**	**0.00**	**9,376**	**100.00**
ES250	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	17,257	100.00
LS400	0	0.00	0	0.00	37,033	100.00	0	0.00	0	0.00	0	0.00	37,033	100.00
SC400	0	0.00	0	0.00	5,378	100.00	0	0.00	0	0.00	0	0.00	5,378	100.00
LEXUS	**0**	**0.00**	**0**	**0.00**	**42,411**	**71.08**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**59,668**	**100.00**
323	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	22,648	100.00
Protege	0	0.00	0	0.00	231	0.37	0	0.00	0	0.00	42,101	67.59	20,185	32.41
626	0	0.00	3,787	29.67	3,787	29.67	0	0.00	0	0.00	59,019	462.46	16,202	126.96
MX-6	0	0.00	35	2.00	141	8.00	0	0.00	0	0.00	988	56.00	777	44.00
Miata	0	0.00	2,143	6.13	34,940	100.00	0	0.00	0	0.00	12,138	34.74	22,802	65.26
929	0	0.00	8,768	73.60	11,913	100.00	0	0.00	0	0.00	0	0.00	11,913	100.00
RX-7	0	0.00	200	2.57	5,737	73.77	0	0.00	0	0.00	0	0.00	7,777	100.00
MAZDA	**0**	**0.00**	**14,933**	**9.69**	**56,749**	**36.83**	**0**	**0.00**	**0**	**0.00**	**114,246**	**74.14**	**102,304**	**66.39**
190	0	0.00	16,841	100.00	16,841	100.00	16,841	100.00	0	0.00	0	0.00	16,841	100.00
300E 2.6/260E	0	0.00	4,125	100.00	4,125	100.00	4,125	100.00	0	0.00	0	0.00	4,125	100.00
300 series	0	0.00	18,110	100.00	18,110	100.00	18,110	100.00	0	0.00	0	0.00	18,110	100.00
300SE	0	0.00	5,147	100.00	5,147	100.00	5,147	100.00	0	0.00	0	0.00	5,147	100.00
350SDL Turbo	0	0.00	1,916	100.00	1,916	100.00	1,916	100.00	0	0.00	0	0.00	1,916	100.00
350SD	0	0.00	1,950	100.00	1,950	100.00	1,950	100.00	0	0.00	0	0.00	1,950	100.00
300SEL	0	0.00	1,781	100.00	1,781	100.00	1,781	100.00	0	0.00	0	0.00	1,781	100.00
420SEL	0	0.00	6,259	100.00	6,259	100.00	6,259	100.00	0	0.00	0	0.00	6,259	100.00
560SEL	0	0.00	4,301	100.00	4,301	100.00	4,301	100.00	0	0.00	0	0.00	4,301	100.00
SL Coupe	0	0.00	9,749	100.00	0	0.00	9,749	100.00	0	0.00	0	0.00	9,749	100.00
MERCEDES	**0**	**0.00**	**70,179**	**100.00**	**60,430**	**86.11**	**70,179**	**100.00**	**0**	**0.00**	**0**	**0.00**	**70,179**	**100.00**
Tracer	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	59,846	85.44	10,200	14.56
Capri	0	0.00	0	0.00	30,578	100.00	0	0.00	0	0.00	2,348	7.68	28,230	92.32
MERCURY	**0**	**0.00**	**0**	**0.00**	**30,578**	**30.39**	**0**	**0.00**	**0**	**0.00**	**62,194**	**61.81**	**38,430**	**38.19**
Mirage	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11,025	28.14	0	0.00
Galant	0	0.00	2,246	5.98	5,114	13.61	0	0.00	0	0.00	34,607	92.10	2,970	7.90
Precis	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,020	100.00	0	0.00
3000GT	0	0.00	9,717	98.97	9,818	100.00	0	0.00	9,818	100.00	0	0.00	9,818	100.00
MITSUBISHI	**0**	**0.00**	**11,963**	**13.35**	**14,932**	**16.67**	**0**	**0.00**	**9,818**	**10.96**	**48,652**	**54.30**	**12,788**	**14.27**
Sentra	0	0.00	4,503	3.10	9,427	6.49	0	0.00	0	0.00	0	0.00	32,641	22.47
NX	0	0.00	1,997	35.90	3,323	59.74	0	0.00	0	0.00	0	0.00	3,323	59.74
Stanza	0	0.00	7,809	10.94	0	0.00	0	0.00	0	0.00	0	0.00	9,802	13.73
Maxima	0	0.00	25,410	24.87	46,345	45.36	0	0.00	0	0.00	0	0.00	102,177	100.00
240SX/200SX	0	0.00	19,103	48.99	38,991	100.00	0	0.00	0	0.00	0	0.00	27,022	69.30
300ZX	0	0.00	16,833	100.00	16,833	100.00	0	0.00	0	0.00	0	0.00	16,833	100.00
NISSAN	**0**	**0.00**	**75,655**	**19.90**	**114,919**	**30.23**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**191,798**	**50.45**
PONTIAC LeMans	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**0**	**0.00**	**4,381**	**100.00**	**4,381**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**4,381**	**100.00**
900	0	0.00	4,327	100.00	4,327	100.00	0	0.00	0	0.00	4,327	100.00	0	0.00
900S	0	0.00	6,009	100.00	6,009	100.00	0	0.00	0	0.00	0	0.00	6,009	100.00
900 Turbo	0	0.00	4,367	100.00	4,367	100.00	0	0.00	0	0.00	0	0.00	4,367	100.00
9000	0	0.00	1,891	100.00	1,891	100.00	0	0.00	0	0.00	1,891	100.00	0	0.00
9000CD	0	0.00	2,956	100.00	2,956	100.00	0	0.00	0	0.00	0	0.00	2,956	100.00
9000 Turbo	0	0.00	3,405	100.00	3,405	100.00	0	0.00	0	0.00	0	0.00	3,405	100.00
SAAB	**0**	**0.00**	**22,955**	**100.00**	**22,955**	**100.00**	**0**	**0.00**	**0**	**0.00**	**6,218**	**27.09**	**16,737**	**72.91**
STERLING	**0**	**0.00**	**2,744**	**100.00**	**2,744**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**2,744**	**100.00**
Legacy	0	0.00	15,833	28.95	54,684	100.00	0	0.00	0	0.00	31,950	58.43	22,734	41.57
Loyale	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	24,770	100.00	0	0.00
XT/XT6	0	0.00	0	0.00	1,148	74.40	0	0.00	0	0.00	395	0.00	1,148	74.40
Justy	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,986	100.00	0	0.00
SUBARU	**0**	**0.00**	**15,833**	**18.20**	**55,832**	**64.19**	**0**	**0.00**	**0**	**0.00**	**63,101**	**72.54**	**23,882**	**27.46**
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**920**	**22.77**	**0**	**0.00**	**0**	**0.00**	**4,040**	**100.00**	**0**	**0.00**
Corolla	0	0.00	0	0.00	542	0.83	0	0.00	0	0.00	12,504	19.04	2,393	3.64
Tercel	0	0.30	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	3,315	5.43	6,594	10.80	0	0.00	0	0.00	0	0.00	22,112	36.20
Supra	0	0.00	3,271	82.00	3,989	100.00	0	0.00	0	0.00	0	0.00	3,989	100.00
Camry	0	0.00	8,409	14.83	14,071	24.81	51,592	90.96	0	0.00	5,125	9.04	3,044	5.37
Cressida	0	0.00	5,547	51.32	10,808	100.00	10,808	100.00	0	0.00	0	0.00	10,808	100.00
MR2	0	0.00	8,070	36.87	21,888	100.00	0	0.00	0	0.00	0	0.00	17,609	80.45
TOYOTA	**0**	**0.00**	**28,612**	**8.84**	**57,892**	**17.89**	**62,400**	**19.29**	**0**	**0.00**	**17,629**	**5.45**	**59,955**	**18.53**
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,960	47.37	2,178	52.63
Corrado	0	0.00	954	46.04	1,118	53.96	0	0.00	0	0.00	0	0.00	2,072	100.00
Jetta	0	0.00	484	1.01	2,471	5.14	0	0.00	0	0.00	45,135	93.86	2,955	6.14
Golf/GTI	0	0.00	1,287	8.06	0	0.00	0	0.00	0	0.00	9,764	61.16	6,201	38.84
Passat	0	0.00	2,734	16.50	13,833	83.50	0	0.00	0	0.00	12,734	76.86	3,833	23.14
Fox	0	0.00	0	0.00	0	0.00	10,425	100.00	0	0.00	10,425	100.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**5,459**	**5.61**	**17,422**	**17.91**	**10,425**	**10.72**	**0**	**0.00**	**80,018**	**82.27**	**17,239**	**17.73**
240 series	0	0.00	24,837	100.00	24,837	100.00	24,837	100.00	0	0.00	24,837	100.00	0	0.00
700 series	0	0.00	24,836	100.00	24,836	100.00	24,836	100.00	0	0.00	8,791	35.40	0	0.00
900 series	0	0.00	11,905	100.00	11,905	100.00	11,905	100.00	0	0.00	0	0.00	9,451	79.39
VOLVO	**0**	**0.00**	**61,578**	**100.00**	**61,578**	**100.00**	**61,578**	**100.00**	**0**	**0.00**	**33,628**	**54.61**	**9,451**	**15.35**
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**809**	**100.00**	**0**	**0.00**	**721**	**89.12**	**88**	**10.88**
TOTAL	**43,072**	**1.59**	**523,421**	**19.29**	**863,876**	**31.84**	**309,092**	**11.39**	**36,372**	**1.34**	**1,051,521**	**38.75**	**1,221,980**	**45.03**

Hyundai Motor America options not available at publication time. Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. imported-car steering/safety installations — 1991 models (based on 1991 model year sales)

	4-Wheel Steering	Percent of Instl.	Adjustable Steering Wheel	Percent of Instl.	Cruise Control	Percent of Instl.	Motorized Seat Belt	Percent of Instl.	Air Bag Driver	Percent of Instl.
Integra	0	0.00	69,672	100.00	57,375	82.35	69,672	100.00	0	0.00
Legend	0	0.00	58,790	100.00	58,790	100.00	0	0.00	58,790	100.00
NSX	0	0.00	2,531	100.00	2,531	100.00	0	0.00	2,531	100.00
ACURA	**0**	**0.00**	**130,993**	**100.00**	**118,696**	**90.61**	**69,672**	**53.19**	**61,321**	**46.81**
Spider	0	0.00	0	0.00	0	0.00	0	0.00	2,457	100.00
164	0	0.00	5,352	100.00	5,352	100.00	0	0.00	5,352	100.00
ALFA ROMEO	**0**	**0.00**	**5,352**	**68.54**	**5,352**	**68.54**	**0**	**0.00**	**7,809**	**100.00**
80	0	0.00	0	0.00	2,059	100.00	0	0.00	2,059	100.00
90	0	0.00	0	0.00	1,163	100.00	0	0.00	1,163	100.00
V8 Quattro	0	0.00	0	0.00	542	100.00	0	0.00	542	100.00
Coupe Quattro	0	0.00	0	0.00	377	100.00	0	0.00	377	100.00
100/200	0	0.00	0	0.00	7,164	100.00	0	0.00	7,164	100.00
100/200 Quattro	0	0.00	0	0.00	1,872	100.00	0	0.00	1,872	100.00
AUDI	**0**	**0.00**	**0**	**0.00**	**13,177**	**100.00**	**0**	**0.00**	**13,177**	**100.00**
3 series	0	0.00	0	0.00	9,872	39.54	0	0.00	24,968	100.00
5 series	0	0.00	16,778	100.00	16,778	100.00	0	0.00	16,778	100.00
7 series	0	0.00	7,679	100.00	7,679	100.00	0	0.00	7,679	100.00
850i	0	0.00	2,326	100.00	2,326	100.00	0	0.00	2,326	100.00
M3	0	0.00	0	0.00	340	100.00	0	0.00	340	100.00
M5	0	0.00	783	100.00	783	100.00	0	0.00	783	100.00
BMW	**0**	**0.00**	**27,566**	**52.14**	**37,778**	**71.45**	**0**	**0.00**	**52,874**	**100.00**
Geo Storm	0	0.00	0	0.00	0	0.00	0	0.00	89,996	100.00
Geo Metro	0	0.00	0	0.00	0	0.00	0	0.00	16,000	16.29
CHEVROLET/GEO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**105,996**	**56.32**
Colt	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Stealth	3,141	15.78	19,907	100.00	10,232	51.40	0	0.00	19,907	100.00
Summit	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	2,454	24.54	0	0.00	0	0.00
CHRYSLER CORP.	**3,141**	**4.30**	**19,907**	**27.28**	**12,686**	**17.38**	**0**	**0.00**	**19,907**	**27.28**
DAIHATSU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**674**	**18.18**	**0**	**0.00**
FORD Festiva	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	175,927	73.12	64,963	27.00	119,357	49.61	0	0.00
Accord	0	0.00	409,704	100.00	378,658	92.42	390,623	95.34	19,081	4.66
Prelude	2,466	9.31	26,493	100.00	20,789	78.47	0	0.00	0	0.00
HONDA	**2,466**	**0.36**	**612,124**	**90.45**	**464,410**	**68.62**	**509,980**	**75.35**	**19,081**	**2.82**
M30	0	0.00	6,198	100.00	6,198	100.00	0	0.00	6,198	100.00
Q45	1,362	8.52	15,980	100.00	15,980	100.00	0	0.00	15,980	100.00
G20	0	0.00	15,529	100.00	15,529	100.00	15,529	100.00	0	0.00
INFINITI	**1,362**	**3.61**	**37,707**	**100.00**	**37,707**	**100.00**	**15,529**	**41.18**	**22,178**	**58.82**
Impulse	0	0.00	4,348	100.00	3,164	72.77	0	0.00	4,348	100.00
Stylus	0	0.00	14,260	100.00	2,037	14.28	0	0.00	14,260	100.00
ISUZU	**0**	**0.00**	**18,608**	**100.00**	**5,201**	**27.95**	**0**	**0.00**	**18,608**	**100.00**
XJ6	0	0.00	6,638	100.00	6,638	100.00	6,638	100.00	0	0.00
XJS	0	0.00	2,738	100.00	2,738	100.00	0	0.00	2,738	100.00
JAGUAR	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**6,638**	**70.80**	**2,738**	**29.20**
ES250	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LS400	0	0.00	37,033	100.00	37,033	100.00	0	0.00	0	0.00
SC400	0	0.00	5,378	100.00	5,378	100.00	0	0.00	0	0.00
LEXUS	**0**	**0.00**	**42,411**	**71.08**	**42,411**	**71.08**	**0**	**0.00**	**0**	**0.00**
323	0	0.00	0	0.00	0	0.00	22,648	100.00	0	0.00
Protege	0	0.00	56,437	90.61	24,101	38.69	62,286	100.00	0	0.00
626	0	0.00	12,762	100.00	11,613	91.00	12,762	100.00	0	0.00
MX-6	0	0.00	1,765	100.00	1,765	100.00	1,765	100.00	0	0.00
Miata	0	0.00	0	0.00	15,057	43.09	0	0.00	34,940	100.00
929	0	0.00	11,913	100.00	11,913	100.00	11,913	100.00	0	0.00
RX-7	0	0.00	2,577	33.14	5,737	73.77	4,617	59.37	3,160	40.63
MAZDA	**0**	**0.00**	**85,454**	**55.46**	**70,186**	**45.55**	**115,991**	**75.27**	**38,100**	**24.73**
190	0	0.00	0	0.00	16,841	100.00	0	0.00	16,841	100.00
300E 2.6/260E	0	0.00	0	0.00	4,125	100.00	0	0.00	4,125	100.00
300 series	0	0.00	18,110	100.00	18,110	100.00	0	0.00	18,110	100.00
300SE	0	0.00	5,147	100.00	5,147	100.00	0	0.00	5,147	100.00
350SDL Turbo	0	0.00	1,916	100.00	1,916	100.00	0	0.00	1,916	100.00
350SD	0	0.00	1,950	100.00	1,950	100.00	0	0.00	1,950	100.00
300SEL	0	0.00	1,781	100.00	1,781	100.00	0	0.00	1,781	100.00
420SEL	0	0.00	6,259	100.00	6,259	100.00	0	0.00	6,259	100.00
560SEL	0	0.00	4,301	100.00	4,301	100.00	0	0.00	4,301	100.00
SL Coupe	0	0.00	9,749	100.00	9,749	100.00	0	0.00	9,749	100.00
MERCEDES	**0**	**0.00**	**49,213**	**70.12**	**70,179**	**100.00**	**0**	**0.00**	**70,179**	**100.00**
Tracer	0	0.00	0	0.00	27,842	39.75	70,046	100.00	0	0.00
Capri	0	0.00	0	0.00	8,571	28.03	0	0.00	30,578	100.00
MERCURY	**0**	**0.00**	**0**	**0.00**	**36,413**	**36.19**	**70,046**	**69.61**	**30,578**	**30.39**
Mirage	0	0.00	379	0.97	0	0.00	39,183	100.00	0	0.00
Galant	1,941	5.17	37,577	100.00	15,629	41.59	37,577	100.00	0	0.00
Precis	0	0.00	0	0.00	0	0.00	3,020	100.00	0	0.00
3000GT	3,658	37.26	9,818	100.00	9,717	98.97	9,818	100.00	0	0.00
MITSUBISHI	**5,599**	**6.25**	**47,774**	**53.32**	**25,346**	**28.29**	**89,598**	**100.00**	**0**	**0.00**
Sentra	0	0.00	101,105	69.60	56,894	39.17	61,134	42.08	0	0.00
NX	0	0.00	5,562	100.00	0	0.00	0	0.00	5,562	100.00
Stanza	0	0.00	71,371	100.00	56,954	79.80	0	0.00	0	0.00
Maxima	0	0.00	102,177	100.00	102,177	100.00	102,177	100.00	0	0.00
240SX/200SX	9,775	25.07	38,991	100.00	27,022	69.30	38,991	100.00	0	0.00
300ZX	5,844	34.72	16,833	100.00	16,833	100.00	0	0.00	10,890	64.69
NISSAN	**15,619**	**4.11**	**336,039**	**88.38**	**259,880**	**68.35**	**202,302**	**53.21**	**16,452**	**4.33**
PONTIAC LeMans	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**0**	**0.00**	**0**	**0.00**	**4,381**	**100.00**	**0**	**0.00**	**4,381**	**100.00**
900	0	0.00	0	0.00	0	0.00	0	0.00	4,327	100.00
900S	0	0.00	0	0.00	6,009	100.00	0	0.00	6,009	100.00
900 Turbo	0	0.00	0	0.00	4,367	100.00	0	0.00	4,367	100.00
9000	0	0.00	0	0.00	0	0.00	0	0.00	1,891	100.00
9000CD	0	0.00	0	0.00	2,956	100.00	0	0.00	2,956	100.00
9000 Turbo	0	0.00	0	0.00	3,405	100.00	0	0.00	3,405	100.00
SAAB	**0**	**0.00**	**0**	**0.00**	**16,737**	**72.91**	**0**	**0.00**	**22,955**	**100.00**
STERLING	**0**	**0.00**	**2,744**	**100.00**	**2,744**	**100.00**	**2,744**	**100.00**	**0**	**0.00**
Legacy	0	0.00	54,684	100.00	37,449	68.48	54,684	100.00	0	0.00
Loyale	0	0.00	17,290	69.80	0	0.00	24,770	100.00	0	0.00
XT/XT6	0	0.00	1,543	100.00	1,148	74.40	1,543	100.00	0	0.00
Justy	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SUBARU	**0**	**0.00**	**73,517**	**84.52**	**38,597**	**44.37**	**80,997**	**93.12**	**0**	**0.00**
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Corolla	0	0.00	25,341	38.58	12,773	19.45	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	55,591	91.01	34,024	55.70	0	0.00	61,082	100.00
Supra	0	0.00	3,989	100.00	3,989	100.00	0	0.00	3,989	100.00
Camry	0	0.00	50,771	89.52	56,442	99.52	56,717	100.00	0	0.00
Cressida	0	0.00	10,808	100.00	10,808	100.00	0	0.00	10,808	100.00
MR2	0	0.00	21,888	100.00	19,839	90.64	0	0.00	21,888	100.00
TOYOTA	**0**	**0.00**	**168,388**	**52.04**	**137,875**	**42.61**	**56,717**	**17.53**	**97,767**	**30.22**
Cabriolet	0	0.00	0	0.00	2,178	52.63	0	0.00	4,138	100.00
Corrado	0	0.00	2,072	100.00	2,072	100.00	2,072	100.00	0	0.00
Jetta	0	0.00	48,090	100.00	12,937	26.90	0	0.00	0	0.00
Golf/GTI	0	0.00	10,181	63.77	1,110	6.95	0	0.00	0	0.00
Passat	0	0.00	16,567	100.00	13,827	83.46	16,567	100.00	0	0.00
Fox	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**76,910**	**79.08**	**32,124**	**33.03**	**18,639**	**19.16**	**4,138**	**4.25**
240 series	0	0.00	0	0.00	0	0.00	24,837	100.00	0	0.00
700 series	0	0.00	1,174	4.73	24,836	100.00	0	0.00	24,836	100.00
900 series	0	0.00	3,406	28.61	11,905	100.00	0	0.00	11,905	100.00
VOLVO	**0**	**0.00**	**4,580**	**7.44**	**36,741**	**59.67**	**24,837**	**40.33**	**36,741**	**59.67**
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**28,167**	**1.04**	**1,748,663**	**64.44**	**1,461,260**	**53.85**	**1,264,364**	**46.59**	**622,025**	**22.92**

Hyundai Motor America options not available at publication time.

Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. imported-car convenience installations — 1991 models (based on 1991 model year sales)

	Conventional Climate Control (A/C)	Percent of Instl.	Automatic Climate Control (A/C)	Percent of Instl.	Delay Wipers	Percent of Instl.	Rear Wiper	Percent of Instl.	Rear Defroster	Percent of Instl.	Electric Windshield Defroster	Percent of Instl.	Power Side Mirror	Percent of Instl.
Integra	0	0.00	0	0.00	69,672	100.00	53,695	77.07	69,672	100.00	0	0.00	57,375	82.35
Legend	58,790	100.00	23,534	40.03	58,790	100.00	0	0.00	58,790	100.00	0	0.00	58,790	100.00
NSX	0	0.00	2,531	100.00	2,531	100.00	0	0.00	2,531	100.00	0	0.00	2,531	100.00
ACURA	**58,790**	**44.88**	**26,065**	**19.90**	**130,993**	**100.00**	**53,695**	**40.99**	**130,993**	**100.00**	**0**	**0.00**	**118,696**	**90.61**
Spider	2,451	99.76	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,457	100.00
164	0	0.00	5,352	100.00	5,352	100.00	0	0.00	5,352	100.00	0	0.00	5,352	100.00
ALFA ROMEO	**2,451**	**31.39**	**5,352**	**68.54**	**5,352**	**68.54**	**0**	**0.00**	**5,352**	**68.54**	**0**	**0.00**	**7,809**	**100.00**
80	2,059	100.00	0	0.00	2,059	100.00	0	0.00	2,059	100.00	0	0.00	2,059	100.00
90	0	0.00	1,163	100.00	1,163	100.00	0	0.00	1,163	100.00	0	0.00	1,163	100.00
V8 Quattro	0	0.00	542	100.00	542	100.00	0	0.00	542	100.00	0	0.00	542	100.00
Coupe Quattro	0	0.00	377	100.00	377	100.00	377	100.00	377	100.00	0	0.00	377	100.00
100/200	0	0.00	7,164	100.00	7,164	100.00	0	0.00	7,164	100.00	0	0.00	7,164	100.00
100/200 Quattro	0	0.00	1,872	100.00	1,872	100.00	253	13.51	1,872	100.00	0	0.00	1,872	100.00
AUDI	**2,059**	**15.63**	**11,118**	**84.37**	**13,177**	**100.00**	**630**	**4.78**	**13,177**	**100.00**	**0**	**0.00**	**13,177**	**100.00**
3 series	24,968	100.00	0	0.00	24,968	100.00	0	0.00	24,968	100.00	0	0.00	24,968	100.00
5 series	16,778	100.00	0	0.00	16,778	100.00	0	0.00	16,778	100.00	0	0.00	16,778	100.00
7 series	0	0.00	7,679	100.00	7,679	100.00	0	0.00	7,679	100.00	0	0.00	7,679	100.00
850i	0	0.00	2,326	100.00	2,326	100.00	0	0.00	2,326	100.00	0	0.00	2,326	100.00
M3	340	100.00	0	0.00	340	100.00	0	0.00	340	100.00	0	0.00	340	100.00
M5	783	100.00	0	0.00	783	100.00	0	0.00	783	100.00	0	0.00	783	100.00
BMW	**42,869**	**81.08**	**10,005**	**18.92**	**52,874**	**100.00**	**0**	**0.00**	**52,874**	**100.00**	**0**	**0.00**	**52,874**	**100.00**
Geo Storm	75,413	83.80	0	0.00	18,094	20.11	18,094	20.11	89,996	100.00	0	0.00	0	0.00
Geo Metro	55,409	56.42	0	0.00	93,987	95.70	3,579	3.64	45,677	46.51	0	0.00	0	0.00
CHEVROLET/GEO	**130,822**	**69.51**	**0**	**0.00**	**112,081**	**59.55**	**21,673**	**11.52**	**135,673**	**72.09**	**0**	**0.00**	**0**	**0.00**
Colt	15,460	44.82	0	0.00	8,041	23.31	1,102	3.19	23,550	68.27	0	0.00	0	0.00
Stealth	16,547	83.12	0	0.00	19,907	100.00	8,777	44.09	19,907	100.00	0	0.00	19,907	100.00
Summit	4,171	48.63	0	0.00	2,217	25.85	196	2.29	6,383	74.42	0	0.00	0	0.00
Vista	7,644	76.45	0	0.00	0	0.00	9,999	100.00	0	0.00	0	0.00	0	0.00
CHRYSLER CORP.	**43,822**	**60.05**	**0**	**0.00**	**30,165**	**41.33**	**20,074**	**27.51**	**49,840**	**68.29**	**0**	**0.00**	**19,907**	**27.28**
DAIHATSU	**1,446**	**39.01**	**0**	**0.00**	**3,707**	**100.00**	**0**	**0.00**	**3,707**	**100.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**7,870**	**22.08**	**0**	**0.00**	**0**	**0.00**	**16,950**	**47.55**	**12,300**	**34.50**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	0	0.00	98,889	41.10	45,459	18.90	240,586	100.00	0	0.00	64,963	27.00
Accord	378,658	92.42	0	0.00	409,704	100.00	19,081	4.66	409,704	100.00	0	0.00	378,658	92.42
Prelude	0	0.00	20,789	78.47	26,493	100.00	0	0.00	26,493	100.00	0	0.00	20,789	78.47
HONDA	**378,658**	**55.95**	**20,789**	**3.07**	**535,086**	**79.06**	**64,540**	**9.54**	**676,783**	**100.00**	**0**	**0.00**	**464,410**	**68.62**
M30	1,741	28.09	4,457	71.91	6,198	100.00	0	0.00	4,457	71.91	6,198	100.00	6,198	100.00
Q45	0	0.00	15,980	100.00	15,980	100.00	0	0.00	15,980	100.00	15,980	100.00	15,980	100.00
G20	15,529	100.00	0	0.00	15,529	100.00	0	0.00	15,529	100.00	15,529	100.00	15,529	100.00
INFINITI	**17,270**	**45.80**	**20,437**	**54.20**	**37,707**	**100.00**	**0**	**0.00**	**35,966**	**95.38**	**37,707**	**100.00**	**37,707**	**100.00**
Impulse	4,348	100.00	0	0.00	4,348	100.00	4,348	100.00	4,348	100.00	0	0.00	3,164	72.77
Stylus	9,024	63.28	0	0.00	14,260	100.00	0	0.00	14,260	100.00	0	0.00	2,037	14.28
ISUZU	**13,372**	**71.86**	**0**	**0.00**	**18,608**	**100.00**	**4,348**	**23.37**	**18,608**	**100.00**	**0**	**0.00**	**5,201**	**27.95**
XJ6	0	0.00	6,638	100.00	6,638	100.00	0	0.00	6,636	100.00	6,638	100.00	6,638	100.00
XJS	0	0.00	2,738	100.00	2,738	100.00	0	0.00	2,738	100.00	2,738	100.00	2,738	100.00
JAGUAR	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**9,376**	**100.00**
ES250	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LS400	0	0.00	37,033	100.00	37,033	100.00	0	0.00	37,033	100.00	37,033	100.00	37,033	100.00
SC400	0	0.00	5,378	100.00	5,378	100.00	0	0.00	5,378	100.00	5,378	100.00	5,378	100.00
LEXUS	**0**	**0.00**	**42,411**	**71.08**	**42,411**	**71.08**	**0**	**0.00**	**42,411**	**71.08**	**42,411**	**71.08**	**42,411**	**71.08**
323	0	0.00	0	0.00	0	0.00	0	0.00	22,648	100.00	0	0.00	0	0.00
Protege	0	0.00	0	0.00	56,668	90.98	0	0.00	62,286	100.00	0	0.00	24,101	38.69
626	9,954	78.00	0	0.00	12,762	100.00	0	0.00	12,762	100.00	0	0.00	6,381	50.00
MX-6	1,341	76.00	0	0.00	1,765	100.00	0	0.00	1,765	100.00	0	0.00	1,024	58.00
Miata	0	0.00	0	0.00	34,940	100.00	0	0.00	0	0.00	0	0.00	0	0.00
929	0	0.00	11,913	100.00	11,913	100.00	0	0.00	11,913	100.00	0	0.00	11,913	100.00
RX-7	7,777	100.00	0	0.00	7,777	100.00	4,617	59.37	7,777	100.00	0	0.00	7,777	100.00
MAZDA	**19,073**	**12.38**	**11,913**	**7.73**	**125,825**	**81.66**	**4,617**	**3.00**	**119,151**	**77.33**	**0**	**0.00**	**51,196**	**33.22**
190	16,841	100.00	0	0.00	16,841	100.00	0	0.00	16,841	100.00	16,841	100.00	16,841	100.00
300E 2.6/260E	0	0.00	4,125	100.00	4,125	100.00	0	0.00	4,125	100.00	4,125	100.00	4,125	100.00
300 series	0	0.00	18,110	100.00	18,110	100.00	2,316	12.79	18,110	100.00	18,110	100.00	18,110	100.00
300SE	0	0.00	5,147	100.00	5,147	100.00	0	0.00	5,147	100.00	5,147	100.00	5,147	100.00
350SDL Turbo	0	0.00	1,916	100.00	1,916	100.00	0	0.00	1,916	100.00	1,916	100.00	1,916	100.00
350SD	0	0.00	1,950	100.00	1,950	100.00	0	0.00	1,950	100.00	1,950	100.00	1,950	100.00
300SEL	0	0.00	1,781	100.00	1,781	100.00	0	0.00	1,781	100.00	1,781	100.00	1,781	100.00
420SEL	0	0.00	6,259	100.00	6,259	100.00	0	0.00	6,259	100.00	6,259	100.00	6,259	100.00
560SEL	0	0.00	4,301	100.00	4,301	100.00	0	0.00	4,301	100.00	4,301	100.00	4,301	100.00
SL Coupe	0	0.00	9,749	100.00	9,749	100.00	0	0.00	9,749	100.00	9,749	100.00	9,749	100.00
MERCEDES	**16,841**	**24.00**	**53,338**	**76.00**	**70,179**	**100.00**	**2,316**	**3.30**	**70,179**	**100.00**	**70,179**	**100.00**	**70,179**	**100.00**
Tracer	64,217	91.68	0	0.00	67,241	96.00	13,953	19.92	65,028	92.84	0	0.00	67,241	96.00
Capri	28,366	92.77	0	0.00	30,578	100.00	0	0.00	0	0.00	0	0.00	30,578	100.00
MERCURY	**92,583**	**92.01**	**0**	**0.00**	**97,819**	**97.21**	**13,953**	**13.87**	**65,028**	**64.62**	**0**	**0.00**	**97,819**	**97.21**
Mirage	28,604	73.00	0	0.00	3,027	7.73	5,008	12.78	34,089	87.00	0	0.00	2,743	7.00
Galant	32,692	87.00	0	0.00	15,629	41.59	0	0.00	37,577	100.00	0	0.00	15,629	41.59
Precis	1,752	58.01	0	0.00	3,020	100.00	0	0.00	3,020	100.00	0	0.00	3,020	100.00
3000GT	9,818	100.00	0	0.00	9,818	100.00	9,818	100.00	9,818	100.00	0	0.00	9,818	100.00
MITSUBISHI	**72,866**	**81.33**	**0**	**0.00**	**31,494**	**35.15**	**14,826**	**16.55**	**84,504**	**94.31**	**0**	**0.00**	**31,210**	**34.83**
Sentra	60,576	41.70	0	0.00	102,113	70.29	0	0.00	145,266	100.00	0	0.00	102,113	70.29
NX	2,275	40.90	0	0.00	5,562	100.00	5,562	100.00	5,562	100.00	0	0.00	5,562	100.00
Stanza	9,802	13.73	0	0.00	71,371	100.00	0	0.00	71,371	100.00	0	0.00	71,371	100.00
Maxima	102,177	100.00	0	0.00	102,177	100.00	0	0.00	102,177	100.00	0	0.00	102,177	100.00
240SX/200SX	12,750	32.70	0	0.00	38,991	100.00	22,161	56.84	38,991	100.00	0	0.00	27,022	69.30
300ZX	0	0.00	16,833	100.00	16,833	100.00	16,833	100.00	16,833	100.00	0	0.00	16,833	100.00
NISSAN	**187,580**	**49.34**	**16,833**	**4.43**	**337,047**	**88.65**	**44,556**	**11.72**	**380,200**	**100.00**	**0**	**0.00**	**325,078**	**85.50**
PONTIAC LeMans	**22,846**	**76.15**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**0**	**0.00**	**4,381**	**100.00**	**4,381**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**4,381**	**100.00**
900	4,327	100.00	0	0.00	4,327	100.00	0	0.00	4,327	100.00	0	0.00	0	0.00
900S	6,009	100.00	0	0.00	6,009	100.00	0	0.00	6,009	100.00	0	0.00	6,009	100.00
900 Turbo	4,367	100.00	0	0.00	4,367	100.00	0	0.00	4,367	100.00	0	0.00	4,367	100.00
9000	1,891	100.00	0	0.00	1,891	100.00	0	0.00	1,891	100.00	0	0.00	1,891	100.00
9000CD	2,956	100.00	0	0.00	2,956	100.00	0	0.00	2,956	100.00	0	0.00	2,956	100.00
9000 Turbo	0	0.00	3,405	100.00	3,405	100.00	0	0.00	3,405	100.00	0	0.00	3,405	100.00
SAAB	**19,550**	**85.17**	**3,405**	**14.83**	**22,955**	**100.00**	**0**	**0.00**	**22,955**	**100.00**	**0**	**0.00**	**18,628**	**81.15**
STERLING	**0**	**0.00**	**2,744**	**100.00**	**2,744**	**100.00**	**0**	**0.00**	**2,744**	**100.00**	**0**	**0.00**	**2,744**	**100.00**
Legacy	51,663	94.48	0	0.00	54,684	100.00	24,799	45.35	54,684	100.00	0	0.00	54,684	100.00
Loyale	24,770	100.00	0	0.00	24,770	100.00	15,527	62.68	24,770	100.00	0	0.00	24,770	100.00
XT/XT6	1,148	74.40	0	0.00	1,543	100.00	0	0.00	1,543	100.00	0	0.00	1,543	100.00
Justy	0	0.00	0	0.00	3,864	64.55	3,864	64.55	3,864	64.55	0	0.00	5,986	100.00
SUBARU	**77,581**	**89.19**	**0**	**0.00**	**84,861**	**97.56**	**44,190**	**50.80**	**84,861**	**97.56**	**0**	**0.00**	**86,983**	**100.00**
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**1,102**	**27.28**	**0**	**0.00**	**4,040**	**100.00**	**0**	**0.00**	**1,102**	**27.28**
Corolla	42,529	64.75	0	0.00	56,182	85.53	17,777	27.06	53,182	80.96	0	0.00	542	0.83
Tercel	26,807	25.93	0	0.00	30,305	29.31	0	0.00	93,338	90.28	0	0.00	0	0.00
Celica	29,123	47.68	6,594	10.80	34,024	55.70	8,446	13.83	55,104	90.21	0	0.00	61,082	100.00
Supra	0	0.00	3,989	100.00	3,989	100.00	3,989	100.00	3,989	100.00	0	0.00	3,989	100.00
Camry	53,948	95.12	0	0.00	56,717	100.00	14,121	24.90	56,717	100.00	0	0.00	12,097	21.33
Cressida	0	0.00	10,808	100.00	10,808	100.00	0	0.00	10,808	100.00	0	0.00	10,808	100.00
MR2	21,682	99.06	0	0.00	21,888	100.00	0	0.00	21,888	100.00	0	0.00	19,145	87.47
TOYOTA	**174,089**	**53.80**	**21,391**	**6.61**	**213,913**	**66.11**	**44,333**	**13.70**	**295,026**	**91.18**	**0**	**0.00**	**107,663**	**33.27**
Cabriolet	3,725	90.02	0	0.00	4,138	100.00	0	0.00	4,138	100.00	0	0.00	0	0.00
Corrado	2,072	100.00	0	0.00	2,072	100.00	2,072	100.00	2,072	100.00	0	0.00	2,072	100.00
Jetta	46,052	95.76	0	0.00	48,090	100.00	0	0.00	48,090	100.00	0	0.00	6,462	13.44
Golf/GTi	14,360	89.95	0	0.00	15,965	100.00	15,965	100.00	15,965	100.00	0	0.00	0	0.00
Passat	16,567	100.00	0	0.00	16,567	100.00	0	0.00	16,567	100.00	0	0.00	13,827	83.46
Fox	8,199	78.65	0	0.00	10,425	100.00	0	0.00	10,425	100.00	0	0.00	0	0.00
VOLKSWAGEN	**90,975**	**93.54**	**0**	**0.00**	**97,257**	**100.00**	**18,037**	**18.55**	**97,257**	**100.00**	**0**	**0.00**	**22,361**	**22.99**
240 series	24,837	100.00	0	0.00	24,837	100.00	7,191	28.95	24,837	100.00	0	0.00	24,837	100.00
700 series	23,662	95.27	1,676	6.75	24,836	100.00	6,508	26.20	24,836	100.00	0	0.00	24,836	100.00
900 series	8,499	71.39	3,406	28.61	11,905	100.00	3,577	30.05	11,905	100.00	0	0.00	11,905	100.00
VOLVO	**56,998**	**92.56**	**5,082**	**8.25**	**61,578**	**100.00**	**17,276**	**28.06**	**61,578**	**100.00**	**0**	**0.00**	**61,578**	**100.00**
YUGO	**83**	**10.26**	**0**	**0.00**	**0**	**0.00**	**809**	**100.00**	**809**	**100.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**1,510,944**	**56.68**	**261,235**	**9.63**	**2,119,737**	**78.12**	**386,823**	**14.26**	**2,452,437**	**90.38**	**159,673**	**5.88**	**1,633,862**	**60.21**

Hyundai Motor America options not available at publication time. Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

EQUIPMENT INSTALLATIONS

U.S. imported-car convenience installations (cont.) — 1991 models (based on 1991 model year sales)

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Solar Control Glass	Percent of Instl.	Gas Door Release	Percent of Instl.	Trunk Release	Percent of Instl.	Digital Clock	Percent of Instl.
Integra	57,375	82.35	57,375	82.35	0	0.00	69,672	100.00	69,672	100.00	69,672	100.00
Legend	58,790	100.00	58,790	100.00	0	0.00	58,790	100.00	58,790	100.00	58,790	100.00
NSX	2,531	100.00	2,531	100.00	0	0.00	2,531	100.00	2,531	100.00	0	0.00
ACURA	**118,696**	**90.61**	**118,696**	**90.61**	**0**	**0.00**	**130,993**	**100.00**	**130,993**	**100.00**	**128,462**	**98.07**
Spider	2,457	100.00	0	0.00	2,457	100.00	2,457	100.00	2,457	100.00	0	0.00
164	5,352	100.00	5,352	100.00	5,352	100.00	5,352	100.00	5,352	100.00	5,352	100.00
ALFA ROMEO	**7,809**	**100.00**	**5,352**	**68.54**	**7,809**	**100.00**	**7,809**	**100.00**	**7,809**	**100.00**	**5,352**	**68.54**
80	2,059	100.00	2,059	100.00	0	0.00	0	0.00	0	0.00	2,059	100.00
90	1,163	100.00	1,163	100.00	0	0.00	0	0.00	0	0.00	1,163	100.00
V8 Quattro	542	100.00	542	100.00	0	0.00	0	0.00	0	0.00	542	100.00
Coupe Quattro	377	100.00	377	100.00	0	0.00	0	0.00	0	0.00	377	100.00
100/200	7,164	100.00	7,164	100.00	0	0.00	0	0.00	0	0.00	7,164	100.00
100/200 Quattro	1,872	100.00	1,872	100.00	0	0.00	0	0.00	0	0.00	1,872	100.00
AUDI	**13,177**	**100.00**	**13,177**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**13,177**	**100.00**
3 series	24,968	100.00	24,968	100.00	0	0.00	0	0.00	0	0.00	24,968	100.00
5 series	16,778	100.00	16,778	100.00	0	0.00	0	0.00	0	0.00	16,778	100.00
7 series	7,679	100.00	7,679	100.00	0	0.00	0	0.00	0	0.00	7,679	100.00
850i	2,326	100.00	2,326	100.00	0	0.00	0	0.00	0	0.00	2,326	100.00
M3	340	100.00	340	100.00	0	0.00	0	0.00	0	0.00	340	100.00
M5	783	100.00	783	100.00	0	0.00	0	0.00	0	0.00	783	100.00
BMW	**52,874**	**100.00**	**52,874**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**52,874**	**100.00**
Geo Storm	0	0.00	0	0.00	0	0.00	89,996	100.00	89,996	100.00	0	0.00
Geo Metro	0	0.00	0	0.00	0	0.00	0	0.00	16,832	17.14	0	0.00
CHEVROLET/GEO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**89,996**	**47.82**	**106,828**	**56.76**	**0**	**0.00**
Colt	0	0.00	0	0.00	23,801	69.00	0	0.00	0	0.00	1,102	3.19
Stealth	10,232	51.40	10,232	51.40	19,907	100.00	19,907	100.00	3,141	15.78	19,907	100.00
Summit	0	0.00	0	0.00	6,032	70.33	0	0.00	0	0.00	196	2.29
Vista	1,989	19.89	1,989	19.89	9,999	100.00	9,999	100.00	0	0.00	2,670	26.70
CHRYSLER CORP.	**12,221**	**16.75**	**12,221**	**16.75**	**59,739**	**81.86**	**29,906**	**40.98**	**3,141**	**4.30**	**23,875**	**32.72**
DAIHATSU	**0**	**0.00**	**0**	**0.00**	**3,707**	**100.00**	**674**	**18.18**	**674**	**18.18**	**0**	**0.00**
FORD Festiva	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**15,080**	**42.30**
Civic/CRX	64,693	26.89	64,693	26.89	0	0.00	240,586	100.00	240,586	100.00	87,451	36.35
Accord	378,658	92.42	378,658	92.42	0	0.00	409,704	100.00	409,704	100.00	409,704	100.00
Prelude	20,789	78.47	2,466	9.31	0	0.00	26,493	100.00	26,493	100.00	26,493	100.00
HONDA	**464,140**	**68.58**	**445,817**	**65.87**	**0**	**0.00**	**676,783**	**100.00**	**676,783**	**100.00**	**523,648**	**77.37**
M30	6,198	100.00	6,198	100.00	0	0.00	6,198	100.00	6,198	100.00	6,198	100.00
Q45	15,980	100.00	15,980	100.00	0	0.00	15,980	100.00	15,980	100.00	0	0.00
G20	15,529	100.00	15,529	100.00	0	0.00	15,529	100.00	15,529	100.00	15,529	100.00
INFINITI	**37,707**	**100.00**	**37,707**	**100.00**	**0**	**0.00**	**37,707**	**100.00**	**37,707**	**100.00**	**21,727**	**57.62**
Impulse	3,164	72.77	3,164	72.77	4,348	100.00	0	0.00	0	0.00	4,348	100.00
Stylus	2,037	14.28	2,037	14.28	14,260	100.00	0	0.00	0	0.00	9,278	65.06
ISUZU	**5,201**	**27.95**	**5,201**	**27.95**	**18,608**	**100.00**	**0**	**0.00**	**0**	**0.00**	**13,626**	**73.23**
XJ6	6,638	100.00	6,638	100.00	0	0.00	6,638	100.00	6,638	100.00	6,638	100.00
XJS	2,738	100.00	2,738	100.00	0	0.00	2,738	100.00	2,738	100.00	2,738	100.00
JAGUAR	**9,376**	**100.00**	**9,376**	**100.00**	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**9,376**	**100.00**
ES250	0	0.00	0	0.00	0	0.00	17,257	100.00	17,257	100.00	0	0.00
LS400	37,033	100.00	37,033	100.00	37,033	100.00	37,033	100.00	37,033	100.00	37,033	100.00
SC400	5,378	100.00	5,378	100.00	5,378	100.00	5,378	100.00	5,378	100.00	5,378	100.00
LEXUS	**42,411**	**71.08**	**42,411**	**71.08**	**42,411**	**71.08**	**59,668**	**100.00**	**59,668**	**100.00**	**42,411**	**71.08**
323	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,672	11.80
Protege	24,101	38.69	24,101	38.69	0	0.00	62,286	100.00	62,286	100.00	62,286	100.00
626	6,381	50.00	6,381	50.00	0	0.00	12,762	100.00	12,762	100.00	12,762	100.00
MX-6	1,024	58.00	1,024	58.00	0	0.00	1,765	100.00	1,765	100.00	1,765	100.00
Miata	10,535	30.15	0	0.00	0	0.00	34,940	100.00	0	0.00	22,802	65.26
929	11,913	100.00	11,913	100.00	0	0.00	11,913	100.00	11,913	100.00	11,913	100.00
RX-7	7,777	100.00	7,777	100.00	0	0.00	7,777	100.00	7,777	100.00	7,777	100.00
MAZDA	**61,731**	**40.06**	**51,196**	**33.22**	**0**	**0.00**	**131,443**	**85.30**	**96,503**	**62.63**	**121,977**	**79.16**
190	16,841	100.00	16,841	100.00	16,841	100.00	0	0.00	0	0.00	0	0.00
300E 2.6/260E	4,125	100.00	4,125	100.00	4,125	100.00	0	0.00	0	0.00	0	0.00
300 series	18,110	100.00	18,110	100.00	18,110	100.00	0	0.00	0	0.00	0	0.00
300SE	5,147	100.00	5,147	100.00	5,147	100.00	0	0.00	0	0.00	0	0.00
350SDL Turbo	1,916	100.00	1,916	100.00	1,916	100.00	0	0.00	0	0.00	0	0.00
350SD	1,950	100.00	1,950	100.00	1,950	100.00	0	0.00	0	0.00	0	0.00
300SEL	1,781	100.00	1,781	100.00	1,781	100.00	0	0.00	0	0.00	0	0.00
420SEL	6,259	100.00	6,259	100.00	6,259	100.00	0	0.00	0	0.00	0	0.00
560SEL	4,301	100.00	4,301	100.00	4,301	100.00	0	0.00	0	0.00	0	0.00
SL Coupe	9,749	100.00	9,749	100.00	9,749	100.00	0	0.00	0	0.00	0	0.00
MERCEDES	**70,179**	**100.00**	**70,179**	**100.00**	**70,179**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Tracer	11,206	16.00	13,978	19.96	0	0.00	0	0.00	0	0.00	70,046	100.00
Capri	30,578	100.00	22,605	73.93	0	0.00	0	0.00	0	0.00	30,578	100.00
MERCURY	**41,784**	**41.52**	**36,583**	**36.36**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**100,624**	**100.00**
Mirage	0	0.00	0	0.00	0	0.00	3,027	7.73	3,027	7.73	3,027	7.73
Galant	24,408	64.95	24,408	64.95	0	0.00	37,577	100.00	37,577	100.00	37,577	100.00
Precis	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
3000GT	9,818	100.00	9,818	100.00	0	0.00	9,818	100.00	9,818	100.00	9,818	100.00
MITSUBISHI	**34,226**	**38.20**	**34,226**	**38.20**	**0**	**0.00**	**50,422**	**56.28**	**50,422**	**56.28**	**50,422**	**56.28**
Sentra	9,579	6.59	9,579	6.59	0	0.00	102,113	70.29	102,113	70.29	102,113	70.29
NX	0	0.00	0	0.00	0	0.00	5,562	100.00	5,562	100.00	5,562	100.00
Stanza	39,660	55.57	39,660	55.57	0	0.00	71,371	100.00	71,371	100.00	71,371	100.00
Maxima	102,177	100.00	102,177	100.00	0	0.00	102,177	100.00	102,177	100.00	102,177	100.00
240SX/200SX	27,022	69.30	27,022	69.30	0	0.00	38,991	100.00	38,991	100.00	38,991	100.00
300ZX	16,833	100.00	16,833	100.00	0	0.00	16,833	100.00	16,833	100.00	16,833	100.00
NISSAN	**195,271**	**51.36**	**195,271**	**51.36**	**0**	**0.00**	**337,047**	**88.65**	**337,047**	**88.65**	**337,047**	**88.65**
PONTIAC LeMans	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**25,621**	**85.40**
PORSCHE	**4,381**	**100.00**	**4,381**	**100.00**	**4,381**	**100.00**	**4,381**	**100.00**	**4,381**	**100.00**	**4,381**	**100.00**
900	0	0.00	4,327	100.00	0	0.00	0	0.00	0	0.00	0	0.00
900S	6,009	100.00	6,009	100.00	0	0.00	0	0.00	0	0.00	0	0.00
900 Turbo	4,367	100.00	4,367	100.00	0	0.00	0	0.00	0	0.00	0	0.00
9000	1,891	100.00	1,891	100.00	0	0.00	1,891	100.00	0	0.00	0	0.00
9000CD	2,956	100.00	2,956	100.00	0	0.00	2,956	100.00	1,221	41.31	0	0.00
9000 Turbo	3,405	100.00	3,405	100.00	0	0.00	3,405	100.00	1,443	42.38	0	0.00
SAAB	**18,628**	**81.15**	**22,955**	**100.00**	**0**	**0.00**	**8,252**	**35.95**	**2,664**	**11.61**	**0**	**0.00**
STERLING	**2,744**	**100.00**	**2,744**	**100.00**	**0**	**0.00**	**2,744**	**100.00**	**2,744**	**100.00**	**2,744**	**100.00**
Legacy	13,319	24.36	13,319	24.36	54,684	100.00	54,684	100.00	29,912	54.70	37,444	68.47
Loyale	24,770	100.00	24,770	100.00	24,770	100.00	24,770	100.00	24,770	100.00	24,770	100.00
XT/XT6	1,543	100.00	1,543	100.00	1,543	100.00	1,543	100.00	1,543	100.00	1,543	100.00
Justy	0	0.00	0	0.00	3,864	64.55	0	0.00	0	0.00	3,864	64.55
SUBARU	**39,632**	**45.56**	**39,632**	**45.56**	**84,861**	**97.56**	**80,997**	**93.12**	**56,225**	**64.64**	**67,621**	**77.74**
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**4,040**	**100.00**	**1,102**	**27.28**	**1,102**	**27.28**	**0**	**0.00**
Corolla	3,941	6.00	3,941	6.00	0	0.00	65,686	100.00	65,686	100.00	46,006	70.04
Tercel	0	0.00	0	0.00	0	0.00	30,304	29.31	30,304	29.31	30,304	29.31
Celica	33,453	54.77	33,453	54.77	0	0.00	61,082	100.00	61,082	100.00	61,082	100.00
Supra	3,989	100.00	3,989	100.00	0	0.00	3,989	100.00	3,989	100.00	3,989	100.00
Camry	51,045	90.00	51,045	90.00	0	0.00	56,717	100.00	56,717	100.00	48,777	86.00
Cressida	10,808	100.00	10,808	100.00	0	0.00	10,808	100.00	10,808	100.00	10,808	100.00
MR2	18,793	85.86	18,793	85.86	0	0.00	21,888	100.00	21,888	100.00	21,888	100.00
TOYOTA	**122,029**	**37.71**	**122,029**	**37.71**	**0**	**0.00**	**250,474**	**77.41**	**250,474**	**77.41**	**222,854**	**68.88**
Cabriolet	4,138	100.00	0	0.00	0	0.00	0	0.00	0	0.00	4,138	100.00
Corrado	2,072	100.00	2,072	100.00	0	0.00	2,072	100.00	0	0.00	2,072	100.00
Jetta	6,462	13.44	7,524	15.65	0	0.00	7,524	15.65	0	0.00	48,090	100.00
Golf/GTI	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,965	100.00
Passat	13,827	83.46	13,827	83.46	0	0.00	13,827	83.46	0	0.00	16,567	100.00
Fox	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,533	24.30
VOLKSWAGEN	**26,499**	**27.25**	**23,423**	**24.08**	**0**	**0.00**	**23,423**	**24.08**	**0**	**0.00**	**89,365**	**91.89**
240 series	24,837	100.00	24,837	100.00	0	0.00	0	0.00	0	0.00	0	0.00
700 series	24,836	100.00	24,836	100.00	0	0.00	0	0.00	501	2.02	0	0.00
900 series	11,905	100.00	11,905	100.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLVO	**61,578**	**100.00**	**61,578**	**100.00**	**0**	**0.00**	**0**	**0.00**	**501**	**0.81**	**0**	**0.00**
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**1,423,666**	**52.46**	**1,384,074**	**51.01**	**295,735**	**10.90**	**1,924,945**	**70.94**	**1,832,378**	**67.53**	**1,872,264**	**69.00**

Hyundai Motor America options not available at publication time.

Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. imported-car audio installations — 1991 models (based on 1991 model year sales)

	AM/FM Stereo	Percent of Instl.	AM/FM Stereo w/Cassette	Percent of Instl.	AM/FM Stereo w/ Cass./Equal	Percent of Instl.	AM/FM Stereo w/ Compact Disc	Percent of Instl.	Power Antenna	Percent of Instl.
Integra	0	0.00	57,375	82.35	0	0.00	0	0.00	57,375	82.35
Legend	0	0.00	23,534	40.03	34,487	58.66	0	0.00	58,790	100.00
NSX	0	0.00	2,531	100.00	0	0.00	0	0.00	2,531	100.00
ACURA	**0**	**0.00**	**83,440**	**63.70**	**34,487**	**26.33**	**0**	**0.00**	**118,696**	**90.61**
Spider	0	0.00	2,457	100.00	0	0.00	0	0.00	0	0.00
164	0	0.00	5,352	100.00	0	0.00	0	0.00	0	0.00
ALFA ROMEO	**0**	**0.00**	**7,809**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
80	0	0.00	2,059	100.00	0	0.00	0	0.00	0	0.00
90	0	0.00	1,163	100.00	0	0.00	0	0.00	0	0.00
V8 Quattro	0	0.00	542	100.00	0	0.00	0	0.00	0	0.00
Coupe Quattro	0	0.00	377	100.00	0	0.00	0	0.00	0	0.00
100/200	0	0.00	7,164	100.00	0	0.00	0	0.00	0	0.00
100/200 Quattro	0	0.00	1,872	100.00	0	0.00	0	0.00	0	0.00
AUDI	**0**	**0.00**	**13,177**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
3 series	0	0.00	24,968	100.00	0	0.00	0	0.00	24,968	100.00
5 series	0	0.00	16,778	100.00	0	0.00	0	0.00	0	0.00
7 series	0	0.00	5,637	73.41	0	0.00	2,042	26.59	0	0.00
850i	0	0.00	0	0.00	0	0.00	2,326	100.00	0	0.00
M3	0	0.00	340	100.00	0	0.00	0	0.00	0	0.00
M5	0	0.00	783	100.00	0	0.00	0	0.00	0	0.00
BMW	**0**	**0.00**	**48,506**	**91.74**	**0**	**0.00**	**4,368**	**8.26**	**24,968**	**47.22**
Geo Storm	21,633	24.04	68,359	75.96	0	0.00	0	0.00	0	0.00
Geo Metro	43,018	43.80	17,327	17.64	0	0.00	0	0.00	0	0.00
CHEVROLET/GEO	**64,651**	**34.35**	**85,686**	**45.53**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Colt	0	0.00	0	0.00	25,166	72.96	0	0.00	0	0.00
Stealth	7,556	37.97	0	0.00	6,750	33.91	5,599	28.13	7,857	39.47
Summit	0	0.00	0	0.00	6,194	72.22	0	0.00	0	0.00
Vista	8,930	89.31	0	0.00	1,069	10.69	0	0.00	0	0.00
CHRYSLER CORP.	**16,486**	**22.59**	**0**	**0.00**	**39,179**	**53.69**	**5,599**	**7.67**	**7,857**	**10.77**
DAIHATSU	**0**	**0.00**	**1,241**	**33.48**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**15,161**	**42.53**	**4,583**	**12.86**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Accord	378,658	92.42	0	0.00	0	0.00	0	0.00	378,658	92.42
Prelude	0	0.00	26,493	100.00	0	0.00	0	0.00	26,493	100.00
HONDA	**378,658**	**55.95**	**26,493**	**3.91**	**0**	**0.00**	**0**	**0.00**	**405,151**	**59.86**
M30	6,198	0.00	6,198	100.00	0	0.00	0	0.00	6,198	100.00
Q45	0	0.00	15,980	100.00	0	0.00	0	0.00	15,980	100.00
G20	0	0.00	15,529	100.00	0	0.00	0	0.00	15,529	100.00
INFINITI	**6,198**	**16.44**	**37,707**	**100.00**	**0**	**0.00**	**0**	**0.00**	**37,707**	**100.00**
Impulse	0	0.00	1,763	40.55	2,585	59.45	0	0.00	0	0.00
Stylus	1,961	13.75	7,241	50.78	2,037	14.28	0	0.00	0	0.00
ISUZU	**1,961**	**10.54**	**9,004**	**48.39**	**4,622**	**24.84**	**0**	**0.00**	**0**	**0.00**
XJ6	0	0.00	6,638	100.00	0	0.00	0	0.00	6,638	100.00
XJS	0	0.00	2,738	100.00	0	0.00	0	0.00	2,738	100.00
JAGUAR	**0**	**0.00**	**9,376**	**100.00**	**0**	**0.00**	**0**	**0.00**	**9,376**	**100.00**
ES250	0	0.00	12,080	70.00	0	0.00	5,177	30.00	0	0.00
LS400	0	0.00	5,555	15.00	10,369	28.00	31,478	85.00	0	0.00
SC400	0	0.00	3,281	61.00	1,882	35.00	2,097	39.00	0	0.00
LEXUS	**0**	**0.00**	**20,915**	**35.05**	**12,252**	**20.53**	**38,753**	**64.95**	**0**	**0.00**
323	0	0.00	2,672	11.80	0	0.00	0	0.00	0	0.00
Protege	0	0.00	56,901	91.35	0	0.00	0	0.00	0	0.00
626	0	0.00	11,741	92.00	0	0.00	0	0.00	6,381	50.00
MX-6	0	0.00	1,200	68.00	141	8.00	18	1.00	1,024	58.00
Miata	0	0.00	26,303	75.28	0	0.00	3,501	10.02	0	0.00
929	0	0.00	0	0.00	10,300	100.00	1,613	13.54	11,913	100.00
RX-7	0	0.00	3,821	49.13	0	0.00	3,956	50.87	7,777	100.00
MAZDA	**0**	**0.00**	**102,638**	**66.61**	**10,441**	**6.78**	**9,088**	**5.90**	**27,095**	**17.58**
190	0	0.00	16,841	100.00	0	0.00	0	0.00	16,841	100.00
300E 2.6/260E	0	0.00	4,125	100.00	0	0.00	0	0.00	4,125	100.00
300 series	0	0.00	18,110	100.00	0	0.00	0	0.00	18,110	100.00
300SE	0	0.00	5,147	100.00	0	0.00	0	0.00	5,147	100.00
350SDL Turbo	0	0.00	1,916	100.00	0	0.00	0	0.00	1,916	100.00
350SD	0	0.00	1,950	100.00	0	0.00	0	0.00	1,950	100.00
300SEL	0	0.00	1,781	100.00	0	0.00	0	0.00	1,781	100.00
420SEL	0	0.00	6,259	100.00	0	0.00	0	0.00	6,259	100.00
560SEL	0	0.00	4,301	100.00	0	0.00	0	0.00	4,301	100.00
SL Coupe	0	0.00	9,749	100.00	0	0.00	0	0.00	9,749	100.00
MERCEDES	**0**	**0.00**	**70,179**	**100.00**	**0**	**0.00**	**0**	**0.00**	**70,179**	**100.00**
Tracer	33,144	47.32	36,290	51.81	0	0.00	0	0.00	0	0.00
Capri	5,413	17.70	16,950	55.43	0	0.00	0	0.00	0	0.00
MERCURY	**38,557**	**38.32**	**53,240**	**52.91**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Mirage	15,116	38.58	5,590	14.27	0	0.00	0	0.00	0	0.00
Galant	0	0.00	35,698	95.00	405	1.08	194	0.52	15,629	41.59
Precis	0	0.00	1,903	63.01	0	0.00	0	0.00	0	0.00
3000GT	0	0.00	0	0.00	6,578	67.00	3,239	32.99	9,818	100.00
MITSUBISHI	**15,116**	**16.87**	**43,191**	**48.21**	**6,983**	**7.79**	**3,433**	**3.83**	**25,447**	**28.40**
Sentra	0	0.00	56,894	39.17	0	0.00	0	0.00	0	0.00
NX	0	0.00	4,217	75.82	0	0.00	0	0.00	0	0.00
Stanza	0	0.00	57,472	80.53	0	0.00	0	0.00	9,802	13.73
Maxima	0	0.00	102,177	100.00	0	0.00	0	0.00	102,177	100.00
240SX/200SX	0	0.00	38,991	100.00	0	0.00	0	0.00	38,991	100.00
300ZX	0	0.00	16,833	100.00	0	0.00	0	0.00	16,833	100.00
NISSAN	**0**	**0.00**	**276,584**	**72.75**	**0**	**0.00**	**0**	**0.00**	**167,803**	**44.14**
PONTIAC LeMans	**23,199**	**77.33**	**2,422**	**8.07**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**0**	**0.00**	**4,381**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
900	0	0.00	4,327	100.00	0	0.00	0	0.00	4,327	100.00
900S	0	0.00	6,009	100.00	0	0.00	0	0.00	6,009	100.00
900 Turbo	0	0.00	0	0.00	4,367	100.00	0	0.00	4,367	100.00
9000	0	0.00	1,891	100.00	0	0.00	0	0.00	1,891	100.00
9000CD	0	0.00	2,956	100.00	0	0.00	0	0.00	2,956	100.00
9000 Turbo	0	0.00	0	0.00	1,962	57.62	1,443	42.38	3,405	100.00
SAAB	**0**	**0.00**	**15,183**	**66.14**	**6,329**	**27.57**	**1,443**	**6.29**	**22,955**	**100.00**
STERLING	**0**	**0.00**	**2,744**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Legacy	0	0.00	13,314	24.35	37,444	68.47	0	0.00	7,620	13.93
Loyale	24,770	100.00	0	0.00	0	0.00	0	0.00	0	0.00
XT/XT6	395	25.60	0	0.00	1,148	74.40	0	0.00	1,543	100.00
Justy	3,864	64.55	0	0.00	0	0.00	0	0.00	0	0.00
SUBARU	**29,029**	**33.37**	**13,314**	**15.31**	**38,592**	**44.37**	**0**	**0.00**	**9,163**	**10.53**
SUZUKI Swift	**0**	**0.00**	**1,102**	**27.28**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Corolla	7,760	11.81	115,455	175.77	0	0.00	0	0.00	0	0.00
Tercel	19,278	18.65	4,171	4.03	0	0.00	0	0.00	0	0.00
Celica	20,621	33.76	29,623	48.50	10,840	17.75	6,399	10.48	17,348	28.40
Supra	0	0.00	0	0.00	3,989	100.00	1,936	48.53	3,989	100.00
Camry	4,716	8.31	48,280	85.12	705	1.24	0	0.00	705	1.24
Cressida	0	0.00	0	0.00	10,808	100.00	4,071	37.67	10,808	100.00
MR2	0	0.00	11,775	53.80	15,772	72.06	5,769	26.36	0	0.00
TOYOTA	**52,375**	**16.19**	**209,304**	**64.69**	**42,114**	**13.02**	**18,175**	**5.62**	**32,850**	**10.15**
Cabriolet	0	0.00	4,138	100.00	0	0.00	0	0.00	0	0.00
Corrado	0	0.00	2,072	100.00	0	0.00	0	0.00	0	0.00
Jetta	0	0.00	33,886	70.46	0	0.00	0	0.00	0	0.00
Golf/GTI	0	0.00	9,699	60.75	0	0.00	0	0.00	0	0.00
Passat	0	0.00	15,440	93.20	0	0.00	0	0.00	0	0.00
Fox	0	0.00	9,633	92.40	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**74,868**	**76.98**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
240 series	0	0.00	24,837	100.00	0	0.00	0	0.00	0	0.00
700 series	0	0.00	24,836	100.00	0	0.00	0	0.00	24,836	100.00
900 series	0	0.00	11,905	100.00	0	0.00	0	0.00	0	0.00
VOLVO	**0**	**0.00**	**61,578**	**100.00**	**0**	**0.00**	**0**	**0.00**	**24,836**	**40.33**
YUGO	**0**	**0.00**	**0**	**0.00**	**212**	**28.21**	**0**	**0.00**	**0**	**0.00**
TOTAL	**641,393**	**23.64**	**1,263,483**	**46.56**	**188,882**	**6.96**	**79,415**	**2.93**	**961,128**	**35.42**

Hyundai Motor America options not available at publication time.

Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. imported-car seat installations — 1991 models (based on 1991 model year sales)

	Front Bucket	Percent of Instl.	Cloth Seats	Percent of Instl.	Leather Seats	Percent of Instl.	Reclining Seats	Percent of Instl.	Power Seats	Percent of Instl.	Heated Seats	Percent of Instl.
Integra	69,672	100.00	46,031	66.07	23,641	33.93	69,672	100.00	0	0.00	0	0.00
Legend	58,790	100.00	9,282	15.79	38,268	65.09	0	0.00	54,922	93.42	23,534	40.03
NSX	2,531	100.00	0	0.00	2,531	100.00	2,531	100.00	2,531	100.00	0	0.00
ACURA	**130,993**	**100.00**	**55,313**	**42.23**	**64,440**	**49.19**	**72,203**	**55.12**	**57,453**	**43.86**	**23,534**	**17.97**
Spider	2,457	100.00	737	30.00	1,720	70.00	2,457	100.00	0	0.00	0	0.00
164	5,352	100.00	1,338	25.00	4,014	75.00	5,352	100.00	5,352	100.00	4,014	75.00
ALFA ROMEO	**7,809**	**100.00**	**2,075**	**26.57**	**5,734**	**73.43**	**7,809**	**100.00**	**5,352**	**68.54**	**4,014**	**51.40**
80	2,059	100.00	2,059	100.00	0	0.00	2,059	100.00	0	0.00	824	40.02
90	1,163	100.00	382	32.85	872	74.98	1,163	100.00	930	79.97	465	39.98
V8 Quattro	542	100.00	0	0.00	542	100.00	542	100.00	542	100.00	542	100.00
Coupe Quattro	377	100.00	0	0.00	377	100.00	377	100.00	290	76.92	189	50.13
100/200	7,164	100.00	2,844	39.70	4,320	60.30	7,164	100.00	4,464	62.31	2,865	39.99
100/200 Quattro	1,872	100.00	136	7.26	1,736	92.74	1,872	100.00	1,750	93.48	1,150	61.43
AUDI	**13,177**	**100.00**	**5,421**	**41.14**	**7,847**	**59.55**	**13,177**	**100.00**	**7,976**	**60.53**	**6,035**	**45.80**
3 series	24,968	100.00	12,035	48.20	7,404	29.65	24,968	100.00	0	0.00	3,266	13.08
5 series	16,778	100.00	2,506	14.94	14,272	85.06	16,778	100.00	16,778	100.00	7,786	46.41
7 series	7,679	100.00	0	0.00	7,679	100.00	7,679	100.00	7,679	100.00	5,547	72.24
850i	2,326	100.00	0	0.00	2,326	100.00	2,326	100.00	2,326	100.00	2,326	100.00
M3	340	100.00	0	0.00	340	100.00	340	100.00	0	0.00	122	35.88
M5	783	100.00	0	0.00	783	100.00	783	100.00	783	100.00	227	28.99
BMW	**52,874**	**100.00**	**14,541**	**27.50**	**32,804**	**62.04**	**52,874**	**100.00**	**27,566**	**52.14**	**19,274**	**36.45**
Geo Storm	89,996	100.00	89,996	100.00	0	0.00	89,996	100.00	0	0.00	0	0.00
Geo Metro	98,205	100.00	98,205	100.00	0	0.00	98,205	100.00	0	0.00	0	0.00
CHEVROLET/GEO	**188,201**	**100.00**	**188,201**	**100.00**	**0**	**0.00**	**188,201**	**100.00**	**0**	**0.00**	**0**	**0.00**
Colt	34,495	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Stealth	19,907	100.00	11,114	55.83	8,793	44.17	19,907	100.00	7,857	39.47	0	0.00
Summit	8,577	100.00	0	0.00	0	0.00	8,577	100.00	0	0.00	0	0.00
Vista	9,999	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER CORP.	**72,978**	**100.00**	**11,114**	**15.23**	**8,793**	**12.05**	**28,484**	**39.03**	**7,857**	**10.77**	**0**	**0.00**
DAIHATSU	**3,707**	**100.00**	**3,707**	**100.00**	**0**	**0.00**	**3,707**	**100.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**35,649**	**100.00**	**0**	**0.00**	**0**	**0.00**	**35,649**	**100.00**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	240,586	100.00	203,602	84.63	0	0.00	240,586	100.00	0	0.00	0	0.00
Accord	409,704	100.00	385,499	94.09	24,205	5.91	409,704	100.00	0	0.00	0	0.00
Prelude	26,493	100.00	26,493	100.00	0	0.00	26,493	100.00	0	0.00	0	0.00
HONDA	**676,783**	**100.00**	**615,594**	**90.96**	**24,205**	**3.58**	**676,783**	**100.00**	**0**	**0.00**	**0**	**0.00**
M30	6,198	100.00	0	0.00	6,198	100.00	6,198	100.00	6,198	100.00	0	0.00
Q45	15,980	100.00	0	0.00	15,980	100.00	15,980	100.00	15,980	100.00	0	0.00
G20	15,529	100.00	2,849	18.35	12,680	81.65	15,529	100.00	0	0.00	0	0.00
INFINITI	**37,707**	**100.00**	**2,849**	**7.56**	**34,858**	**92.44**	**37,707**	**100.00**	**22,178**	**58.82**	**0**	**0.00**
Impulse	4,348	100.00	4,348	100.00	0	0.00	4,348	100.00	0	0.00	0	0.00
Stylus	14,260	100.00	14,260	100.00	0	0.00	14,260	100.00	0	0.00	0	0.00
ISUZU	**18,608**	**100.00**	**18,608**	**100.00**	**0**	**0.00**	**18,608**	**100.00**	**0**	**0.00**	**0**	**0.00**
XJ6	6,638	100.00	0	0.00	6,638	100.00	6,638	100.00	6,638	100.00	2,125	32.01
XJS	2,738	100.00	0	0.00	2,738	100.00	2,738	100.00	2,738	100.00	2,738	100.00
JAGUAR	**9,376**	**100.00**	**0**	**0.00**	**9,376**	**100.00**	**9,376**	**100.00**	**9,376**	**100.00**	**4,863**	**51.87**
ES250	17,257	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LS400	37,033	100.00	0	0.00	37,033	100.00	0	0.00	37,033	100.00	0	0.00
SC400	5,378	100.00	0	0.00	5,378	100.00	0	0.00	5,378	100.00	0	0.00
LEXUS	**59,668**	**100.00**	**0**	**0.00**	**42,411**	**71.08**	**0**	**0.00**	**42,411**	**71.08**	**0**	**0.00**
323	22,648	100.00	3,228	14.25	0	0.00	22,648	100.00	0	0.00	0	0.00
Protege	62,286	100.00	38,185	61.31	0	0.00	62,286	100.00	0	0.00	0	0.00
626	12,762	100.00	12,507	98.00	255	2.00	12,762	100.00	0	0.00	0	0.00
MX-6	1,765	100.00	1,659	94.00	106	6.00	1,765	100.00	0	0.00	0	0.00
Miata	34,940	100.00	31,446	90.00	3,494	10.00	34,940	100.00	0	0.00	0	0.00
929	11,913	100.00	2,491	20.91	9,422	79.09	11,913	100.00	11,913	100.00	0	0.00
RX-7	7,777	100.00	3,811	49.00	3,966	51.00	7,777	100.00	0	0.00	0	0.00
MAZDA	**154,091**	**100.00**	**93,327**	**60.57**	**17,243**	**11.19**	**154,091**	**100.00**	**11,913**	**7.73**	**0**	**0.00**
190	16,841	100.00	10	0.06	842	5.00	16,841	100.00	4,715	28.00	70	0.42
300E 2.6/260E	4,125	100.00	5	0.12	495	12.00	4,125	100.00	4,125	100.00	41	0.99
300 series	18,110	100.00	25	0.14	15,831	87.42	18,110	100.00	18,110	100.00	1,267	7.00
300SE	5,147	100.00	15	0.29	5,132	99.71	5,147	100.00	5,147	100.00	51	0.99
350SDL Turbo	1,916	100.00	15	0.78	1,901	99.22	1,916	100.00	1,916	100.00	95	4.96
350SD	1,950	100.00	10	0.51	1,940	99.49	1,950	100.00	1,950	100.00	30	1.54
300SEL	1,781	100.00	17	0.95	1,764	99.05	1,781	100.00	1,781	100.00	17	0.95
420SEL	6,259	100.00	17	0.27	6,242	99.73	6,259	100.00	6,259	100.00	125	2.00
560SEL	4,301	100.00	20	0.47	4,281	99.53	4,301	100.00	4,301	100.00	4,301	100.00
SL Coupe	9,749	100.00	0	0.00	9,749	100.00	9,749	100.00	9,749	100.00	974	9.99
MERCEDES	**70,179**	**100.00**	**134**	**0.19**	**48,177**	**68.65**	**70,179**	**100.00**	**58,053**	**82.72**	**6,971**	**9.93**
Tracer	70,046	100.00	0	0.00	0	0.00	70,046	100.00	61,066	87.18	0	0.00
Capri	30,578	100.00	0	0.00	0	0.00	30,578	100.00	30,578	100.00	0	0.00
MERCURY	**100,624**	**100.00**	**0**	**0.00**	**0**	**0.00**	**100,624**	**100.00**	**91,644**	**91.08**	**0**	**0.00**
Mirage	39,183	100.00	28,212	72.00	0	0.00	39,183	100.00	0	0.00	0	0.00
Galant	37,577	100.00	34,607	92.10	1,941	5.17	37,577	100.00	0	0.00	0	0.00
Precis	3,020	100.00	3,020	100.00	0	0.00	3,020	100.00	0	0.00	0	0.00
3000GT	9,818	100.00	3,653	37.21	6,165	62.79	9,818	100.00	0	0.00	0	0.00
MITSUBISHI	**89,598**	**100.00**	**69,492**	**77.56**	**8,106**	**9.05**	**89,598**	**100.00**	**0**	**0.00**	**0**	**0.00**
Sentra	145,266	100.00	145,266	100.00	0	0.00	145,266	100.00	0	0.00	0	0.00
NX	5,562	100.00	5,562	100.00	0	0.00	5,562	100.00	0	0.00	0	0.00
Stanza	71,371	100.00	71,371	100.00	0	0.00	71,371	100.00	0	0.00	0	0.00
Maxima	102,177	100.00	76,682	75.05	25,495	24.95	102,177	100.00	25,672	25.13	0	0.00
240SX/200SX	38,991	100.00	36,134	92.67	2,857	7.33	38,911	99.79	0	0.00	0	0.00
300ZX	16,833	100.00	2,982	17.72	13,851	82.28	16,833	100.00	13,851	82.28	0	0.00
NISSAN	**380,200**	**100.00**	**337,997**	**88.90**	**42,203**	**11.10**	**380,120**	**99.98**	**39,523**	**10.40**	**0**	**0.00**
PONTIAC LeMans	**30,000**	**100.00**	**30,000**	**100.00**	**0**	**0.00**	**30,000**	**100.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**4,381**	**100.00**	**0**	**0.00**	**4,381**	**100.00**	**4,381**	**100.00**	**4,381**	**100.00**	**0**	**0.00**
900	4,327	100.00	4,327	100.00	0	0.00	4,327	100.00	0	0.00	4,327	100.00
900S	6,009	100.00	0	0.00	6,009	100.00	6,009	100.00	0	0.00	6,009	100.00
900 Turbo	4,367	100.00	0	0.00	4,367	100.00	4,367	100.00	3,030	69.38	4,367	100.00
9000	1,891	100.00	1,891	100.00	0	0.00	1,891	100.00	0	0.00	1,891	100.00
9000CD	2,956	100.00	0	0.00	2,956	100.00	2,956	100.00	2,956	100.00	2,956	100.00
9000 Turbo	3,405	100.00	0	0.00	3,405	100.00	3,405	100.00	3,405	100.00	3,405	100.00
SAAB	**22,955**	**100.00**	**6,218**	**27.09**	**16,737**	**72.91**	**22,955**	**100.00**	**9,391**	**40.91**	**22,955**	**100.00**
STERLING	**2,744**	**100.00**	**0**	**0.00**	**2,744**	**100.00**	**2,744**	**100.00**	**2,744**	**100.00**	**0**	**0.00**
Legacy	54,684	100.00	52,772	96.50	1,912	3.50	54,684	100.00	0	0.00	0	0.00
Loyale	24,770	100.00	24,770	100.00	0	0.00	24,770	100.00	0	0.00	0	0.00
XT/XT6	1,543	100.00	1,543	100.00	0	0.00	1,543	100.00	0	0.00	0	0.00
Justy	5,986	100.00	5,986	100.00	0	0.00	0	0.00	0	0.00	0	0.00
SUBARU	**86,983**	**100.00**	**85,071**	**97.80**	**1,912**	**2.20**	**80,997**	**93.12**	**0**	**0.00**	**0**	**0.00**
SUZUKI Swift	**4,040**	**100.00**	**4,040**	**100.00**	**0**	**0.00**	**4,040**	**100.00**	**0**	**0.00**	**0**	**0.00**
Corolla	65,686	100.00	65,590	99.85	0	0.00	65,686	100.00	0	0.00	0	0.00
Tercel	103,387	100.00	73,049	70.66	0	0.00	103,387	100.00	0	0.00	0	0.00
Celica	61,082	100.00	58,866	96.37	2,216	3.63	61,082	100.00	2,216	3.63	0	0.00
Supra	3,989	100.00	2,145	53.77	1,844	46.23	3,989	100.00	3,989	100.00	0	0.00
Camry	56,717	100.00	56,006	98.75	711	1.25	56,717	100.00	711	1.25	0	0.00
Cressida	10,808	100.00	5,451	50.43	5,357	49.57	10,808	100.00	5,357	49.57	0	0.00
MR2	21,888	100.00	18,218	83.23	3,670	16.77	21,888	100.00	0	0.00	0	0.00
TOYOTA	**323,557**	**100.00**	**279,325**	**86.33**	**13,798**	**4.26**	**323,557**	**100.00**	**12,273**	**3.79**	**0**	**0.00**
Cabriolet	4,138	100.00	4,138	100.00	0	0.00	4,138	100.00	0	0.00	0	0.00
Corrado	2,072	100.00	1,429	68.97	643	31.03	2,072	100.00	0	0.00	311	15.01
Jetta	48,090	100.00	48,090	100.00	0	0.00	48,090	100.00	2,955	6.14	0	0.00
Golf/GTI	15,965	100.00	15,965	100.00	0	0.00	15,965	100.00	1,287	8.06	0	0.00
Passat	16,567	100.00	15,136	91.36	1,431	8.64	16,567	100.00	0	0.00	1,566	9.45
Fox	10,425	100.00	10,425	100.00	0	0.00	10,425	100.00	0	0.00	0	0.00
VOLKSWAGEN	**97,257**	**100.00**	**95,183**	**97.87**	**2,074**	**2.13**	**97,257**	**100.00**	**4,242**	**4.36**	**1,877**	**1.93**
240 series	24,837	100.00	0	0.00	0	0.00	24,837	100.00	0	0.00	24,837	100.00
700 series	24,836	100.00	0	0.00	24,836	100.00	24,836	100.00	1,675	6.74	24,836	100.00
900 series	11,905	100.00	0	0.00	11,905	100.00	11,905	100.00	9,451	79.39	11,905	100.00
VOLVO	**61,578**	**100.00**	**0**	**0.00**	**36,741**	**59.67**	**61,578**	**100.00**	**11,126**	**18.07**	**61,578**	**100.00**
YUGO	**809**	**100.00**	**809**	**100.00**	**0**	**0.00**	**809**	**100.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**2,713,571**	**100.00**	**1,912,801**	**70.49**	**407,847**	**15.03**	**2,544,563**	**93.77**	**416,068**	**15.33**	**128,146**	**4.72**

Hyundai Motor America options not available at publication time.

Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. imported-car body type/roof installations — 1991 models (based on 1991 model year sales)

	2-door Notchback	Percent of instl.	2-door Hatchback	Percent of instl.	4-door Notchback	Percent of instl.	4-door Hatchback	Percent of instl.	4-door Wagon	Percent of instl.	Convertible	Percent of instl.	Electric Slide Sunroof	Percent of instl.	Pop-up Sunroof	Percent of instl.	T-roof	Percent of instl.
Integra	0	0.00	53,695	77.07	15,977	22.93	0	0.00	0	0.00	0	0.00	51,162	73.43	0	0.00	0	0.00
Legend	11,240	19.12	0	0.00	47,550	80.88	0	0.00	0	0.00	0	0.00	54,922	93.42	0	0.00	0	0.00
NSX	2,531	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
ACURA	**13,771**	**10.51**	**53,695**	**40.99**	**63,527**	**48.50**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**106,084**	**80.98**	**0**	**0.00**	**0**	**0.00**
Spider	2,457	100.00	0	0.00	0	0.00	0	0.00	0	0.00	2,457	100.00	0	0.00	0	0.00	0	0.00
164	0	0.00	0	0.00	5,352	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
ALFA ROMEO	**2,457**	**31.46**	**0**	**0.00**	**5,352**	**68.54**	**0**	**0.00**	**0**	**0.00**	**2,457**	**31.46**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
80	0	0.00	0	0.00	2,059	100.00	0	0.00	0	0.00	0	0.00	0	0.00	2,036	98.88	0	0.00
90	0	0.00	0	0.00	1,163	100.00	0	0.00	0	0.00	0	0.00	1,163	100.00	0	0.00	0	0.00
V8 Quattro	0	0.00	0	0.00	542	100.00	0	0.00	0	0.00	0	0.00	542	100.00	0	0.00	0	0.00
Coupe Quattro	0	0.00	377	100.00	0	0.00	0	0.00	0	0.00	0	0.00	377	100.00	0	0.00	0	0.00
100/200	0	0.00	0	0.00	7,164	100.00	0	0.00	0	0.00	0	0.00	7,164	100.00	0	0.00	0	0.00
100/200 Quattro	0	0.00	0	0.00	1,619	86.49	0	0.00	253	13.51	0	0.00	1,872	100.00	0	0.00	0	0.00
AUDI	**0**	**0.00**	**377**	**2.86**	**12,547**	**95.22**	**0**	**0.00**	**253**	**1.92**	**0**	**0.00**	**11,118**	**84.37**	**2,036**	**15.45**	**0**	**0.00**
3 series	11,264	45.11	0	0.00	8,002	32.05	0	0.00	0	0.00	5,702	22.84	5,804	23.25	0	0.00	0	0.00
5 series	0	0.00	0	0.00	16,778	100.00	0	0.00	0	0.00	0	0.00	16,778	100.00	0	0.00	0	0.00
7 series	0	0.00	0	0.00	7,679	100.00	0	0.00	0	0.00	0	0.00	7,679	100.00	0	0.00	0	0.00
850i	2,326	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,326	100.00	0	0.00	0	0.00
M3	340	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	340	100.00	0	0.00	0	0.00
M5	0	0.00	0	0.00	783	100.00	0	0.00	0	0.00	0	0.00	783	100.00	0	0.00	0	0.00
BMW	**13,930**	**26.35**	**0**	**0.00**	**33,242**	**62.87**	**0**	**0.00**	**0**	**0.00**	**5,702**	**10.78**	**33,710**	**63.76**	**0**	**0.00**	**0**	**0.00**
Geo Storm	11,004	12.23	78,992	87.77	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Geo Metro	0	0.00	51,427	52.37	0	0.00	30,778	31.34	0	0.00	16,000	16.29	0	0.00	0	0.00	0	0.00
CHEVROLET/GEO	**11,004**	**5.85**	**130,419**	**69.30**	**0**	**0.00**	**30,778**	**16.35**	**0**	**0.00**	**16,000**	**8.50**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Colt	0	0.00	34,495	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Stealth	19,907	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Summit	0	0.00	8,557	99.77	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	0	0.00	0	0.00	9,999	100.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER CORP.	**19,907**	**27.28**	**43,052**	**58.99**	**0**	**0.00**	**0**	**0.00**	**9,999**	**13.70**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
DAIHATSU	**0**	**0.00**	**3,037**	**81.93**	**670**	**18.07**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**35,649**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	0	0.00	30,018	12.48	119,357	49.61	0	0.00	10,314	4.29	0	0.00	22,488	9.35	0	0.00	0	0.00
Accord	74,747	18.24	0	0.00	315,876	77.10	0	0.00	19,081	4.66	0	0.00	187,121	45.67	0	0.00	0	0.00
Prelude	26,493	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	26,493	100.00	0	0.00	0	0.00
HONDA	**101,240**	**14.96**	**30,018**	**4.44**	**435,233**	**64.31**	**0**	**0.00**	**29,395**	**4.34**	**0**	**0.00**	**236,102**	**34.89**	**0**	**0.00**	**0**	**0.00**
M30	4,457	71.91	0	0.00	0	0.00	0	0.00	0	0.00	1,741	28.09	4,457	71.91	0	0.00	0	0.00
Q45	0	0.00	0	0.00	15,980	100.00	0	0.00	0	0.00	0	0.00	15,980	100.00	0	0.00	0	0.00
G20	0	0.00	0	0.00	15,529	100.00	0	0.00	0	0.00	6,161	39.67	0	0.00	0	0.00	0	0.00
INFINITI	**4,457**	**11.82**	**0**	**0.00**	**31,509**	**83.56**	**0**	**0.00**	**0**	**0.00**	**7,902**	**20.96**	**20,437**	**54.20**	**0**	**0.00**	**0**	**0.00**
Impulse	3,735	85.90	613	14.10	0	0.00	0	0.00	0	0.00	0	0.00	3,164	72.77	894	20.56	0	0.00
Stylus	0	0.00	0	0.00	14,260	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,090	7.64	0	0.00
ISUZU	**3,735**	**20.07**	**613**	**3.29**	**14,260**	**76.63**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**3,164**	**17.00**	**1,984**	**10.66**	**0**	**0.00**
XJ6	0	0.00	0	0.00	6,638	100.00	0	0.00	0	0.00	0	0.00	5,642	85.00	0	0.00	0	0.00
XJS	713	26.04	0	0.00	0	0.00	0	0.00	0	0.00	2,025	73.96	0	0.00	0	0.00	0	0.00
JAGUAR	**713**	**7.60**	**0**	**0.00**	**6,638**	**70.80**	**0**	**0.00**	**0**	**0.00**	**2,025**	**21.60**	**5,642**	**60.17**	**0**	**0.00**	**0**	**0.00**
ES250	0	0.00	0	0.00	17,257	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LS400	0	0.00	0	0.00	37,033	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SC400	5,378	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LEXUS	**5,378**	**9.01**	**0**	**0.00**	**54,290**	**90.99**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
323	0	0.00	22,648	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Protege	0	0.00	0	0.00	62,286	100.00	0	0.00	0	0.00	0	0.00	248	0.40	0	0.00	0	0.00
626	0	0.00	0	0.00	12,762	100.00	0	0.00	0	0.00	0	0.00	4,084	32.00	0	0.00	0	0.00
MX-6	1,765	100.00	0	0.00	0	0.00	0	0.00	0	0.00	759	43.00	0	0.00	0	0.00	0	0.00
Miata	34,940	100.00	0	0.00	0	0.00	0	0.00	0	0.00	34,940	100.00	0	0.00	0	0.00	0	0.00
929	0	0.00	0	0.00	0	0.00	11,913	100.00	0	0.00	0	0.00	11,913	100.00	0	0.00	0	0.00
RX-7	7,777	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,160	40.63	4,153	53.40	0	0.00	0	0.00
MAZDA	**44,482**	**28.87**	**22,648**	**14.70**	**75,048**	**48.70**	**11,913**	**7.73**	**0**	**0.00**	**38,859**	**25.22**	**20,398**	**13.24**	**0**	**0.00**	**0**	**0.00**
190	0	0.00	0	0.00	16,841	100.00	0	0.00	0	0.00	0	0.00	15,999	95.00	0	0.00	0	0.00
300E 2.6/260E	0	0.00	0	0.00	4,125	100.00	0	0.00	0	0.00	0	0.00	4,125	100.00	0	0.00	0	0.00
300 series	0	0.00	0	0.00	15,794	87.21	0	0.00	2,316	12.79	0	0.00	18,110	100.00	0	0.00	0	0.00
300SE	0	0.00	0	0.00	5,147	100.00	0	0.00	0	0.00	0	0.00	5,147	100.00	0	0.00	0	0.00
350SDL Turbo	0	0.00	0	0.00	1,916	100.00	0	0.00	0	0.00	0	0.00	1,916	100.00	0	0.00	0	0.00
350SD	0	0.00	0	0.00	1,950	100.00	0	0.00	0	0.00	0	0.00	1,950	100.00	0	0.00	0	0.00
300SEL	0	0.00	0	0.00	1,781	100.00	0	0.00	0	0.00	0	0.00	1,781	100.00	0	0.00	0	0.00
420SEL	0	0.00	0	0.00	6,259	100.00	0	0.00	0	0.00	0	0.00	6,259	100.00	0	0.00	0	0.00
560SEL	0	0.00	0	0.00	4,301	100.00	0	0.00	0	0.00	0	0.00	4,301	100.00	0	0.00	0	0.00
SL Coupe	9,749	100.00	0	0.00	0	0.00	0	0.00	0	0.00	9,749	100.00	0	0.00	0	0.00	0	0.00
MERCEDES	**9,749**	**13.89**	**0**	**0.00**	**58,114**	**82.81**	**0**	**0.00**	**2,316**	**3.30**	**9,749**	**13.89**	**59,588**	**84.91**	**0**	**0.00**	**0**	**0.00**
Tracer	0	0.00	0	0.00	53,235	76.00	0	0.00	16,811	24.00	0	0.00	0	0.00	0	0.00	0	0.00
Capri	30,578	100.00	0	0.00	0	0.00	0	0.00	0	0.00	30,578	100.00	0	0.00	0	0.00	0	0.00
MERCURY	**30,578**	**30.39**	**0**	**0.00**	**53,235**	**52.90**	**0**	**0.00**	**16,811**	**16.71**	**30,578**	**30.39**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Mirage	0	0.00	11,156	28.47	28,027	71.53	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Galant	0	0.00	0	0.00	37,577	100.00	0	0.00	0	0.00	0	0.00	25,177	67.00	0	0.00	0	0.00
Precis	0	0.00	3,020	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
3000GT	0	0.00	9,818	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,142	32.00	0	0.00	0	0.00
MITSUBISHI	**0**	**0.00**	**23,994**	**26.78**	**65,604**	**73.22**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**28,319**	**31.61**	**0**	**0.00**	**0**	**0.00**
Sentra	83,853	57.72	0	0.00	61,413	42.28	0	0.00	0	0.00	0	0.00	9,006	6.20	0	0.00	0	0.00
NX	0	0.00	5,562	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,562	100.00
Stanza	0	0.00	0	0.00	71,371	100.00	0	0.00	0	0.00	0	0.00	8,839	12.38	0	0.00	0	0.00
Maxima	0	0.00	0	0.00	102,177	100.00	0	0.00	0	0.00	0	0.00	72,017	70.48	0	0.00	0	0.00
240SX/200SX	8,517	21.84	30,474	78.16	0	0.00	0	0.00	0	0.00	0	0.00	4,247	10.89	18,544	47.56	0	0.00
300ZX	0	0.00	16,833	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	16,096	95.62
NISSAN	**92,370**	**24.30**	**52,869**	**13.91**	**234,961**	**61.80**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**94,109**	**24.75**	**18,544**	**4.88**	**21,658**	**5.70**
PONTIAC LeMans	**0**	**0.00**	**11,285**	**37.62**	**18,715**	**62.38**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**458**	**1.53**	**0**	**0.00**
PORSCHE	**4,381**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**1,869**	**42.66**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
900	0	0.00	2,578	59.58	1,749	40.42	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
900S	0	0.00	2,931	48.78	2,216	36.88	0	0.00	0	0.00	862	14.35	5,147	85.65	0	0.00	0	0.00
900 Turbo	0	0.00	1,337	30.62	0	0.00	0	0.00	0	0.00	3,030	69.38	1,337	30.62	0	0.00	0	0.00
9000	0	0.00	0	0.00	0	0.00	1,891	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
9000CD	0	0.00	0	0.00	1,221	41.31	1,735	58.69	0	0.00	0	0.00	2,956	100.00	0	0.00	0	0.00
9000 Turbo	0	0.00	0	0.00	1,443	42.38	1,962	57.62	0	0.00	0	0.00	3,405	100.00	0	0.00	0	0.00
SAAB	**0**	**0.00**	**6,846**	**29.82**	**6,629**	**28.88**	**5,588**	**24.34**	**0**	**0.00**	**3,892**	**16.95**	**12,845**	**55.96**	**0**	**0.00**	**0**	**0.00**
STERLING	**0**	**0.00**	**0**	**0.00**	**2,744**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Legacy	0	0.00	0	0.00	29,885	54.65	0	0.00	24,799	45.35	0	0.00	7,620	13.93	0	0.00	0	0.00
Loyale	0	0.00	0	0.00	9,243	37.32	0	0.00	15,227	61.47	0	0.00	0	0.00	0	0.00	0	0.00
XT/XT6	1,543	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Justy	0	0.00	4,467	74.62	0	0.00	1,519	25.38	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SUBARU	**1,543**	**1.77**	**4,467**	**5.14**	**39,128**	**44.98**	**1,519**	**1.75**	**40,026**	**46.02**	**0**	**0.00**	**7,620**	**8.76**	**0**	**0.00**	**0**	**0.00**
SUZUKI Swift	**0**	**0.00**	**3,209**	**79.43**	**831**	**20.57**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Corolla	4,522	6.88	0	0.00	43,266	65.87	0	0.00	17,898	27.25	0	0.00	4,589	6.99	0	0.00	0	0.00
Tercel	58,603	56.68	0	0.00	44,784	43.32	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	38,962	63.79	16,140	26.42	0	0.00	0	0.00	0	0.00	5,980	9.79	29,242	47.87	0	0.00	0	0.00
Supra	0	0.00	3,989	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,428	35.80	0	0.00	2,115	53.02
Camry	0	0.00	0	0.00	42,596	75.10	0	0.00	14,121	24.90	0	0.00	43,418	76.55	0	0.00	0	0.00
Cressida	0	0.00	0	0.00	10,808	100.00	0	0.00	0	0.00	0	0.00	8,707	80.56	0	0.00	0	0.00
MR2	21,888	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	14,508	66.28
TOYOTA	**123,975**	**38.32**	**20,129**	**6.22**	**141,454**	**43.72**	**0**	**0.00**	**32,019**	**9.90**	**5,980**	**1.85**	**87,384**	**27.01**	**0**	**0.00**	**16,623**	**5.14**
Cabriolet	4,138	100.00	0	0.00	0	0.00	0	0.00	0	0.00	4,138	100.00	0	0.00	0	0.00	0	0.00
Corrado	0	0.00	2,072	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,946	93.92	0	0.00	0	0.00
Jetta	1,923	4.00	0	0.00	46,167	96.00	0	0.00	0	0.00	0	0.00	0	0.00	31,032	64.53	0	0.00
Golf/GTI	0	0.00	8,800	55.12	0	0.00	7,165	44.88	0	0.00	0	0.00	0	0.00	10,453	65.47	0	0.00
Passat	0	0.00	0	0.00	13,337	80.50	0	0.00	3,230	19.50	0	0.00	10,982	66.29	0	0.00	0	0.00
Fox	4,811	46.15	0	0.00	0	0.00	0	0.00	5,614	53.85	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**10,872**	**11.18**	**10,872**	**11.18**	**59,504**	**61.18**	**7,165**	**7.37**	**8,844**	**9.09**	**4,138**	**4.25**	**12,928**	**13.29**	**41,485**	**42.66**	**0**	**0.00**
240 series	0	0.00	0	0.00	8,328	33.53	0	0.00	3,577	14.40	0	0.00	24,837	100.00	0	0.00	0	0.00
700 series	0	0.00	0	0.00	17,645	71.05	0	0.00	7,191	28.95	0	0.00	0	0.00	0	0.00	0	0.00
900 series	501	4.21	0	0.00	17,827	149.74	0	0.00	6,508	54.67	0	0.00	11,905	100.00	0	0.00	0	0.00
VOLVO	**501**	**0.81**	**0**	**0.00**	**43,800**	**71.13**	**0**	**0.00**	**17,276**	**28.06**	**0**	**0.00**	**36,742**	**59.67**	**0**	**0.00**	**0**	**0.00**
YUGO	**0**	**0.00**	**809**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL	**530,692**	**19.56**	**411,493**	**15.16**	**1,450,406**	**53.45**	**51,375**	**1.89**	**156,939**	**5.78**	**125,259**	**4.62**	**763,345**	**28.13**	**64,507**	**2.38**	**38,281**	**1.41**

Hyundai Motor America options not available at publication time. Peugeot Motors of America Inc. has closed U.S. operations.

Source: Automotive News Data Center

U.S. domestic and imported light-truck engine/performance installations — 1991 models

	V-8	Percent of Instl.	6-Cylinder	Percent of Instl.	4-Cylinder	Percent of Instl.	Diesel	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-Valve Engine	Percent of Instl.
Town & Country	0	0.0	2,244	100.0	0	0.0	0	0.0	2,244	100.0	0	0.0	0	0.0
Total Chrysler Division	**0**	**0.0**	**2,244**	**100.0**	**0**	**0.0**	**0**	**0.0**	**2,244**	**100.0**	**0**	**0.0**	**0**	**0.0**
Vans	28,568	71.6	11,332	28.4	0	0.0	28,568	71.6	11,332	28.4	0	0.0	0	0.0
Ram Wagon	15,804	97.0	489	3.0	0	0.0	15,804	97.0	16,293	100.0	0	0.0	0	0.0
Caravan	0	0.0	151,377	86.7	23,222	13.3	0	0.0	151,377	86.7	0	0.0	0	0.0
Caravan C/V	0	0.0	8,968	100.0	0	0.0	0	0.0	8,968	100.0	0	0.0	0	0.0
Dakota	24,285	33.2	39,792	54.4	9,070	12.4	24,285	33.2	64,077	87.6	9,070	12.4	0	0.0
Pickups	77,904	92.6	6,226	7.4	0	0.0	77,904	92.6	84,130	100.0	0	0.0	0	0.0
Total Dodge	**146,562**	**36.9**	**218,183**	**55.0**	**32,292**	**8.1**	**146,562**	**36.9**	**336,177**	**84.7**	**9,070**	**2.3**	**0**	**0.0**
Voyager	0	0.0	125,243	86.0	20,388	14.0	0	0.0	125,243	86.0	0	0.0	0	0.0
Total Plymouth	**0**	**0.0**	**125,243**	**86.0**	**20,388**	**14.0**	**0**	**0.0**	**125,243**	**86.0**	**0**	**0.0**	**0**	**0.0**
Wrangler	0	0.0	24,946	54.8	20,576	45.2	0	0.0	45,522	100.0	0	0.0	0	0.0
Cherokee	0	0.0	105,495	99.1	958	0.9	0	0.0	106,453	100.0	0	0.0	0	0.0
Grand Wagoneer	3,704	100.0	0	0.0	0	0.0	0	0.0	3,704	100.0	0	0.0	0	0.0
Comanche	5,374	75.5	0	0.0	1,744	24.5	0	0.0	7,118	100.0	0	0.0	0	0.0
Total Jeep	**9,078**	**5.6**	**130,441**	**80.1**	**23,278**	**14.3**	**0**	**0.0**	**162,797**	**100.0**	**0**	**0.0**	**0**	**0.0**
CHRYSLER CORP.	**155,640**	**22.0**	**476,111**	**67.3**	**75,958**	**10.7**	**146,562**	**20.7**	**626,460**	**88.5**	**9,070**	**1.3**	**0**	**0.0**
Vans	102,763	77.5	29,834	22.5	0	0.0	13,525	10.2	58,475	44.1	0	0.0	0	0.0
Aerostar	0	0.0	149,877	100.0	0	0.0	0	0.0	149,877	100.0	0	0.0	0	0.0
Ranger	0	0.0	129,483	53.3	113,449	46.7	0	0.0	242,932	100.0	0	0.0	0	0.0
Bronco	23,561	96.8	779	3.2	0	0.0	0	0.0	24,340	100.0	0	0.0	0	0.0
Bronco II/Explorer	0	0.0	322,328	100.0	0	0.0	0	0.0	322,328	100.0	0	0.0	0	0.0
Pickups	288,636	68.3	133,965	31.7	0	0.0	54,516	12.9	422,601	100.0	0	0.0	0	0.0
FORD MOTOR CO.	**414,960**	**32.1**	**766,265**	**59.2**	**113,449**	**8.8**	**68,040**	**5.3**	**1,220,553**	**94.3**	**0**	**0.0**	**0**	**0.0**
Sportsvan/Van	65,864	80.9	12,647	15.5	0	0.0	3,050	3.7	0	0.0	81,381	100.0	0	0.0
Astro	0	0.0	114,224	100.0	0	0.0	0	0.0	0	0.0	114,224	100.0	0	0.0
Lumina APV	0	0.0	43,069	100.0	0	0.0	0	0.0	0	0.0	43,069	100.0	0	0.0
S10	0	0.0	242,212	67.6	116,185	32.4	0	0.0	0	0.0	358,397	100.0	0	0.0
S10 Blazer	0	0.0	192,680	100.0	0	0.0	0	0.0	0	0.0	192,680	100.0	0	0.0
Blazer	10,512	100.0	0	0.0	0	0.0	293	2.8	0	0.0	10,512	100.0	0	0.0
Suburban	42,277	100.0	0	0.0	0	0.0	1,946	4.6	0	0.0	42,277	100.0	0	0.0
Pickups	297,786	76.7	83,258	21.4	0	0.0	7,304	1.9	0	0.0	388,348	100.0	0	0.0
Total Chevrolet	**416,439**	**33.8**	**688,090**	**55.9**	**116,185**	**9.4**	**12,593**	**1.0**	**0**	**0.0**	**1,230,888**	**100.0**	**0**	**0.0**
Vans	15,884	90.7	1,611	9.2	0	0.0	298	1.7	0	0.0	17,513	100.0	0	0.0
Safari	0	0.0	43,344	100.0	0	0.0	0	0.0	1,220	2.8	42,124	97.2	0	0.0
S15/Sonoma	0	0.0	76,378	84.7	13,844	15.3	0	0.0	0	0.0	90,222	100.0	0	0.0
S15 Jimmy	0	0.0	61,794	100.0	0	0.0	0	0.0	0	0.0	61,794	100.0	0	0.0
Jimmy	3,027	100.0	0	0.0	0	0.0	135	4.5	0	0.0	3,027	100.0	0	0.0
Suburban	27,069	100.0	0	0.0	0	0.0	1,076	4.0	0	0.0	27,069	100.0	0	0.0
Pickups	118,784	84.0	22,625	16.0	0	0.0	4,242	3.0	0	0.0	0	0.0	0	0.0
Total GMC	**164,764**	**42.9**	**205,753**	**53.5**	**13,844**	**3.6**	**5,751**	**1.5**	**1,220**	**0.3**	**241,749**	**62.9**	**0**	**0.0**
Silhouette	0	0.0	17,793	100.0	0	0.0	0	0.0	0	0.0	17,793	100.0	0	0.0
Bravada	0	0.0	11,145	100.0	0	0.0	0	0.0	0	0.0	11,145	100.0	0	0.0
Total Oldsmobile	**0**	**0.0**	**28,938**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**28,938**	**100.0**	**0**	**0.0**
Trans Sport	0	0.0	18,319	100.0	0	0.0	0	0.0	0	0.0	18,319	100.0	0	0.0
Total Pontiac	**0**	**0.0**	**18,319**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**18,319**	**100.0**	**0**	**0.0**
GENERAL MOTORS	**581,203**	**35.0**	**941,100**	**56.6**	**130,029**	**7.8**	**18,344**	**1.1**	**1,220**	**0.1**	**1,519,894**	**91.4**	**0**	**0.0**
DAIHATSU Rocky	**0**	**0.0**	**0**	**0.0**	**1,492**	**100.0**	**0**	**0.0**	**1,492**	**100.0**	**0**	**0.0**	**1,492**	**100.0**
Pickup*	2,531	4.7	0	0.0	31,823	59.4	0	0.0	0	0.0	53,575	100.0	0	0.0
Amigo	0	0.0	0	0.0	5,993	100.0	0	0.0	0	0.0	5,993	100.0	0	0.0
Trooper	0	0.0	24,837	74.2	8,648	25.8	0	0.0	0	0.0	33,485	100.0	0	0.0
Rodeo*	0	0.0	27,407	87.3	3,970	12.7	0	0.0	0	0.0	31,377	100.0	0	0.0
ISUZU	**2,531**	**2.0**	**52,244**	**42.0**	**50,434**	**40.5**	**0**	**0.0**	**0**	**0.0**	**124,430**	**100.0**	**0**	**0.0**
Pickup	0	0.0	0	0.0	64,574	100.0	0	0.0	64,574	100.0	0	0.0	23,275	36.0
MPV	0	0.0	40,849	86.6	6,329	13.4	0	0.0	47,178	100.0	0	0.0	47,178	100.0
Navajo*	0	0.0	14,577	100.0	0	0.0	0	0.0	14,577	100.0	0	0.0	0	0.0
MAZDA	**0**	**0.0**	**55,426**	**43.9**	**70,903**	**56.1**	**0**	**0.0**	**126,329**	**100.0**	**0**	**0.0**	**70,453**	**55.8**
Pickup	0	0.0	1,622	7.3	20,529	92.7	0	0.0	22,151	100.0	0	0.0	0	0.0
Montero	0	0.0	14,631	100.0	0	0.0	0	0.0	14,631	100.0	0	0.0	0	0.0
MITSUBISHI	**0**	**0.0**	**16,253**	**44.2**	**20,529**	**55.8**	**0**	**0.0**	**36,782**	**100.0**	**0**	**0.0**	**0**	**0.0**
Pickup*	0	0.0	11,372	8.8	118,326	91.2	0	0.0	129,698	100.0	0	0.0	129,698	100.0
Pathfinder	0	0.0	38,671	100.0	0	0.0	0	0.0	38,671	100.0	0	0.0	0	0.0
NISSAN	**0**	**0.0**	**50,043**	**29.7**	**118,326**	**70.3**	**0**	**0.0**	**168,369**	**100.0**	**0**	**0.0**	**129,698**	**77.0**
RANGE ROVER	**3,309**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**3,309**	**100.0**	**0**	**0.0**	**3,309**	**100.0**
Samurai	0	0.0	0	0.0	4,207	100.0	0	0.0	0	0.0	4,207	100.0	0	0.0
Sidekick	0	0.0	0	0.0	12,218	100.0	0	0.0	0	0.0	12,218	100.0	0	0.0
SUZUKI	**0**	**0.0**	**0**	**0.0**	**16,425**	**100.0**	**0**	**0.0**	**0**	**0.0**	**16,425**	**100.0**	**0**	**0.0**
Pickups	0	0.0	49,289	28.4	124,461	71.6	0	0.0	0	100.0	0	0.0	0	0.0
Previa	0	0.0	80,116	100.0	0	0.0	0	0.0	80,116	100.0	0	0.0	80,116	100.0
4Runner	0	0.0	40,838	91.7	3,686	8.3	0	0.0	44,524	100.0	0	0.0	0	0.0
Land Cruiser	0	0.0	11,139	100.0	0	0.0	0	0.0	11,139	100.0	0	0.0	0	0.0
TOYOTA	**0**	**0.0**	**181,382**	**58.6**	**128,147**	**41.4**	**0**	**0.0**	**135,779**	**43.9**	**0**	**0.0**	**80,116**	**25.9**
VOLKSWAGEN Vanagon	**0**	**0.0**	**0**	**0.0**	**4,729**	**100.0**	**0**	**0.0**	**4,729**	**100.0**	**0**	**0.0**	**0**	**0.0**
TOTAL	**1,157,643**	**26.0**	**2,538,824**	**57.0**	**730,421**	**16.4**	**232,946**	**5.2**	**2,325,023**	**52.2**	**1,669,819**	**37.5**	**285,068**	**6.4**

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck transmission installations — 1991 models

	3-Speed Automatic	Percent of Instl.	4-Speed Automatic	Percent of Instl.	4-Speed Manual	Percent of Instl.	5-Speed Manual	Percent of Instl.	4-Wheel/ All-Wheel Drive	Percent of Instl.
Town & Country	0	0.0	2,244	100.0	0	0.0	0	0.0	0	0.0
Total Chrysler Division	**0**	**0.0**	**2,244**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Vans	18,394	46.1	21,386	53.6	0	0.0	120	0.3	0	0.0
Ram Wagon	2,558	15.7	13,735	84.3	0	0.0	16	0.1	0	0.0
Caravan	72,633	41.6	101,966	58.4	0	0.0	0	0.0	0	0.0
Caravan C/V	0	0.0	8,968	100.0	0	0.0	0	0.0	0	0.0
Dakota	0	0.0	55,811	76.3	0	0.0	17,336	23.7	17,336	23.7
Pickups	22,379	26.6	35,419	42.1	6,141	7.3	20,191	24.0	32,178	38.2
Total Dodge	**115,964**	**29.2**	**237,285**	**59.8**	**6,141**	**1.5**	**37,663**	**9.5**	**49,514**	**12.5**
Voyager	53,883	37.0	91,748	63.0	0	0.0	0	0.0	0	0.0
Total Plymouth	**53,883**	**37.0**	**91,748**	**63.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Wrangler	6,646	14.6	0	0.0	0	0.0	38,876	85.4	45,522	100.0
Cherokee	0	0.0	92,614	87.0	0	0.0	13,839	13.0	88,995	83.6
Grand Wagoneer	3,704	100.0	0	0.0	0	0.0	0	0.0	3,704	100.0
Comanche	0	0.0	2,769	38.9	932	13.1	3,417	48.0	2,598	36.5
Total Jeep	**10,350**	**6.4**	**95,383**	**58.6**	**932**	**0.6**	**56,131**	**34.5**	**140,819**	**86.5**
CHRYSLER CORP.	**180,197**	**25.5**	**426,660**	**60.3**	**7,074**	**1.0**	**93,794**	**13.3**	**190,333**	**26.9**
Vans	33,547	25.3	99,050	74.7	0	0.0	0	0.0	0	0.0
Aerostar	0	0.0	147,179	98.2	0	0.0	2,698	1.8	23,081	15.4
Ranger	0	0.0	0	0.0	77,252	31.8	165,680	68.2	39,355	16.2
Bronco	0	0.0	23,196	95.3	0	0.0	1,144	4.7	24,340	100.0
Bronco II/Explorer	0	0.0	264,954	82.2	0	0.0	57,374	17.8	237,878	73.8
Pickups	10,986	2.6	264,126	62.5	6,339	1.5	141,149	33.4	137,768	32.6
FORD MOTOR CO.	**44,535**	**3.4**	**798,504**	**61.7**	**83,591**	**6.5**	**368,045**	**28.4**	**462,422**	**35.7**
Sportsvan/Van	0	0.0	81,381	100.0	0	0.0	0	0.0	0	0.0
Astro	0	0.0	114,224	100.0	0	0.0	0	0.0	0	0.0
Lumina APV	43,069	100.0	0	0.0	0	0.0	0	0.0	0	0.0
S10	0	0.0	132,568	37.0	0	0.0	225,829	63.0	44,235	12.3
S10 Blazer	0	0.0	184,720	95.9	0	0.0	7,960	4.1	146,537	76.1
Blazer	0	0.0	10,078	95.9	434	4.1	0	0.0	10,512	100.0
Suburban	0	0.0	42,277	100.0	0	0.0	0	0.0	18,449	43.6
Pickups	0	0.0	294,018	75.7	17,474	4.5	76,856	19.8	135,098	34.8
Total Chevrolet	**43,069**	**3.5**	**859,266**	**69.8**	**17,908**	**1.5**	**310,645**	**25.2**	**354,831**	**28.8**
Vans	0	0.0	17,513	100.0	0	0.0	0	0.0	0	0.0
Safari	0	0.0	43,344	100.0	0	0.0	0	0.0	0	0.0
S15/Sonoma	0	0.0	44,734	49.6	0	0.0	45,491	50.4	17,645	19.6
S15 Jimmy	0	0.0	59,331	96.0	0	0.0	2,463	4.0	48,477	78.4
Jimmy	0	0.0	2,906	96.0	121	4.0	0	0.0	3,027	100.0
Suburban	0	0.0	27,069	100.0	0	0.0	0	0.0	8,641	31.9
Pickups	0	0.0	106,057	75.0	70,705	50.0	28,282	20.0	49,493	35.0
Total GMC	**0**	**0.0**	**300,954**	**78.3**	**70,826**	**18.4**	**76,236**	**19.8**	**127,283**	**33.1**
Silhouette	17,793	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Bravada	0	0.0	11,145	100.0	0	0.0	0	0.0	11,145	100.0
Total Oldsmobile	**17,793**	**61.5**	**11,145**	**38.5**	**0**	**0.0**	**0**	**0.0**	**11,145**	**38.5**
Trans Sport	18,319	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Pontiac	**18,319**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**79,181**	**4.8**	**1,171,365**	**70.5**	**88,734**	**5.3**	**386,881**	**23.3**	**493,259**	**29.7**
DAIHATSU Rocky	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**1,492**	**100.0**	**0**	**0.0**
Pickup*	0	0.0	2,679	5.0	0	0.0	50,896	95.0	6,429	12.0
Amigo	0	0.0	0	0.0	0	0.0	5,993	100.0	2,157	36.0
Trooper	0	0.0	14,399	43.0	0	0.0	19,086	57.0	0	0.0
Rodeo*	0	0.0	12,865	41.0	0	0.0	18,512	59.0	0	0.0
ISUZU	**0**	**0.0**	**29,942**	**24.1**	**0**	**0.0**	**94,488**	**75.9**	**8,586**	**6.9**
Pickup	0	0.0	12,915	20.0	0	0.0	51,659	80.0	8,395	13.0
MPV	0	0.0	76,021	161.1	0	0.0	1,157	2.5	6,087	12.9
Navajo*	0	0.0	9,661	66.3	0	0.0	4,916	33.7	14,577	100.0
MAZDA	**0**	**0.0**	**98,597**	**78.0**	**0**	**0.0**	**57,732**	**45.7**	**29,059**	**23.0**
Pickup	0	0.0	3,191	14.4	0	0.0	18,960	85.6	1,622	7.3
Montero	0	0.0	12,045	82.3	0	0.0	2,586	17.7	14,631	100.0
MITSUBISHI	**0**	**0.0**	**15,236**	**41.4**	**0**	**0.0**	**21,546**	**58.6**	**16,253**	**44.2**
Pickup*	0	0.0	28,055	21.6	0	0.0	101,643	78.4	26,529	20.5
Pathfinder	0	0.0	26,697	69.0	0	0.0	11,974	31.0	0	0.0
NISSAN	**0**	**0.0**	**54,752**	**32.5**	**0**	**0.0**	**113,617**	**67.5**	**26,529**	**15.8**
RANGE ROVER	**0**	**0.0**	**3,309**	**100.0**	**0**	**0.0**	**0**	**0.0**	**3,309**	**100.0**
Samurai	0	0.0	0	0.0	0	0.0	4,207	100.0	3,406	81.0
Sidekick	4,775	39.1	0	0.0	0	0.0	7,443	60.9	10,909	89.3
SUZUKI	**4,775**	**29.1**	**0**	**0.0**	**0**	**0.0**	**11,650**	**70.9**	**14,315**	**87.2**
Pickups	0	0.0	34,145	19.7	0	0.0	139,611	80.4	78,056	44.9
Previa	0	0.0	77,368	96.6	0	0.0	2,746	3.4	11,908	14.9
4Runner	0	0.0	27,497	61.8	0	0.0	17,028	38.2	39,668	89.1
Land Cruiser	0	0.0	0	0.0	11,139	100.0	0	0.0	11,139	100.0
TOYOTA	**0**	**0.0**	**139,010**	**44.9**	**11,139**	**3.6**	**159,385**	**51.5**	**140,771**	**45.5**
VOLKSWAGEN Vanagon	**0**	**0.0**	**2,628**	**55.6**	**2,101**	**44.4**	**0**	**0.0**	**323**	**6.8**
TOTAL	**308,688**	**6.9**	**2,740,003**	**61.5**	**192,639**	**4.3**	**1,308,630**	**29.4**	**1,385,159**	**31.1**

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck brake and wheel installations — 1991 models

	2-Wheel Anti-Lock Braking	Percent of Instl.	4-Wheel Anti-Lock Braking	Percent of Instl.	4-Wheel Disc Brakes	Percent of Instl.	Traction Control	Percent of Instl.	Full-Size Spare	Percent of Instl.	External Mounted Spare	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.
Town & Country	0	0.0	0	0.0	0	0.0	0	0.0	2,244	100.0	0	0.0	0	0.0	2,244	100.0
Total Chrysler Division	0	0.0	0	0.0	0	0.0	0	0.0	2,244	100.0	0	0.0	0	0.0	2,244	100.0
Vans	39,900	100.0	0	0.0	0	0.0	0	0.0	36,828	92.3	0	0.0	0	0.0	19,471	48.8
Ram Wagon	16,293	100.0	0	0.0	0	0.0	0	0.0	14,403	88.4	0	0.0	0	0.0	1,694	10.4
Caravan	0	0.0	0	0.0	0	0.0	0	0.0	44,697	25.6	0	0.0	0	0.0	12,397	7.1
Caravan C/V	0	0.0	0	0.0	0	0.0	0	0.0	126	1.4	0	0.0	0	0.0	4,672	52.1
Dakota	0	0.0	0	0.0	0	0.0	0	0.0	73,147	100.0	0	0.0	0	0.0	73,147	100.0
Pickups	84,130	100.0	0	0.0	0	0.0	0	0.0	70,164	83.4	0	0.0	0	0.0	16,742	19.9
Total Dodge	140,323	35.3	0	0.0	0	0.0	0	0.0	239,365	60.3	0	0.0	0	0.0	128,123	32.3
Voyager	0	0.0	0	0.0	0	0.0	0	0.0	35,534	24.4	0	0.0	0	0.0	11,359	7.8
Total Plymouth	0	0.0	0	0.0	0	0.0	0	0.0	35,534	24.4	0	0.0	0	0.0	11,359	7.8
Wrangler	0	0.0	0	0.0	0	0.0	0	0.0	24,992	54.9	0	0.0	33,322	73.2	0	0.0
Cherokee	18,842	17.7	0	0.0	0	0.0	0	0.0	58,975	55.4	0	0.0	10,858	10.2	26,081	24.5
Grand Wagoneer	0	0.0	0	0.0	0	0.0	0	0.0	3,067	82.8	0	0.0	0	0.0	3,704	100.0
Comanche	0	0.0	0	0.0	0	0.0	0	0.0	2,192	30.8	0	0.0	2,840	39.9	975	13.7
Total Jeep	18,842	11.6	0	0.0	0	0.0	0	0.0	89,226	54.8	0	0.0	47,020	28.9	30,760	18.9
CHRYSLER CORP.	159,165	22.5	0	0.0	0	0.0	0	0.0	365,369	51.8	0	0.0	47,020	6.6	172,487	24.4
Vans	132,597	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	6,497	4.9
Aerostar	149,877	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	36,870	24.6
Ranger	242,932	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	176,369	72.6
Bronco	24,340	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	15,480	63.6
Bronco II/Explorer	322,328	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	23,208	7.2	286,872	89.0
Pickups	422,601	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	92,127	21.8	141,571	33.5
FORD MOTOR CO.	1,294,675	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	115,335	8.9	663,659	51.3
Sportsvan/Van	81,381	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	40,691	50.0	4,069	5.0
Astro	34,251	30.0	79,973	70.0	0	0.0	0	0.0	0	0.0	0	0.0	69,986	61.3	21,299	18.6
Lumina APV	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	21,535	50.0
S10	358,397	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	234,017	65.3	29,474	8.2
S10 Blazer	88,480	45.9	104,200	54.1	0	0.0	0	0.0	0	0.0	99,460	51.6	18,794	9.8	127,387	66.1
Blazer	10,512	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,622	15.4	6,793	64.6
Suburban	42,277	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	9,634	22.8	14,487	34.3
Pickups	388,348	100.0	0	0.0	0	0.0	0	0.0	0	0.0	3,299	0.8	177,444	45.7	88,302	22.7
Total Chevrolet	1,003,646	81.5	184,173	15.0	0	0.0	0	0.0	0	0.0	102,759	8.3	552,180	44.9	313,346	25.5
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	8,056	46.0	0	0.0
Safari	0	0.0	43,344	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
S15/Sonoma	90,222	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	42,085	46.6	10,770	11.9
S15 Jimmy	28,639	46.3	33,155	53.7	0	0.0	0	0.0	0	0.0	0	0.0	2,724	4.4	43,543	70.5
Jimmy	3,027	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,023	66.8
Suburban	8,641	31.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	7,030	26.0
Pickups	141,409	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total GMC	271,938	70.7	76,499	19.9	0	0.0	0	0.0	0	0.0	0	0.0	52,865	13.8	63,366	16.5
Silhouette	0	0.0	17,793	100.0	0	0.0	0	0.0	0	0.0	0	0.0	17,793	100.0	0	0.0
Bravada	0	0.0	11,145	100.0	11,145	100.0	0	0.0	0	0.0	0	0.0	0	0.0	11,145	100.0
Total Oldsmobile	0	0.0	28,938	100.0	11,145	38.5	0	0.0	0	0.0	0	0.0	17,793	61.5	11,145	38.5
Trans Sport	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Pontiac	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	14,366	78.4
GENERAL MOTORS	1,275,584	76.7	289,610	17.4	11,145	0.7	0	0.0	0	0.0	102,759	6.2	622,845	37.5	402,223	24.2
DAIHATSU Rocky	193	12.9	0	0.0	0	0.0	0	0.0	1,492	100.0	1,492	100.0	1,432	96.0	60	4.0
Pickup*	19,221	35.9	0	0.0	4,122	7.7	4,122	7.7	34,354	64.1	0	0.0	32,216	60.1	2,138	4.0
Amigo	5,993	100.0	0	0.0	0	0.0	0	0.0	5,993	100.0	5,993	100.0	0	0.0	5,993	100.0
Trooper	33,485	100.0	0	0.0	33,485	100.0	0	0.0	0	0.0	33,485	100.0	23,518	70.2	9,967	29.8
Rodeo*	0	0.0	0	0.0	0	0.0	0	0.0	31,377	100.0	15,990	51.0	17,414	55.5	13,963	44.5
ISUZU	58,699	47.2	0	0.0	37,607	30.2	4,122	3.3	71,724	57.6	55,468	44.6	73,148	58.8	32,061	25.8
Pickup	64,574	100.0	0	0.0	0	0.0	0	0.0	8,441	13.1	0	0.0	57,202	88.6	7,372	11.4
MPV	47,178	100.0	0	0.0	0	0.0	0	0.0	47,178	100.0	0	0.0	0	0.0	0	0.0
Navajo*	14,577	100.0	0	0.0	0	0.0	0	0.0	14,577	100.0	0	0.0	0	0.0	14,577	100.0
MAZDA	126,329	100.0	0	0.0	0	0.0	0	0.0	70,196	55.6	0	0.0	57,202	45.3	21,949	17.4
Pickup	0	0.0	0	0.0	0	0.0	397	1.8	22,151	100.0	22,151	100.0	18,378	83.0	0	0.0
Montero	0	0.0	0	0.0	0	0.0	14,631	100.0	14,631	100.0	14,631	100.0	0	0.0	9,803	67.0
MITSUBISHI	0	0.0	0	0.0	0	0.0	15,028	40.9	36,782	100.0	36,782	100.0	18,378	50.0	9,803	26.7
Pickup*	26,529	20.5	0	0.0	0	0.0	2,970	2.3	36,315	28.0	0	0.0	49,285	38.0	4,539	3.5
Pathfinder	38,671	100.0	0	0.0	18,632	48.2	0	0.0	38,671	100.0	27,754	71.8	20,039	51.8	18,632	48.2
NISSAN	65,200	38.7	0	0.0	18,632	11.1	2,970	1.8	74,986	44.5	27,754	16.5	69,324	41.2	23,171	13.8
RANGE ROVER	0	0.0	2,909	87.9	3,309	100.0	0	0.0	3,309	100.0	0	0.0	0	0.0	3,309	100.0
Samurai	12,218	290.4	0	0.0	0	0.0	0	0.0	12,218	290.4	12,218	290.4	12,218	290.4	0	0.0
Sidekick	0	0.0	0	0.0	0	0.0	0	0.0	4,207	34.4	4,207	34.4	4,207	34.4	0	0.0
SUZUKI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	13,252	7.6	0	0.0	0	0.0	0	0.0	173,750	100.0	173,750	100.0	0	0.0	0	0.0
Previa	0	0.0	15,467	19.3	0	0.0	0	0.0	75,725	94.5	0	0.0	0	0.0	24,076	30.1
4Runner	40,844	91.7	0	0.0	0	0.0	0	0.0	44,524	100.0	19,388	43.5	285	0.6	19,388	43.5
Land Cruiser	0	0.0	0	0.0	11,139	100.0	0	0.0	11,139	100.0	0	0.0	405	3.6	10,734	96.4
TOYOTA	54,096	17.5	15,467	5.0	11,139	3.6	0	0.0	305,138	98.6	193,138	62.4	690	0.2	54,198	17.5
VOLKSWAGEN Vanagon	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,463	30.9	2,792	59.0
TOTAL	3,033,941	68.1	307,986	6.9	81,832	1.8	22,120	0.5	929,996	20.9	417,393	9.4	1,006,838	22.6	1,385,711	31.1

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck steering/miscellaneous installations — 1991 models

	Adjustable Steering Wheel	Percent of Instl.	Cruise Control	Percent of Instl.	Motorized Seat Belt	Percent of Instl.	Air Bag (Driver)	Percent of Instl.	Electric Sunroof	Percent of Instl.	Manual Sunroof	Percent of Instl.	Canvas Top	Percent of Instl.	Sport Bar	Percent of Instl.	Rear Bumper	Percent of Instl.
Town & Country	2,244	100.0	2,244	100.0	0	0.0	1,788	79.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Chrysler Division	2,244	100.0	2,244	100.0	0	0.0	1,788	79.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Vans	21,785	54.6	21,746	54.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	39,900	100.0
Ram Wagon	8,733	53.6	8,749	53.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	16,293	100.0
Caravan	134,616	77.1	134,616	77.1	0	0.0	95,331	54.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Caravan C/V	8,394	93.6	8,394	93.6	0	0.0	4,018	44.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Dakota	39,792	54.4	38,110	52.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	68,831	94.1
Pickups	38,784	46.1	28,688	34.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	73,782	87.7
Total Dodge	252,104	63.5	240,303	60.5	0	0.0	99,349	25.0	0	0.0	0	0.0	0	0.0	0	0.0	198,806	50.1
Voyager	116,942	80.3	116,942	80.3	0	0.0	81,262	55.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Plymouth	116,942	80.3	116,942	80.3	0	0.0	81,262	55.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Wrangler	22,807	50.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Cherokee	71,643	67.3	71,643	67.3	0	0.0	0	0.0	0	0.0	2,555	2.4	0	0.0	0	0.0	106,347	99.9
Grand Wagoneer	3,704	100.0	3,704	100.0	0	0.0	0	0.0	259	7.0	0	0.0	0	0.0	0	0.0	0	0.0
Comanche	2,427	34.1	584	8.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	6,328	88.9
Total Jeep	100,581	61.8	75,931	46.5	0	0.0	0	0.0	259	0.2	2,555	1.6	0	0.0	0	0.0	112,674	69.2
CHRYSLER CORP.	471,871	66.7	435,419	61.5	0	0.0	182,399	25.8	259	0.0	2,555	0.4	0	0.0	0	0.0	311,481	44.0
Vans	69,083	52.1	69,083	52.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Aerostar	133,840	89.3	133,840	89.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Ranger	68,264	28.1	68,264	28.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco	22,685	93.2	22,685	93.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco II/Explorer	300,732	93.3	300,732	93.3	0	0.0	0	0.0	0	0.0	86,062	26.7	0	0.0	0	0.0	0	0.0
Pickups	269,197	63.7	269,197	63.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	863,801	66.7	863,801	66.7	0	0.0	0	0.0	0	0.0	86,062	6.6	0	0.0	0	0.0	0	0.0
Sportsvan/Van	51,545	63.3	51,436	63.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Astro	92,665	81.1	92,591	81.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	114,224	100.0
Lumina APV	40,409	93.8	32,403	75.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
S10	117,611	32.8	69,699	19.4	0	0.0	0	0.0	0	0.0	3,584	1.0	0	0.0	0	0.0	265,214	74.0
S10 Blazer	184,579	95.8	169,960	88.2	0	0.0	0	0.0	0	0.0	5,079	2.6	0	0.0	0	0.0	0	0.0
Blazer	8,432	80.2	8,432	80.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Suburban	37,013	87.5	37,013	87.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	287,511	74.0	287,512	74.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	388,348	100.0
Total Chevrolet	819,765	66.6	749,046	60.9	0	0.0	0	0.0	0	0.0	8,663	0.7	0	0.0	0	0.0	767,786	62.4
Vans	11,559	66.0	11,559	66.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Safari	36,659	84.6	36,659	84.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
S15/Sonoma	50,110	55.5	34,999	38.8	0	0.0	0	0.0	0	0.0	1,191	1.3	0	0.0	0	0.0	65,288	72.4
S15 Jimmy	59,105	95.6	59,105	95.6	0	0.0	0	0.0	0	0.0	2,094	3.4	0	0.0	0	0.0	0	0.0
Jimmy	2,573	85.0	2,573	85.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Suburban	24,877	91.9	24,877	91.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	121,612	86.0	121,612	86.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total GMC	306,494	79.7	291,383	75.8	0	0.0	0	0.0	0	0.0	3,285	0.9	0	0.0	0	0.0	65,288	17.0
Silhouette	17,793	100.0	17,793	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bravada	11,145	100.0	10,721	96.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Oldsmobile	28,938	100.0	28,514	98.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Trans Sport	18,030	98.4	18,030	98.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	18,319	100.0
Total Pontiac	18,030	98.4	18,030	98.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	18,319	100.0
GENERAL MOTORS	1,173,227	70.6	1,086,974	65.4	0	0.0	0	0.0	0	0.0	11,948	0.7	0	0.0	0	0.0	851,393	51.2
DAIHATSU Rocky	221	14.8	0	0.0	0	0.0	0	0.0	0	0.0	1,492	100.0	0	0.0	0	0.0	1,492	100.0
Pickup*	6,429	12.0	1,072	2.0	0	0.0	0	0.0	0	0.0	744	1.4	0	0.0	0	0.0	20,612	38.5
Amigo	3,276	54.7	0	0.0	0	0.0	0	0.0	0	0.0	1,797	30.0	0	0.0	60	1.0	5,993	100.0
Trooper	33,485	100.0	9,967	29.8	0	0.0	0	0.0	9,967	29.8	0	0.0	0	0.0	0	0.0	33,485	100.0
Rodeo*	9,522	30.3	8,730	27.8	0	0.0	0	0.0	0	0.0	7,482	23.8	0	0.0	0	0.0	0	0.0
ISUZU	52,712	42.4	19,769	15.9	0	0.0	0	0.0	9,967	8.0	10,023	8.1	0	0.0	60	0.0	60,090	48.3
Pickup	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	46,529	72.1
MPV	47,178	100.0	36,437	77.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	47,178	100.0
Navajo*	14,577	100.0	14,577	100.0	0	0.0	0	0.0	0	0.0	14,577	100.0	0	0.0	0	0.0	14,577	100.0
MAZDA	61,755	48.9	51,014	40.4	0	0.0	0	0.0	0	0.0	14,577	11.5	0	0.0	0	0.0	108,284	85.7
Pickup	22,151	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	17,278	78.0
Montero	14,631	100.0	11,061	75.6	14,631	100.0	0	0.0	2,487	17.0	0	0.0	0	0.0	0	0.0	14,631	100.0
MITSUBISHI	36,782	100.0	11,061	30.1	14,631	39.8	0	0.0	2,487	6.8	0	0.0	0	0.0	0	0.0	31,909	86.8
Pickup*	9,411	7.3	9,411	7.3	0	0.0	0	0.0	0	0.0	4,539	3.5	0	0.0	0	0.0	40,376	31.1
Pathfinder	38,671	100.0	31,981	82.7	0	0.0	0	0.0	0	0.0	18,632	48.2	0	0.0	0	0.0	38,671	100.0
NISSAN	48,082	28.6	41,392	24.6	0	0.0	0	0.0	0	0.0	23,171	13.8	0	0.0	0	0.0	79,047	46.9
RANGE ROVER	0	0.0	3,309	100.0	0	0.0	0	0.0	3,066	92.7	0	0.0	0	0.0	0	0.0	3,309	100.0
Samurai	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3,406	81.0	0	0.0	4,207	100.0
Sidekick	12,218	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	5,442	44.5	0	0.0	12,218	100.0
SUZUKI	12,218	74.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	8,848	53.9	0	0.0	16,425	100.0
Pickups	71,801	41.3	20,802	12.0	0	0.0	0	0.0	0	0.0	6,676	3.8	0	0.0	0	0.0	0	0.0
Previa	79,809	99.6	79,494	99.2	0	0.0	0	0.0	16,622	20.7	0	0.0	0	0.0	0	0.0	0	0.0
4Runner	42,622	95.7	41,689	93.6	0	0.0	0	0.0	24,114	54.2	0	0.0	0	0.0	0	0.0	0	0.0
Land Cruiser	11,139	100.0	11,092	99.6	0	0.0	0	0.0	10,085	90.5	0	0.0	0	0.0	0	0.0	0	0.0
TOYOTA	205,371	66.3	153,077	49.5	0	0.0	0	0.0	50,821	16.4	6,676	2.2	0	0.0	0	0.0	0	0.0
VOLKSWAGEN Vanagon	0	0.0	2,886	61.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
TOTAL	2,926,040	65.7	2,668,701	59.9	14,631	0.3	182,399	4.1	66,600	1.5	156,503	3.5	8,848	0.2	60	0.0	1,463,430	32.8

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck convenience installations — 1991 models

	Conventional Climate Control(A/C)	Percent of instl.	Automatic Climate Control(A/C)	Percent of instl.	Delay Wipers	Percent of instl.	Rear Wiper	Percent of instl.	Rear Defroster	Percent of instl.	Power Side Mirror	Percent of instl.
Town & Country	2,244	100.0	0	0.0	2,244	100.0	2,244	100.0	2,244	100.0	2,244	100.0
Total Chrysler Division	**2,244**	**100.0**	**0**	**0.0**	**2,244**	**100.0**	**2,244**	**100.0**	**2,244**	**100.0**	**2,244**	**100.0**
Vans	29,686	74.4	0	0.0	30,444	76.3	0	0.0	0	0.0	16,359	41.0
Ram Wagon	13,246	81.3	0	0.0	12,252	75.2	0	0.0	0	0.0	912	5.6
Caravan	171,107	98.0	0	0.0	174,599	100.0	171,805	98.4	159,758	91.5	167,266	95.8
Caravan C/V	8,807	98.2	0	0.0	8,968	100.0	8,896	99.2	8,627	96.2	8,833	98.5
Dakota	58,956	80.6	0	0.0	66,271	90.6	0	0.0	0	0.0	11,923	16.3
Pickups	68,482	81.4	0	0.0	64,864	77.1	0	0.0	0	0.0	34,325	40.8
Total Dodge	**350,284**	**88.2**	**0**	**0.0**	**357,398**	**90.0**	**180,702**	**45.5**	**168,385**	**42.4**	**239,619**	**60.4**
Voyager	143,301	98.4	0	0.0	145,631	100.0	145,631	100.0	138,641	95.2	145,631	100.0
Total Plymouth	**143,301**	**98.4**	**0**	**0.0**	**145,631**	**100.0**	**145,631**	**100.0**	**138,641**	**95.2**	**145,631**	**100.0**
Wrangler	5,053	11.1	0	0.0	25,856	56.8	17,981	39.5	0	0.0	0	0.0
Cherokee	101,663	95.5	0	0.0	98,682	92.7	87,930	82.6	88,995	83.6	33,959	31.9
Grand Wagoneer	3,704	100.0	0	0.0	3,704	100.0	3,704	100.0	3,704	100.0	3,704	100.0
Comanche	3,239	45.5	0	0.0	4,100	57.6	0	0.0	0	0.0	0	0.0
Total Jeep	**113,658**	**69.8**	**0**	**0.0**	**132,342**	**81.3**	**109,615**	**67.3**	**92,699**	**56.9**	**37,663**	**23.1**
CHRYSLER CORP.	**609,487**	**86.1**	**0**	**0.0**	**637,616**	**90.1**	**438,192**	**61.9**	**401,969**	**56.8**	**425,156**	**60.1**
Vans	99,183	74.8	0	0.0	26,387	19.9	0	0.0	0	0.0	0	0.0
Aerostar	146,730	97.9	0	0.0	149,877	100.0	138,336	92.3	107,612	71.8	90,226	60.2
Ranger	169,809	69.9	0	0.0	242,932	100.0	0	0.0	0	0.0	0	0.0
Bronco	23,999	98.6	0	0.0	24,340	100.0	0	0.0	22,539	92.6	0	0.0
Bronco II/Explorer	318,782	98.9	0	0.0	322,328	100.0	269,789	83.7	269,789	83.7	280,425	87.0
Pickups	344,842	81.6	0	0.0	279,339	66.1	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	**1,103,346**	**85.2**	**0**	**0.0**	**1,045,203**	**80.7**	**408,125**	**31.5**	**399,939**	**30.9**	**370,651**	**28.6**
Sportsvan/Van	69,892	85.9	0	0.0	81,381	100.0	0	0.0	0	0.0	0	0.0
Astro	108,268	94.8	0	0.0	114,224	100.0	0	0.0	0	0.0	36,270	31.8
Lumina APV	42,182	97.9	0	0.0	43,069	100.0	43,069	100.0	31,318	72.7	43,069	100.0
S10	217,432	60.7	0	0.0	117,611	32.8	0	0.0	0	0.0	0	0.0
S10 Blazer	186,659	96.9	0	0.0	184,579	95.8	71,762	37.2	152,668	79.2	66,064	34.3
Blazer	10,001	95.1	0	0.0	10,512	100.0	0	0.0	0	0.0	3,869	36.8
Suburban	40,923	96.8	0	0.0	42,277	100.0	0	0.0	23,709	56.1	0	0.0
Pickups	333,859	86.0	0	0.0	388,348	100.0	0	0.0	4,999	1.3	0	0.0
Total Chevrolet	**1,009,216**	**82.0**	**0**	**0.0**	**982,001**	**79.8**	**114,831**	**9.3**	**212,694**	**17.3**	**149,272**	**12.1**
Vans	14,361	82.0	0	0.0	17,513	100.0	0	0.0	17,513	100.0	0	0.0
Safari	41,001	94.6	0	0.0	43,344	100.0	0	0.0	0	0.0	21,083	48.6
S15/Sonoma	59,108	65.5	0	0.0	50,110	55.5	0	0.0	0	0.0	0	0.0
S15 Jimmy	59,459	96.2	0	0.0	50,682	82.0	23,070	37.3	50,682	82.0	32,397	52.4
Jimmy	2,899	95.8	0	0.0	0	0.0	0	0.0	0	0.0	1,235	40.8
Suburban	26,422	97.6	0	0.0	0	0.0	13,596	50.2	0	0.0	18,714	69.1
Pickups	120,198	85.0	0	0.0	141,409	100.0	0	0.0	990	0.7	0	0.0
Total GMC	**323,447**	**84.1**	**0**	**0.0**	**303,058**	**78.8**	**36,666**	**9.5**	**69,185**	**18.0**	**73,429**	**19.1**
Silhouette	17,793	100.0	0	0.0	17,793	100.0	0	0.0	17,793	100.0	0	0.0
Bravada	0	0.0	11,145	100.0	11,145	100.0	0	0.0	9,429	84.6	0	0.0
Total Oldsmobile	**17,793**	**61.5**	**11,145**	**38.5**	**28,938**	**100.0**	**0**	**0.0**	**27,222**	**94.1**	**0**	**0.0**
Trans Sport	18,277	99.8	0	0.0	18,319	100.0	18,319	100.0	0	0.0	12,533	68.4
Total Pontiac	**18,277**	**99.8**	**0**	**0.0**	**18,319**	**100.0**	**18,319**	**100.0**	**0**	**0.0**	**12,533**	**68.4**
GENERAL MOTORS	**1,368,733**	**82.3**	**11,145**	**0.7**	**1,332,316**	**80.1**	**169,816**	**10.2**	**309,101**	**18.6**	**235,234**	**14.1**
DAIHATSU Rocky	**666**	**44.6**	**0**	**0.0**	**1,492**	**100.0**	**221**	**14.8**	**221**	**14.8**	**0**	**0.0**
Pickup*	13,819	25.8	0	0.0	72	0.1	0	0.0	0	0.0	0	0.0
Amigo	4,075	68.0	0	0.0	5,993	100.0	0	0.0	0	0.0	0	0.0
Trooper	25,485	76.1	0	0.0	33,845	101.1	33,485	100.0	33,485	100.0	9,967	29.8
Rodeo*	20,750	66.1	0	0.0	10,698	34.1	10,698	34.1	10,698	34.1	0	0.0
ISUZU	**64,129**	**51.5**	**0**	**0.0**	**50,608**	**40.7**	**44,183**	**35.5**	**44,183**	**35.5**	**9,967**	**8.0**
Pickup	0	0.0	0	0.0	46,529	72.1	0	0.0	0	0.0	0	0.0
MPV	23,191	49.2	0	0.0	47,178	100.0	47,178	100.0	47,178	100.0	0	0.0
Navajo*	14,577	100.0	0	0.0	14,577	100.0	14,577	100.0	14,577	100.0	14,577	100.0
MAZDA	**37,768**	**29.9**	**0**	**0.0**	**108,284**	**85.7**	**61,755**	**48.9**	**61,755**	**48.9**	**14,577**	**11.5**
Pickup	18,121	81.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Montero	13,314	91.0	0	0.0	9,803	67.0	13,607	93.0	14,631	100.0	0	0.0
MITSUBISHI	**31,435**	**85.5**	**0**	**0.0**	**9,803**	**26.7**	**13,607**	**37.0**	**14,631**	**39.8**	**0**	**0.0**
Pickup*	23,346	18.0	0	0.0	9,411	7.3	0	0.0	0	0.0	4,539	3.5
Pathfinder	0	0.0	0	0.0	31,981	82.7	38,671	100.0	38,671	100.0	31,673	81.9
NISSAN	**23,346**	**13.9**	**0**	**0.0**	**41,392**	**24.6**	**38,671**	**23.0**	**38,671**	**23.0**	**36,212**	**21.5**
RANGE ROVER	**3,309**	**100.0**	**0**	**0.0**	**3,309**	**100.0**	**3,309**	**100.0**	**3,309**	**100.0**	**3,309**	**100.0**
Samurai	0	0.0	0	0.0	2,170	51.6	0	0.0	0	0.0	0	0.0
Sidekick	0	0.0	0	0.0	0	0.0	2,153	17.6	6,776	55.5	10,435	85.4
SUZUKI	**0**	**0.0**	**0**	**0.0**	**2,170**	**13.2**	**2,153**	**13.1**	**6,776**	**41.3**	**10,435**	**63.5**
Pickups	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Previa	80,055	99.9	0	0.0	79,494	99.2	1,849	2.3	79,809	99.6	75,392	94.1
4Runner	33,227	74.6	0	0.0	44,524	100.0	44,064	99.0	43,002	96.6	33,902	76.1
Land Cruiser	11,139	100.0	0	0.0	11,139	100.0	11,139	100.0	11,139	100.0	11,139	100.0
TOYOTA	**124,421**	**40.2**	**0**	**0.0**	**135,157**	**43.7**	**57,052**	**18.4**	**133,950**	**43.3**	**120,433**	**38.9**
VOLKSWAGEN Vanagon	**4,608**	**97.4**	**0**	**0.0**	**4,729**	**100.0**	**4,608**	**97.4**	**4,729**	**100.0**	**4,348**	**91.9**
TOTAL	**3,371,248**	**75.7**	**11,145**	**0.3**	**3,372,079**	**75.7**	**1,241,692**	**27.9**	**1,419,233**	**31.8**	**1,230,323**	**27.6**

*Includes domestic and import models.

Source: Automotive News Data Center

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light-truck convenience installations (cont.) — 1991 models

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Solar Control Glass	Percent of Instl.	Gas Door Release	Percent of Instl.	Digital Clock	Percent of Instl.
Town & Country	2,244	100.0	2,244	100.0	2,244	100.0	2,244	100.0	2,244	100.0
Total Chrysler Division	**2,244**	**100.0**	**2,244**	**100.0**	**2,244**	**100.0**	**2,244**	**100.0**	**2,244**	**100.0**
Vans	19,232	48.2	19,232	48.2	39,142	98.1	0	0.0	38,543	96.6
Ram Wagon	6,729	41.3	6,729	41.3	16,081	98.7	0	0.0	16,081	98.7
Caravan	82,585	47.3	106,855	61.2	174,599	100.0	51,332	29.4	168,837	96.7
Caravan C/V	6,340	70.7	7,838	87.4	8,968	100.0	5,659	63.1	7,820	87.2
Dakota	16,312	22.3	16,312	22.3	73,147	100.0	0	0.0	66,125	90.4
Pickups	35,335	42.0	35,335	42.0	84,130	100.0	0	0.0	79,924	95.0
Total Dodge	**166,533**	**41.9**	**192,300**	**48.4**	**396,067**	**99.8**	**56,991**	**14.4**	**377,330**	**95.0**
Voyager	74,709	51.3	97,864	67.2	145,631	100.0	50,097	34.4	141,262	97.0
Total Plymouth	**74,709**	**51.3**	**97,864**	**67.2**	**145,631**	**100.0**	**50,097**	**34.4**	**141,262**	**97.0**
Wrangler	0	0.0	0	0.0	45,522	100.0	0	0.0	0	0.0
Cherokee	69,301	65.1	69,301	65.1	106,453	100.0	0	0.0	92,401	86.8
Grand Wagoneer	3,704	100.0	3,704	100.0	3,704	100.0	3,704	100.0	3,704	100.0
Comanche	0	0.0	0	0.0	7,118	100.0	0	0.0	2,363	33.2
Total Jeep	**73,005**	**44.8**	**73,005**	**44.8**	**162,797**	**100.0**	**3,704**	**2.3**	**98,468**	**60.5**
CHRYSLER CORP.	**316,490**	**44.7**	**365,413**	**51.6**	**706,739**	**99.9**	**113,036**	**16.0**	**619,305**	**87.5**
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Aerostar	90,226	60.2	90,226	60.2	0	0.0	0	0.0	149,877	100.0
Ranger	19,192	7.9	19,192	7.9	0	0.0	0	0.0	0	0.0
Bronco	21,784	89.5	21,784	89.5	0	0.0	0	0.0	24,340	100.0
Bronco II/Explorer	280,425	87.0	280,425	87.0	0	0.0	0	0.0	322,328	100.0
Pickups	239,615	56.7	239,615	56.7	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	**651,242**	**50.3**	**651,242**	**50.3**	**0**	**0.0**	**0**	**0.0**	**496,545**	**38.4**
Sportsvan/Van	46,472	57.1	47,901	58.9	9,241	11.4	0	0.0	0	0.0
Astro	76,254	66.8	84,999	74.4	58,050	50.8	0	0.0	0	0.0
Lumina APV	30,505	70.8	32,925	76.4	27,699	64.3	43,069	100.0	0	0.0
S10	22,564	6.3	22,564	6.3	30,470	8.5	0	0.0	0	0.0
S10 Blazer	163,204	84.7	163,204	84.7	183,116	95.0	0	0.0	0	0.0
Blazer	8,005	76.2	8,005	76.2	7,943	75.6	0	0.0	0	0.0
Suburban	35,041	82.9	36,481	86.3	31,930	75.5	0	0.0	0	0.0
Pickups	213,327	54.9	213,327	54.9	64,985	16.7	0	0.0	0	0.0
Total Chevrolet	**595,372**	**48.4**	**609,406**	**49.5**	**413,434**	**33.6**	**43,069**	**3.5**	**0**	**0.0**
Vans	9,124	52.1	10,560	60.3	0	0.0	0	0.0	16,200	92.5
Safari	32,991	76.1	35,142	81.1	0	0.0	0	0.0	42,712	98.5
S15/Sonoma	15,726	17.4	15,726	17.4	90,222	100.0	0	0.0	73,776	81.8
S15 Jimmy	52,697	85.3	52,697	85.3	61,794	100.0	0	0.0	61,635	99.7
Jimmy	2,473	81.7	2,473	81.7	3,027	100.0	0	0.0	2,916	96.3
Suburban	24,189	89.4	24,634	91.0	0	0.0	0	0.0	26,269	97.0
Pickups	83,431	59.0	83,431	59.0	0	0.0	0	0.0	0	0.0
Total GMC	**220,632**	**57.4**	**224,664**	**58.4**	**155,043**	**40.3**	**0**	**0.0**	**223,508**	**58.1**
Silhouette	17,028	95.7	17,117	96.2	0	0.0	0	0.0	17,793	100.0
Bravada	11,145	100.0	11,145	100.0	11,145	100.0	11,145	100.0	11,145	100.0
Total Oldsmobile	**28,173**	**97.4**	**28,262**	**97.7**	**11,145**	**38.5**	**11,145**	**38.5**	**28,938**	**100.0**
Trans Sport	17,881	97.6	17,975	98.1	0	0.0	0	0.0	18,319	100.0
Total Pontiac	**17,881**	**97.6**	**17,975**	**98.1**	**0**	**0.0**	**0**	**0.0**	**18,319**	**100.0**
GENERAL MOTORS	**862,057**	**51.9**	**880,307**	**53.0**	**579,622**	**34.9**	**54,214**	**3.3**	**270,765**	**16.3**
DAIHATSU Rocky	**60**	**4.0**	**60**	**4.0**	**221**	**14.8**	**122**	**8.2**	**61**	**4.1**
Pickup*	72	0.1	72	0.1	53,575	100.0	0	0.0	0	0.0
Amigo	0	0.0	0	0.0	5,993	100.0	0	0.0	5,333	89.0
Trooper	9,967	29.8	9,967	29.8	33,485	100.0	0	0.0	25,485	76.1
Rodeo*	8,730	27.8	8,730	27.8	0	0.0	0	0.0	0	0.0
ISUZU	**18,769**	**15.1**	**18,769**	**15.1**	**93,053**	**74.8**	**0**	**0.0**	**30,818**	**24.8**
Pickup	0	0.0	0	0.0	0	0.0	0	0.0	46,529	72.1
MPV	36,437	77.2	36,437	77.2	0	0.0	47,178	100.0	47,178	100.0
Navajo*	14,577	100.0	14,577	100.0	0	0.0	14,577	100.0	14,577	100.0
MAZDA	**51,014**	**40.4**	**51,014**	**40.4**	**0**	**0.0**	**61,755**	**48.9**	**108,284**	**85.7**
Pickup	0	0.0	0	0.0	0	0.0	0	0.0	3,766	17.0
Montero	11,266	77.0	11,266	77.0	0	0.0	7,190	49.1	14,400	98.4
MITSUBISHI	**11,266**	**30.6**	**11,266**	**30.6**	**0**	**0.0**	**7,190**	**19.5**	**18,166**	**49.4**
Pickup*	4,539	3.5	4,539	3.5	0	0.0	0	0.0	55,122	42.5
Pathfinder	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
NISSAN	**4,539**	**2.7**	**4,539**	**2.7**	**0**	**0.0**	**0**	**0.0**	**55,122**	**32.7**
RANGE ROVER	**3,309**	**100.0**	**3,309**	**100.0**	**0**	**0.0**	**3,309**	**100.0**	**0**	**0.0**
Samurai	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Sidekick	2,153	17.6	2,153	17.6	12,218	100.0	2,153	17.6	0	0.0
SUZUKI	**2,153**	**13.1**	**2,153**	**13.1**	**12,218**	**74.4**	**2,153**	**13.1**	**0**	**0.0**
Pickups	0	0.0	6,689	3.8	0	0.0	0	0.0	6,687	3.8
Previa	75,392	94.1	75,392	94.1	0	0.0	80,116	100.0	80,116	100.0
4Runner	33,902	76.1	33,902	76.1	0	0.0	44,524	100.0	44,524	100.0
Land Cruiser	11,126	99.9	11,126	99.9	0	0.0	11,139	100.0	11,139	100.0
TOYOTA	**120,420**	**38.9**	**127,109**	**41.1**	**0**	**0.0**	**135,779**	**43.9**	**142,466**	**46.0**
VOLKSWAGEN Vanagon	**2,886**	**61.0**	**2,886**	**61.0**	**0**	**0.0**	**2,886**	**61.0**	**4,255**	**90.0**
TOTAL	**2,044,206**	**45.9**	**2,118,066**	**47.5**	**1,391,853**	**31.2**	**380,444**	**8.5**	**1,745,786**	**39.2**

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck audio installations — 1991 models

	AM Only	Percent of Instl.	AM/FM Stereo	Percent of Instl.	AM/FM Stereo w/Cassette	Percent of Instl.	AM/FM Stereo w/Cassette & Graphic Equalizer	Percent of Instl.	AM/FM Stereo w/Compact Disc	Percent of Instl.	Power Antenna	Percent of Instl.
Town & Country	0	0.0	45	2.0	0	0.0	2,199	98.0	0	0.0	0	0.0
Total Chrysler Division	0	0.0	45	2.0	0	0.0	2,199	98.0	0	0.0	0	0.0
Vans	0	0.0	38,184	95.7	359	0.9	0	0.0	0	0.0	0	0.0
Ram Wagon	0	0.0	14,761	90.6	1,320	8.1	0	0.0	0	0.0	0	0.0
Caravan	0	0.0	140,552	80.5	28,285	16.2	0	0.0	0	0.0	0	0.0
Caravan C/V	0	0.0	6,690	74.6	1,130	12.6	0	0.0	0	0.0	0	0.0
Dakota	0	0.0	32,112	43.9	34,745	47.5	0	0.0	0	0.0	0	0.0
Pickups	0	0.0	67,641	80.4	12,283	14.6	0	0.0	0	0.0	0	0.0
Total Dodge	0	0.0	299,940	75.5	78,122	19.7	0	0.0	0	0.0	0	0.0
Voyager	0	0.0	113,155	77.7	28,107	19.3	0	0.0	0	0.0	0	0.0
Total Plymouth	0	0.0	113,155	77.7	28,107	19.3	0	0.0	0	0.0	0	0.0
Wrangler	0	0.0	16,069	35.3	0	0.0	11,244	24.7	0	0.0	0	0.0
Cherokee	0	0.0	19,374	18.2	86,972	81.7	0	0.0	0	0.0	63,340	59.5
Grand Wagoneer	0	0.0	0	0.0	0	0.0	3,704	100.0	0	0.0	0	0.0
Comanche	0	0.0	1,103	15.5	3,374	47.4	0	0.0	0	0.0	0	0.0
Total Jeep	0	0.0	36,547	22.4	90,346	55.5	14,948	9.2	0	0.0	63,340	38.9
CHRYSLER CORP.	0	0.0	449,687	63.5	196,574	27.8	17,147	2.4	0	0.0	63,340	8.9
Vans	0	0.0	38,453	29.0	54,365	41.0	0	0.0	0	0.0	0	0.0
Aerostar	4,646	3.1	39,418	26.3	104,614	69.8	0	0.0	0	0.0	0	0.0
Ranger	10,446	4.3	7,045	2.9	204,792	84.3	0	0.0	0	0.0	0	0.0
Bronco	0	0.0	1,923	7.9	22,320	91.7	0	0.0	0	0.0	0	0.0
Bronco II/Explorer	0	0.0	26,109	8.1	282,682	87.7	0	0.0	12,893	4.0	0	0.0
Pickups	0	0.0	113,680	26.9	260,745	61.7	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	15,092	1.2	226,627	17.5	929,517	71.8	0	0.0	12,893	1.0	0	0.0
Sportsvan/Van	12,251	15.1	16,163	19.9	37,803	46.5	8,725	10.7	0	0.0	0	0.0
Astro	7,082	6.2	25,521	22.3	66,818	58.5	13,014	11.4	0	0.0	0	0.0
Lumina APV	0	0.0	8,270	19.2	33,543	77.9	0	0.0	1,256	2.9	0	0.0
S10	17,365	4.8	23,704	6.6	200,399	55.9	22,389	6.2	0	0.0	0	0.0
S10 Blazer	2,827	1.5	17,506	9.1	118,349	61.4	53,371	27.7	0	0.0	0	0.0
Blazer	943	9.0	1,777	16.9	4,445	42.3	3,159	30.1	0	0.0	0	0.0
Suburban	1,423	3.4	5,320	12.6	12,604	29.8	22,442	53.1	0	0.0	0	0.0
Pickups	30,831	7.9	83,092	21.4	44,658	11.5	204,423	52.6	0	0.0	0	0.0
Total Chevrolet	72,722	5.9	181,353	14.7	518,619	42.1	327,523	26.6	1,256	0.1	0	0.0
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Safari	2,751	6.3	6,736	15.5	25,425	58.7	7,800	18.0	0	0.0	0	0.0
S15/Sonoma	8,135	9.0	6,053	6.7	43,035	47.7	16,553	18.3	0	0.0	0	0.0
S15 Jimmy	877	1.4	2,668	4.3	22,413	36.3	35,677	57.7	0	0.0	0	0.0
Jimmy	339	11.2	165	5.5	1,347	44.5	1,065	35.2	0	0.0	0	0.0
Suburban	477	1.8	1,194	4.4	7,053	26.1	17,545	64.8	0	0.0	0	0.0
Pickups	14,141	10.0	8,485	6.0	63,634	45.0	55,150	39.0	0	0.0	0	0.0
Total GMC	26,720	7.0	25,301	6.6	162,907	42.4	133,790	34.8	0	0.0	0	0.0
Silhouette	0	0.0	1,139	6.4	15,871	89.2	0	0.0	765	4.3	0	0.0
Bravada	0	0.0	0	0.0	0	0.0	11,145	100.0	0	0.0	0	0.0
Total Oldsmobile	0	0.0	1,139	3.9	15,871	54.8	11,145	38.5	765	2.6	0	0.0
Trans Sport	0	0.0	1,083	5.9	16,625	90.8	0	0.0	611	3.3	0	0.0
Total Pontiac	0	0.0	1,083	5.9	16,625	90.8	0	0.0	611	3.3	0	0.0
GENERAL MOTORS	99,442	6.0	208,875	12.6	714,022	42.9	472,458	28.4	2,632	0.2	0	0.0
DAIHATSU Rocky	0	0.0	0	0.0	625	41.9	0	0.0	0	0.0	0	0.0
Pickup*	0	0.0	5,153	9.6	7,557	14.1	0	0.0	0	0.0	0	0.0
Amigo	0	0.0	266	4.4	5,067	84.5	0	0.0	0	0.0	0	0.0
Trooper	0	0.0	0	0.0	33,485	100.0	0	0.0	0	0.0	0	0.0
Rodeo*†	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
ISUZU	0	0.0	5,419	4.4	46,109	37.1	0	0.0	0	0.0	0	0.0
Pickup†	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
MPV	0	0.0	0	0.0	47,178	100.0	0	0.0	1,707	3.6	0	0.0
Navajo*	0	0.0	0	0.0	14,577	100.0	0	0.0	0	0.0	0	0.0
MAZDA	0	0.0	0	0.0	61,755	48.9	0	0.0	1,707	1.4	0	0.0
Pickup	0	0.0	13,734	62.0	0	0.0	0	0.0	0	0.0	0	0.0
Montero	0	0.0	0	0.0	12,290	84.0	2,341	16.0	0	0.0	0	0.0
MITSUBISHI	0	0.0	13,734	37.3	12,290	33.4	2,341	6.4	0	0.0	0	0.0
Pickup*	0	0.0	0	0.0	45,394	35.0	0	0.0	0	0.0	0	0.0
Pathfinder	0	0.0	0	0.0	38,671	100.0	0	0.0	0	0.0	38,671	100.0
NISSAN	0	0.0	0	0.0	84,065	49.9	0	0.0	0	0.0	38,671	23.0
RANGE ROVER	0	0.0	200	6.0	2,909	87.9	0	0.0	200	6.0	0	0.0
Samurai†	0	0.0	0	0.0	10,435	248.0	0	0.0	0	0.0	0	0.0
Sidekick	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
SUZUKI	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	0	0.0	96	0.1	15	0.0	0	0.0	0	0.0	0	0.0
Previa	0	0.0	5,813	7.3	52,315	65.3	21,865	27.3	7,853	9.8	0	0.0
4Runner	0	0.0	4,653	10.5	24,964	56.1	14,013	31.5	4,655	10.5	7,170	16.1
Land Cruiser	0	0.0	0	0.0	1,099	9.9	10,040	90.1	8,201	73.6	0	0.0
TOYOTA	0	0.0	10,562	3.4	78,393	25.3	45,918	14.8	20,709	6.7	7,170	2.3
VOLKSWAGEN Vanagon	0	0.0	0	0.0	2,611	55.2	0	0.0	0	0.0	0	0.0
TOTAL	114,534	2.6	915,105	20.5	2,128,871	47.8	537,864	12.1	38,141	0.9	109,181	2.5

*Includes domestic and import models. †Dealer installed equipment.

Source: Automotive News Data Center

U.S. domestic and imported light-truck seat installations — 1991 models

	Front Bucket	Percent of Instl.	Split/Bench Seat	Percent of Instl.	Cloth Seat	Percent of Instl.	Leather Seat	Percent of Instl.	Reclining Seat	Percent of Instl.	Power Seat	Percent of Instl.
Town & Country	2,244	100.0	0	0.0	355	15.8	1,889	84.2	2,244	100.0	2,244	100.0
Total Chrysler Division	**2,244**	**100.0**	**0**	**0.0**	**355**	**15.8**	**1,889**	**84.2**	**2,244**	**100.0**	**2,244**	**100.0**
Vans	21,067	52.8	0	0.0	16,479	41.3	0	0.0	0	0.0	0	0.0
Ram Wagon	16,293	100.0	0	0.0	10,998	67.5	0	0.0	0	0.0	0	0.0
Caravan	174,599	100.0	0	0.0	128,854	73.8	2,968	1.7	50,110	28.7	50,110	28.7
Caravan C/V	8,968	100.0	0	0.0	8,179	91.2	682	7.6	5,479	61.1	5,479	61.1
Dakota	8,119	11.1	65,101	89.0	55,226	75.5	0	0.0	0	0.0	0	0.0
Pickups	673	0.8	83,457	99.2	59,564	70.8	0	0.0	0	0.0	0	0.0
Total Dodge	**229,720**	**57.9**	**148,558**	**37.4**	**279,299**	**70.3**	**3,650**	**0.9**	**55,589**	**14.0**	**55,589**	**14.0**
Voyager	145,631	100.0	0	0.0	142,864	98.1	2,767	1.9	140,971	96.8	49,078	33.7
Total Plymouth	**145,631**	**100.0**	**0**	**0.0**	**142,864**	**98.1**	**2,767**	**1.9**	**140,971**	**96.8**	**49,078**	**33.7**
Wrangler	45,522	100.0	0	0.0	7,511	16.5	0	0.0	41,835	91.9	0	0.0
Cherokee	106,453	100.0	0	0.0	53,227	50.0	21,291	20.0	101,450	95.3	34,278	32.2
Grand Wagoneer	3,704	100.0	0	0.0	0	0.0	3,704	100.0	0	0.0	3,704	100.0
Comanche	1,317	18.5	5,801	81.5	975	13.7	0	0.0	0	0.0	1,317	18.5
Total Jeep	**156,996**	**96.4**	**5,801**	**3.6**	**61,713**	**37.9**	**24,995**	**15.4**	**143,284**	**88.0**	**39,299**	**24.1**
CHRYSLER CORP.	**534,590**	**75.5**	**154,359**	**21.8**	**484,231**	**68.4**	**33,301**	**4.7**	**342,089**	**48.3**	**146,210**	**20.7**
Vans	132,597	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Aerostar	149,877	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Ranger	0	0.0	242,932	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco	21,663	89.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco II/Explorer	322,328	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	0	0.0	422,601	100.0	0	0.0	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	**626,465**	**48.4**	**665,533**	**51.4**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Sportsvan/Van	81,381	100.0	0	0.0	0	0.0	0	0.0	81,381	100.0	0	0.0
Astro	114,224	100.0	0	0.0	0	0.0	0	0.0	66,925	58.6	14,428	12.6
Lumina APV	43,069	100.0	0	0.0	0	0.0	0	0.0	43,069	100.0	10,007	23.2
S10	79,790	22.3	278,607	77.7	0	0.0	0	0.0	71,891	20.1	0	0.0
S10 Blazer	186,097	96.6	6,583	3.4	0	0.0	0	0.0	186,097	96.6	0	0.0
Blazer	10,512	100.0	0	0.0	0	0.0	0	0.0	10,512	100.0	0	0.0
Suburban	23,161	54.8	19,116	45.2	0	0.0	0	0.0	23,161	54.8	0	0.0
Pickups	28,942	7.5	226,143	58.2	0	0.0	0	0.0	6,674	1.7	0	0.0
Total Chevrolet	**567,176**	**46.1**	**530,449**	**43.1**	**0**	**0.0**	**0**	**0.0**	**489,710**	**39.8**	**24,435**	**2.0**
Vans	6,760	38 6	9,072	51.8	16,322	93.2	0	0.0	6,760	38.6	0	0.0
Safari	43,344	100.0	0	0.0	0	0.0	0	0.0	28,367	65.4	7,218	16.7
S15/Sonoma	25,934	28.7	0	0.0	0	0.0	0	0.0	25,934	28.7	0	0.0
S15 Jimmy	56,298	91.1	0	0.0	0	0.0	0	0.0	56,298	91.1	0	0.0
Jimmy	3,027	100.0	0	0.0	0	0.0	0	0.0	3,027	100.0	0	0.0
Suburban	14,888	55.0	12,181	45.0	0	0.0	0	0.0	14,888	55.0	0	0.0
Pickups	11,313	8.0	130,096	92.0	0	0.0	0	0.0	2,828	2.0	0	0.0
Total GMC	**161,564**	**42.0**	**151,349**	**39.4**	**16,322**	**4.2**	**0**	**0.0**	**138,102**	**35.9**	**7,218**	**1.9**
Silhouette	17,793	100.0	0	0.0	17,793	100.0	0	0.0	17,793	100.0	13,914	78.2
Bravada	11,145	100.0	0	0.0	11,145	100.0	0	0.0	11,145	100.0	10,142	91.0
Total Oldsmobile	**28,938**	**100.0**	**0**	**0.0**	**28,938**	**100.0**	**0**	**0.0**	**28,938**	**100.0**	**24,056**	**83.1**
Trans Sport	18,319	100.0	0	0.0	18,319	100.0	0	0.0	18,319	100.0	12,845	70.1
Total Pontiac	**18,319**	**100.0**	**0**	**0.0**	**18,319**	**100.0**	**0**	**0.0**	**18,319**	**100.0**	**12,845**	**70.1**
GENERAL MOTORS	**775,997**	**46.7**	**681,798**	**41.0**	**63,579**	**3.8**	**0**	**0.0**	**675,069**	**40.6**	**68,554**	**4.1**
DAIHATSU Rocky	**1,492**	**100.0**	**0**	**0.0**	**301**	**20.2**	**0**	**0.0**	**1,492**	**100.0**	**0**	**0.0**
Pickup*	53,575	100.0	0	0.0	53,575	100.0	0	0.0	9,108	17.0	0	0.0
Amigo	5,993	100.0	0	0.0	5,993	100.0	0	0.0	5,993	100.0	0	0.0
Trooper	33,485	100.0	0	0.0	33,485	100.0	0	0.0	33,485	100.0	0	0.0
Rodeo*	21,964	70.0	9,413	30.0	31,377	100.0	0	0.0	0	0.0	0	0.0
ISUZU	**115,017**	**92.4**	**9,413**	**7.6**	**124,430**	**100.0**	**0**	**0.0**	**48,586**	**39.0**	**0**	**0.0**
Pickup	31,697	49.1	32,877	50.9	45,529	70.5	0	0.0	31,697	49.1	0	0.0
MPV	47,178	100.0	0	0.0	0	0.0	4,186	8.9	47,178	100.0	0	0.0
Navajo*	14,577	100.0	0	0.0	12,104	83.0	2,473	17.0	14,577	100.0	0	0.0
MAZDA	**93,452**	**74.0**	**32,877**	**26.0**	**57,633**	**45.6**	**6,659**	**5.3**	**93,452**	**74.0**	**0**	**0.0**
Pickup	0	0.0	22,151	100.0	3,191	14.4	0	0.0	0	0.0	0	0.0
Montero	14,631	100.0	0	0.0	14,631	100.0	0	0.0	14,631	100.0	0	0.0
MITSUBISHI	**14,631**	**39.8**	**22,151**	**60.2**	**17,822**	**48.5**	**0**	**0.0**	**14,631**	**39.8**	**0**	**0.0**
Pickup*	42,800	33.0	0	0.0	129,698	100.0	0	0.0	42,800	33.0	0	0.0
Pathfinder	38,671	100.0	0	0.0	23,445	60.6	15,226	39.4	38,671	100.0	0	0.0
NISSAN	**81,471**	**48.4**	**0**	**0.0**	**153,143**	**91.0**	**15,226**	**9.0**	**81,471**	**48.4**	**0**	**0.0**
RANGE ROVER	**3,309**	**100.0**	**0**	**0.0**	**400**	**12.1**	**2,909**	**87.9**	**3,309**	**100.0**	**2,909**	**87.9**
Samurai	4,207	100.0	0	0.0	0	0.0	0	0.0	4,207	100.0	0	0.0
Sidekick	12,218	100.0	0	0.0	10,434	85.4	0	0.0	12,218	100.0	0	0.0
SUZUKI	**16,425**	**100.0**	**0**	**0.0**	**10,434**	**63.5**	**0**	**0.0**	**16,425**	**100.0**	**0**	**0.0**
Pickups	57,889	33.3	173,750	100.0	11,544	6.6	0	0.0	0	0.0	0	0.0
Previa	80,116	100.0	0	0.0	80,116	100.0	0	0.0	80,116	100.0	0	0.0
4Runner	44,524	100.0	0	0.0	44,524	100.0	0	0.0	44,524	100.0	0	0.0
Land Cruiser	11,139	100.0	0	0.0	11,139	100.0	0	0.0	11,139	100.0	0	0.0
TOYOTA	**193,668**	**62.6**	**173,750**	**56.1**	**147,323**	**47.6**	**0**	**0.0**	**135,779**	**43.9**	**0**	**0.0**
VOLKSWAGEN Vanagon	**4,729**	**100.0**	**0**	**0.0**	**4,729**	**100.0**	**0**	**0.0**	**4,729**	**100.0**	**0**	**0.0**
TOTAL	**2,461,246**	**55.2**	**1,739,881**	**39.0**	**1,064,025**	**23.9**	**58,095**	**1.3**	**1,417,831**	**31.8**	**217,873**	**4.9**

*Includes domestic and import models.

Source: Automotive News Data Center

U.S. domestic and imported light-truck body type installations — 1991 models

	Compact Pickup	Percent of Instl.	Full-sized Pickup	Percent of Instl.	2-door Sport-utility	Percent of Instl.	4-door Sport-utility	Percent of Instl.	Full-sized Cargo Van	Percent of Instl.	Full-sized Pass. Van	Percent of Instl.	Minivan (Cargo)	Percent of Instl.	Minivan (Passenger)	Percent of Instl.
Town & Country	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2,244	100.0	0	0.0	0	0.0
Total Chrysler Division	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**2,244**	**100.0**	**0**	**0.0**	**0**	**0.0**
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	39,900	100.0	0	0.0
Ram Wagon	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	16,293	100.0
Caravan	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	174,599	100.0	0	0.0	0	0.0
Caravan C/V	0	0.0	0	0.0	0	0.0	0	0.0	8,968	100.0	0	0.0	0	0.0	0	0.0
Dakota	73,147	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	81,265	96.6	2,865	3.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Dodge	**154,412**	**38.9**	**2,865**	**0.7**	**0**	**0.0**	**0**	**0.0**	**8,968**	**2.3**	**174,599**	**44.0**	**39,900**	**10.0**	**16,293**	**4.1**
Voyager	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	145,631	100.0	0	0.0	0	0.0
Total Plymouth	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**145,631**	**100.0**	**0**	**0.0**	**0**	**0.0**
Wrangler	0	0.0	0	0.0	45,522	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Cherokee	0	0.0	0	0.0	17,032	16.0	89,421	84.0	0	0.0	0	0.0	0	0.0	0	0.0
Grand Wagoneer	0	0.0	0	0.0	0	0.0	3,704	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Comanche	7,118	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Jeep	**7,118**	**4.4**	**0**	**0.0**	**62,554**	**38.4**	**93,125**	**57.2**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
CHRYSLER CORP.	**161,530**	**22.8**	**2,865**	**0.4**	**62,554**	**8.8**	**93,125**	**13.2**	**8,968**	**1.3**	**322,474**	**45.6**	**39,900**	**5.6**	**16,293**	**2.3**
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	44,420	33.5	88,177	66.5
Aerostar	0	0.0	0	0.0	0	0.0	0	0.0	10,641	7.1	139,236	92.9	0	0.0	0	0.0
Ranger	166,894	68.7	76,038	31.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco	0	0.0	0	0.0	24,340	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bronco II/Explorer	0	0.0	0	0.0	45,126	14.0	277,202	86.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	316,951	75.0	105,650	25.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
FORD MOTOR CO.	**483,845**	**37.4**	**181,688**	**14.0**	**69,466**	**5.4**	**277,202**	**21.4**	**10,641**	**0.8**	**139,236**	**10.8**	**44,420**	**3.4**	**88,177**	**6.8**
Sportsvan/Van	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	73,623	90.5	7,758	9.5
Astro	0	0.0	0	0.0	0	0.0	0	0.0	36,228	31.7	77,996	68.3	0	0.0	0	0.0
Lumina APV	0	0.0	0	0.0	0	0.0	0	0.0	2,067	4.8	41,002	95.2	0	0.0	0	0.0
S10	282,837	78.9	75,560	21.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
S10 Blazer	0	0.0	0	0.0	88,480	45.9	104,200	54.1	0	0.0	0	0.0	0	0.0	0	0.0
Blazer	0	0.0	0	0.0	0	0.0	10,512	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Suburban	0	0.0	0	0.0	0	0.0	42,277	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	270,611	69.7	117,737	30.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Chevrolet	**553,448**	**45.0**	**193,297**	**15.7**	**88,480**	**7.2**	**156,989**	**12.8**	**38,295**	**3.1**	**118,998**	**9.7**	**73,623**	**6.0**	**7,758**	**0.6**
Vans	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1,296	7.4	16,217	92.6
Safari	0	0.0	0	0.0	0	0.0	0	0.0	15,594	36.0	27,750	64.0	0	0.0	0	0.0
S15/Sonoma	90,222	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
S15 Jimmy	0	0.0	0	0.0	28,639	46.3	33,155	53.7	0	0.0	0	0.0	0	0.0	0	0.0
Jimmy	0	0.0	0	0.0	3,027	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Suburban	0	0.0	0	0.0	27,069	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pickups	93,278	66.0	48,131	34.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total GMC	**183,506**	**47.7**	**48,131**	**12.5**	**58,735**	**15.3**	**33,155**	**8.6**	**15,594**	**4.1**	**27,750**	**7.2**	**1,296**	**0.3**	**16,217**	**4.2**
Silhouette	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	17,793	100.0	0	0.0	0	0.0
Bravada	0	0.0	0	0.0	0	0.0	11,145	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Oldsmobile	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**11,145**	**38.5**	**0**	**0.0**	**17,793**	**61.5**	**0**	**0.0**	**0**	**0.0**
Trans Sport	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	18,319	100.0	0	0.0	0	0.0
Total Pontiac	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**18,319**	**100.0**	**0**	**0.0**	**0**	**0.0**
GENERAL MOTORS	**736,948**	**44.3**	**241,428**	**14.5**	**147,215**	**8.9**	**201,289**	**12.1**	**53,889**	**3.2**	**182,860**	**11.0**	**74,919**	**4.5**	**23,975**	**1.4**
DAIHATSU Rocky	**0**	**0.0**	**0**	**0.0**	**1,492**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Pickup*	47,735	89.1	5,840	10.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Amigo	0	0.0	0	0.0	0	0.0	5,993	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Trooper	0	0.0	0	0.0	0	0.0	33,485	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Rodeo*	0	0.0	0	0.0	0	0.0	31,377	100.0	0	0.0	0	0.0	0	0.0	0	0.0
ISUZU	**47,735**	**38.4**	**5,840**	**4.7**	**0**	**0.0**	**70,855**	**56.9**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Pickup	38,645	59.8	25,929	40.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
MPV	0	0.0	0	0.0	0	0.0	0	0.0	100	0.2	47,078	99.8	0	0.0	0	0.0
Navajo*	0	0.0	0	0.0	14,577	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
MAZDA	**38,645**	**30.6**	**25,929**	**20.5**	**14,577**	**11.5**	**0**	**0.0**	**100**	**0.1**	**47,078**	**37.3**	**0**	**0.0**	**0**	**0.0**
Pickup	20,975	94.7	1,176	5.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Montero	0	0.0	0	0.0	0	0.0	14,631	100.0	0	0.0	0	0.0	0	0.0	0	0.0
MITSUBISHI	**20,975**	**57.0**	**1,176**	**3.2**	**0**	**0.0**	**14,631**	**39.8**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Pickup*	86,898	67.0	42,800	33.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Pathfinder	0	0.0	0	0.0	0	0.0	38,671	100.0	0	0.0	0	0.0	0	0.0	0	0.0
NISSAN	**86,898**	**51.6**	**42,800**	**25.4**	**0**	**0.0**	**38,671**	**23.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
RANGE ROVER	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**3,309**	**100.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Samurai	0	0.0	0	0.0	4,207	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Sidekick	0	0.0	0	0.0	5,442	44.5	6,776	55.5	0	0.0	0	0.0	0	0.0	0	0.0
SUZUKI	**0**	**0.0**	**0**	**0.0**	**9,649**	**58.7**	**6,776**	**41.3**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**
Pickups	99,064	57.0	69,433	40.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Previa	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	80,116	100.0	0	0.0	0	0.0
4Runner	0	0.0	0	0.0	40	0.1	44,484	99.9	0	0.0	0	0.0	0	0.0	0	0.0
Land Cruiser	0	0.0	0	0.0	0	0.0	11,139	100.0	0	0.0	0	0.0	0	0.0	0	0.0
TOYOTA	**99,064**	**32.0**	**69,433**	**22.4**	**40**	**0.0**	**55,623**	**18.0**	**0**	**0.0**	**80,116**	**25.9**	**0**	**0.0**	**0**	**0.0**
VOLKSWAGEN Vanagon	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**0**	**0.0**	**4,729**	**100.0**	**0**	**0.0**	**0**	**0.0**
TOTAL	**1,675,640**	**37.6**	**571,159**	**12.8**	**304,993**	**6.8**	**761,481**	**17.2**	**73,598**	**1.7**	**776,493**	**17.4**	**159,239**	**3.6**	**128,445**	**2.9**

*Includes domestic and import models.

Source: Automotive News Data Center

DEALERS

Top 10 dealerships by franchise — based on 1991 new-unit sales

(N.A. means not available)

	Principal or top official	Total 1991 sales all franchises, depts. at location+	Retail new units	1991 fleet sales	Total 1991 new units
ACURA					
Cerritos Acura, Cerritos, Calif.	Kent Browning	$ 50.9	1,797	0	1,797
Acura of Westchester, Larchmont, N.Y.	John A. Tufo	$ 40.0	1,375	61	1,436
Radley Acura, Falls Church, Va.	Vincent Radley	$ 40.8	1,330	0	1,330
Val Strough Acura, Pleasanton, Calif.	James McDonald	$ 31.9	1,246	0	1,246
Acura Southwest, Houston, Texas	Charles Smith	$ 36.7	1,050	157	1,207
Pflueger Acura, Honolulu, Hawaii	John Turja	$ 34.3	1,188	0	1,188
Goodson Acura, Irving, Texas	William Deffenbach	N.A.	1,185	0	1,185*
David McDavid Acura, Plano, Texas	David McDavid	$ 44.7	1,181	0	1,181
Curry Acura, Scarsdale, N.Y.	B.F. Curry Jr.	$ 30.0	1,126	20	1,146
Stevens Creek Acura, Santa Clara, Calif.	H.T. Torian	$ 34.1	1,141	0	1,141
ALFA ROMEO					
Suburban Auto Imports, Maywood, Ill.	Sam Tomaino	N.A.	98	0	98
Cornes Motors, San Diego, Calif.	Tim McLaren	N.A.	90	0	90*
Beach Imports, Tustin, Calif.	James H. Parkinson	$ 11.9	79	0	79
Alfredo's Foreign Cars Inc., Larchmont, N.Y.	Alfredo Gulla	$ 1.7	79	0	79
Alfa Nassau Queens Corp., Great Neck, N.Y.	Claudio D'Chiutiis	N.A.	75	0	75
Cresta Motors, Corte Madera, Calif.	Alan Chern	$ 2.0	72	0	72
Peyton Center Alfa, Redondo Beach, Calif.	Peyton A. Cramer	$ 1.1	58	0	58
Algar Enterprises Inc., Rosemont, Pa.	C.R. Turney	N.A.	55	0	55*
Loeber Motors Inc., Chicago, Ill.	George Loeber	N.A.	55	0	55*
Lipshy Motorcars, Dallas, Texas	Bruce Lipshy	N.A.	50	0	50*
AUDI					
Jack Daniels Motors Inc., Fairlawn, N.J.	John J. Daniels	$ 18.2	261	0	261
Schaumburg Audi, Schaumburg, Ill.	Michael F. Hall	$ 15.0	223	0	223
Carousel Automobiles, Golden Valley, Minn.	Laurence F. LeJeune	$ 17.1	202	1	203
Pray Audi Corp., Greenwich, Conn.	Malcolm S. Pray Jr.	$ 9.0	202	0	202
Paul Miller Inc., Parsippany, N.J.	Paul T. Miller II	$ 17.5	161	0	161
Audi Exchange, Highland Park, Ill.	Ernie Semersky	$ 1.1	158	0	158
The Annis Corp., Natick, Mass.	Keene Annis	N.A.	140	0	140*
N.B.L. Inc., Vienna, Va.	George C. Andreas	$ 40.6	137	0	137
Town Motor Car Corp., Newton, N.J.	Robert Siebold	N.A.	129	0	129
Pass & Weisz Inc., Burlington, Mass.	Edward Pass	N.A.	129	0	129*
BMW					
Braman Motors, Miami, Fla.	Norman Braman	$ 61.3	1,251	0	1,251
Crevier BMW, Santa Ana, Calif.	Robert B. Crevier	$ 39.8	754	0	754
Pacific BMW, Glendale, Calif.	David Ho	N.A.	750	0	750*
Weatherford BMW, Berkley, Calif.	Harry Yasukochi	$ 35.8	684	0	684
Peter Pan Motors Inc., San Mateo, Calif.	Gus Panos	$ 34.3	565	51	616
John Roberts BMW Inc., Dallas, Texas	John H. Roberts	N.A.	600	0	600
Nick Alexander Imports, Los Angeles, Calif.	Nick Alexander	$ 28.3	596	0	596
BMW Concord, Concord, Calif.	Myron R. Day	$ 31.5	572	0	572
Shelly BMW, Buena Park, Calif.	Damon Shelly	$ 27.0	524	0	524
German Motors Corp., San Francisco, Calif.	Henry Schmitt	N.A.	520	0	520*
BUICK					
Lupient Buick Inc., Minneapolis, Minn.	Jim Lupient	N.A.	1,000	9,000	10,000*
Loren Buick Inc., Glenview, Ill.	Irving N. Segal	$ 158.8	801	8,868	9,669
Prospect Motors Inc., Jackson, Calif.	W.E. Halvorson	$1,294.6	30	6,738	6,768
Edenton Motors Inc., Edenton, N.C.	William C. Butler	N.A.	30	6,385	6,415
Orange Buick-GMC Truck Co., Orlando, Fla.	B.H. King	$ 122.4	1,206	5,076	6,282
Pelkowitz Motors, Perth Amboy, N.J.	Regis P. McGuire	$ 307.4	316	5,694	6,010
Bishop Motors Inc., Norton, Ohio	Eugene F. Bishop	$ 65.4	231	5,281	5,512
Smythe Buick-Pontiac-GMC Inc., Merced, Calif.	William D. Smythe	$ 145.1	426	3,678	4,104
Ron Smith Buick Jeep-Eagle, Merced, Calif.	Ron Smith	$ 77.0	47	4,038	4,085
Al Parker Buick Co., Houston, Texas	Clay A. Parker	$ 78.4	912	2,713	3,625
CADILLAC					
Bayview Cadillac, Ft. Lauderdale, Fla.	Edward J. Morse	$ 687.5	1,087	22,614	23,701
Pelkowitz Motors, Perth Amboy, N.J.	Regis P. McGuire	$ 307.4	256	7,673	7,929
Prospect Motors Inc., Jackson, Calif.	W.E. Halvorson	$1,294.6	12	6,482	6,494
Penske Cadillac, Downey, Calif.	Roger S. Penske	$ 126.3	860	2,933	3,793
Nesen Motor Car Co., Thousand Oaks, Calif.	Robert D. Nesen	$ 177.9	180	2,617	2,797
Rodger Meier Cadillac, Dallas, Texas	Todd C. Meier	$ 107.6	693	1,950	2,643
Coast Cadillac, Sarasota, Fla.	Robert Geyer	N.A.	2,200	0	2,200*
Stephen Cadillac Inc., Bristol, Conn.	Stephen Barberino Jr.	N.A.	1,800	0	1,800*
Kachina Cadillac, Scottsdale, Ariz.	Wayne L. Culiver	$ 65.1	399	1,189	1,588
Routson Motors, Stillwater, Minn.	Frank Routson	$ 94.5	65	1,500	1,565

*Estimate +Figures in millions

	Principal or top official	Total 1991 sales all franchises, depts. at location+	Retail new units	1991 fleet sales	Total 1991 new units
CHEVROLET					
Ed Morse Chevrolet, Lauderhill, Fla.	Ted Morse	$1,043.8	1,492	89,972	91,464
Prospect Motors Inc., Jackson, Calif.	W.E. Halvorson	$1,294.6	164	42,752	42,916
Diamond Chevrolet Inc., Inglewood, Calif.	David Lindahl	N.A.	450*	21,646†	22,096*
American Chevrolet-Geo, Inglewood, Calif.	W.E. Halvorson	$ 259.7	689	20,850	21,539
Z Frank Chevrolet, Chicago, Ill.	Elaine Frank	$ 540.6	2,331	14,427	16,758
Bob Bell Chevrolet-Nissan Inc., Baltimore, Md.	Ray Smith	N.A.	100*	13,483†	13,583*
Car/Truck City, Pine City, Minn.	Steve Leach	N.A.	85	12,922	13,007
Midway Chevrolet-Geo, Phoenix, Ariz.	Wally Smith	$ 147.2	860	10,054	10,914
Friendly Chevrolet, Dallas, Texas	Mark Eddins	$ 141.9	2,382	4,396	6,778
David Penske Chevrolet, King of Prussia, Pa.	David Penske	$ 96.2	524	5,749	6,273
CHRYSLER-PLYMOUTH					
Amador Motors Inc., Sutter Creek, Calif.	W.E. Halvorson	$ 483.0	37	12,664	12,701
Lake Forest C-P Inc., Gaithersburg, Md.	Jack Fitzgerald	N.A.	500	12,000	12,500*
Dayton Andrews Inc., Clearwater, Fla.	Dayton Andrews	N.A.	600	6,000	6,600*
Edenton Motors Inc., Edenton, N.C.	William C. Butler	N.A.	60	5,840	5,900*
Forest Lake C-P-D, Forest Lake, Minn.	Tom Polme	$ 17.9	234	5,442	5,676
Pasadena Chrysler-Plymouth, Pasadena, Calif.	Maurice Class	N.A.	2,900	0	2,900*
Hollywood Chrysler-Plymouth Inc., Hollywood, Fla.	Russell L. Everatt	N.A.	2,700	0	2,700*
Massey Yardley C-P Inc., Plantation, Fla.	Herb Yardley	N.A.	2,550	0	2,550*
Pryority Motors Inc., Pryor, Okla.	Bruce Jacobs	$ 93.2	50	2,450	2,500
Jack Miller C-P, Kansas City, Mo.	Jack C. Miller	$ 52.3	1,042	1,454	2,496
DODGE					
Amador Motors Inc., Sutter Creek, Calif.	W.E. Halvorson	$ 483.0	101	26,907	27,008
Edenton Motors Inc., Edenton, N.C.	William C. Butler	N.A.	800	12,200	13,000*
Colonial Dodge Inc., Kensington, Md.	Dottie Fitzgerald	N.A.	122	9,878	10,000*
Stuart Chrysler-Dodge, Hobe Sound, Fla.	Herb Yardley	$ 83.9	237	7,904	8,141
Forest Lake C-P-D, Forest Lake, Minn.	Tom Polme	$ 17.9	345	7,708	8,053
Ken Morehead Dodge-Yugo Inc., Lincoln, Neb.	Kenneth E. Morehead	$ 119.3	323	7,324	7,647
Haggerty Dodge, Chicago, Ill.	William Haggerty	N.A.	300	7,200	7,500*
North Star Dodge Center Inc., Winter Park, Ill.	John Custer	N.A.	350	5,750	6,100*
Lake Potter Dodge Inc., Winter Park, Ill.	Luther D. Potter	$ 3.0	511	4,182	4,693
Swift Dodge, Sacramento, Calif.	Chuck Swift	$ 78.1	1,149	2,570	3,719
FORD					
Jordan Ford, Mishawaka, Ind.	Jordan H. Kapson	$1,238.4	1,080	82,973	84,053
Santa Monica Ford, Santa Monica, Calif.	Bob Karlin	$ 341.2	2,063	26,924	28,987
Griffin Ford Inc., Frostproof, Fla.	R. Bruce Deardoff	$ 241.7	89	17,920	18,009
S & C Ford, San Francisco, Calif.	Aldo A. Fontana	$ 232.8	2,172	12,809	14,981
Troy Motors, Troy, Mich.	Michael Colby	N.A.	1,000*	13,043†	14,043*
Friendly Ford, N. Miami Beach, Fla.	Angel Shollenberger	N.A.	1,000*	9,460†	10,460*
Rice and Holman Ford, Mt. Laurel, N.J.	Henry H. Herrington	$ 170.1	3,186	6,880	10,066
Ricart Ford Inc., Columbus, Ohio	Rhett & Fred Ricart	$ 203.2	7,248	0	7,248
Galpin Ford, Sepulveda, Calif.	H.F. Boeckmann	$ 153.4	5,970	657	6,627
Pacifico Ford Inc., Philadelphia, Pa.	Kerry T. Pacifico	$ 100.3	1,457	4,790	6,247
GMC					
Behlmann Pont.-GMC Trk., Hazelwood, Mo.	Kenneth A. Behlmann	$ 126.9	3,660	0	3,660
Hendrix GMC Truck, Austin, Texas	Will Hendrix	N.A.	2,400	0	2,400*
San Antonio Trk. Sls. & Svc., San Antonio, Texas	W.M. Rush	$ 46.2	841	1,367	2,208
James Wood Motors Inc., Decatur, Texas	James F. Wood	$ 143.9	1,583	230	1,813
John Wiesner Inc., Conroe, Texas	John Wiesner	$ 59.3	1,761	7	1,768
Buzz Post Pontiac-GMC-Isuzu, Arlington, Texas	Buz Post	$ 126.2	1,462	126	1,588
Jim Causley, Mt. Clemens, Mich.	Jim Causley Jr.	N.A.	1,450	0	1,450*
Villa Marin GMC, Staton Island, N.Y.	David Villa Marin	$ 24.5	580	640	1,220
Smythe Buick-Pontiac-GMC, Santa Clara, Calif.	William D. Smythe	$ 145.1	421	533	954
Holman Pontiac-GMC Truck, Westland, Mich.	Red Holman	N.A.	850	0	850*
HONDA					
Gardena Honda, Gardena, Calif.	Shau-Wai Lam	N.A.	7,200	0	7,200*
Norm Reeves Honda Superstore, Cerritos, Calif.	Donna L. Reeves	$ 131.4	7,003	0	7,003
Goudy Honda, Alhambra, Calif.	Gordon H. Goudy	$ 79.6	4,787	0	4,787
Plaza Honda, Brooklyn, N.Y.	John Rosatti	$ 56.0	2,700	737	3,437
Honda of Lisle, Lisle, Ill.	Horst Korallus	$ 53.8	3,183	2	3,185
South Motor Co. of Dade County, Miami, Fla.	R. Buttafuoco	$ 64.2	3,147	0	3,147
Herson's Honda, Rockville, Md.	Lewis Cohn	$ 58.6	3,060	0	3,060
Robertson Honda, North Hollywood, Calif.	Jack B. Robertson	N.A.	3,000	0	3,000*
Rosenthal Honda, Vienna, Va.	Robert M. Rosenthal	N.A.	2,900	0	2,900*
Spring Branch Honda, Houston, Texas	Fred K. Schneider	N.A.	2,882	0	2,882

*Estimate +Figures in millions †Automotive Fleet

continued →

Top 10 dealerships by franchise — based on 1991 new-unit sales

(N.A. means not available)	Principal or top official	Total 1991 sales all franchises, depts. at location◦	Retail new units	1991 fleet sales	Total 1991 new units
HYUNDAI					
Davis-Shows Hyundai-Isuzu, Shreveport, La.	J. Pat Shows	$ 28.7	1,281	3	1,284
Bob Ciasulli Hyundai, Little Falls, N.J.	Bob Ciasulli	N.A.	1,200	0	1,200*
Maxon Hyundai, Union, N.J.	Michael Ciasulli	$ 14.4	1,066	0	1,066
Atlantic Hyundai, West Islip, N.Y.	Rich Bittner	N.A.	1,020	0	1,020*
Fairfax Hyundai, Fairfax, Va.	Don Reilly	$ 14.0	1,017	0	1,017
O'Connor Hyundai, Oak Lawn, Ill.	Bob O'Connor	N.A.	957	0	957
Kim-Hankey Hyundai, Los Angeles, Calif.	Richard Kim	$ 22.5	932	0	932
Leland Hyundai, Houston, Texas	Evalee Schwarz	$ 16.0	886	0	886
Dick Ide Hyundai, Penfield, N.Y.	Dick Ide	N.A.	800	0	800*
Nesen Hyundai, Westlake Village, Calif.	Gary Nesen	N.A.	750	0	750*
INFINITI					
Roswell Infiniti Inc., Roswell, Ga.	Charles Simpson	N.A.	900	0	900*
Kings Infiniti, Brooklyn, N.Y.	Mickey Gilbert	N.A.	688	0	688
Miller Infiniti, Van Nuys, Calif.	Fred H. Miller	$ 25.7	667	0	667
Able Infiniti, Rockville Centre, N.Y.	Jerome Zinman	$ 24.8	651	0	651
Infiniti of Massapequa Ltd., Massapequa, N.Y.	Fred D. Stefano	N.A.	640	0	640*
Troncalli Motors Inc., Decatur, Ga.	Charles D. Troncalli	N.A.	620	0	620*
North Shore Infiniti Inc., Great Neck, N.Y.	Hugh J. Weidinger	$ 21.2	574	0	574
Palm Infiniti, West Palm Beach, Fla.	Frank Malone	$ 14.6	534	0	534
South Motors Infiniti, Miami, Fla.	Richard Buttafuoco	$ 20.1	510	0	510
Roland D. Kelly Infiniti, Beverly, Mass.	Brian D. Kelly	N.A.	500	0	500*
ISUZU					
Buz Post Pontiac-GMC-Isuzu, Arlington, Texas	Buz Post	$126.2	2,154	0	2,154
Fountain Motors Inc., Oakland, Fla.	Gary Silverman	$ 89.4	699	796	1,495
Sam White Isuzu, Houston, Texas	Sam H. White	$ 20.2	1,192	246	1,438
Magic Isuzu, Sanford, Fla.	George Boomer	$ 18.4	1,285	23	1,308
Gwinnett Mall Isuzu, Duluth, Ga.	David Costa	N.A.	1,200	0	1,200*
Royal Isuzu, Tampa, Fla.	Ralph C. Ghioto Jr.	$ 41.4	1,193	0	1,193
Westway Isuzu, Irving, Texas	Joe Tigue	N.A.	1,000	0	1,000*
Tom Endicott Isuzu, Pompano Beach, Fla.	T.M. Endicott	$ 37.6	954	0	954
Santa Ana Isuzu, Santa Ana, Calif.	David Michael Shepard	$ 30.7	911	0	911
Grady Isuzu, Mobile, Ala.	Gary Grady	$ 15.6	682	195	877
JAGUAR					
Hempstead Auto Co. Inc., Hempstead, N.Y.	Hugh J. Weidinger	$ 27.2	276	27	303
The Jaguar Collection, Coral Gables, Fla.	Mandy Fernandez	N.A.	250	0	250*
Newport Imports Inc., Newport Beach, Calif.	Lee West	N.A.	245	0	245*
Sovereign Jaguar, Hicksville, N.Y.	Alan Feldman	$ 17.5	239	0	239
Hornburg Jaguar Inc., Los Angeles, Calif.	William Gaby	$ 30.6	195	18	213
Whittlesey Jaguar, Torrance, Calif.	David Whittlesey	N.A.	200	0	200*
Palm Beach Motor Cars, West Palm Beach, Fla.	Robert Simpson	$ 31.0	199	0	199
Crown Jaguar, St. Petersburg, Fla.	Dwayne Hawkins	$ 34.0	185	4	189
Rosenthal Jaguar, Vienna, Va.	Robert M. Rosenthal	$ 15.6	163	2	165
Dominion Motor Cars Inc., Houston, Texas	David S. Wolff	$ 27.8	150	0	150
JEEP-EAGLE					
Don-A-Vee Jeep-Eagle Inc., Bellflower, Calif.	Clive Skilton	$ 47.4	1,967	50	2,017
Roswell Jeep-Eagle Inc., Roswell, Ga.	Gary Grim	$ 36.6	765	698	1,463
Ricart Jeep-Eagle Inc., Columbus, Ohio	Rhett Ricart	N.A.	1,300	0	1,300*
Bob Dance Jeep-Eagle Inc., Orlando, Fla.	Bob Dance	N.A.	1,260	0	1,260*
Jasper Jeep Sales, Jasper, Ga.	Michael W. Lowe	$ 32.5	1,037	211	1,248
Ancira Jeep-Eagle, San Antonio, Texas	Ernesto Ancira	$ 28.9	1,015	187	1,202
Buerge Jeep-Eagle, Los Angeles, Calif.	John R. Buerge	$ 34.6	965	202	1,167
Town & Country Jeep-Eagle, Seattle, Wash.	Maria Smith	$ 33.7	1,111	11	1,122
Warnock Jeep-Eagle Inc., East Hanover, N.J.	Donald W. Warnock	$ 19.2	964	152	1,116
Manhattan Jeep-Eagle Inc., New York, N.Y.	John R. Monninger	$ 27.9	880	205	1,085
LEXUS					
Longo Lexus, El Monte, Calif.	Roger S. Penske	$ 60.4	1,433	119	1,552
JM Lexus, Ft. Lauderdale, Fla.	Jim Moran	N.A.	1,450	0	1,450*
Lexus of Kendall, South Miami, Fla.	Gerald F. Bean	N.A.	1,400	0	1,400*
Sewell Lexus, Dallas, Texas	Carl Sewell	N.A.	1,250	0	1,250*
Lexus of Cerritos, Cerritos, Calif.	Lewis M. Webb	$ 56.0	1,225	0	1,225
Westside Lexus, Houston, Texas	Jack Kendall	$ 61.4	1,194	0	1,194
Tustin Lexus, Tustin, Calif.	David Wilson	$ 50.9	1,045	54	1,099
Lexus Santa Monica, Santa Monica, Calif.	Wilfred K. Sullivan	$ 40.3	1,003	0	1,003
Countyline Lexus, Hollywood, Fla.	Craig M. Zinn	$ 47.3	905	60	965
Lexus of Greenwich, Greenwich, Conn.	Sam Scatterday	$ 41.9	953	0	953

*Estimate ◦Figures in millions

	Principal or top official	Total 1991 sales all franchises, depts. at location◦	Retail new units	1991 fleet sales	Total 1991 new units
LINCOLN-MERCURY					
Island Lincoln-Mercury Inc., Merritt Island, Fla.	R. Bruce Deardoff	$482.7	937	21,954	22,891
Jordan Lincoln-Mercury, Elkhart, Ind.	Peggy Tuttle	N.A.	1,000*	16,930†	17,930*
Marty Franich Lincoln-Mercury, Watsonville, Calif.	Bob Culbertson	N.A.	1,000*	13,514†	14,514*
Pavilion Lincoln-Mercury, Austin, Texas	Doug Alling	N.A.	917	8,167	9,084
Libertyville L-M Sales Inc., Libertyville, Ill.	Julius Marks Jr.	$173.9	1,231	6,574	7,805
Baranco Lincoln-Mercury, Duluth, Ga.	Kim Beck	N.A.	800*	6,726†	7,526*
Roto L-M & Subaru Inc., Arlington Heights, Ill.	Richard A. Roto	$ 87.7	1,327	4,190	5,517
Don Kott Lincoln-Mercury, Carson, Calif.	Don Kott	$276.6	513	4,370	4,883
Pompano Lincoln-Mercury, Pompano Beach, Fla.	Richard D. Zich	$111.3	1,145	3,375	4,520
Northgate Lincoln-Mercury, Tampa, Fla.	Jack W. Parks	$ 89.4	1,130	2,421	3,551
MAZDA					
Don Darr Mazda, St. Louis, Mo.	Donald Darr	N.A.	830	4,870	5,700*
Frank Bommarito Oldsmobile, Ellisville, Mo.	Frank J. Bommarito	$136.1	883	4,647	5,530
Big Billy Barrett Mazda, Dallas, Texas	Billy Barrett	$ 70.1	3,060	0	3,060
Val Strough Mazda, Oakland, Calif.	James McDonald	N.A.	960	1,416	2,376
Puente Hills Mazda, City of Industry, Calif.	F.E. Hitchcock	$ 44.2	2,022	283	2,305
Codiroli Mazda, Livermore, Calif.	Milton E. Codiroli	$ 33.2	1,090	1,200	2,290
Gunther Mazda, Ft. Lauderdale, Fla.	Joseph F. Gunther Jr.	N.A.	2,285	0	2,285
Grubbs Mazda, Dallas, Texas	Eric K. Grubbs	$ 34.8	821	1,272	2,093
Roger Beasley Mazda Inc., Austin, Texas	Roger Beasley	N.A.	1,869	3	1,872
Freeman Mazda, Irving, Texas	Jerry Freeman	$ 57.5	1,729	126	1,855
MERCEDES-BENZ					
House of Imports Inc., Buena Park, Calif.	Michael B. O'Donoghue	$120.1	1,426	0	1,426
Downtown L.A. Motors, Los Angeles, Calif.	Nickolas Shammas	N.A.	1,200	0	1,200*
Ray Catena Motor Car, Edison, N.J.	Raymond Catena	$ 73.3	971	0	971
Rallye Motors Inc., Roslyn, N.Y.	Peter Terrian	N.A.	790	0	790
Benzel-Busch Motorcar, Englewood, N.J.	Joseph A. Agrosta Sr.	N.A.	750	0	750*
Park Place Motorcars, Dallas, Texas	Kenneth Schnitzer Jr.	$ 80.7	699	0	699
L.P. Evans Motors, Miami, Fla.	James D. Evans	N.A.	634	0	634
Bill Ussery Motors, Coral Gables, Fla.	Jim Evans Jr.	N.A.	630	0	630
RBM of Atlanta, Atlanta, Ga.	John Ellis	N.A.	627	0	627
Caliber Motors, Annaheim, Calif.	John Hastings	N.A.	625	0	625*
MITSUBISHI					
Frank Parra Mitsubishi, Irving, Texas	Mike Parra	$ 35.6	1,893	0	1,893
Joe Myers Mitsubishi, Houston, Texas	Gary D. Morris	$ 25.9	1,183	0	1,183
Michael Mitsubishi, Fresno, Calif.	Michael L. Rosvold	$ 89.9	1,127	0	1,127
Rockville Mitsubishi, Rockville, Md.	Lewis Cohn	$ 24.3	1,114	0	1,114
Eagle Mitsubishi, Harvey, La.	Ben B. Carollo	$ 21.3	1,067	46	1,113
Metro Mitsubishi, San Antonio, Texas	David Roth	$ 3.8	998	0	998
Manhasset Mitsubishi, Manhasset, N.Y.	Michael Cohen	$ 24.1	972	20	992
Rountree Mitsubishi, Shreveport, La.	Mark Baroni	$ 20.4	975	0	975
Levis Mitsubishi, Baton Rouge, La.	Robert Levis	$ 18.2	961	0	961
Clearwater Mitsubishi, Clearwater, Fla.	Scott Fink	$ 26.0	960	0	960
NISSAN					
Action Nissan, Kissimee, Fla.	Joe Williamson	N.A.	4,150	0	4,150*
ABC Nissan, Phoenix, Ariz.	David L. Arnold	$ 94.0	3,536	587	4,123
Mossy Nissan, National City, Calif.	Philip E. Mossy	$ 72.5	3,935	0	3,935
Universal City Nissan, Los Angeles, Calif.	Morrie Schrage	$ 89.9	3,826	0	3,826
David McDavid Nissan, Houston, Texas	David McDavid	$ 65.8	1,450	1,711	3,161
Northtown Nissan Inc., Fridley, Minn.	Dennis Hecker	$ 36.5	615	2,535	3,150
Hippodrome Oldsmobile-Nissan, Nashville, Tenn.	R.S. McAdams	$ 63.9	939	1,982	2,921
Corona Nissan, Corona, Calif.	Glenna Maguire	$ 37.2	1,723	557	2,280
Lamb Nissan, San Diego, Calif.	George Lamb	$ 36.9	2,278	2	2,280
Smith Mesa Nissan, Mesa, Ariz.	Marc Dubowy	$ 48.5	2,083	128	2,211
OLDSMOBILE					
Dan Burns Oldsmobile, Delray Beach, Fla.	Daniel E. Burns	$272.2	670	17,010	17,680
Lupient Oldsmobile, Golden Valley, Minn.	Jim Lupient	N.A.	500	15,500	16,000*
Prospect Motors Inc., Jackson, Calif.	W.E. Halvorson	N.A.	19	15,391	15,410
Sam White Oldsmobile Co., Houston, Texas	Sam H. White	$135.5	1,101	6,611	7,712
Larry Faul Olds.-GMC Truck, Schaumburg, Ill.	Larry Faul	$ 35.2	606	5,184	5,790
Dale Oldsmobile, Bronx, N.Y.	Mark Rosenstock	N.A.	200	5,050	5,250*
Boch Oldsmobile Inc., Norwood, Mass.	Ernest J. Boch Sr.	N.A.	806	3,947	4,753
Car/Truck City, Pine City, Minn.	H.R. LaGruth	$ 27.7	465	3,206	3,671
Edenton Motors Inc., Edenton, N.C.	William C. Butler	N.A.	24	3,505	3,529
J & F Oldsmobile, Jersey City, N.J.	Sam Difeo	N.A.	3,250	0	3,250*

*Estimate — ◦Figures in millions †Automotive Fleet

continued →

Top 10 dealerships by franchise — based on 1991 new-unit sales

(N.A. means not available)

	Principal or top official	Total 1991 sales all franchises, depts. at location•	Retail new units	1991 fleet sales	Total 1991 new units
PONTIAC					
Prospect Motors Inc., Jackson, Calif.	W.E. Halvorson	$1,294.6	18	22,599	22,617
Stephen Pontiac-Cadillac, Bristol, Conn.	Stephen Barberino	N.A.	450	14,550	15,000*
J.M. Pontiac, Hollywood, Fla.	John McNally	$ 173.6	1,410	13,060	14,470
Goode-Taylor Pontiac, Dallas, Texas	Glen Goode	N.A.	950	8,550	9,500*
Rudy Luther's Pontiac, Minneapolis, Minn.	Monte Bion	N.A.	350	7,150	7,500*
Larry Faul Pontiac, Schaumburg, Ill.	Larry Faul	$ 20.9	823	6,502	7,325
Mike Haggerty Pontiac, Oaklawn, Ill.	Mike Haggerty	N.A.	400	6,100	6,500*
Edenton Motors Inc., Edenton, N.C.	William Butler	N.A.	300	5,200	5,500*
Bob Longpre Inc., Westminster, Calif.	Tom Albertini	N.A.	320	4,440	4,760
Peninsula Pontiac-Oldsmobile, Torrance, Calif.	Cecil Willis	N.A.	325	4,175	4,500*
PORSCHE					
Champion Motors, Pompano Beach, Fla.	Dave Maraj	$ 29.2	214	0	214
Deel Porsche, Miami, Fla.	Arnie Gonsalez	N.A.	75	0	75*
Ogner Motorcars Inc., Woodland Hills, Calif.	Stanley Ogner	$ 16.9	70	0	70
Carlsen Porsche, Palo Alto, Calif.	Charlie Burton	$ 15.2	67	0	67
Legend Autorama Ltd., Amityville, N.Y.	Roy Siegel	$ 15.0	66	0	66
John Wood Porsche, Princeton, N.J.	John J. Wood	$ 10.0	65	0	65
Rusnak/Pasadena, Pasadena, Calif.	Paul Rusnak	N.A.	60	0	60*
Schneider/Nelson Porsche, W. Long Beach, Calif.	Philip Schneider	$ 14.5	59	0	59
Jonesco Porsche, Norwalk, Calif.	Daniel J. McKenna III	$ 15.2	57	0	57
Pray Porsche, Greenwich, Conn.	Malcolm S. Pray Jr.	$ 15.9	57	0	57
RANGE ROVER					
Range Rover Land, Glen Head, N.Y.	Michael Lazarus	$ 13.3	207	0	207
Prestige Motors, Paramus, N.J.	Joseph T. Dockery	N.A.	115	0	115*
Terry York Motor Cars Ltd., Encino, Calif.	Terry York	$ 26.5	111	0	111
Hornburg Jaguar Inc., Los Angeles, Calif.	William Gaby	$ 30.6	106	0	106
Zumbach Sports Car Ltd., New York, N.Y.	Werner Maeder	$ 23.7	92	0	92
Hennessy Cadillac Inc., Atlanta, Ga.	Mark Hennessy	N.A.	90	0	90*
Range Rover of Darien, Darien, Conn.	Frank A. Miller	$ 20.9	88	0	88
Foreign Motors West Inc., Natick, Mass.	Thomas R. Mix	$ 51.3	85	0	85*
Pioneer Centres, San Diego, Calif.	Jack Brewer	$ 11.3	80	0	80
Newport Imports Inc., Newport Beach, Calif.	Leland H. West	N.A.	80	0	80*
ROLLS ROYCE					
Carriage House Motor Cars, New York, N.Y.	Michael Schudroff	N.A.	65	0	65*
Braman Motorcars, West Palm Beach, Fla.	Todd R. Shack	N.A.	40	0	40*
Newport Auto Center, Newport Beach, Calif.	David R. Satin	$ 28.6	35	0	35
Rolls Royce of Beverly Hills, Beverly Hills, Calif.	Howard Schneider	N.A.	30	0	30*
Lauderdale Imports Ltd., Ft. Lauderdale, Fla.	Larry K. Oden	$ 10.9	25	0	25*
Rusnak/Pasadena, Pasadena, Calif.	Paul Rusnak	N.A.	20	0	20*
Carnes Motors, San Diego, Calif.	Ken Shafer	N.A.	19	0	19
Steve Foley Cadillac Inc., Northbrook, Ill.	Stephen Foley Jr.	N.A.	18	0	18*
Terry York Motor Cars Ltd., Encino, Calif.	Terry York	N.A.	17	0	17*
Carriage House Mtr. Cars of Greenwich, Greenwich, Conn.	Michael Schudroff	N.A.	15	0	15*
SAAB					
Ramsey Saab, Ramsey, N.J.	Raymond Van Duren	$ 18.1	507	0	507
Zumbach Sports Car Ltd., New York, N.Y.	Werner Maeder	$ 23.7	427	0	427
Pray Saab, Greenwich, Conn.	Malcolm S. Pray Jr.	$ 18.4	324	0	324
JMK Auto Sales Inc., Springfield, N.J.	Albert Kosempel	$ 26.5	322	0	322
Clews & Strawbridge, Frazer, Pa.	Harry B. Zimmerman	$ 15.0	304	0	304
Reinertsen Motors Inc., Denville, N.J.	Len Schrader	$ 11.2	300	0	300
Euro Motorcars Inc., Bethesda, Md.	Stephen H. Smythe	$ 55.9	290	0	290
Saab of Westport, Westport, Conn.	Patrick M. Ryan	$ 11.7	278	0	278
Lindqvist Motors Saab, Culvor City, Calif.	John R. Buerge	$ 10.3	255	0	255
Garden City Saab, Hempstead, N.Y.	Edward A. Soukup	$ 53.4	239	0	239
SATURN					
Saturn Development Inc., Santa Clara, Calif.	D. Lee Lucas II	$ 32.2	2,057	0	2,057
Saturn of Rivergate, Madison, Tenn.	Nelson E. Bowers	$ 27.0	1,783	0	1,783
Saturn of Plymouth, Plymouth, Mich.	Karen M. Tibus	$ 22.9	1,487	0	1,487
Saturn of Warren, Warren, Mich.	Frank Galeana	$ 19.8	1,288	0	1,288
Saturn/North Inc., Worthington, Ohio	Tom Carpenter	$ 23.7	1,214	0	1,214
Saturn of Olathe, Olathe, Kan.	Donald J. Haugland	$ 16.9	1,088	0	1,088
Saturn of Grand Rapids, Grand Rapids, Mich.	Harvey A. Duthler	$ 14.4	1,022	15	1,037
Saturn of Orlando, Longwood, Fla.	D. Kim Hackett	$ 19.1	998	0	998
Saturn of Springdale, Cincinnati, Ohio	Jacob B. Sweeney	$ 12.1	954	0	954
Saturn of Clearwater, Clearwater, Fla.	Paul Lokey	$ 16.6	937	0	937
SUBARU					
Burt Subaru Inc., Englewood, Colo.	Lloyd Chavez	N.A.	808	9,774	10,582
Continental Motor Co., Anchorage, Alaska	Wayne Drumm	$ 35.3	837	275	1,112
Shortline Subaru Inc., Aurora, Colo.	Donald P. Hicks	$ 17.2	777	0	777
Carr Subaru, Beaverton, Ore.	Wally Preble	$ 39.1	655	0	655
Sound Subaru, Renton, Wash.	Dale Walker	$ 21.3	623	0	623
Carter Subaru, Seattle, Wash.	Wade Carter	$ 24.5	567	0	567
Tacoma Subaru, Tacoma, Wash.	Brian Wilson	$ 16.4	479	50	529
Thomason Subaru, Gladstone, Ore.	Scott Thomason	N.A.	490	0	490*
Tischer Subaru, Silver Spring, Md.	Petra Tischer	$ 8.6	465	0	465
Emich Subaru West Inc., Golden, Colo.	Fred F. Emich III	N.A.	457	0	457
SUZUKI					
Kirill Suzuki, Jacksonville, Fla.	Pete Kirill	$ 8.5	538	0	538
Bob Ciasulli Suzuki Inc., Little Falls, N.J.	Robert G. Ciasulli	N.A.	325	0	325*
Armory Suzuki, Albany, N.Y.	Donald S. Metzner	$ 5.0	303	0	303
Bill Seidle Suzuki, Miami, Fla.	William Seidle	$ 4.2	303	0	303
Pangborn Imports, St. Peters, Mo.	John M. Chezik	N.A.	250	0	250*
Gillman Suzuki, Houston, Texas	Ramsay H. Gillman	$ 3.8	224	4	228
Bob Saks Suzuki, Farmington Hills, Mich.	Bob Saks	$ 67.7	202	0	202
Phil Long Suzuki, Colorado Springs, Colo.	Philip Long	N.A.	200	0	200*
Carol Suzuki Inc., Bolingbrook, Ill.	Kenneth Dedic	N.A.	195	0	195
Tustin Suzuki, Tustin, Calif.	Robert Chaldekas	N.A.	190	0	190*
TOYOTA					
Longo Toyota, El Monte, Calif.	Roger S. Penske	$309.0	14,673	4,543	19,216
Kendall Toyota, Miami, Fla.	Gerald F. Bean	N.A.	2,000	9,000	11,000*
Thompson Toyota Inc., Doylestown, Pa.	Jack Thompson	$129.2	1,139	9,591	10,730
Beechmont Toyota Inc., Cincinnati, Ohio	William Woeste Jr.	N.A.	900	7,350	8,250*
Toyota Center Inc., West Columbia, S.C.	Willie Rish	N.A.	750	7,200	7,950*
Sterling McCall Toyota, Houston, Texas	Sterling B. McCall Jr.	$130.6	3,124	4,391	7,515
Delray Toyota, Delray Beach, Fla.	Edward J. Morse	$ 86.5	2,861	2,253	5,114
Schaumburg Toyota Inc., Schaumburg, Ill.	Philip Resnick	N.A.	800	4,200	5,000*
Piercey Toyota, San Jose, Calif.	Bill Piercey	$ 67.6	4,157	0	4,157
Melody Toyota Inc., San Bruno, Calif.	Bill Wilson	N.A.	650	3,350	4,000*
VOLKSWAGEN					
South County Volkswagen, Huntington Beach, Calif.	Daniel J. McKenna III	$ 23.0	714	90	804
Volkswagen Santa Monica, Santa Monica, Calif.	Wilfred H. Sullivan	$ 24.4	745	0	745
Gunther Volkswagen, Ft. Lauderdale, Fla.	Casey Gunther	N.A.	740	0	740*
Jim Ellis Volkswagen Inc., Atlanta, Ga.	Jim Ellis	$ 26.9	675	0	675
Commonwealth Volkswagen, Santa Ana, Calif.	Adolf Ohmann	N.A.	670	0	670*
Meltebeke Volkswagen, La Habra, Calif.	Tim Frawley	N.A.	665	0	665*
Metro Volkswagen Inc., Irving, Texas	Bob Hagestad	$ 14.6	653	0	653
Donaldsons Volkswagen, Sayville, N.Y.	John Donaldson	$ 17.4	617	19	636
Stohlman Volkswagen Inc., Vienna, Va.	Richard H. Stohlman	$ 20.2	593	0	593
Douglas Motors Corp., Summit, N.J.	Peter T. Liebman	$ 16.0	564	0	564
VOLVO					
Dyer & Dyer Volvo, Chamblee, Ga.	Richard Dyer	$ 42.4	1,095	0	1,095
Point West Volvo, Irving, Texas	Van Roberts	N.A.	1,002	0	1,002
Volvoville U.S.A. Inc., Massapequa, N.Y.	Michael Lazarus	$ 31.7	918	25	943
Deel Volvo-Volkswagen, Miami, Fla.	Dan O'Malley	$ 28.8	725	0	725
Warren Henry Volvo, Miami, Fla.	Warren H. Zinn	N.A.	700	0	700*
Karp Volvo Inc., Rockville Centre, N.Y.	David A. Karp	N.A.	643	0	643
Roslyn Volvo, Roslyn, N.Y.	Ronald M. Baron	N.A.	600	0	600*
Martin Motor Sales Inc., New York City, N.Y.	Martin Schlanger	$100.6	578	0	578
San Diego Volvo, San Diego, Calif.	Wes Hinkle	$ 26.0	550	0	550
Chris Volvo, Marietta, Ga.	Neil Christman	$ 23.3	535	0	535

*Estimate •Figures in millions

U.S. car dealerships

	Jan. 1, 1992	Jan. 1, 1991
Chrysler Corp.	4,923	5,175
Ford Motor Co.	5,144	5,296
General Motors	8,804	9,048
Total	18,871	19,519
Less intercorporate duals	515	535
Net Big 3	**18,356**	**18,984**
Import exclusives	3,941	4,138
Import-only duals	1,071	1,150
TOTAL	**23,368**	**24,272**

U.S. new-car outlets

Domestic and import

	No. of retail outlets	Pct. change from prior year
Jan. 1, 1992	23,368	−3.7
Jan. 1, 1991	24,272	−1.8
Jan. 1, 1990	24,724	−0.8
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1987	25,156	+1.3
Jan. 1, 1986	24,823	+0.4
Jan. 1, 1985	24,724	+0.0
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1983	24,729	−3.8

DEALERS

1991 fleet leaders

Rank	Franchise	Location	1991 Fleet New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	89,972
2	Jordon Ford	Mishawaka, Ind.	82,973
3	Prospect Motors Inc. (Chevrolet)	Jackson, Calif.	42,752
4	Santa Monica Ford	Santa Monica, Calif.	26,924
5	Amador Motors Inc. (Dodge)	Sutter Creek, Calif.	26,907
6	Bayview Cadillac	Ft. Lauderdale, Fla.	22,614
7	Prospect Motors Inc. (Pontiac)	Jackson, Calif.	22,599
8	Island Lincoln-Mercury Inc.	Merritt Island, Fla.	21,954
9	Diamond Chevrolet Inc.	Inglewood, Calif.	21,646
10	American Chevrolet-Geo	Modesto, Calif.	20,850
11	Griffin Ford Inc.	Frostproof, Fla.	17,920
12	Dan Burns Oldsmobile	Delray Beach, Fla.	17,010
13	Jordan Lincoln-Mercury	Elkhart, Ind.	16,930
14	Lupient Oldsmobile	Golden Valley, Minn.	15,500
15	Prospect Motors Inc. (Oldsmobile)	Jackson, Calif.	15,391
16	Stephen Pontiac, Cadillac	Bristol, Conn.	14,550
17	Z Frank Chevrolet	Chicago, Ill.	14,427
18	Marty Franich Lincoln-Mercury	Watsonville, Calif.	13,514
19	Bob Bell Chevrolet-Nissan Inc.	Baltimore, Md.	13,483
20	J.M. Pontiac	Hollywood, Fla.	13,060
21	Troy Motors (Ford)	Troy, Mich.	13,043
22	Car/Truck City (Chevrolet)	Pine City, Minn.	12,922
23	S & C Ford	San Francisco, Calif.	12,809
24	Amador Motors Inc. (Chrysler)	Sutter Creek, Calif.	12,664
25	Edenton Motors Inc. (Dodge)	Edenton, N.C.	12,200

1991 retail leaders

Rank	Franchise	Location	1991 Retail New Units
1	Longo Toyota	El Monte, Calif.	14,673
2	Ricart Ford Inc.	Columbus, Ohio	7,248
3	Gardena Honda	Gardena, Calif.	7,200
4	Norm Reeves Honda Superstore	Cerritos, Calif.	7,003
5	Galpin Ford	Sepulveda, Calif.	5,970
6	Goudy Honda	Alhambra, Calif.	4,787
7	Varisty Ford Inc.	Ann Arbor, Mich.	4,739
8	Piercey Toyota	San Jose, Calif.	4,157
9	Action Nissan	Kissimee, Fla.	4,150
10	Mossy Nissan	National City, Calif.	3,935
11	Lawrence Marshall Chev.-Olds. Inc.	Hempstead, Texas	3,921
12	Universal City Nissan	Los Angeles, Calif.	3,826
13	Toyota of Orange	Orange, Calif.	3,704
14	Behlmann Pontiac, GMC Trucks Inc.	Hazelwood, Mo.	3,660
15	Toyota of Hollywood	Hollywood, Fla.	3,618
16	Ed Mullinax Ford	Amherst, Ohio	3,564
17	ABC Nissan	Phoenix, Ark.	3,536
18	Don Kott Ford	Carson, Calif.	3,520
19	Frontier Ford	Santa Clara, Calif.	3,504
20	Fox Chevrolet Inc.	Baltimore, Md.	3,469
21	Toyota of Cerritos	Cerritos, Calif.	3,426
22	Arrow Chevrolet	Midlothian, Ill.	3,287
23	J & F Oldsmobile	Jersey City, N.J.	3,250
24	Rice & Holman Ford	Mt. Laurel, N.J.	3,186
25	Honda of Lisle	Lisle, Ill.	3,183

U.S. new-car franchises

	Jan. 1, 1992	Jan. 1, 1991
Chrysler	2,909	3,007
Dodge	2,859	2,940
Eagle	1,639	1,572
Plymouth	2,893	2,981
TC by Maserati	292	307
Chrysler Corp.	**10,592**	**10,807**
Ford	4,318	4,452
Lincoln	1,621	1,636
Mercury	2,657	2,713
Ford Motor Co.	**8,596**	**8,801**
Buick	2,895	2,930
Cadillac	1,600	1,620
Chevrolet	4,600	4,750
Geo	4,100	4,143
Oldsmobile	3,050	3,105
Pontiac	2,915	2,960
Saturn	134	58
General Motors	**19,294**	**19,566**
UNITED STATES	**38,482**	**39,169**
Acura	300	300
Honda	987	974
American Honda	1,287	1,274
Daihatsu	211	235
Isuzu	599	591
Mazda	908	876
Mitsubishi	520	500
Infiniti	109	80
Nissan	1,103	1,113
Nissan Motor	1,212	1,193
Subaru	722	732
Suzuki	332	288
Lexus	147	121
Toyota	1,193	1,189
Toyota Motor	1,340	1,310
JAPAN	**7,131**	**6,999**
BMW	358	377
Mercedes-Benz	396	408
Porsche	218	258
Audi	316	341
Volkswagen	716	744
VW of America	1,032	1,085
GERMANY	**2,004**	**2,128**
Saab	315	340
Volvo	394	407
SWEDEN	**709**	**747**
Aston Martin	12	14
Jaguar	133	137
Lotus	63	71
Rolls-Royce/Bentley	48	53
Sterling	0	128
UNITED KINGDOM	**256**	**403**
Hyundai	495	423
SOUTH KOREA	**495**	**423**
Alfa Romeo	173	193
Ferrari	40	40
Lamborghini	21	16
Maserati	19	42
ITALY	**253**	**291**
Peugeot	0	170
FRANCE	**0**	**170**
Yugo	157	175
YUGOSLAVIA	**157**	**175**
TOTAL FRANCHISES	**49,487**	**50,505**

Source: Automotive News

1991 dollar sales leaders

Rank	Franchise	Location	1991 Sales (in Millions)$
1	Prospect Motors Inc. (Pontiac)	Jackson, Calif.	$1,294.6
2	Jordan Ford	Mishawaka, Ind.	$1,238.4
3	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	$1,043.8
4	Bayview Cadillac	Ft. Lauderdale, Fla.	$ 687.5
5	Z Frank Chevrolet	Chicago, Ill.	$ 540.6
6	Amador Motors Inc. (Dodge)	Sutter Creek, Calif.	$ 483.0
7	Island Lincoln-Mercury Inc.	Merritt Island, Fla.	$ 482.7
8	Santa Monica Ford	Santa Monica, Calif.	$ 341.2
9	Longo Toyota	El Monte, Calif.	$ 309.0
10	Polkowitz Motors (Cadillac)	Perth Amboy, N.J.	$ 307.4
11	Don Kott Lincoln-Mercury	Carson, Calif.	$ 276.6
12	Dan Burns Oldsmobile	Delray Beach, Fla.	$ 272.2
13	American Chevrolet-Geo	Modesto, Calif.	$ 259.7
14	Griffin Ford Inc.	Frostproof, Fla.	$ 241.7
15	S & C Ford	San Francisco, Calif.	$ 232.8
16	Ricart Ford Inc.	Columbus, Ohio	$ 203.2
17	Nesen Motor Car Company Inc.	Thousand Oaks, Calif.	$ 177.9
18	Libertyville Lincoln-Mercury	Libertyville, Ill.	$ 173.9
19	J.M. Pontiac	Hollywood, Fla.	$ 173.6
20	Rice and Holman Ford	Mt. Laurel, N.J.	$ 170.1
21	Loren Buick Inc.	Glenview, Ill.	$ 158.8
22	Galpin Ford	Sepulveda, Calif.	$ 153.4
23	Midway Chevrolet-Geo	Phoenix, Ark.	$ 147.2
24	Smythe Buick, Pontiac, GMC Inc.	Santa Clara, Calif.	$ 145.1
25	James Wood Motors Inc. (GMC)	Decatur, Texas	$ 143.9

1991 new unit sales leaders

Rank	Franchise	Location	Total 1991 New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	91,464
2	Jordan Ford	Mishawaka, Ind.	84,053
3	Prospect Motors Inc. (Chevrolet)	Jackson, Calif.	42,916
4	Santa Monica Ford	Santa Monica, Calif.	28,987
5	Amador Motors Inc. (Dodge)	Sutter Creek, Calif.	27,008
6	Bayview Cadillac	Ft. Lauderdale, Fla.	23,701
7	Island Lincoln-Mercury Inc.	Merritt Island, Fla.	22,891
8	Prospect Motors Inc. (Pontiac)	Jackson, Calif.	22,617
9	Diamond Chevrolet Inc.	Inglewood, Calif.	22,096
10	American Chevrolet-Geo	Modesto, Calif.	21,539
11	Longo Toyota	El Monte, Calif.	19,216
12	Griffin Ford Inc.	Frostproof, Fla.	18,009
13	Jordan Lincoln-Mercury	Elkhart, Ind.	17,930
14	Dan Burns Oldsmobile	Delray Beach, Fla.	17,680
15	Z Frank Chevrolet	Chicago, Ill.	16,758
16	Lupient Oldsmobile	Golden Valley, Minn.	16,000
17	Prospect Motors Inc. (Oldsmobile)	Jackson, Calif.	15,410
18	Stephen Pontiac, Cadillac	Bristol, Conn.	15,000
19	S & C Ford	San Francisco, Calif.	14,981
20	Marty Franich Lincoln-Mercury	Watsonville, Calif.	14,514
21	J.M. Pontiac	Hollywood, Fla.	14,470
22	Troy Motors (Ford)	Troy, Mich.	14,043
23	Bob Bell Chevrolet, Nissan Inc.	Baltimore, Md.	13,583
24	Car/Truck City (Chevrolet)	Pine City, Minn.	13,007
25	Edenton Motors Inc. (Dodge)	Edenton, N.C.	13,000

U.S. car sales per outlet by make — 2 years

	1991	1990
Saturn	776	43
Honda	673	742
Toyota	503	609
Lexus	608	185
Acura	479	459
Infiniti	369	347
Nissan	341	379
Mitsubishi	317	327
Hyundai	256	368
Chevrolet	248	284
Mazda	248	262
Ford	247	294
Buick	187	183
Volvo	169	220
Pontiac	167	214
Mercedes-Benz	146	191
Subaru	145	146
BMW	145	165
Mercury	140	143
Oldsmobile	139	164
Cadillac	132	160
Volkswagen	126	169
Dodge	112	121
Lincoln	110	141
Saab	80	75
Jaguar	69	136
Plymouth	65	84
Chrysler	43	61
Eagle	37	39
Audi	37	61
Daihatsu	28	45
Ferrari	24	24
Isuzu	22	10
Sterling	22	27
Peugeot	22	23
Yugo	19	35
Alfa Romeo	19	21
Suzuki	18	23
Porsche	18	34
Rolls-Bentley	9	23
Lamborghini	8	11
Maserati	8	5
Lotus	5	5
Aston Martin	5	4

Totals include sales of captive import and transplant models.

Source: Automotive News

U.S. new-truck outlets

The number of new truck dealer outlets in the U.S. decreased by 543 last year, bringing the Jan. 1, 1992 truck dealer population to 25,893. Three makers increased their franchise totals; 28 showed declines; one remained unchanged. Makers of vans and sport-utilities are included in the census. Figures were collected from light-, medium and heavy-truck manufacturers.

	Truck Retail Outlets as of Jan. 1, 1992*	Truck Sales Per Outlet, 1991
Chevrolet	4,600	234
Chevrolet-Geo**	4,100	7
Chrysler***	2,909	2
Dodge	2,889	155
Ford	4,423	286
Freightliner	164	139
GMC	2,336	130
Hino	103	19
Isuzu	599	159
Isuzu (commercial)	219	41
Iveco	—	—
Jeep	1,648	108
Kenworth	124	97
Mack	219	53
Mazda	908	134
Mercedes-Benz	—	—
Mitsubishi	520	56
Mitsubishi-Fuso	140	22
Navistar	765	79
Nissan	1,103	155
Nissan Diesel	159	15
Oldsmobile☆	3,050	10
Peterbilt	121	79
Plymouth☆☆	2,893	60
Pontiac☆☆☆	2,915	8
Range Rover	80	41
Scania	21	2
Suzuki	332	49
Toyota	1,193	225
Volkswagen	716	7
Volvo/GM+	178	75
Western Star	103	6
Total franchises	**39,530**	
Adjustments for multiple franchising	13,637	
Total outlets	**25,893**	

Note: Retail outlets include dealerships, distributorships and factory-owned outlets.

*Revised

**Chevrolet-Geo trucks are Tracker sport-utilities.

***Chrysler trucks are Town & Country vans.

☆Oldsmobile trucks are Bravada sport-utilities and Silhouette vans.

☆☆Plymouth trucks are Voyager vans.

☆☆☆Pontiac trucks are Trans Sport vans.

+Volvo/GM dealers sell WhiteGMC and Volvo heavy trucks.

Source: Automotive News

U.S. car-truck sales per outlet — 5 years

	1991	1990	1989	1988	1987
Toyota	789	847	817	850	857
Saturn	776	43	—	—	—
Honda	673	742	677	691	693
Lexus	531	608	165	—	—
Ford	527	600	639	669	612
Nissan	495	537	596	579	673
Acura	479	459	483	510	595
Chevrolet	477	543	555	570	541
Mazda	385	405	404	427	424
Mitsubishi	374	417	453	571	631
Dodge	265	276	326	364	323
Infiniti	369	347	30	—	—
Hyundai	256	368	610	1053	1369
Buick	187	183	184	196	189
Isuzu	182	191	209	171	229
Pontiac	175	224	229	262	234
Volvo	169	220	249	238	257
Oldsmobile	149	172	192	227	226
Mercedes-Benz	146	191	181	198	213
BMW	145	165	161	176	209
Subaru	145	146	176	195	220
Mercury	140	143	172	197	174
Cadillac	132	160	166	166	162
Volkswagen	132	177	164	162	219
Plymouth	124	140	159	172	159
GMC	122	136	148	147	129
Jeep	110	127	167	178	150
Lincoln	110	141	122	117	102
Saab	80	75	86	104	124
Suzuki	70	71	127	322	571
Jaguar	69	136	135	144	150
Range Rover	55	64	72	57	53
Chrysler	45	62	72	90	99
Daihatsu	40	64	71	67	—
Audi	37	61	57	58	101
Eagle	37	39	47	48	33
Ferrari	24	24	20	22	25
Peugeot	22	23	28	26	34
Sterling	22	27	34	50	85
Alfa Romeo	19	21	21	31	42
Yugo	19	35	47	107	166
Porsche	18	34	33	51	74
Rolls/Bentley	9	23	22	21	21
Lamborghini	8	11	13	9	9
Maserati	8	5	5	11	14
Aston Martin	5	4	2	4	4
Lotus	5	5	4	5	3

Totals include sales of captive import and transplant models.

Source: Automotive News

Top executives of Big 3 automakers

(As of April 27, 1992)

CHRYSLER CORP.

Chairmen	
Lee A. Iacocca	1979-
John J. Riccardo	1975-1979
Lynn A. Townsend	1967-1975
George H. Love	1961-1966
L.L. Colbert	1960-1961
(No chairman)	1956-1960
K.T. Keller	1950-1956
(No chairman)	1940-1950
Walter P. Chrysler	1925-1940

Presidents	
Robert A. Lutz	1991-
(No president)	1985-1991
Harold K. Sperlich	1984-1985
(No president)	1981-1984
J. Paul Bergmoser	1979-1981
Lee A. Iacocca	1978-1979
Eugene A. Cafiero	1975-1978
John J. Riccardo	1970-1975
Virgil E. Boyd	1967-1970
Lynn A. Townsend	1961-1966
L.L. Colbert	1960-1961
W.C. Newberg	Apr. 28- June 30, 1960
L.L. Colbert	1950-1960
K.T. Keller	1935-1950
Walter P. Chrysler	1925-1935
Nicholas Kelley	June 8-26, 1925

CHRYSLER MOTORS CORP.

(Chrysler Motors Corp. was the automotive manufacturing and sales unit of Chrysler Corp. from 1985 to 1989. Bennett Bidwell and Robert Lutz retained their Chrysler Motors titles until Dec. 31, 1990)

Chairmen	
Bennett E. Bidwell	1988-1990
Gerald Greenwald	1985-1988

Presidents	
Robert A. Lutz*	1988-1990
Bennett E. Bidwell*	Jan.-Nov. 1988
Harold K. Sperlich	1985-1988

*Bidwell and Lutz were co-presidents from January to November 1988.

U.S. Automotive Sales Division

(Formed in 1974 by combining C-P and Dodge divisions. Became part of Chrysler Motors Corp. in 1985)

General Managers	
E. Thomas Pappert	1981-1985
Jerry H. Pyle	1979-1981
William W. Bivens	1977-1979
Richard D. McLaughlin	1974-1977

Chrysler-Plymouth Division

General Managers	
Steven A. Torok	1991-
James P. Holden	1990-1991
Michael V. Howe	1989-1990
Joseph A. Campana	1987-1989
(No general manager)	1971-1987
Richard K. Brown	1970-1971
Glenn E. White	1967-1970
Robert Anderson	1965-1967
Philip N. Buckminster	1964-1965
Clare E. Briggs	1961-1963

Chrysler Division

General Manager	
Clare E. Briggs	1958-1961

Presidents	
E.C. Quinn	1953-1958
D.A. Wallace	1937-1953
Joseph E. Fields	1931-1937
Walter P. Chrysler	1923-1931

Plymouth Division

General Manager	
Harry E. Chesebrough	1958-1961

Presidents	
John P. Mansfield	1952-1958
D.S. Eddins	1934-1952
B.E. Hutchinson	1932-1934
F.L. Rockelman	1930-1932
Walter P. Chrysler	1928-1930

Known as Plymouth-DeSoto and Plymouth-DeSoto-Valiant Division from June 1959 to November 1960.

Dodge Division

General Managers	
Martin R. Levine	1990-
Lawrence W. Baker	1989-1990
John B. Damoose	March-Nov. 1989
Jerome B. York	1988-1989
Theodor R. Cunningham	1987-1988
(No general manager)	1971-1987
Robert J. McCurry	1967-1971
Byron J. Nichols	1960-1966
M.C. Patterson	1958-1960

Presidents	
M.C. Patterson	1956-1958
W.C. Newberg	1951-1956
L.L. Colbert	1946-1951
H.L. Weckler	1943-1946
W.J. O'Neil	1938-1943
K.T. Keller	1930-1938
Walter P. Chrysler	1928-1930
Edward G. Wilmer	1926-1928
Frederick J. Haynes	1920-1926
John F. Dodge	1919-1920
Horace E. Dodge	1914-1919

Jeep-Eagle Division

(Formed in 1987 when Chrysler Corp. acquired AMC.)

General Managers	
Lawrence W. Baker	1990-
Martin R. Levine	1989-1990
Joseph E. Cappy	1987-1989

FORD MOTOR CO.

Chairmen	
Harold A. Poling	1990-
Donald E. Petersen	1985-1990
Philip Caldwell	1980-1985
Henry Ford II	1960-1980
Ernest R. Breech	1955-1960
(No chairman prior to 1955)	

Presidents	
Philip E. Benton Jr.	1990-
(No president)	1987-1990
Harold A. Poling†	1985-1987
Donald E. Petersen	1980-1985
Philip Caldwell	1978-1980
Lee A. Iacocca	1970-1978
(No president)	1969-1970
Semon E. Knudsen	1968-1969
Arjay Miller	1963-1968
John Dykstra	1961-1963
Henry Ford II	Jan.-April 1961
R.S. McNamara	Nov.-Dec., 1960
Henry Ford II	1945-1960
Henry Ford	1943-1945
Edsel Ford	1919-1943
Hnery Ford	1906-1919
John S. Gray	1903-1906

†Poling was vice chairman from 1987 to 1990

Ford Division

General Managers	
Ross H. Roberts	1991-
Thomas J. Wagner	1988-1991
Robert L. Rewey	1985-1988
Louis E. Lataif	1981-1985
Philip E. Benton Jr.	1979-1981
Walter S. Walla	1977-1979
William P. Benton	1975-1977
Bennett E. Bidwell	1973-1975
John B. Naughton	1968-1973
Matthew S. McLaughlin	1967-1968
Donald N. Frey	1965-1967
Lee A. Iacocca	1960-1965
James O. Wright	1957-1960
R.S. McNamara	1955-1957
Lewis D. Crusoe	1949-1955

Lincoln-Mercury Division

General Managers	
Lee R. Miskowski	1991-
Ross H. Roberts	1988-1991
Thomas J. Wagner	1985-1988
Robert L. Rewey	1984-1985
Gordon B. Mackenzie	1980-1984
Walter J. Oben	1977-1980
Walter S. Walla	1975-1977
William P. Benton	1973-1975
Bennett E. Bidwell	1970-1973
Matthew S. McLaughlin	1968-1970
E.F. Laux	1966-1968
Paul L. Lorenz	1964-1966
Ben D. Mills	1958-1964
James J. Nance	1957-1958
Ben D. Mills (Lincoln)	1955-1957
F.C. Reith (Mercury)	1955-1957
Benson Ford	1948-1955
Thomas Skinner	1945-1948

Known as Mercury-Edsel-Lincoln Division from Jan., 1958 to Nov., 1959

GENERAL MOTORS

Chairmen	
Robert C. Stempel	1990-
Roger B. Smith	1981-1990
Thomas A. Murphy	1974-1980
Richard C. Gerstenberg	1972-1974
James M. Roche	1967-1971
Frederic G. Donner	1958-1967
Albert Bradley	1956-1958
Alfred P. Sloan Jr.	1937-1956
Lammont duPont	1929-1937
Pierre S. duPont	1915-1929
Thomas Neal	1912-1915

Presidents	
John F. Smith Jr.	1992-
Lloyd E. Reuss	1990-1992
Robert C. Stempel	1987-1990
F. James McDonald	1981-1987
Elliott M. Estes	1974-1981
Edward N. Cole	1967-1974
James M. Roche	1965-1967
John F. Gordon	1958-1965
Harlow H. Curtice	1953-1958
C.E. Wilson	1941-1953
William S. Knudsen	1937-1940
Alfred P. Sloan Jr.	1923-1937
Pierre S. duPont	1920-1923
W.C. Durant	1916-1920
C.W. Nash	1912-1916
Thomas Neal	1911-1912
James J. Storrow	1910-1911
William M. Eaton	1908-1910
George E. Daniels	Sept. 22-Oct.20, 1908

Buick-Oldsmobile-Cadillac Group

Group Executives	
J.T. Battenberg III	1988-1992
William E. Hoglund	1986-1988
Robert C. Stempel	1984-1986

Chevrolet-Pontiac-Canada Group

Group Executives	
E. Michael Mutchler	1989-1992
Robert J. Schultz	1986-1989
Lloyd E. Reuss	1984-1986

Buick

General Managers	
Edward H. Mertz	1986-
Donald E. Hackworth	1984-1986
Lloyd E. Reuss	1980-1984
Donald H. McPherson	1978-1980
David C. Collier	1975-1978
George R. Elges	1973-1975
Lee N. Mays	1969-1972
Robert L. Kessler	1965-1969
Edward D. Rollert	1959-1965
Edward T. Ragsdale	1956-1959
Ivan L. Wiles	1948-1956
Harlow H. Curtice	1933-1948

Presidents	
Irving J. Reuter	1932-1933
Edward T. Strong	1926-1932
Harry H. Bassett	1920-1926
Walter P. Chrysler	1912-1920
Thomas Neill	1911-1912
Charles W. Nash	1910-1911
William M. Eaton	1908-1910
Charles M. Begole	1904-1908
James H. Whiting	1903-1904
David D. Buick—Founder	

Cadillac

General Managers	
John O. Grettenberger	1984-
Robert D. Burger	1982-1984
Edward C. Kennard	1974-1982
Robert D. Lund	1973-1974
George R. Elges	1969-1972
Calvin J. Werner	1966-1969
Kenneth N. Scott	April-Aug. 1966
Harold G. Warner	1960-1966
J.M. Roche	1957-1960
D.E. Ahrens	1950-1956
J.F. Gordon	1946-1950
Nicholas Dreystadt	1934-1946
L.P. Fisher	1925-1934
H.H. Rice	1921-1925
R.H. Collins	1917-1921
Henry Leland	1904-1917

Chevrolet

General Managers	
J.C. Perkins	1989-
Robert D. Burger	1984-1989
Robert C. Stempel	1982-1984
Robert D. Lund	1974-1982
F. James McDonald	1972-1974
John Z. DeLorean	1969-1972
E.M. Estes	1965-1969
Semon E. Knudsen	1961-1965
Edward N. Cole	1956-1961
Thomas H. Keating	1949-1956
W.F. Armstrong	1948-1949
Nicholas Dreystadt	1946-1948
M.E. Coyle	1933-1946

Presidents	
William S. Knudsen*	1922-1933
Karl W. Zimmershied*	1920-1922
W.C. Durant	1911-1920

*President and general manager

Oldsmobile

General Managers	
John D. Rock	1992-
J. Michael Losh	1989-1992
William W. Lane	1985-1989
Joseph J. Sanchez	1983-1985
Robert J. Cook	1974-1983
John D. Baker	Nov.-Dec. 1973
Howard H. Kehrl	1972-1973
John B. Beltz	1969-1972
Harold N. Metzel	1964-1969
Jack F. Wolfram	1951-1964
S.E. Skinner	1940-1950
C.L. McCuen	1933-1940
Irving J. Reuter	1932-1933
D.S. Eddins*	1930-1932
Irving J. Reuter	1925-1930
A.B.C. Hardy	1921-1925
Edward VerLinden	1916-1921
C.W. Nash	1913-1916
O.C. Hutchinson	1912-1913
W.J. Mead	1908-1912
F.L. Smith†	1904-1908
R.E. Olds	1897-1904

*Acting general manager
†Henry Russell, president

Pontiac

General Managers	
John G. Middlebrook	1989-
J. Michael Losh	1984-1989
William E. Hoglund	1980-1984
Robert C. Stempel	1978-1980
Alex C. Mair	1975-1978
Martin J. Caserio	1972-1975
F. James McDonald	1969-1972
John Z. DeLorean	1965-1969
E.M. Estes	1961-1965
Semon E. Knudsen	1956-1961
Robert M. Critchfield	1952-1956
Arnold Lenz	1951
Harry J. Klingler	1934-1950
William S. Knudsen	1932-1933

Oakland

General Managers	
Irving J. Reuter	1931
Alfred R. Glancy	1924-1930
George W. Hannum	1921-1923
Fred W. Warner	1916-1920
Charles W. Nash	1915
George P. Daniels	1911-1914
Lee Dunlap	1909-1910
Edward M. Murphy	1907-1908

Saturn

Presidents	
Richard G. LeFauve	1986-
William E. Hoglund	1985-1986
Joseph J. Sanchez	Jan. 8-28, 1985

Truck & Bus Group

Group Executives	
Clifford J. Vaughan	1989-1992
E. Michael Mutchler	1988-1989
Charles Katko	1984-1988
Donald J. Atwood	1981-1984

GMC Truck

General Managers	
Lewis B. Campbell	1990-
John D. Rock	1982-1990
Robert W. Truxell	1975-1982
Alex C. Mair	1972-1975
Martin J. Caserio	1966-1972
Calvin J. Werner	1959-1966
Phillip J. Monaghan	1953-1959
Roger M. Kyes	1950-1953
Morgan D. Douglas	1945-1950
Irving B. Babcock	1943-1944

Yellow Truck

Presidents	
Irving B. Babcock	1935-1943
Paul Seiler	1927-1935
John D. Ritchie	1925-1927

Yellow Coach Mfg. Co.

President	
John Hertz	1920-1925

General Motors Truck Co.*

General Manager	
W.L. Day	1911-1925

*General Motors Truck Co. and Yellow Coach Mfg. Co. merged in 1925.

Rapid Motor Vehicle Co.

Presidents	
A.G. North	1905-1911
Max Grabowski	1900-1905

GLOSSARY

1. **CAFE** — Corporate Average Fuel Economy. The mpg average that a manufacturer must achieve for its entire fleet of cars for a model to avoid paying a penalty. There is a separate CAFE for light trucks. Current CAFE for cars is 27.5 mpg.
2. **CALENDAR YEAR PRODUCTION** — vehicles produced from January 1 to December 31.
3. **CALENDAR YEAR SALES** — retail sales of vehicles from January 1 to December 31.
4. **CAPTIVE IMPORTS** — a vehicle made outside the U.S. or Canada and sold in the U.S. by a Big 3 company.
5. **DAYS' SUPPLY** — number of days needed to sell all vehicles in inventory, based on the previous month's sales rate. Inventory and days' supply may be expressed in terms of industry as a whole or for individual companies, makes or nameplates.
6. **DEALERSHIP** — the authorized (franchised) representative of a motor vehicle manufacturer/importer.
7. **DOMESTIC** — a vehicle produced in the U.S. or Canada.
8. **FLEET SALES** — sales to an individual or company that has been granted fleet status by a manufacturer — usually ten or more purchases at a time.
9. **FRANCHISE** — a contract authorizing a person or persons to represent a vehicle manufacturer/importer for sales and service for a specific period.
10. **IMPORTED** — a vehicle produced outside of the U.S. or Canada and sold in the U.S.
11. **INVENTORY** — unit count of vehicles on hand at dealerships, ports of entry and in transit on a specific date.
12. **LIGHT-VEHICLE** — a car or light truck (with a gross vehicle weight of 14,000 pounds or less).
13. **MAKE** — brand name of a car or truck, e.g., Chevrolet, Ford, Dodge, Honda.
14. **MARKET SEGMENT** — the category of the market in which a vehicle competes. Example: subcompact, compact, intermediate, standard, luxury, specialty, van, minivan, pickup, sport-utility. The portion of the entire market represented by sales of a specific make.
15. **MODEL** — body style: e.g., 4-door sedan, convertible, 3-door hatchback, station wagon.
16. **MODEL YEAR PRODUCTION** — vehicles produced bearing the designation of a specific model year. It does not coincide with calendar year production.
17. **MODEL YEAR SALES** — retail sales of vehicles from October 1 to September 30.
18. **NAMEPLATE** — given name of a vehicle by its manufacturer, e.g., Caprice, Mustang, Dynasty, Accord. Line is a synonym for nameplate.
19. **NIADA** — National Independent Automobile Dealers Association (a used-car organization).
20. **OUTLET** — synonymous with dealership.
21. **PLATFORM** — the main structural element or backbone of a vehicle to which the suspension, powertrain and body are mounted. In older vehicles, it was traditionally the frame. In newer unibody vehicles, it is the lower, horizontal sheet metal stamping.
22. **REGISTRATION** — motor vehicle ownership information that is filed with the state.
23. **RETAIL SALES** — a new-car or truck sale, including both dealer and fleet deliveries and dealership leases.
24. **SALES BY MANUFACTURER MARKETING UNITS** — sales totals with domestic totals including captive imports and import totals, including transplants and all corporate divisions.
25. **SHARE (MARKET SHARE)** — the portion of the entire market represented by sales of a specific make.
26. **SPECIFICATIONS** — vehicle dimensions and capacities including engine and drive systems.
27. **TRANSPLANT** — a vehicle built in the U.S. or Canada by a foreign manufacturer.

Data Sources

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Auto Strategies International Inc.
(216) 581-6323

Japan Automobile Manufacturers Assn.
(202) 296-8537

Motor Vehicle Manufacturers Assn.-Canada
(416) 364-9333

Motor Vehicle Manufacturers Assn.-U.S.
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National Highway Traffic Safety Admin.
(202) 366-9550

Recreation Vehicle Industry Assn.
(703) 620-6003

R.L. Polk Co.
(313) 393-0880

U.S. Department of Commerce
(202) 523-0807

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JUNE 1, 1992

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late news

Europe dealers win reprieve

The European Commission said last Friday that new-car dealers in the 12-nation European Community will be able to sell cars not fitted with catalytic converters for a "reasonable" period after Jan. 1.

A new directive requires that all cars sold in the community after that date have catalytic converters. Manufacturers had been concerned about what would happen to cars shipped, but not sold, by Jan. 1.

As written, the regulation would have forced makers and/or dealers to absorb the cost of any cars that remained unsold by the deadline.

— Diana T. Kurylko

Dealer charged in GMAC fraud

BROOKLYN, N.Y. — A federal grand jury last week charged Long Island dealer

see LATE NEWS, 2

U.S. claws back

Lutz sees Big 3 regaining 1-3 points a year from Japan

MARY CONNELLY
Staff Reporter

U.S. automakers will "claw" one to three percentage points of car and truck market share away from Japanese makes each year through the mid 1990s, predicts Chrysler Corp. President Robert Lutz.

Rising costs for the Japanese and a narrowing product-quality gap between U.S. and Japanese vehicles will propel the domestic resurgence, Lutz said.

A Big 3 gain of two points a year for the next three years would reduce the Japanese share of the U.S. car and light-truck market to less than 20 percent by 1995. Japanese makes took 25.7 percent of the U.S. market in 1991.

Chrysler will use recent price hikes by Japanese vehicle makers to gain market share, Lutz said.

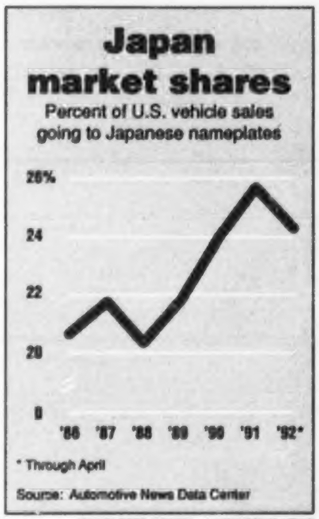
But while maintaining that Chrysler will not hike prices because the Japanese have done so, Lutz said the Big 3 are likely to raise prices slightly in the 1993 model year because of rising costs.

"We do not consider the Japanese raising their prices as an umbrella that is going to permit us to improve our per-unit margins," Lutz said. "We view this frankly as an opportunity to regain market share."

Nonetheless, the Big 3 are unlikely to break the long-standing tradition of price increases at the start of a new model year.

see LUTZ, 44

MORE ON CHRYSLER
LH ads herald new heritage > 3
Honda loads up slow-selling Cherokees > 3


Japan market shares
Percent of U.S. vehicle sales going to Japanese nameplates

* Through April
Source: Automotive News Data Center
CHARLOTTE WINTER / AUTOMOTIVE NEWS

Big 3 plan consortium for emissions

MARY CONNELLY
Staff Reporter

The Big 3 are expected to announce a new "breakthrough" consortium June 8, aimed at developing joint technology to reduce vehicle emissions.

It will be the ninth Big 3 consortium formed since 1988. The cooperative ventures are designed to help cut costs of technology development.

The emissions consortium is viewed as a high-profile, significant development in Big 3 cooperation because it deals with a core industry issue that could significantly affect competitiveness.

Also June 8, General Motors, Ford Motor Co. and Chrysler Corp. are expected to announce the formation of USCAR, an administrative umbrella for all the Big 3's consortia activities. The organization, which will monitor consortia activities, will be headquartered in Dearborn near Ford's headquarters, according to sources familiar with the plans.

Separately, Chrysler Corp. President Robert Lutz said the Big 3 formed a joint venture to do competitive off-shore vehicle teardowns. A teardown involves dissembling a vehicle for competitive analysis.

"We now have a jointly owned and managed organization that does one tear down, and we will all have access to it," Lutz said.

"Why should each of us go out

see LINKUPS, 42

DIOGUARDI JEEP/EAGLE

PHIL MATT

Tom Dioguardi, once a Jeep-Eagle dealer in Rochester, N.Y., now spends his time selling used cars since Chrysler Credit liquidated his dealership.

OUT OF TRUST

Dealers' woes grow hellish when they cross the lender

CHARLES M. THOMAS
Staff Reporter

For car dealers who get out of trust with their lenders, business can become a nightmare of cut-off credit, the end of payments from the automaker and an inability to order new vehicles.

When a dealer fails to pay off a lender for sold vehicles, that dealer is out of trust — and in danger of losing everything.

In the last three years, Chrysler Credit Corp. has sued 38 dealers who were out of trust — a tiny fraction of Chrysler's 5,000 dealers. Those out-of-trust dealers include several Jeep-Eagle dealers who are now in bankruptcy or are out of business and who have countersued Chrysler Credit.

These Jeep-Eagle dealers now see Chrysler Credit as the bogeyman that drove them out.

The recession and mistakes contributed to the failure of the dealers. But the problems grew when they fell out of trust with Chrysler Credit — a serious breach of their finance agreement.

Now, some of the dealers who have sued are asserting that they were victims of a plan by Chrysler Corp. to consolidate brands.

"Chrysler Credit can act in a regulatory vacuum and do the dirty work of Chrysler Corp.," says Eugene Isaak, an attorney with the Boston-based law firm Lawson & Weitzen, representing one of the bankrupt dealerships. "State and federal laws don't address termination by a manufacturer's lending arm."

E. Thomas Pappert, Chrysler Corp. sales vice president, calls allegations of a plan to eliminate dealers "ludicrous and groundless."

"We don't want to comment on existing litigation, but there is no plan or attempt to conspire to do anything," he said.

Chrysler officials say dealers who did sales out of trust have no one to blame but themselves.

And not all the dealers' allegations against Chrysler Credit have held up. Last November, B.P.G. Autoland Jeep-Eagle, a Connecticut dealership, obtained a preliminary injunction from U.S. District Court in Massachusetts to stop Chrysler Credit from placing the dealership on credit hold.

But in March the judge lifted the injunction, saying that the dealership was irresponsible or even misrepresented some facts.

Once out of trust, the dealers say they were placed on finance hold, which meant they couldn't order vehicles.

see FAILURES, 16

DEALERS CAUGHT IN CRUNCH
Store becomes nightmare > 16
Out of trust battles > 17
Begging for Jeeps > 18

Big 3 gain, but Japan still leads in quality

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Although the Big 3 have made marked strides in product quality, they are still looking up at the Japanese.

Domestic makes made an 8 percent gain in the 1992 model year — and Saturn cracked the top 10 — but the Japanese climbed to new heights, according to the latest Initial Quality Study from J.D. Power and Associates.

The average Japanese make had 105 problems per 100 cars, down from 112 last year. Toyota models, as usual, ruled many segments, including four of five in light trucks. The Big 3 score was 136, down from 148 last year.

The J.D. Power IQS survey is widely recognized, but it's not the only one telling the quality story. Other Power studies and other independent sources all support domestic industry claims that their product quality — loosely defined as reliability and dependability — has improved. But they also illustrate how tough it will be to catch up when the leaders constantly advance.

Some trends:

■ Cars keep getting better. According to Power's IQS survey, the industry average — measured by problems per 100 vehicles reported in the first 90 days of ownership — dropped from 133 to 125 this year. When Power began the current version of its survey in 1987, the industry average was 166.

Power's Customer Satisfaction Index rose 22 percent from 1987 to 1991. About one-fourth of that survey deals with product reliability.

Consumer Reports also uses a defects-per-100 yardstick. Its re-

see QUALITY, 43

Automotive News

VW SOFTENS JOB LOSS
Booklet of resumes showcases white-collar employees. PAGE 4

MIXED MID-MAY
Truck sales climb 10.2%, but cats dip 2.3% in period. PAGE 6

LEAN-BURN FOR JAPAN
Toyota first to mass produce lean-burn engine. PAGE 8

YUMMY YAMAHA

▲ V-12-powered supercar aimed at Europeans. PAGE 21

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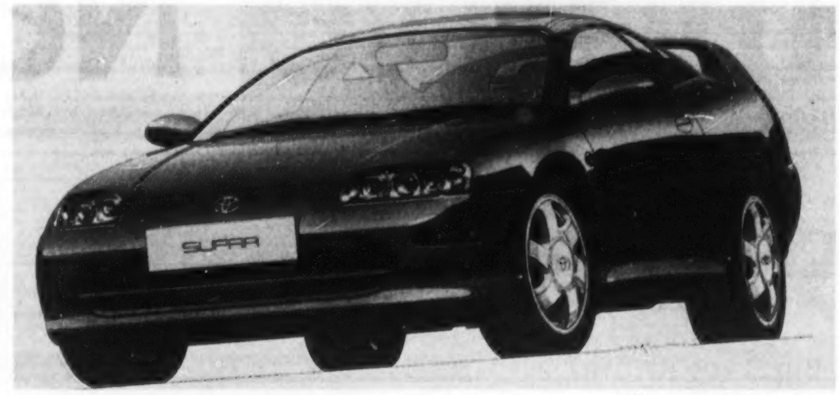
correction

A May 18 story on Page 16 overstated April sales of Mercedes-Benz S-class cars. The correct figure was 1,935, about 43 percent above the year-ago month. The same story also overstated the reach of Mercedes' Win-Win lease program. The program does not include the 500E, 600SEL, 300SL and 500SL.



HANS G. LEHMANN/HIDDEN IMAGE

Supra surprise

The new Toyota Supra is expected to be unveiled next February. This artist's rendering, based on spy photos of prototypes, shows a low-sloping hood; low ground clearance; and a high, integrated tail spoiler. The top version is expected to be powered by a turbocharged dual overhead cam 3.0-liter inline six-cylinder with an estimated top speed of 186 mph. The engine will be mated to either a six-speed manual or four-speed automatic transmission.

latenews

CONTINUED
from PAGE 1

John McNamara and unnamed accomplices with racketeering in the General Motors Acceptance Corp. fraud case.

The grand jury charged McNamara and "others employed by and associated with" McNamara Buick-Pontiac Inc. in Port Jefferson Station, N.Y.

The case got another twist last week when *Newsday* reported that McNamara had cooperated with investigators probing his relationship with local government officials. McNamara's attorney, Allen Schwartz, would not comment on the story.

GMAC expects to lose $171 million in loans for vehicles that existed only on paper. McNamara forfeited more than $400 million in assets to settle the government's civil charges in the case. The grand jury said that from 1985 through December 1991, GMAC advanced McNamara more than $6.25 billion in short-term loans. He repaid about $5.8 billion.

— Jim Henry

Ford wins Keystone suit

DETROIT — Keystone Automotive Industries of Pomona, Calif., agreed to pay Ford Motor Co. $1.8 million to settle a lawsuit involving false ad claims for crash parts.

In the suit, filed by Ford in 1987, the U.S. District Court found that Keystone knowingly misrepresented the quality of the aftermarket crash parts it distributes for Ford vehicles.

Keystone, the largest U.S. distributor of aftermarket crash parts, which are copied from original equipment, is also required to place corrective ads and include disclaimers in its promotions.

The ads and disclaimers will state that Keystone crash parts do not meet Ford manufacturing specifications for fit, finish, weight and overall quality; are not of "like kind and quality" as Ford's parts; may require substantial refitting for installation; are not subject to any independent quality control program; may corrode at a faster rate than Ford parts; and are not covered by Ford's vehicle warranty.

GM delays credit card plan

DETROIT — General Motors delayed introduction of its long-awaited MasterCard program, probably until next year, according to *Advertising Age,* a sister publication to *Automotive News.*

GM also has pulled the card's estimated $40 million direct marketing account from McCann Direct, a subsidiary of McCann-Erickson Worldwide in New York.

The MasterCard program is expected to offer card holders credits toward discounts on car servicing and new-vehicle purchases. The card was to have been offered through Bank One, but also have GM's name on it.

— Crain News Service

Truck Group aids fuels study

WASHINGTON — The U.S. Department of Energy will study the impact of alterative fuels on the trucking industry in conjunction with the American Trucking Associations' Foundation.

The Department of Energy's National Renewable Energy Laboratory awarded the Foundation's Trucking Research Institute a half-million dollar subcontract for the initial phase of the study.

The Research Institute will manage real-life demonstration projects involving alternate-fueled heavy trucks and will collect data on other on-the-road demonstration projects, which it will send to the Alternative Fuels Data Center.

Another pitch for canisters

WASHINGTON — The Natural Resources Defense Council, the American Petroleum Institute and an assortment of Virginia gas stations and jobbers want the EPA to force automakers to install vapor recovery canisters on vehicles.

The petitioners failed to get a Richmond, Va., court to take the message to the EPA. They now have gone to the U.S. Court of Appeals for the District of Columbia Circuit. They argue the 1990 Clean Air Act ordered EPA to issue the canister rule by last November.

The EPA has favored vapor recovery canisters on vehicles instead of devices installed on gas pumps. But automakers and the National Highway Traffic Safety Administration say they are a safety hazard. Earlier this year, the Bush administration ordered the EPA to drop the on-board canister requirements.

— Helen Kahn

Pontiac, Olds recall minivans

DETROIT — General Motors is recalling about 113,000 1990 and 1991 Pontiac Trans Sport and Oldsmobile Silhouette minivans to replace upper instrument panel glove box doors.

GM said the glove box door may not stay closed during an accident, increasing the chances for injury.

The Chevrolet Lumina APV is not involved in the recall because it uses a different glove box door design.

GM, Baltic firm OK Chevy deal

DETROIT — General Motors says it will sell Chevrolet cars and trucks through a distributor in Estonia, its first marketing of North American-built vehicles in the Baltic states.

The deal with Balt Motors in Tallin, Estonia, will involve about 200 vehicles this year with plans uncertain for 1993 and beyond. GM said it will train mechanics to service the vehicles, which go on sale in midsummer.

The Chevrolet Cavaliers, Suburbans, Blazers and pickups will join Opel cars as the second line Balt will handle.

GM said it expects to soon sign more dealer agreements in the Baltics and in other new states of the former Soviet Union.

— The Associated Press

briefly

Lutz' choice for top job? Eaton

It's no secret that **Chrysler** Corp. President Bob Lutz wanted Lee Iacocca's chairman job. But in March Lutz lost out to **General Motors Europe** exec Bob Eaton. Now Lutz, who is looking more relaxed and healthy than he has for years, is casting his own vote for Eaton. "If I had been a voting board member I might well have brought myself to vote for Bob Eaton instead of myself," Lutz said last week. "He brings all the qualities to this company that are needed over the next 10 to 12 years."

Eaton: Now it's unanimous

BACK TO SCHOOL — Now that we've learned to pronounce *Fahrvergnugen,* **Isuzu Trucks of America Inc.** offers a lesson on the Japanese vehicle maker's name. How do you pronounce it? "EE-SUE-ZOO," asserts the firm's in-house magazine. Isuzu, by the way, means "50 bells."

NADA SPECIAL — The latest issue of *Automotive Executive,* the National Automobile Dealers Association's publication for dealers, is a 75th anniversary special representing a year's research into the association's history. Pioneer dealers met in Washington in 1917 to fight a 5 percent luxury tax on cars. They were effective. Cars were excluded, and the luxury tax was lowered to 3 percent.

LOCK AND UNLOAD — The National Insurance Crime Bureau says car thefts were up 2 percent during recession year 1991, which means about 1.7 million were stolen. No word on how many vanished from dealerships. The bureau estimates that 13 percent of the stolen cars had the keys inside, so lock up. Leave no valuables in view. And turn front wheels sharply into the curb to foil the 10 percent of thieves who used tow rigs.

ESPECIALLY IN RED — The first 40 sales last week at the first **GM** dealership in Moscow give some clues to the post-Communist Russian character. Practical Russians made the **Chevrolet** Caprice (just over $23,000) the No. 1 seller. "They like it for its value," says Jim Lyle, leader of the American investors in the showroom at No. 1 Puskin Square. And yes, a few capitalistic Russians have bought **Cadillac** Sevilles. But when it comes to minivans, Russians are rebels, choosing the **Pontiac** Trans Sport over the Chevrolet Astro 8 units to 3. Says Lyle: "They like the radical styling."

RACE SUNDAY, SELL MONDAY — The American Methanol Institute timed its press release to arrive with the hoopla from Indianapolis. It noted that U.S. automakers are starting to sell cars that run on methanol, "the only fuel used by Indy 500 race cars since 1964." The release mentions performance, environmental benefits and safety, but it doesn't mention the extra pit stops required by methanol vehicles.

BRIGHT IDEA? Inventor Harris Davis of Rains, S.C., wants whitewall tires to come back as fluorescents. Makes it safer to drive at night, he says. Two decades ago, Goodyear tried the idea on bicycle tires, but they were not a commercial success.

Mid-May sales mixed: trucks rise, cars fall

JIM HENRY
Staff Reporter

Light trucks continued to lead a rocky recovery in mid-May, with sales climbing 10.2 percent above a disappointing year-ago period. But car sales fell 2.3 percent, so the industry car and truck total topped the year-ago figure by only 2.1 percent.

Those percentages are based on daily selling rates. Mid-May's 403,525 sales were actually 14.9 percent better than last year. But the May 11-20 period had nine selling days this year and eight a year ago. All comparisons in this article are based on the daily selling rate.

General Motors' sales rose 1.8 percent, spurred by a 6.5 percent improvement in light trucks. Ford Motor Co. climbed 12.2 percent, with trucks jumping 16.0 percent.

Automotive News estimates Chrysler Corp. was up 7.9 percent, with its light trucks shooting up more than 25 percent. Chrysler refuses to disclose 10-day sales; it reports deliveries on only a monthly basis.

From May 11 to 20, sales dipped 15.5 percent for American Honda Motor Co. Inc., and Nissan Motor Corp. in U.S.A. dropped 9.4 percent.

Sales climbed 3.2 percent for Toyota Motor Sales U.S.A. Inc., including a 2.6 percent gain in light trucks. *Automotive News* estimates sales of other importers.

Last year, a much-ballyhooed spring-summer sales recovery turned out to be a flash in the pan that fizzled by the end of July. This year, forecasters say the recovery should last longer. They point to improved consumer confidence, pent-up demand for autos following poor 1991 sales and the fact the government has made improving the economy a top priority.

"Roughly, at this time last year, few people in Washington — at least in the executive branch or in the Fed — were focused on the need to improve the economy, and interest rates were higher," said Philip Fricke, auto industry analyst for Prudential-Bache Securities Inc. in New York.

He said 1991 sales were more than 2 million units short of totals predicted by economic models.

"That in and of itself does not imply that there's got to be a correction in the short term, but it does suggest where the forces of correction are building," he said.

Through April, car and truck sales were up 198,246 units, or 5.1 percent, over 1991.

Meanwhile, the Conference Board reported that its consumer confidence index for May was 71.6, up 6.5 points from April. (The base year of the index is 1985.) About 7.4 percent of the respondents said they plan to purchase an automobile in the next six months, a gain of almost 1 percentage point from the previous month.

"This is the third consecutive month in which consumer confidence has registered a smart gain. This consistent improvement in sentiment appears to leave little doubt that the economy is at long last recovering," said Fabian Linden, executive director of the Conference Board's Consumer Research Center.

Nevertheless, some regions, such as the Northeast, continue to lag.

"We have a tremendous number of out-of-work people in this area," said Gregory Stewart, chief executive of Buick of Westwood (N.J.). Stewart said he managed to "just about double" sales by switching to a one-price approach in February.

But he said floor traffic is still depressed, and unemployment seems to be rising.

"I advertised for a service adviser, and you wouldn't believe how overqualified some of the applicants have been," he said. "They're willing to take not just a step down, but a whole flight of stairs down." ∎

10-DAY CAR AND TRUCK SALES, BY MAKE

	May 11-20, 1992	May 11-20, 1991
ALFA ROMEO (imp. car)*	116	135
Acura (imp. car)	3,898	3,847
Domestic car	12,732	14,173
Imported car	4,916	4,634
Honda	17,648	18,807
AMERICAN HONDA	21,546	22,654
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,721	1,473
Domestic car*	3,080	3,149
Imported car*	0	33
Domestic truck*	164	116
Chrysler Division*	3,244	3,298
Domestic car*	8,673	8,869
Imported car*	883	1,050
Domestic truck*	18,598	13,154
Imported truck*	118	113
Dodge*	28,272	23,186
Domestic car*	903	923
Imported car*	394	232
Eagle*	1,297	1,155
Domestic truck*	7,183	5,081
Jeep*	7,183	5,081
Domestic car*	5,045	5,159
Imported car*	509	442
Domestic truck*	6,855	4,849
Plymouth*	12,409	10,450
Domestic car*	17,700	18,100
Imported car*	1,787	1,757
Domestic truck*	32,800	23,200
Imported truck*	118	113
CHRYSLER CORP.*	52,405	43,169
Imported car*	201	172
Imported truck*	114	95
DAIHATSU*	314	268
FERRARI (imp. car)*	24	24
Domestic car	38,409	27,331
Imported car	815	1,078
Domestic truck	45,739	35,047
Ford Division	84,963	63,456
Domestic car	4,096	5,302
Lincoln	4,096	5,302
Domestic car	10,584	9,765
Imported car	1,343	1,515
Mercury	11,927	11,280
Domestic car	53,089	42,398
Imported car	2,158	2,593
Domestic truck	45,739	35,047
FORD MOTOR CO.	100,986	80,038
Domestic car	16,590	14,811
Buick	16,590	14,811
Domestic car	6,083	5,390
Cadillac	6,083	5,390
Domestic car	33,218	33,603
Imported car	2,586	3,283
Domestic truck	39,160	33,070
Imported truck	110	46
Chevrolet	75,074	70,002
GMC	10,669	8,732
Domestic car	12,722	11,038
Domestic truck	776	761
Oldsmobile	13,498	11,799
Domestic car	18,669	15,627
Imported car	601	1,607
Domestic truck	1,185	670
Pontiac	20,455	17,904
Domestic car	7,041	1,843
Saturn	7,041	1,843
Domestic car	94,323	82,312
Imported car	3,187	4,890
Domestic truck	51,790	43,233
Imported truck	110	46
GENERAL MOTORS	149,410	130,481
HYUNDAI*†	3,131	2,762
Imported car*	372	385
Domestic truck	1,736	1,198
Imported truck*	2,112	2,459
ISUZU*	4,220	4,043
JAGUAR (imp. car)*	248	243
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,357	904
Imported car*	6,787	4,298
Domestic truck	213	203
Imported truck*	2,363	2,577
MAZDA*	10,720	7,982
MERCEDES-BENZ (imp. car)*	1,877	1,613
Domestic car	1,694	1,164
Imported car*	1,549	2,529
Imported truck*	582	751
MITSUBISHI*	3,825	4,444
Infiniti	995	739
Domestic car	3,327	3,287
Imported car*	6,176	6,213
Domestic truck	3,220	3,359
Imported truck*	4,551	4,330
Nissan*	17,274	17,189
NISSAN MOTOR CORP.	18,268	17,927
PEUGEOT (imp. car)*	10	135
PORSCHE (imp. car)*	88	137
RANGE ROVER (imp. truck)*	91	75
ROLLS/BENTLEY (imp. car)*	7	7
SAAB (imp. car)*	776	1,204
STERLING (imp. car)*	0	91
Domestic car	1,287	1,051
Imported car*	1,034	1,785
SUBARU*	2,321	2,836
Imported car	130	87
Imported truck	419	477
SUZUKI†	549	564
Lexus (imp. car)	1,983	1,324
Domestic car	9,897	6,207
Imported car	8,645	10,104
Domestic truck	1257	0
Imported truck	5,773	6,090
Toyota	25,572	22,401
TOYOTA MOTOR SALES	27,555	23,725
Audi (imp. car)*	383	315
Imported car*	1,604	2,590
Imported truck*	20	152
Volkswagen*	1,625	2,741
VWoA*	2,008	3,056
VOLVO*†	1,289	2,151
YUGO (imp. car)*	0	38
Domestic car	195,406	169,596
Imported car	55,111	58,294
TOTAL CAR	250,517	227,890
Domestic truck	136,755	106,240
Imported truck	16,253	17,165
TOTAL TRUCK	153,008	123,404
TOTAL CAR & TRK.	403,525	351,294

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 8 last year.

Lease plans aim at cash buyer

KATHY JACKSON
Staff Reporter

Ford Motor Co. and General Motors have developed new lease programs aimed at customers who pay cash for their cars. Most are retirees.

Under both programs, the lease customer does not have a monthly payment. Instead, the customer makes only one payment, at the beginning of the term, which cuts the cost of the lease in some cases by as much as 14 percent during the term of the lease.

Dealers can structure the lease plans according to customers' needs.

Leigh Jackson, owner of Libertyville Lincoln-Mercury in Libertyville, Ill., provided the following example. A cash-paying customer might have to plunk down $30,000 for a luxury car. But to lease that same vehicle for 24 or 36 months might cost him only $15,000. By leasing, the customer keeps $15,000. He also saves 10 to 14 percent over the course of this lease compared with a conventional lease.

The value of the vehicle at the end of the lease is guaranteed by Ford. The customer also has the option to buy the vehicle any time during the lease period at a guaranteed price.

"You have the convenience of not tying up all your money at once," Jackson said. "You also get the convenience of no payments and protection against the resale value."

In May, Ford took its program national after a five-month test in parts of the Southeast, West, Midwest and Long Island, N.Y. Jackson said about 20 percent of his lease customers used the Red Carpet Advanced Purchase Plan while he was part of the test program.

GM is testing a program in Florida and may expand it to California and Arizona, said George Reganis, assistant director of retail leasing for General Motors Acceptance Corp. GM's program is administered by Capital Corp., a Salt Lake City bank owned by GMAC.

Like Ford's program, the target is the customer who pays cash. With a $30,000 vehicle, the GM lessee sends $15,000 to Capital and retains $15,000. Capital makes the monthly payments to the local GMAC office and pays interest on the balance, quarterly, to the lessee until the lease period expires.

Ford gives its credit up front, Reganis said.

GM, however, gives its credit in quarterly interest payments; it guarantees the future value of the vehicle. Reganis said about 15 percent of the lease customers in Florida used the one-payment system since its inception last September.

"Today, you must be customer driven," he said. "The potential cutomers are retirees."

Cash-paying customers are out there. Arthur Spinella, director of automotive research at CNW Marketing Research in Bandon, Ore., said about 10 percent of car buyers pay cash. About 3 percent use the one-payment lease concept, which some dealers have been offering on their own, he added.

Spinella projects that the one-payment lease market eventually will account for 8 to 10 percent of individual leasing programs. ∎

Ford kills early-order allowance to rental fleets

CHARLES M. THOMAS
Staff Reporter

Ford Motor Co. is removing still more of the subsidies it has provided on vehicles sold to daily-rental fleets.

Ford will eliminate "fast-start" allowances of hundreds of dollars each on 1993-model program vehicles — something car dealers have advocated for years.

Other automakers may follow suit.

The change should improve Ford's profits and push up rental prices to consumers.

Under "fast-start," daily rental companies are rewarded by automakers for ordering vehicles early. Rental companies can get $400 or more for every unit ordered before a specified date.

The incentive program has given factories an idea of vehicle requirements for daily rental companies.

Ford told daily rental companies that it would continue buying back all rental vehicles for the 1993 model year. The automaker will continue to require daily rental companies to keep units in service at least six months and not more than 12 months.

Daily rental companies in tourist states like Florida and Colorado must pay if they turn in cars sooner. Ford penalizes rental companies $100 per vehicle turned in after four to five months in service and $50 per vehicle turned in after five to six months in service.

In the last year, the Big 3 have been reducing their sales of the unprofitable daily-rental program cars.

General Motors has not announced its 1993 fleet incentive program for daily rental companies, but the company stresses that it wants to "improve the profitability of its daily rental fleets."

A GM spokesman said the No 1 automaker also is considering whether to lengthen the service time of daily rental units. For 1992 models, the range was six to 15 months, with a cap of 40,000 miles.

For years, the National Automobile Dealers Association has asked automakers to halt fast-start incentives, arguing that the practice allows rental companies to buy cars from the manufacturer cheaper than dealers can.

And when daily rental companies sold the vehicles on their used-car lots, fast-start incentives gave them a price advantage over dealers.

But Richard Strauss, NADA president and owner of Dick Strauss Ford-Isuzu-Suzuki in Richmond, Va., said Ford's elimination of fast-start allowances is less important to dealers now than it was three years ago.

"It's more symbolic for dealers than anything else," said Strauss, "now that the factories are purchasing 100 percent of the program cars." ∎

Kia, Indonesian firm OK kit-assembly deal

SEOUL — Kia Motors Corp. said last week it has signed an agreement to supply 10,000 light-truck and van kits a year to Indonesia's Udatinda Group.

Udatinda, which recently ended an assembly relationship with General Motors-Holden's of Australia, will begin assembling Kia's Besta vans and Ceres multipurpose trucks at the end of this year.

Value of the agreement was not disclosed, but Kia said the program eventually will be expanded to include its Pride/Festiva and Capital passenger cars. Kia will not invest in the venture at first, but has the option of acquiring a share in the future, a spokesman said.

Kia has aggressively pursued kit-assembly business. The company is negotiating deals in Iran and Vietnam and recently signed agreements in Taiwan and in the Philippines.

— Oles Gadacz

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Mar. 1992	Mar. 1991	% change	3 mos. 1992	3 mos. 1991	% change
Travel trailers	5,700	4,500	+ 26.7	14,700	10,900	+ 34.9
Park Trailers	600	500	+ 20.0	1,700	1,400	+ 21.4
Travel trailers-fifth wheel	3,700	2,300	+ 60.9	9,700	6,000	+ 61.7
Folding camping trailers	3,900	2,900	+ 34.5	10,300	7,700	+ 33.8
Truck campers	1,000	900	+ 11.1	2,600	2,000	+ 30.0
Towable RV total	**14,900**	**11,100**	**+ 34.2**	**39,000**	**28,000**	**+ 39.3**
Conventional (type A)	2,700	2,100	+ 28.6	7,000	4,900	+ 42.9
Van Campers (type B)	300	300	0.0	700	900	– 22.2
Chopped vans (all)	1,800	1,300	+ 38.5	4,300	3,100	+ 38.7
Motor home total	**4,800**	**3,700**	**+ 29.7**	**12,000**	**8,900**	**+ 34.8**
Van conversions	16,900	9,800	+ 72.4	47,700	21,500	+ 121.9
TOTAL ALL RVs	**36,600**	**24,600**	**+ 48.8**	**98,700**	**58,400**	**+ 69.0**

Source: Recreation Vehicle Industry Association

Van dealers grow cautious

The torrid pace of wholesale van conversion shipments may be headed for a slowdown, as dealers wait for retail sales to catch up.

Dealers have a good supply of van conversion inventory for the summer months, according to Detroit officials.

But "we are seeing a little more cautiousness in the marketplace," said Jerome Mittman, Ford Division RV sales manager.

Ford hasn't seen a significant letup in ordering from its consignment pool accounts yet. But the possibility exists if the retail market doesn't strengthen further, Mittman said.

Ford dealers also may be ordering more cautiously since the company dropped the extended free floorplanning it had been offering on conversion units earlier this year.

The most recent data available from the Recreation Vehicle Industry Association in Reston, Va., indicates the torrid pace at which the wholesale market has been running.

March shipments from converters to dealers totaled 16,900 vans, up 72.4 percent from a year ago. It was the third straight month of increases.

First-quarter shipments, totaling 47,700 units, were up 121.9 percent from like 1991, according to RVIA.

Van chassis shipments by Detroit's Big 3 to converters, portending future deliveries, also rose sharply, according to RVIA.

Detroit manufacturers shipped a total of 17,200 compact and full-sized van chassis to converters in March and 54,700 during the first quarter. That is up from 10,700 and 17,200, respectively, from the year-ago month.

— Joseph Bohn

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RVs in brief

RECREATIONAL VEHICLES

Degnan named head of GMC RVs

Mark Degnan, former assistant special vehicle sales manager at GMC Truck, has taken over as manager of the department that handles RVs, van conversions and light commercial vehicles.

Keith Ball, former manager of the department, has returned to the division's truck operations as medium-duty sales executive.

Mark III chairman has fatal attack

OCALA, Fla. — Officials from Detroit's Big 3 flew to Florida last Tuesday to pay their respects to R.T. Boyd Jr., 45, chairman of Mark III Industries, who died of a massive heart attack May 24.

Boyd Jr.'s funeral was held at First Assembly of God church in Ocala on May 27.

Boyd Jr. started his van conversion company in July 1978 as a sideline to producing mobile homes. By 1982, he sold the mobile home business to devote himself exclusively to van conversions.

Mark III quickly became the industry's largest van converter. It expects to sell about 44,000 vans this year. It has grown from a 10-employee company to one employing 1,598 people in Ocala, according to Charles Dority, Mark III's president.

Dority will continue to run the company in conjunction with Thad Boyd III, the company's chief executive officer.

Boyd Jr. is survived by his wife Sally and four children.

Spartan chassis uses GM diesel

CHARLOTTE, Mich. — Spartan Motors Co. is using General Motors' 6.5-liter turbodiesel and four-speed electronic automatic transmission to create a new rear engine-powered chassis for RV manufacturers.

Spartan's new EC1K chassis will be offered on a limited basis beginning this summer and go into full production later this fall, according to company spokesman Bill Fuesz.

The chassis has a base 12,000-pound gross vehicle weight rating and can be upgraded to 16,000-pound rating. It is available on 145-, 172- and 190-inch wheelbases.

The company expects to produce about 4,000 chassis annually on a two-shift basis once production gets into full swing.

Custom Craft names officials

MILWAUKEE — Custom Craft Vehicles Inc., which converts Chevrolet and GMC vans, pickups and sport-utilities, appointed two new sales managers.

Peter Levas and Bob O' Neill, both formerly with C.T.I. Inc. in Lake Geneva, Wis., assumed new positions at Custom Craft. Levas is sales manager for the Eastern United States, and O'Neill is regional sales manager for the same region.

Bank considers special financing for conversions

JOSEPH BOHN
Truck Editor

The quality of van conversion customers has gotten the attention of Chemical Bank in New York, which is studying a national program of special low annual percentage rate financing and long-term contracts for van conversion customers.

Robert McAllister, assistant vice president of Chemical's Indirect Lending Department, said he has put together a proposal for such a plan and will present it soon to the bank's senior management.

Chemical Bank's Chemical Financial Services is a member of the Recreation Vehicle Industry Association in Reston, Va., and offers special finance terms to motor home and other RV buyers. But the bank currently has no special rates or extended terms for van conversion buyers. Neither do other banks in New York, McAllister said.

"You're talking about good, solid people. The kind we want to do financing for," he said. He compared them to luxury car buyers.

"Somebody really missed the boat on this," he added.

Van conversions account for about 50 percent of the RV market and add up to an annual market worth several billion dollars, according RVIA.

Chemical Bank, like many other banks, offers standard rate auto loans to conversion buyers with maximum 60-month terms.

McAllister wants to offer van conversion buyers a lower rate — under 8 percent — and maximum financing terms of 72 to 84 months.

Dealers welcome the bank's interest.

Skip Anderson, sales manager for Varsity Ford in Ann Arbor, Mich., said "It's a good market. We sell lots of these vans. Competition makes makes everybody keener."

Similarly, Dave Arbogast, general manager of Paul Sherry Chevrolet and Paul Sherry Chrysler-Plymouth-Dodge, both in Piqua, Ohio, said better terms would help dealers sell more.

Arbogast said banks currently are charging higher rates on longer-term contracts to offset the risks on extended finance terms.

"The consumer ends up paying for the higher rate," Arbogast said.

But used-vehicle guidebooks show that van conversions retain a much higher percentage of their value over time than do cars, and banks may be charging an unnecessary premium for extended financing.

Meanwhile, retail sales of van conversions are up sharply during the first four months of this year, according to Motor Vehicle Manufacturers Association sales data.

The industry is running at a seasonally adjusted annual selling rate of nearly 170,000 units, up 35,000 from total van conversion sales last year.

Jerry Mittman, Ford Division RV sales manager, said the company's April retail sales through pool accounts are up 100 percent from last year. Pools account for 90 percent of Ford's volume.

> ❝Somebody really missed the boat on this.❞
>
> **ROBERT McALLISTER**
> CHEMICAL BANK OF NEW YORK

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Sales edge upward in Mexico

MEXICO CITY -- New-vehicle sales in Mexico rose again in April, despite double-digit declines by three of the nation's five carmakers.

Overall sales for the five companies rose 2.5 percent in April. Both cars and trucks were up.

The increase came on the heels of a 52 percent increase in car sales in March, inspired largely by a change in tax rules.

Chrysler, which last year at this time was at the bottom of the Mexican sales standings, now ranks second. Its sales rose 47.8 percent in April and were up 31.8 percent for the year.

Industry leader Volkswagen dropped 14.1 percent in April, while Nissan and Ford posted slightly smaller declines. Still, all three are ahead of last year's sales.

Sales by separate truck firms, which account for a small portion of total industry sales, were up 42.8 percent in April.

The Big Five also continued their surge in production. Output, including export production, rose 7.7 percent in April.

For the year, their production was up 22.5 percent.

MEXICO CAR AND TRUCK SALES

	April 1992	April 1991	4 mos. 1992	4 mos. 1991
Cars	7,275	4,888	27,759	17,641
Trucks	4,554	2,965	16,927	16,005
Imports	24	165	318	497
CHRYSLER	**11,853**	**8,018**	**45,004**	**34,143**
Cars	4,957	5,460	20,759	20,159
Trucks	4,761	5,400	20,251	19,249
Imports	0	171	0	1,574
FORD	**9,718**	**11,031**	**41,010**	**40,982**
Cars	5,548	3,699	18,095	13,154
Trucks	6,543	6,060	23,708	22,407
Imports	151	719	1,439	1,987
GM	**12,242**	**10,478**	**43,242**	**37,548**
Cars	6,490	7,277	28,867	27,353
Trucks	2,360	2,959	11,385	11,192
Imports	150	7	896	655
NISSAN	**9,000**	**10,243**	**41,148**	**39,200**
Cars	9,792	11,514	52,728	46,519
Trucks	767	772	4,468	3,367
Imports	0	0	2	53
VOLKSWAGEN	**10,559**	**12,286**	**57,198**	**49,939**
Cars	34,062	32,838	148,208	124,826
Trucks	18,985	18,156	76,739	72,220
Imports	325	1,062	2,655	4,766
TOTAL BIG 5	**53,372**	**52,056**	**227,602**	**201,812**
OTHER TRUCK MAKERS*	**2,825**	**1,978**	**10,582**	**7,771**
TOTAL INDUSTRY	**56,197**	**54,034**	**238,184**	**209,583**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.

Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	April 1992	April 1991	4 mos. 1992	4 mos. 1991
Cars for Mexico	7,200	5,038	27,939	17,666
Cars for export	9,016	5,302	27,899	21,923
Trucks for Mexico	4,388	2,957	17,321	16,099
Trucks for export	2,179	619	9,293	1,804
CHRYSLER	**22,783**	**13,916**	**82,452**	**57,492**
Cars for Mexico	4,868	5,376	21,116	19,938
Cars for export	13,159	8,109	43,167	26,753
Trucks for Mexico	4,783	5,363	20,724	19,002
FORD	**22,810**	**18,848**	**85,007**	**65,693**
Cars for Mexico	5,198	3,676	19,246	12,341
Cars for export	5,385	7,596	22,333	21,609
Trucks for Mexico	6,216	6,449	24,768	22,821
GM	**16,799**	**17,721**	**66,347**	**56,771**
Cars for Mexico	6,494	7,271	28,874	27,376
Cars for export	995	1,641	6,277	4,969
Trucks for Mexico	2,352	2,978	11,395	11,213
Trucks for export	743	584	3,364	1,869
NISSAN	**10,584**	**12,474**	**49,910**	**45,427**
Cars for Mexico	9,601	11,875	51,470	46,259
Cars for export	3,206	4,906	19,075	18,054
Trucks for Mexico	1,111	936	5,183	3,610
VOLKSWAGEN	**13,918**	**17,717**	**75,728**	**67,923**
Cars for Mexico	33,361	33,236	148,645	123,580
Cars for export	31,761	27,554	118,751	93,308
Trucks for Mexico	18,850	18,683	79,391	72,745
Trucks for export	2,922	1,203	12,657	3,673
TOTAL BIG 5	**86,894**	**80,676**	**359,444**	**293,306**
Trucks for Mexico	2,503	2,117	7,208	6,156
Trucks for export	1,564	2,200	8,982	24,498
OTHER TRUCK MAKERS	**4,067**	**4,317**	**16,190**	**30,654**
TOTAL INDUSTRY	**90,961**	**84,993**	**375,634**	**323,960**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.

Source: Mexican Automotive Industry Association

LINKUPS

Big 3 consortium to research emissions

continued from PAGE 1

and buy an Infiniti J30 at $35,000, tear it to pieces and do a cost study?" he added.

The first vehicle being jointly torn down is the Renault Espace minivan. The work is being done in Warren, Mich., near the GM Technical Center, according to sources.

The emissions consortium will focus on developing technology to meet the stringent vehicle emissions standards adopted in California and under consideration in states throughout the country, according to sources familiar with the plan.

The U.S. government's blessing of the new partnership represents a big change in the government's attitude toward cooperation among U.S. automobile producers in recent years.

Japanese industry executives are likely to view the June 8 announcement as yet another indicator of the deepening cooperation among the Big 3 and between the U.S. auto industry and government.

Critics of U.S. trade practices such as Chrysler Chairman Lee Iacocca have long maintained that such cooperative efforts should be fostered in the United States just as they are in Japan.

The emissions technology consortium is being formed following 1990 amendments to the federal Clean Air Act which set varying deadlines for states to meet national air quality standards.

The toughest clean-air rules in the nation were adopted by California in September 1990. They now are being considered by a host of other states. Massachusetts and New York already have adopted the California program.

California's rules require automakers to meet progressively tighter emission standards by developing transitional low-emission vehicles, ultra-low emission vehicles and zero-emission vehicles.

For example, by 1998, 48 percent of the cars a manufacturer sells in California will have to meet federal standards. Another 48 percent have to be low-emission vehicles. Two percent must be ultra-low emission vehicles and 2 percent zero-emission vehicles.

The new emissions consortium will look at zero-emission vehicles and "everything from here to zero — TLEVS, LEVS, ULEVS," said a source familiar with the plans.

Beside the emissions consortium, the Big 3 have also formed:

- An automotive composites consortium
- An auto/oil quality improvement research program
- An advanced battery consortium
- An environmental research consortium
- A high-speed serial data communications research and development consortium
- A computer-aided design/computer-aided manufacturing consortium
- The U.S. council for automotive research
- A vehicle recycling consortium.

Calif. backs electric vehicle consortia

WILLIAM R. DIEM

Assistant Managing Editor

California keeps putting its money where its mouth is on electric cars.

Last week, the state pledged up to $2 million to back two consortia of businesses trying to establish an electric vehicle industry in California. One proposes a new automobile company. The other aims at buses, parts making and getting California ready for recharging.

"California is facing severe cutbacks in the defense industry," said Bob Aldrich, spokesman for the California Energy Commission. "A lot of those jobs are transferable into the electric vehicle industry. . . . Beating your swords into plowshares, so to speak."

The California consortia are trying to get a share of $12 million in grants being offered by the Federal Transit Administration for electric vehicle projects. The state grants are contingent on winning federal money.

Transit spokesman Richard Centner said enough proposals were received by the deadline to call the response encouraging, but he said they had not been counted or evaluated. The government expects to fund at least three proposals.

The California group proposing a new electric vehicle manufacturer is the California Electric Mobility Consortium. Solar Electric Engineering and General Electric are among the member companies.

Aldrich said the group has an $8.5 million proposal to develop and manufacture an original-equipment electric vehicle. It envisions a joint manufacturing venture with Los Angeles city and county as a "Rebuild L.A." effort. If it wins a federal grant, it could get $1.2 million in state grants.

The second consortium, CAL START, has almost $14 million from members including General Motors, Hughes Aircraft, major utilities and airports. It has asked for $4 million in federal money and $2 million from California. It has three principal programs:

- Construction of a functional prototype electric vehicle that would travel to world car shows, a $7.4 million plan.
- Demonstration of light-duty electric buses in service and a prototype medium-duty bus, a $4.3 million investment.
- A $5.7 million project aimed at preparing an infrastructure for electric vehicles. Consumers need to know "that there will be adequate and safe recharging, top-notch servicing, and environmentally responsible battery recycling," said Joshua Newman, a vice president of Amerigon Inc., a member of CAL START.

Newman said the consortium would proceed with its plans on a smaller scale even if it fails to win the federal and state money.

Staff Reporter Max Gates in Washington contributed to this report.

Chevy, Ford to battle at Detroit Grand Prix

ARLENA SAWYERS

Staff Reporter

Chevrolet and arch rival Ford Division will be trying to out-do one another in racing and hospitality when the 1992 ITT Automotive Detroit Grand Prix kicks into gear June 5-7.

Billed as a Chevy vs. Ford streetfight, the race has moved from the streets of downtown Detroit to a 2.1-mile circuit on an island in the Detroit River.

The race is the Big 3's annual opportunity to wine and dine dealers, executives and suppliers against a backdrop of high-powered race cars.

Ford, which has been out of the Championship Auto Racing Teams Series since 1971, is coming back in a big way. Ford will supply four cars and two teams with its new Ford-Cosworth XB V-8, a small but powerful high-tech engine designed and built for Ford by Cosworth Engineering.

Ford's engine most recently powered a car driven by Michael Andretti in the Indianapolis 500. Andretti, who led the race for 161 laps, lost his bid for the winner's trophy after the engine's fuel-pump belt broke.

Al Unser Jr., whose car was powered by a Chevrolet Indy V-8/A engine, won the race.

Kevin Kennedy, vice president of motorsports at Campbell & Co. in Dearborn, Mich., which represents Ford, said he doesn't believe the mishap hurt Ford's marketability as a maker of high-powered race engines.

It was the engine's fourth race.

Andretti's dominance of most of the race proves Ford is close to clinching a win, Kennedy said.

"Sure, it was disappointing," he admitted, "but our progress is unbelievable."

Chevrolet says it is looking forward to the competition provided by Ford.

"It will be a Chevy-Ford street fight," said Wally Reese, Chevrolet's Indy spokesman.

"We expected the competition to be better than it was the last year or two. When you beat yourself, it's like dancing with your sister. Having Ford come into it makes us work harder," he said.

Reese said Chevrolet's Indy V-8/A and V-8/B engines will power "about 15 or 16 cars and 12 or 13 teams" in the Detroit race.

Chevrolet has arranged for the new Indianapolis 500 winner and his team to visit General Motors factories and greet employees.

As the winner of the event, Chevrolet derived the ultimate promotional value of having 8 million to 9 million people view its success and infusing its entire division with "Chevy pride," Reese said.

Chevrolet will entertain guests in Detroit at trackside hospitality suites. The division also will tout its success in IndyCar racing by funneling information to about 1,000 U.S. publications.

Ford will provide the official truck for the Detroit race.

The division also will use the event as part of a sales incentive contest. Some 500 dealers and their spouses will get free trips to the festivities.

Local Ford dealers will get to sample the 14-turn track in Ford Mustangs during a "drive-away" Saturday.

Ford, in conjunction with First of America Bank, also will award a Mustang GT as one of 25 prizes to be given away to race-goers attending Friday's "Free Prix Day" events.

The IndyCar race, the 5th stop in the PPG IndyCar World Series, is scheduled for Sunday afternoon. Support races include the 9th annual Tide SCCA Trans-Am Race on Saturday and the Firestone Indy Lights Championship on Sunday morning. The Firestone Indy Lights Championship will feature cars powered exclusively by Buick 3800 V-6 engines.

Sponsor ITT Automotive Inc. of Auburn Hills, Mich., is an international supplier of components such as anti-lock brakes and shock absorbers.

What is quality?

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — While quality has become an industry buzzword, the definition is still murky. Especially when automakers begin applying the word to things such as "quality customer service" and a "high-quality sales experience."

Quality surveys try to measure reliability and dependability. But even given those parameters, it's hard to reach a consensus.

Consumer Reports does extensive road testing and analyzes reader questionnaires to come up with its annual quality rankings. And in spite of all the empirical data he sees, Robert Knoll, the head of the group's auto division, says quality is still an elusive issue.

"Quality is like the Supreme Court's definition of 'obscenity,' " he says. "I can't tell you what it is, but I know it when I see it."

At DRI/McGraw-Hill, which studies perceptions of quality rather than quality itself, the story is similar.

"Consumers tell us that the quality is everything from the engine to the doorknobs," says Karen Mason, auto analyst at the firm's New York office. "If the engine is wonderful but the door knob falls off, it may as well have been engine failure for all the hassle and aggravation it is going to cause the customer.

"Consumers, not the industry, determine what quality means. And consumers have been spoiled by Japanese quality, so now it means something different than it did years ago. With the addition of Lexus and Infiniti, the benchmark was raised, and the definition changed again."

J. Ferron, partner at J.D. Power & Associates in Agoura Hills, Calif., says the definition of quality is changing because the definition of "problem" is changing. He says counting the number of problems per 100 cars is still a good way to measure quality. But the standards will evolve.

You can't "anticipate what a customer thinks is a problem," Ferron says. "Our surveys show that as engine problems decrease, people begin to notice wind noise and rattles more. Those become the new problems, and fixing those becomes the new way to achieve quality."

While there is general agreement that the focus on quality has been good for the industry, most analysts say that quality alone is not enough.

"I think quality is the Madonna of American management today. It's over-hyped and over-exposed," says Jeremy Anwyl, president of Marketec Systems of Santa Ana, Calif. "If manufacturers don't back up quality with customer satisfaction and the rest, they'll have nothing."

Chris Cedergren, senior vice president of AutoPacific Group Inc., also in Santa Ana, says that refinement is "the next frontier" of quality.

"Since quality is now the price of entry into the market, manufacturers are going to have to make sure that they're thinking about all the small things, all the intangibles," he says.

Cedergren says those include everything from the placement of switches and knobs and the choice of materials to the way customers are treated.

QUALITY

Survey shows Big 3 are closing the gap

continued from PAGE 1

search shows that the number of complaints reported for new cars fell 66 percent from 1980 to 1990.

■ Slowly but surely, the Big 3 are gaining on the Japanese, most surveys show. In an Easton Consultants Inc. index measuring repairs per vehicle, the Big 3 narrowed the quality gap against all imports to a 12.1 percent difference in 1991, from 20.5 percent in 1985.

Consumer Reports says that in 1980, Big 3 products had three times as many problems as those from Toyota, Honda and Nissan. Ten years later, the spread was 2.5 to one.

Power's latest IQS survey shows that the Big 3 narrowed the gap with Asian makes from 1991 to 1992. But since 1988, the Japanese have actually widened their lead. In 1988, the domestics recorded 18 more problems per 100 cars than the Asians. This year, despite a 22 percent improvement by the Big 3 over four years, the difference was 31 problems per 100.

John Casesa, auto analyst at Wertheim Schroeder & Co. in New York, says parity is still a few years off.

"Years ago, people thought the Japanese were so good that they couldn't get any better, but that just hasn't proven true," says Casesa. "The Japanese push the benchmark higher and higher. Of course, this makes it harder for the Big 3 to close the gap."

■ Japanese automakers — and the Big 3 for that matter — aren't a monolith. During the past six years, many of the smaller Japanese makes have fallen below average in Power's initial quality rankings for cars. A few Big 3 makes — primarily Buick and Lincoln — consistently have ranked above the average.

Mazda has been as high as seventh in Power's IQS, but this year it was ranked below average. Nissan was third in 1987, fell below average last year and climbed back to fifth place with its 1992 models.

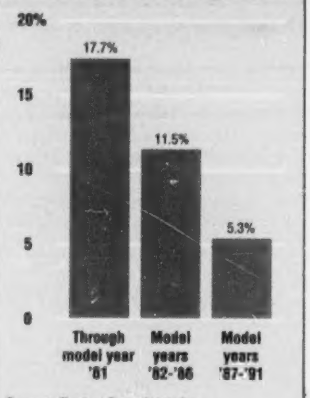
Consumer Reports says that during the 1980s, a handful of Big 3 products — all big Fords — consistently had quality on par with the Japanese. They included the Lincoln Town Car and the Ford Crown Victoria/Mercury Grand Marquis.

"There's a lot more variance out there than people realize," says David Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan.

"One misnomer is that the Japanese have led on every aspect of quality. On average, the best of the Japanese are still better than the best of the Americans, but that's about all you can say. All in all, I'd call it a wash."

The Big 3 quality gap

Bars indicate the margin by which Big 3-built vehicles trail their competitors in 1990, based on an index of repair and maintenance events for all vehicles in each age class.



Source: Easton Consultants Inc.

CHARLOTTE WINTER / AUTOMOTIVE NEWS

That said, the best of the Japanese are formidable. In the latest IQS survey, the Japanese captured seven of the 12 positions above industry average, including the top five.

CONSISTENT WINNERS

Honda, Acura and Toyota have made the above-average list every year since the survey started. Lexus and Infiniti have made it in each of their three years on the market. No Big 3 make has made the cut all six years, and none has ever finished higher than fifth.

Japanese makes also dominate Power's Customer Satisfaction Index. In the 1991 survey, Japanese makes held eight of the 14 above-average spots, and five of the top six. In Power's Vehicle Performance Index, which measures operation, environment, cockpit and packaging after three years, Asians outscored domestics in every category. The gap was the greatest in the areas of vehicle operation and environment (temperature, sound system, etc.).

Power's 1991 Vehicle Dependability Index also was dominated by the Japanese, who had five of the 11 above-average spots. But the Big 3 were close behind with three.

Consumer Reports' annual auto issue is a showcase for the Japanese as well. In the current issue, 35 of the 63 vehicles on the recommended list are Japanese built, and five others come from joint ventures. *Consumer Reports* analyzes reader surveys and conducts a battery of tests on the track and the street.

DRAWBACKS TO RESEARCH

Quality research has its drawbacks. In Power's surveys, a stuck glove box is as much of a "problem" as a broken transmission. And what constitutes a defect or problem to one person may go unnoticed to another.

The owner of a $10,000 subcompact might not be bothered by a squeak, while the same noise might enrage the owner of a $40,000 luxury sedan. Conversely, some luxury car buyers might ignore small problems in order to convince themselves that they made a smart purchase.

The human element makes even the most empirical studies on quality somewhat subjective. And there is no easy way to separate actual quality from a consumer's perception of quality.

The Big 3 argue that they suffer because the perception of Japanese superiority is much greater than any actual differences. But the quality surveys, whatever their weaknesses, still show a considerable gap.

"What we haven't seen from the Big 3 is a sense of consistency. To get people back into the Big 3 products, they can't just be 'as good'," says Dave Andrea, senior research associate at the University of Michigan's Office for the Study of Automotive Transportation.

"They're fighting a perception battle as well as a product battle. They must be able to claim that they are better, and then be so consistently."

PROBLEMS PER HUNDRED CARS, BY ORIGIN, 1987-1992

	1992	1991	1990	1989	1988	1987
Big 3	136	148	152	159	175	175
Asian	105	112	119	120	157	143
European	158	154	158	175	237	192

Source: J.D. Power and Associates Initial Quality Study

TOP 1992 LIGHT TRUCKS
Problems per 100 light trucks

Make	1992	1991
Toyota	76	103
Mitsubishi	109	107
Nissan	110	148
Geo	119	132
Mazda	119	128
Chevrolet	139	BA
Isuzu	145	BA
Industry Average	**147**	**155**

BA: Below average
Source: J.D. Power and Associates Initial Quality Study

TOP 1992 MAKES
Problems per 100 cars

Make	1992	1991
Infiniti	70	89
Lexus	73	55
Toyota	85	82
Honda	105	100
Nissan	108	160
Saturn	109	151
Lincoln	114	115
Acura	115	109
Oldsmobile	121	122
Subaru	122	125
Audi	124	169
Buick	125	130
Industry Average	**125**	**141**

Source: J.D. Power and Associates Initial Quality Study; *USA Today* for 1991 scores below average

TOP 10 1992 MODELS
Problems per 100 cars

Model	1992	1991
Lexus LS400	46	47
Toyota Cressida	49	80
Infiniti Q45	53	78
Olds Cutlass Ciera	70	90
Lexus SC300/SC400	72	—
Toyota Corolla	76	80
Buick Regal (sedan)	78	BA
Toyota Camry	84	68
Acura Legend	85	BA
Buick Century	85	91

BA: Below average
Source: J.D. Power and Associates Initial Quality Study

Surveys: who measures what

Here's how some quality surveys are created:

■ **J.D. Power and Associates**, of Agoura Hills, Calif., has several surveys that measure product quality at different times in a vehicle's life cycle. The Initial Quality Study measures quality after 90 days of ownership. Results for the 1992 model year came from questionnaires answered by 33,573 new car owners and 10,475 light truck owners. The response rate was 43 percent on cars and 41 percent on trucks.

Power's Customer Satisfaction Index measures overall satisfaction after one year. Quality accounts for about 25 percent of the score.

■ ***Consumer Reports*** measures vehicles in two ways. It buys each car tested and runs it for about 6,000 miles. The magazine also sends out hundreds of thousands of questionnaires to its readers. The responses are used to create frequency-of-repair charts. The editors' tests and the repair charts form the basis of an annual "recommended" list.

■ **Easton Consultants** of Hopkinton, Mass., tries to eliminate the "human bias" of surveys by measuring incidents of repair and maintenance. Easton buys the data from Industrial Market Research Inc., of Clarendon Hills, Ill. That firm collects information on more than 100,000 aftermarket service jobs each year and divides it into three categories: significant repairs, maintenance and do-it-yourself items. Easton uses that data to compare domestic and import products.

— Kristine Stiven Breese

Schweitzer succeeds Levy as Renault chief

DIANA T. KURYLKO
Staff Reporter

Louis Schweitzer, who as finance chief of Renault SA engineered the French carmaker's alliance with Sweden's AB Volvo, was appointed chairman last week to replace Raymond Levy, who retired May 25.

The appointment was expected. Schweitzer, 49, a career civil servant, was nominated by Levy and has the backing of Volvo and French President Francois Mitterrand.

Schweitzer: cut deal with Volvo

Schweitzer has been president and chief operating officer of Renault since 1990.

Analysts said the appointment guarantees a smooth transition at the helm of the state-controlled carmaker and underscores the possibility of an eventual full merger between Renault and Volvo. The companies swapped shares in a complex cross-holding agreement two years ago, giving Volvo a 20 percent stake in Renault.

Like Levy, Schweitzer came from the public sector with little experience in the automotive industry. But for the past three years, he has been under the wing of Levy and has helped engineer the major restructuring program that has improved Renault quality and regained market share.

He takes over a company that will have renewed most of its products by the end of 1993 and is in the black. For the first quarter, Renault turned a profit of $440 million on revenue of $8.8 billion.

Renault holds 10.8 percent of the European passenger-car market.

Schweitzer negotiated the deal that led to the partnership with Volvo. The companies have been cooperating on components and are said to be working on a joint car for the end of the decade.

Schweitzer began his career in 1970 as an inspector in the budget department of the French Finance Ministry, a post he held for nine years.

In 1986, he joined Renault at the request of then-chairman Georges Besse, who was assassinated later that year.

INCENTIVE WATCH—DEALER INCENTIVES

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
BUICK (1992 models, expires Aug. 12)	
Regal	$1,500
CHEVROLET (1992 models, expires June 4)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PONTIAC (1992 models, expires June 4)	
LeMans	$1,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (expires June 2)	
Legacy (1991)	$1,000
Legacy (1992)	
LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires June 2; 1991-92 models unless otherwise noted)	
Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota
Camry Deluxe sedan (1992; area served by Gulf States Toyota)	
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

Customer kills Cadillac salesman

PHIL FRAME
Staff Reporter

DETROIT — A disgruntled customer shot and killed the man who sold him a used Cadillac DeVille in January and then critically wounded the manager of the used car department before being subdued by other employees.

"The (suspect) pulled up in a Jeep Wagoneer, walked into the used car office and basically started firing," said Mark Dreisbach, president and general manager of Dreisbach & Sons Cadillac in northwest Detroit.

Used-car salesman Ray Waters, who Dreisbach said was 69, was shot in the head about 5:20 p.m. Thursday and died about four hours later at a hospital in Ann Arbor, Mich. Waters had worked for the dealership about 15 years, Dreisbach said.

John Joseph, the used-car department manager, was shot in the back and was listed in critical condition Friday morning at a hospital in Farmington Hills, Mich., a spokeswoman said. Joseph, 51, has worked at the dealership more than 20 years, Dreisbach said.

"There's a terrible pall here today, but also a strong sense of pride for the way my employees handled this," Dreisbach said Friday morning. He said assistant used-car manager Michael Boal wrestled the .38-caliber semiautomatic pistol from the suspect so no other employees could be harmed. Employees held the suspect until police arrived and took the assailant into custody.

Police sought murder warrants, but they had not been issued Friday morning, a police spokeswoman said.

Dreisbach said the suspect was a customer of Waters who in January bought a 1984 Sedan DeVille with 86,000 miles on it. The suspect's motive was unknown, but Dreisbach assumed the man was upset about a problem with the car, which was sold "as is" with no warranty.

Maserati may not import cars again in '92

JIM HENRY
Staff Reporter

NEW YORK — Maserati Automobiles Inc. didn't import a single car in 1991 and probably won't import any this year either, according to a report filed by parent company DeTomaso Industries.

This isn't the first time Maserati has sat out a model year in the United States. Maserati skipped 1988 because it couldn't meet U.S. requirements for passive restraints. The automaker also sat out 1981.

So for now, Maserati remains in hibernation, selling out of a small inventory until it can get a new model certified for the United States that might turn its fortunes around.

DeTomaso Industries, which owns about 42 percent of Maserati, posted a net loss of $13.2 million for the first quarter. Fiat Auto S.p.A. owns 49 percent of Maserati, and Chrysler Corp. owns about 8 percent.

Worldwide, Maserati sold 1,800 cars at the wholesale level in 1991, down 18.5 percent from 1990. The U.S. distributor sold 45 Maseratis in 1991, compared with 87 in 1990 and 213 in 1989, according to the firm's 10-K report, filed with the U.S. Securities and Exchange Commission.

George Garbutt, president of the Baltimore-based U.S. distributor, said Maserati Automobiles Inc. has an inventory of about 20 cars, including a few cars in his retail showroom. His staff is down to a dozen people from 20 in 1990.

Garbutt wouldn't say how many cars he has sold so far this year, except to say sales are no better than last year.

Maserati's sole model here is the Spyder convertible ($50,375 for the 1991 model), which has an exemption from the passive-restraint requirement. The new Shamal was expected to be a 1992 model for the U.S. market, but passive restraint requirements have been a hurdle on that car.

Maserati has about 20 U.S. dealers and another 20 service-only points.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1993 models	
Expires June 30. In lieu of rebates, 7.9 percent financing is available.	
Ford Escort	$200-400
Mercury Tracer	$200
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 30) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
1991 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick (based on option package ordered)	
Riviera	$2,000
Roadmaster	$1,000
Century, LeSabre	$250-1,250
Regal, Skylark	$500-1,250
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro (expires Sept. 23)	$500
Geo Prizm (expires Sept. 23)	$1,000
Geo Storm (expires Sept. 23)	$750
Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$1,500
G-Van (upfit)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (exclude Crew Cab)	$400
Safari	$500
G-Van	$500-1,000
Oldsmobile (regional) Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires June 2)	
Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	
SUBARU (expires June 2)	
Loyale (1991-92, fwd sedan, awd wagon)	$500

LUTZ

U.S. claws back at Japan

continued from PAGE 1

"Since economics continue to rise and material prices are going up and health care costs continue to rise, there will undoubtedly be some pricing by American producers," Lutz said. "But I believe that what pricing we do will be extremely modest."

Asked about Lutz's comment regarding a possible price increase, a General Motors spokesman said, "Our price increases in recent years have been modest. Our introductory passenger-car prices have been below the rate of inflation in nine of the last 10 years."

At the same time, GM has tried, where possible, to make "modest reductions" in per-unit incentives, the spokesman said. Ford Motor Co. declined comment.

In March and early April, seven Japanese automakers raised prices on 10 brands of cars sold in the United States. The hikes (by makes) ranged from $100 to $1,790 and averaged $441, or 2.8 percent, an *Automotive News* analysis found.

Raising car prices were Toyota Motor Sales U.S.A. Inc. (Toyota and Lexus); American Honda Motor Co. Inc. (Honda and Acura); Nissan Motor Corp. in U.S.A. (Nissan and Infiniti); Mitsubishi Motor Sales of America Inc.; Mazda Motor of America Inc.; Subaru of America Inc.; and American Suzuki Motor Corp.

Most of the importers blamed their hikes on the appreciation of the yen against the dollar. But many observers say the increases were a response to the deepening trade friction between the United States and Japan.

Lutz rejected the notion that the Japanese price hikes were designed to give American producers "a break." "It's because they are having to come to terms with their own profitability problems, particularly in this market," he asserted.

Lutz said the Big 3 can recoup market share as the Japanese deal with the economic pressures: "U.S. producers over the next three or four years might claw somewhere between one and three percent (percentage points) a year back from the Japanese," he predicted.

The Japanese share of the U.S. car and light-truck market in 1992 is down from one year ago. The Japanese makers held 24.0 percent of the market through May 20, 1992. Their share of the U.S. vehicle market for the first five months of 1991 was 25.3 percent.

The Japanese share in the United States will continue to erode because of the improved quality of domestic vehicles, Lutz said.

"When you have a bad quality reputation, it takes you about five years to overcome that problem," Lutz said of domestic producers. "We're 3½ years into that five-year process. The truth is gradually beginning to spread down to the mass of buyers that you can now buy an American car with confidence."

At the same time, U.S. makers are developing cars comparable to Japanese vehicles in ride, handling and "the way the whole car looks, feels and sounds," he said.

Lutz also said that Japan's current economic downturn will have little effect on the Big 3's effort to penetrate that market.

Said Lutz, "The penetration of the Japanese market is so difficult and that task is so long-term in nature that I don't see the current Japanese recession having much of an effect on it one way or the other."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
FORD		
Michigan Truck (Wayne, Mich.)	6/1	2,900
Ford Bronco		
Ford F-series pickup		
GENERAL MOTORS		
Pontiac, Mich. (West)	6/1	
Chevrolet S10 pickup		2,100
GMC Sonoma		650
Chevrolet S10 Blazer		1,500
GMC S15 Jimmy		500
Total U.S. truck		**7,650**
Total units lost week of 6/1		**7,650**

†Plant closed for retooling until July 1992.
Source: Automotive News Data Center

Ford touts 'little things' for women

ARLENA SAWYERS
Staff Reporter

When the Women's Marketing Committee at Ford Motor Co. examined the 1993 Mercury Villager minivan, members found that high heels were likely to catch in the floor track on which the seat moves backward or forward.

So the engineers covered the track with a floor mat that must be picked up before the seat is moved.

"The little things have a lot to do with customer satisfaction," said Flora Brooks, a Ford systems and applications engineer.

Brooks was among the group of female Ford executives and engineers — some of whom are members of the 10-year-old committee — who gathered in Detroit last week to reiterate the company's commitment to women buyers.

The committee makes recommendations about the design and development of cars and light trucks, participates in static and driving evaluation of future products and is working with dealers to improve the vehicle sales and service experience for women.

Ford believes that women buyers are particularly interested in features that add safety, security, comfort and convenience.

Ford believes women will be particularly attracted to the Villager, which debuts June 15, and the redesigned 1993 Ford Probe, which arrives July 9.

Bobbie Koehler-Gaunt, Ford director of marketing research, said Ford expects half of the Villager buyers to be women. The company believes women will purchase 50 percent of the 1993 Probes, up from 40 percent for the 1992 model.

Although Ford says that safety is high on women buyers' list of concerns, the 1993 Villager does not have an airbag. The 1993 Probe has a driver-side airbag as standard equipment.

Mary Ann Wright, Ford model planning analyst, said the company originally planned to hold off on adding airbag to the Villager until 1996, but because of consumer demand, a driver-side airbag will be added in the 1994 model year.

She stressed that the Villager does have anti-lock brakes.

"We're not estimating any loss of sales" because of the missing airbag, she said. "People feel safe in the vehicle." AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 5/25-5/30/92	Actual 5/18-5/23/92	May Est.	Year 1/1-5/30/92	Year 1/1-6/1/91
LeBaron J	1,200	1,526	6,107	23,518	18,697
New Yorker	300	393	1,580	7,005	3,269
Fifth Avenue	850	1,079	4,297	14,301	13,076
Imperial	100	163	622	2,260	3,106
Town & Country (trk.)	250	348	1,485	6,033	1,415
Total Chrysler Div.	**2,700**	**3,509**	**14,091**	**53,117**	**39,563**
Sundance	1,000	1,329	5,930	23,851	16,586
Acclaim	1,400	1,743	6,751	32,612	34,151
Voyager (trk.)	1,650	2,153	8,945	39,396	36,628
Voyager (Can. trk.)	2,722	2,013	10,074	56,441	45,274
Total Plymouth	**6,772**	**7,238**	**31,701**	**152,300**	**132,639**
Daytona	250	348	1,443	5,241	4,936
Shadow	2,100	2,640	11,357	38,673	19,149
Dynasty	1,750	2,206	8,812	33,480	50,059
Spirit	1,350	1,697	6,916	30,526	30,478
Viper	0	1	14	31	0
Monaco (Can.)	0	0	0	0	2,548
Caravan (trk.)	2,100	2,558	11,326	51,440	45,729
Caravan (Can. trk.)	3,668	2,967	13,996	74,885	61,044
Caravan C/V (trk.)	50	45	249	1,289	1,856
Caravan C/V (Can. trk.)	210	215	840	3,686	11,519
Dakota (trk.)	2,800	3,484	13,179	55,535	32,764
Ram pickup (trk.)	850	1,144	4,873	25,585	32,715
Ram wagon (Can. trk.)	556	468	2,145	10,449	9,044
Ram van (Can. trk.)	1,796	1,479	6,851	27,716	15,917
Total Dodge	**17,480**	**19,252**	**82,003**	**358,536**	**317,758**
Premier (Can.)	0	0	0	0	3,663
Cherokee (trk.)	2,800	3,634	13,653	59,885	48,539
Comanche (trk.)	0	1	49	915	2,225
Grand Cherokee (trk.)*	1,400	1,951	7,864	23,315	1,007
Briarwood (trk.)	0	0	0	325	1,215
Wrangler (Can trk.)	0	0	0	29,026	23,592
Total Jeep-Eagle	**4,200**	**5,586**	**21,566**	**113,466**	**80,241**
Total U.S. car	**10,300**	**13,125**	**53,829**	**211,498**	**193,507**
Total Can. car	**0**	**0**	**0**	**0**	**6,211**
Total U.S. truck	**11,900**	**15,318**	**61,624**	**263,718**	**204,093**
Total Can. truck	**8,952**	**7,142**	**33,907**	**202,203**	**166,390**
CHRYSLER CORP.	**31,152**	**35,585**	**149,361**	**677,419**	**570,201**
Escort	4,599	5,594	22,748	74,484	76,745
Mustang	2,250	2,850	11,309	39,539	32,155
Tempo	2,980	3,781	14,719	58,153	45,557
Tempo (Can.)	3,349	2,645	9,370	52,207	47,336
Taurus	8,102	10,190	30,255	163,284	139,061
Thunderbird	1,730	2,178	8,509	36,008	32,666
Crown Victoria (Can.)	2,794	2,151	10,489	44,837	37,791
Aerostar (trk.)	3,365	4,220	16,810	78,116	63,716
Bronco (trk.)	545	717	2,839	9,811	5,479
Explorer (trk.)	5,252	6,540	26,065	133,909	116,273
Mazda Navajo (trk.)	144	146	616	2,420	5,397
Econoline (trk.)	3,504	4,507	18,095	82,884	52,980
Heavy (trk.)	760	1,010	3,987	19,610	15,172
Light truck (trk.)	9,290	10,925	41,390	192,817	116,981
Light truck (Can. trk.)	3,046	2,456	11,639	61,588	39,987
Ranger (trk.)	6,680	8,438	33,866	129,680	106,074
Total Ford Division	**58,390**	**68,348**	**271,705**	**1,179,347**	**933,370**
Topaz	980	1,424	5,707	24,977	18,807
Topaz (Can.)	1,451	1,149	4,029	20,314	15,081
Cougar	1,155	1,445	5,966	25,801	24,531
Sable	2,302	2,912	11,351	53,224	44,414
Grand Marquis (Can.)	2,142	1,771	8,036	42,586	35,358
Mercury Villager (trk.)	219	240	826	1,075	0
Nissan Quest (trk.)	140	121	444	494	0
Total Mercury	**8,389**	**9,062**	**36,359**	**168,471**	**138,191**
Continental	672	846	3,326	16,544	24,434
Mark VII	0	0	0	2,375	4,279
Town Car	2,021	2,534	9,982	49,534	57,476
Total Lincoln	**2,693**	**3,380**	**13,308**	**68,453**	**86,189**
Total L-M Division	**11,082**	**12,442**	**49,667**	**236,924**	**224,380**
Total U.S. car	**26,791**	**33,754**	**132,872**	**543,923**	**500,125**
Total Can. car	**9,736**	**7,716**	**31,925**	**159,944**	**135,566**
Total U.S. truck	**29,899**	**36,864**	**144,937**	**650,816**	**482,072**
Total Can. truck	**3,046**	**2,456**	**11,639**	**61,588**	**39,987**
FORD MOTOR CO.	**69,472**	**80,790**	**321,372**	**1,416,271**	**1,157,750**
Skylark	1,556	1,456	4,442	25,759	159
Century	2,220	2,258	10,008	34,729	36,861
Regal (Can.)	2,250	2,250	10,002	39,329	48,830
Riviera	228	262	1,166	5,278	4,204
Park Avenue	1,206	1,514	6,147	27,680	42,773
LeSabre	3,366	4,175	16,467	65,464	34,603
Roadmaster sedan	729	884	3,569	19,232	0
Roadmaster wagon	160	200	812	5,378	9,891
Reatta	0	0	0	0	1,206
Total Buick	**11,715**	**12,999**	**52,815**	**222,849**	**178,527**
Eldorado	491	557	2,731	17,334	6,395
Seville	1,093	1,249	5,067	22,326	12,909
Brougham	0	0	0	2,170	8,609
DeVille	2,790	3,225	12,646	51,484	60,466
Allante	51	64	192	664	1,318
Total Cadillac	**4,425**	**5,095**	**20,635**	**93,978**	**89,697**
Cavalier	4,440	5,267	21,537	98,305	115,549
Camaro	1,547	1,572	6,826	28,380	19,769
Corsica-Beretta	3,840	4,630	19,719	86,806	105,654
Lumina (Can.)	5,600	5,592	24,862	98,274	89,091
Caprice	2,875	3,489	12,588	45,836	58,976
Corvette	564	581	2,723	8,915	9,962
Astro (trk.)	2,370	3,045	11,978	65,623	41,443
Blazer (trk.)	612	555	2,541	9,876	3,254
Lumina APV (trk.)	790	981	4,212	19,185	16,199
Mediums (trk.)	185	215	921	2,683	1,473
P-model (trk.)	564	676	2,739	9,992	6,785
Pickup (trk.)	5,297	6,304	26,126	113,252	105,046
Pickup (Can. trk.)	3,300	3,350	14,297	81,433	57,221
S10 (trk.)	3,770	3,775	17,077	78,611	107,873
S10 Blazer (trk.)	2,141	3,168	11,200	55,889	18,301
Sportsvan (trk.)	0	0	0	11,405	17,676
Sportsvan (Can. trk.)	1,460	1,458	6,410	31,626	21,891
Suburban (trk.)	1,392	1,247	5,454	20,714	10,539
Total Chevrolet	**40,747**	**45,905**	**191,210**	**866,807**	**806,782**
Achieva/Calais	2,330	2,345	10,900	52,486	34,616
Cutlass Ciera	3,099	3,163	13,863	55,767	32,339
Cutlass Ciera (Can.)	0	0	0	0	28,544
Cutlass Supreme	1,890	2,400	9,405	34,529	44,876
Toronado	75	85	367	2,810	2,778
Eighty Eight	1,162	1,460	6,051	33,499	25,153
Custom Cruiser wag.	32	41	167	1,806	4,498
Ninety Eight	828	965	3,748	14,832	31,830
Silhouette (trk.)	412	520	2,035	7,259	8,332
Bravada (trk.)	273	425	1,357	6,427	7,904
Total Oldsmobile	**10,101**	**11,404**	**47,893**	**209,415**	**220,870**
Sunbird	1,792	2,037	8,705	41,321	52,907
Grand Am	4,888	5,669	24,410	104,120	87,060
Firebird	691	749	3,158	10,789	6,435
Grand Prix	2,153	2,639	10,716	46,830	41,554
Pontiac 6000	0	0	0	0	15,244
Bonneville	2,110	2,635	10,520	44,624	21,432
Trans Sport (trk.)	1,066	1,346	5,169	15,508	10,382
Total Pontiac	**12,700**	**15,075**	**62,679**	**263,192**	**235,814**
Yukon-Jimmy (trk.)	192	183	843	3,089	944
Medium (trk.)	286	371	1,403	10,339	3,541
P-model (trk.)	45	46	178	1,016	1,312
Pickup (trk.)	2,107	2,965	10,867	44,628	47,119
Pickup (Can. trk.)	1,080	1,077	4,937	29,563	22,605
Syclone-Sonoma (trk.)	904	1,541	5,714	20,798	23,610
Typhoon-S15 Jimmy (trk.)	786	652	4,437	17,870	5,899
Safari (trk.)	1,198	1,437	5,453	27,332	17,017
Suburban (trk.)	844	813	3,442	13,214	10,373
Vandura (trk.)	0	0	0	5,803	8,401
Vandura (Can. trk.)	570	569	2,374	15,024	8,989
Total GMC	**8,012**	**9,654**	**39,647**	**168,676**	**149,810**
Total Saturn•	**3,700**	**4,630**	**18,516**	**86,893**	**26,789**
Total U.S. car	**51,966**	**60,201**	**247,167**	**1,070,048**	**956,815**
Total Can. car	**7,850**	**7,842**	**34,865**	**137,603**	**166,465**
Total U.S. truck	**25,234**	**30,265**	**123,144**	**560,513**	**473,423**
Total Can. truck	**6,410**	**6,454**	**28,019**	**157,646**	**110,706**
GENERAL MOTORS	**91,400**	**104,762**	**433,195**	**1,925,810**	**1,707,409**
Can. car	2,250	2,250	9,530	47,762	53,188
Can. trk.	1,300	1,350	5,636	29,428	23,635
CAMI †	**3,550**	**3,600**	**15,166**	**77,190**	**76,823**
DIAMOND-STAR*	**2,680**	**3,401**	**12,254**	**67,268**	**66,591**
Civic	1,720	2,149	8,681	40,522	38,973
Civic (Can.)	2,164	1,694	8,643	47,249	46,124
Accord	6,205	7,847	31,091	164,308	153,314
Total U.S. car	**7,925**	**9,996**	**39,773**	**204,830**	**192,287**
Total Can. car	**2,164**	**1,694**	**8,643**	**47,249**	**46,124**
HONDA	**10,089**	**11,690**	**48,416**	**252,079**	**238,411**
HYUNDAI Sonata (Can.)•	**150**	**150**	**710**	**5,757**	**13,987**
MAZDA*	**2,594**	**2,900**	**11,431**	**32,366**	**63,049**
U.S. trk.	1,268	1,535	4,651	27,522	31,974
Can. trk.	205	157	775	3,537	3,156
NAVISTAR	**1,473**	**1,692**	**5,426**	**31,059**	**35,130**
Sentra	2,297	2,442	9,712	56,258	59,048
Pickup (trk.)	2,760	2,875	11,407	58,466	57,902
NISSAN	**5,057**	**5,317**	**21,119**	**114,724**	**116,950**
Geo Prizm	1,200	1,606	7,086	37,796	43,253
Toyota Corolla	1,900	2,544	8,956	49,329	44,749
Toyota Pickup (trk.)	1,160	1,649	5,953	20,534	0
NUMMI	**4,260**	**5,799**	**21,995**	**107,659**	**88,002**
Legacy	943	1,173	4,726	24,920	23,930
Pickup (trk.)	370	439	1,805	9,626	0
Rodeo (trk.)	692	809	3,376	17,134	0
Total U.S. car	**943**	**1,173**	**4,726**	**24,928**	**23,930**
Total U.S. trk.	**1,062**	**1,248**	**5,181**	**26,760**	**21,137**
SUBARU-ISUZU	**2,005**	**2,421**	**9,906**	**51,688**	**45,067**
Camry	3,840	4,609	19,686	99,645	94,209
Corolla (Can.)	1,500	1,215	6,048	31,277	29,231
TOYOTA	**5,340**	**5,824**	**25,734**	**130,922**	**123,440**
VOLVO 740, 940 (Can.)	**150**	**129**	**575**	**2,913**	**3,742**
AM GENERAL (trk.)	**300**	**375**	**1,500**	**7,800**	**8,850**
MISCELLANEOUS (trk.)**	**1,920**	**2,400**	**9,600**	**49,920**	**58,120**
Total U.S. car	**112,376**	**135,751**	**547,492**	**2,397,889**	**2,237,563**
Total Canada car	**23,800**	**20,987**	**92,295**	**432,505**	**454,434**
Total U.S.-Canada Car	**136,176**	**156,738**	**639,787**	**2,830,394**	**2,691,997**
Total U.S. truck	**75,503**	**92,529**	**367,996**	**1,666,049**	**1,337,571**
Total Canada truck	**19,913**	**17,559**	**79,977**	**454,402**	**343,874**
Total U.S.-Canada truck	**95,416**	**110,088**	**447,973**	**2,120,451**	**1,681,445**
TOTAL U.S.	**187,879**	**228,280**	**915,488**	**4,063,938**	**3,575,134**
TOTAL CANADA	**43,713**	**38,546**	**172,272**	**886,907**	**798,308**
TOTAL U.S.-CANADA CAR & TRUCK	**231,592**	**266,826**	**1,087,760**	**4,950,845**	**4,373,442**

•Estimate *1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Overtime high after holiday

ANNE E. WRIGHT
Chief Statistician

With 20 Big 3 plants working daily or Saturday overtime, car and truck production in the United States last week rose 20.2 percent over the year-ago week, which also included Memorial Day.

Last year, three plants were down for model changeover, and three were idle due to slow sales and high inventories.

Car production in the United States was estimated at 112,376 last week, 17.2 percent below the prior five-day week and 25.3 percent above the year-ago week.

Year-to-date U.S. car production is 2,397,889, up 7.2 percent over the same point last year.

U.S. truck production was estimated at 75,503 last week, a drop of 18.4 percent from the prior week and an increase of 13.4 percent over the year-ago week.

U.S. truck production so far this year is 1,666,049, up 24.6 percent from 1991.

In Canada, car producers estimated output at 23,800 last week, up 13.4 percent over the prior week, which included the Victoria Day holiday. Output was down 9.2 percent from last year.

So far in 1992, Canadian car production is 432,505, down 4.8 from the same point in 1991.

Truck production in Canada was estimated at 19,913 last week, 13.4 percent above the prior week and 4.4 percent above the same week last year.

Year-to-date truck production in Canada is 454,402, up 32.1 percent from the 1991 period.

The estimated daily-build rate of cars and trucks produced in the United States and Canada was 57,898 last week, up 8.5 percent over the prior week and 14.9 percent more than in 1991.

Seven of Chrysler's U.S. assembly plants are scheduled for overtime this week. The Dodge City (Warren, Mich.); St. Louis (No. 2); Jefferson North (Detroit); and Sterling Heights, Mich., facilities worked Saturday overtime last week and will work daily overtime this week. The Belvidere, Ill.; Newark, Del.; and Toledo, Ohio, plants are scheduled for daily overtime this week.

The company ran Saturday overtime at the Windsor, Ontario; and Pillette Road (Windsor, Ontario) truck plants last week.

GM worked Saturday overtime last week at truck plants in Oshawa, Ontario; Scarborough, Ontario; Detroit; Moraine, Ohio; and Janesville, Wis., and at car plants in Bowling Green, Ky.; Oklahoma City; and Van Nuys, Calif.

Ford Motor Co. scheduled daily overtime last week at the Atlanta; Chicago; and St. Thomas, Ontario, car plants and at the Twin Cities, (St. Paul, Minn.); Edison, N.J.; Louisville, Ky.; and St. Louis truck plants.

The Kansas City, Mo., car and truck facilities worked daily overtime last week. The truck line also worked Saturday. AN

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latenews

Daihatsu names new president

TOKYO — Daihatsu Motor Co. Ltd. Vice President Takashi Toyczumi will be named president and chief executive of the company at the general stockholders meeting June 26.

A Daihatsu spokesman confirmed that Toyozumi will replace Jiro Osuga, who will become the company's next chairman. The change has been widely expected.

Current chairman Tomonaru Eguchi, 72, will stay on as an "executive adviser," the spokesman said.

Toyozumi, 63, has been vice president of Daihatsu since June 1988. He joined the company in 1986 following a 32-year career at Toyota Motor Corp., which owns 14.7 percent of Daihatsu.

Osuga, 67, has been president since June 1988.

— Richard Johnson

McNamara says he's innocent

NEW YORK — Long Island car dealer and real-estate developer John McNamara pleaded innocent to federal fraud and racketeering charges stemming from an alleged scam that cheated General Motors out of hundreds of millions of dollars.

A six-count indictment filed last month in Brooklyn federal court charged that since the early 1980s McNamara received some $6 billion in loans from the automaker's credit division to finance

see LATE NEWS, 2

Big 3 stage sales rally as Japanese dip 12%

Domestic share up 3 points in May

PHIL FRAME
Staff Reporter

Car and truck sales in May pointed to a Big 3 recovery although the overall market slumped because of a decline in the deliveries of Japanese vehicles.

Big 3 sales rose 4.1 percent; U.S. sales of Japanese cars and trucks plunged 12.7 percent. The Big 3 gained 3.2 points of market share; the Japanese lost the same amount.

Overall sales in May totaled 1,152,231 units, down 4,693 or 0.4 percent from last year. Stronger sales of trucks couldn't quite offset a decline in car sales, and May became the first month this year with lower sales than in 1991.

"We're still not doing that well," said analyst Ronald Glantz, San Francisco-based senior vice president of Dean Witter Reynolds Inc.

"April marked the end of the recession (for vehicle manufacturers), and May confirmed that April wasn't a statistical fluke."

But the selling rate in May still was lower than car and truck sales in 1991, Glantz noted. *Automotive News* calculates the May seasonally adjusted annual selling rate at 12.26 million units, while actual sales in 1991 were 12.33 million.

Tom Webb, chief economist for the National Automobile Dealers Association, said he looks for sales to improve through the rest of the year, with the industry reaching 13.3 million units for 1992.

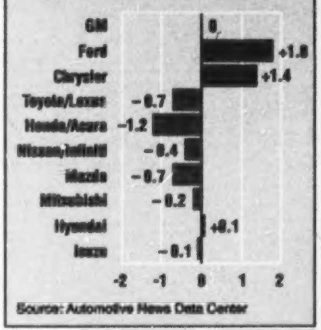
"I would look for the fourth quarter to be real strong," Webb said. "I think the sales recovery will last, that's fair to say."

Chrysler Corp. sales climbed 11.7 percent in May, and Ford Motor Co. rose 7.4 percent. General Motors was down 0.4 percent.

Of the 12 Japanese marques, the seven largest declined in May, and the smallest five — Subaru, Lexus, Infiniti, Suzuki and Daihatsu — improved.

The Japanese had a bad month at home, too. The market in Japan was down 14.4 percent from May 1991, the 13th straight decline. (See story, Page 49.)

How top 10 fared
May changes in vehicle market share points, 1992 vs. 1991



Source: Automotive News Data Center

CHARLOTTE WINTER / AUTOMOTIVE NEWS

Toyota, Honda and Nissan all suffered double-digit dips in the U.S. market. Glantz said the Japanese are suffering from sticker shock more than "buy-America" fervor in the marketplace.

"I think all of what happened to the Japanese in May was due to

see SALES, 48

M. SAROLDI/QUATTRORUOTE

Sport coupe to join Fiat lineup

As part of a strategy to enlarge niche markets, Italy's Fiat Auto is expected to add this new sport coupe to its lineup in 1993. Designed in-house, the Europe-only 2+2 likely will be powered by a 16-valve, 2.0-liter four-cylinder in both normally aspirated and turbo versions. See story and spyder stablemate on Page 3.

Layoffs boost Big 3 costs for benefits

KATHY JACKSON
Staff Reporter

Ford Motor Co. and Chrysler Corp. paid out nearly as much in hourly benefits as they did in hourly wages last year.

The reason: the 1990 UAW contract that guarantees the salaries of workers during plant shutdowns, combined with massive layoffs during the 1991 sales slump. Money for people not working is considered a benefit, not wages.

Chrysler had to pay about $20 in benefits for each hour worked by its hourly workers.

The contract also beefed up pensions for some retirees by as much a 26 percent, another significant hike to the benefits payout.

The benefits provide a huge com-

see BENEFITS, 46

'93 Firebird blends the old, the new

JACK KEEBLER
Staff Reporter

Pontiac's 1993 Firebird will appeal to buyers looking for an old car refined or a refined new car.

The new Firebird will have a completely re-engineered body, new engine and transmissions, interior and suspension system.

Still, one of Firebird's top engineers describes it as "a refinement."

The seeming contradiction stems from officials' efforts to maintain enough continuity in design to retain longtime Firebird fans, but create enough newness to attract new ones.

About 90 percent of the overall part numbers and 100 percent of the body parts of the 1993 Firebird are new, according to the engineering official.

The Firebird, its F-car sister Chevrolet Camaro and Ford Mustang are the last of the "pony cars." Originally, they had powerful V-8s. They still have rear-drive in a two-door configuration.

Chrysler partially succeeded in gaining a piece of that market with the Plymouth Laser and Dodge Daytona front-drive models.

Importers have also succeeded in capturing a part of

see FIREBIRD, 45

Presidential issues

Big 3 presidents Robert Lutz, Harold Poling and Jack Smith, pictured, discuss trade, productivity and other issues, starting on Page 34.

Cost is king now for GM supplier business

AL FLEMING and MARY CONNELLY
Automotive News

GM delays Big 3 supplier pact > 45

General Motors demanded a new relationship with suppliers last week that makes price the focus of the price-service-quality trinity.

Ignacio Lopez, GM's new vice president for worldwide purchasing, announced his new policies Tuesday to top executives of 600 supplier firms and 200 GM purchasing people at GM's design auditorium in Warren, Mich. He gave the message to GM engineers the day before.

He said existing contracts are open to new bids, stunning the vendors. And he said GM part divisions like Delco Remy must compete with non-union shops for contracts.

The goal, he said, is to slash GM parts and materials costs substantially. He hinted that "substantial" meant more than the 7 percent price cut GM began demanding last year. At the same time, Lopez pledged to help suppliers cut their own costs by sharing expertise and advance knowledge.

The carrot he dangled was the opportunity to sell products to GM worldwide under long-term contracts.

"The meeting was a positioning statement. It was not specific on how-tos," said a supplier executive who was there. Like several others in this story, he would not be quoted by name because he didn't want to risk offending his customer.

Lopez' basic theme was that to regain market share and become competitive GM must cut prices, and to cut prices it must work more closely with suppliers.

"He made it clear he will roll up his sleeves and come out to supplier plants with his team to look at how to reduce costs," said another supplier executive.

Lopez told the audience he has visited 112

see SUPPLIERS, 45

inside Automotive News

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U.S. Toyota chief assumes new Washington post. PAGE 4

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Maker to ax 8,000 to 10,000 German jobs this year. PAGE 4

PORSCHE LAYOFFS LIKELY
Porsche will cut 850 more German jobs this year. PAGE 4

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JIM DUNNE/POPULAR MECHANICS

Chevrolet overhauls little hauler

For the 1994 model year, Chevrolet will give its compact S10 pickup and Blazer sport-utility their first major styling change since their 1983 debut. This prototype shows a sloping hood and front fenders similar to designs of Toyota and Nissan trucks. Powerplant choices will include a 4.3-liter V-6 that makes around 200 horsepower.

latenews

CONTINUED *from* PAGE 1

vehicles that did not exist and kept more than $400 million for his own use.

McNamara allegedly used an Indianapolis office in the scam to defraud General Motors Acceptance Corp. Prosecutors have said he used the money to prop up his personal investments in real estate, gold mines and other businesses.

McNamara, accompanied by his lawyer, Allen Schwartz, entered his plea Tuesday at a hearing before U.S. District Judge Edward Korman of Brooklyn federal court.

McNamara remains free on a $300 million personal recognizance bond. He faces 20 years in prison and millions of dollars in fines, if convicted, prosecutors said.

McNamara agreed in May to surrender some $400 million in assets to the federal government for liquidation.

— The Associated Press

Fuji trims corporate losses

TOKYO — Fuji Heavy Industries, the maker of Subaru vehicles, said last week its consolidated pretax loss narrowed to $237 million in the fiscal year 1991-92 that ended March 31 from $695 million a year earlier. Sales rose 27 percent to $8.2 billion.

Fuji said the sluggish world economy and its unprofitable American operation continued to hurt earnings.

President Isamu Kawai predicted the company would again be unprofitable in the current fiscal year, but said he expects Subaru's joint-venture in Indiana to return to profitability.

— Mary Ann Maskery

Canadian sales dip 15% in May

TORONTO — Recovery slipped further away from the Canadian auto industry in May. Sales of cars and trucks dropped 15.0 percent for the month. Through May, sales stand 7.3 percent below year-ago levels.

Each of the Big 3 lost sales, paced by General Motors' 22.1 percent decline. The Big 3's combined car and truck sales dropped 14.6 percent.

Chrysler's trucks, which rose 8.5 percent, provided one bright spot. Chrysler minivans enjoyed their best May ever.

Overall sales of imported and domestic cars dropped 17.03 percent for the month. Trucks slipped 10.21 percent.

Mazda recalls MPV minivans

IRVINE, Calif. — Mazda Motor of America Inc. is recalling 95,074 1990 and 1991 MPV minivans for inspection of the rear brake shoe linings.

On certain 1990 and 1991 MPV minivans manufactured between July 1989 and July 1990, the characteristics of the rear brake shoe linings can change over time. As the brakes wear, friction can increase, possibly causing the rear-wheel anti-lock-brake system to activate prematurely.

GM adds to Hogan's duties

DETROIT — Responsibility for handling General Motors' internal business information systems has been added to the duties of Mark Hogan, head of planning for North American Operations, the company announced.

Hogan, who assumed the new duties June 1, also received a new title: executive director of NAO planning and corporate information management.

Hogan continues to report to GM President Jack Smith on planning matters, but now also will report to Vice Chairman Robert Schultz on information management. Schultz oversees GM Hughes Electronics Corp. and Electronic Data Systems Corp.

Hogan is responsible for integrating GM's computing and communications infrastructure with the goal of creating common internal business information systems, Smith and Schultz said in a statement.

— Phil Frame

Caterpillar faces slowdown

EAST PEORIA, Ill. — UAW employees are gearing for a possible work slowdown at Caterpillar Inc., a UAW source confirmed.

The union has been hoping Caterpillar would agree to changes in its final contract offer implemented in April when it threatened to hire replacement workers. So far, it has shown no inclination to offer anything new.

When the 163-day strike ended, the union agreed to return to work under the offer while negotiations continued.

— The Associated Press

Ford expands shifter recall

DEARBORN, Mich. — Ford Motor Co. has added about 115,000 of its 1989 Aerostars, 1990 Bronco IIs and 1991 Rangers to a transmission recall announced in March.

That recall covered about 755,700 1990 Rangers, 1990 and 1991 Aerostars and 1991 Explorers.

All the vehicles are equipped with the A4LD automatic transmission. Ford said the park mechanism may not take hold when the shift selector is placed in the park position, making it possible for the vehicle to roll.

GM expands dealer satellite

WASHINGTON — General Motors has hooked up the 5,000th dealer to its private satellite communications network.

The Pulsat network allows two-way data and one-way video transmissions between GM corporate headquarters and dealerships.

GM expects to equip all 9,000 of its dealerships with Pulsat by the end of the year.

— Gwendolyn Zonghetti

briefly

Big 3 may link for auto safety

The next one-for-all, all-for-one Big 3 consortium will likely be on auto safety. "There is discussion underway right now," said a high-ranking engineer. "I don't know exactly when it will be launched. But it will be sooner than you think." On Tuesday, the Big 3 announce a ninth consortium, on emissions, and USCAR, their umbrella to administer all their joint efforts.

BIG 3 safety consortium

BUYERS WANTED — Wall Street rainmakers think they can make a buck by selling off **General Motors'** component operations. The head of a major automotive supplier says several investment banks have approached him, offering to put together a deal. The Wall Streeters are making the pitch without GM's support. Says the supplier: I would take on a work force that makes over $30 an hour with guaranteed employment, in a plant sitting on a pile of PCBs. How can you refuse a deal like that?

M. LE PRESIDENT? Jacques Calvet, the outspoken Japan-bashing chairman of **PSA Peugeot Citroen**, is considering running for the French presidency in 1993. Last week Calvet said he might make an election bid even if his chances are slim. He'll have a Yankee track record to follow. This fall, former **General Motors** director Ross Perot will be on some U.S. states' presidential ballots.

MAYBE MANANA — It looks like ASC Inc. won't be a boutique carmaker in Spain this year. Earlier in 1992, the Michigan-based convertible expert was talking excitedly with **Seat SA, Volkswagen's** Spanish subsidiary, about building a micro-plant to turn out 25,000 to 50,000 new cars. Insiders say the idea is all but dead now. The two couldn't agree on who would pay for what.

MIRED IN THE NEWS — Two men are busted in a Chattanooga beer joint for a cocaine deal. Yawn. They work as salesmen at Capital **Toyota.** Bright idea! The TV news tease is along the lines of: "A local car dealer is selling more than cars." Dealer Bob McKamey calls the three local TV stations, telling them the dealership is not involved. The police chief calls. But all the stories play up the dealership, and all day Friday the "Is it true?" calls trickle in. "I told my wife that Friday night I had never been so tired, so worn out, from butting my head against the wall," McKamey said. The cloud of publicity did have a silver lining: Friday and Saturday were his two best sales days of the year. "But," McKamey said, "I'd rather keep the good name."

CALL IT A LEXAIR — The numbers would be tiny if **Toyota Motor Corp.** goes ahead with a luxury convertible, perhaps based on the **Lexus** SC400. "It would be a super small amount of cars, maybe 100, or 500 or 1,000," said a spokesman. A press that uses water to produce highly-curved sheet metal at low cost would be the key, he said.

NAME GAMES — The *Toronto Star* reports: "The **(Nissan)** Maxima has attained cult status among drug dealers for its style, ride and the sheer magic of its name. 'It says Maximum respect,' says one observer, although there are other interpretations as well."

Chrysler eyes U.S. plant as second source for LH

MARY CONNELLY
Staff Reporter

Chrysler Corp. is studying the feasibility of building its trio of new mid-sized sedans in a second assembly plant, according to sources monitoring the situation.

Chrysler is scheduled to begin building the 1993 Dodge Intrepid, Eagle Vision and Chrysler Concorde June 22 at its Bramalea, Ontario, assembly plant. Canadian Auto Worker employees at the plant have authorized implementation of a three-shift/three-crew operation at the plant if market demand for the cars is strong.

But Chrysler would abandon the three-crew proposal at Bramalea if it decides to use Newark.

Sources say Chrysler now is studying the feasibility of building the sedans beginning in the 1995 model year at its Newark, Del., assembly plant. Newark now builds the Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedans and the Chrysler LeBaron coupe and convertible.

Asked about the possibility of adding a second plant for the new sedans, a Chrysler spokesman said, "We're always looking at many possibilities at all of our plants. Beyond that we have no further comment."

Sources say Chrysler is considering a second plant to ensure vehicle build quality and to assure adequate production capacity.

Bramalea can produce 180,000 to 200,000 units annually with two shifts. A third shift would permit annual production of 300,000 units. But retooling Newark would give Chrysler an estimated 200,000 additional units annually.

It is not clear how feasible it would be to convert Newark. Bramalea uses more robots than any plant in Chrysler's manufacturing system and also employs some innovative manufacturing techniques. In addition, the Canadian plant has its own stamping plant.

But Spirit/Acclaim/LeBaron sedans built at Newark have met quality targets and the plant operates under a flexible modern operating labor agreement.

GM A-body plant tops transplant quality

LINDSAY CHAPPELL
Staff Reporter

A 13-year-old General Motors factory edged out the Japanese transplants to become the top-rated plant in North America.

An industry ranking by J.D. Power & Associates of Agoura Hills, Calif., dubbed GM's Buick Century-Oldsmobile Ciera plant in Oklahoma City, Okla., No. 1 for building quality cars. But at GM's heels were all three of Toyota Motor Corp.'s North American assembly plants.

Toyota's 3-year-old Corolla plant in Cambridge, Ontario, and its 4-year-old Camry plant in Georgetown, Ky., finished second and third on the list, respectively. New United Motor Manufacturing Inc., a 50-50 Toyota-GM joint venture in Fremont, Calif., placed fourth. Last year, the Oklahoma City plant ranked fourth behind Toyota's operations in Canada and Kentucky and a GM plant in Ramos Arizpe, Mexico.

Half of the top 10 North American factories this year belong to Japanese automakers. Subaru-Isuzu Automotive Inc. of Lafayette, Ind., builder of the Subaru Legacy, ranked fifth. Honda of America Manufacturing Inc. in Marysville, Ohio, finished ninth for the Honda Accord.

GM's 2-year-old Saturn plant in Spring Hill, Tenn., also made it into the top 10 this year.

The rankings are based on J.D. Power's Initial Quality Study, released in late May. J.D. Power uses vehicle identification numbers to trace vehicles to the factories where they were built. In that study, the Cutlass Ciera placed fourth, behind three Japanese imports, with 70 reported problems per 100 cars. The Century tied for ninth place.

1992 PLANT QUALITY LEADERS

Problems per 100 cars

Plant	Models	Score
Oklahoma City, Okla.	Buick Century, Oldsmobile Ciera	71
Cambridge, Ontario	Toyota Corolla	72
Georgetown, Ky.	Toyota Camry	82
Fremont, Calif.	Toyota Corolla, Geo Prizm	83
Lafayette, Ind.	Subaru Legacy	96
Hermosillo, Mexico	Ford Escort, Mercury Tracer	97
Oshawa, Ontario No. 2	Buick Regal, Chevrolet Lumina	100
Wayne, Mich.	Ford Escort	105
Marysville, Ohio	Honda Accord	107
Spring Hill, Tenn.	Saturn sedan, coupe	109
Orion Township, Mich.	Cadillac DeVille, Fleetwood	110
Toluca, Mexico	Chrysler LeBaron sedan, Dodge Spirit, Plymouth Acclaim	113
Wixom, Mich.	Lincoln Mark VII, Town Car, Continental	114
Fairfax, Kan.	Pontiac Grand Prix	114
East Liberty, Ohio	Honda Accord, Civic	115
St. Thomas, Ontario	Ford Crown Victoria, Mercury Grand Marquis	119
Oshawa, Ontario No. 1	Chevrolet Lumina	120
Smyrna, Tenn.	Nissan Sentra	121
Belvidere, Ill.	Chrysler Fifth Avenue, Imperial, New Yorker; Dodge Dynasty	122
Average		**125**

Source: J.D. Power and Associates New Car Initial Quality Study

Chrysler hosts get-together for labs

MARY CONNELLY
Staff Reporter

Chrysler Corp. this week will host a two-day technology exchange with many of the nation's leading non-automotive laboratories and research centers.

The June 8-9 meeting at the new Chrysler Technology Center in Auburn Hills, Mich., is designed as a get-acquainted session which could result in future research and technology ventures among the automotive industry and federally funded labs and research and development centers.

Some 1,000 Chrysler scientists and engineers will meet with representatives from 300 federally supported laboratories and industrial research and development centers to see how new technologies might apply to the auto industry. Thirty university engineering schools from across the nation also will participate.

"We tend to think of government as something that spews out regulations we have to meet," said Thomas Moore, who organized the Chrysler Technology Exposition. "We haven't viewed it as an intellectual property source. We believe there are new opportunities for cooperation."

> ❛Part of the problem is we don't know what we are looking for because we don't know what they have.❜
>
> **THOMAS MOORE**
> TECHNICAL AFFAIRS MANAGER

Moore is general manager of Liberty and technical affairs for Chrysler. Liberty is Chrysler's advanced vehicle concept program.

The collapse of the Soviet Bloc, easing of international tensions and prospect of defense budget cuts have prompted national labs to seek commercial applications for technological developments.

Chrysler already has compiled a technological wish list for the labs to review.

Key priorities are reduced vehicle emissions and improved fuel economy, Moore said. But the lists range from items such as heated windshield wiper blades to computer programs for analyzing aerodynamic characteristics.

"Part of the problem is we don't know what we are looking for because we don't know what they have," Moore said.

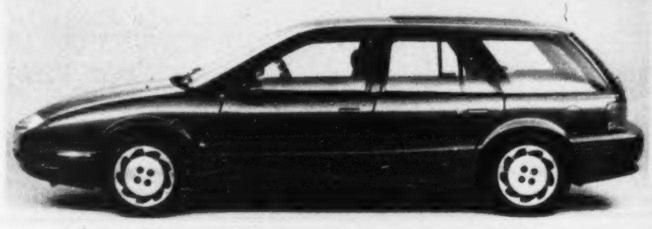
For example, a NASA development intended to address the problem of de-icing aircraft wings could be a boon to the auto industry, Moore said.

"NASA has a proposal to put electrical power devices on aircraft wings. The devices generate electromagnetic shock waves that shatter the ice rather than the current practice of melting ice by chemicals," Moore said. "This would be one way for us to defog the back window of vehicles without using the power now required."

Suppliers and representatives from General Motors and Ford Motor Co. also will attend.

Moore said he conceived the event after attending a symposium in January at which GM hosted 11 national laboratories.

Moore expanded the concept by adding to the number of labs and r&d centers, including NASA and aerospace labs, inviting suppliers and creating the wish list.



Saturn dealers will have two versions of a station wagon to sell this fall.

Saturn cuts base wagon from 1993 lineup plans

PHIL FRAME
Staff Reporter

Saturn Corp. has dropped plans for a stripped-down wagon model in favor of offering just two versions of the wagon that will debut in the 1993 model year.

Saturn decided to market:

- A single-overhead-camshaft, eight-valve, four-cylinder wagon with the trim of the current SL1 sedan
- A double-overhead-camshaft, 16-valve, four-cylinder wagon with the trim of the current SL2 sedan.

The SW1 and SW2 wagons are scheduled to be available beginning Oct. 1.

Saturn had planned a stripped-down wagon model, which would have been called just SW. It would have had the same sohc engine as the SW1, but the trim level of the current SL base model sedan.

The company decided against the stripped wagon because of low sales potential, said a Saturn source familiar with the plans.

Saturn anticipated demand of only 3,100 to 5,200 cars per year for that model: about one-fifth of planned wagon production.

Saturn still plans to build about 271,920 cars during the 1993 model year, with the 4,000 units that might have been SW wagons being spread among the rest of the company's line.

Saturn plans to introduce one other model besides the two new wagons — a new low-end coupe with the front styling of the current sedan and the doors and rear of the current coupe.

That would stretch Saturn's line to three sedans, two coupes and two wagons for the 1993 model year.

The company's next new models are expected to be a pair of two-door notchbacks for the 1996 model year. The notchbacks will look like the sedans, which are due to be restyled for the 1994 model year. The coupes will retain a separate appearance.

U.N. sanctions quash hopes for Yugo parts

JIM HENRY
Staff Reporter

NEW YORK — The international community has cut Yugoslavia off from the rest of the world, and that leaves Yugo America Inc. more of an orphan than ever.

On May 30, the United Nations imposed a strict trade and travel embargo against the Yugoslavian federation formed by Serbia and Montenegro. The Yugo factory is in Serbia. The United Nations and the U.S. government blame Serbia for much of the ethnic violence in the former Yugoslavia. The embargo bans all commercial and financial links to the outside world, except humanitarian aid.

"After these sanctions, everything is in a new light. I don't have any information," said Ilija Pavlovic, a director and executive vice president for Yugo America, which in April filed under Chapter 7 of the Federal Bankruptcy Act.

"Everything is new after last Saturday," he said last week in a telephone interview from his home in New Jersey.

So even if Yugo's parent companies were willing and able — and so far, they haven't indicated whether they're either willing or able — it would be illegal for Genex and Zavodi Crvena Zastava to ship funds and/or parts to the United States to support their U.S. subsidiary.

"I have to assume the sanctions kill the chance of doing anything," said Bruce Buechler, Yugo's attorney.

Not that Yugo's prospects were much better before the sanctions. After Yugo filed for Chapter 7 liquidation, the company listed about $600,000 in assets against $15.2 million in liabilities.

> ❛I have to assume the sanctions kill the chance of doing anything.❜
>
> **BRUCE BUECHLER**
> YUGO BANKRUPTCY ATTORNEY

William J. Hunt, the trustee who is liquidating Yugo America for the Bankruptcy Court, warned creditors in a letter dated May 13 that "at this time there appear to be no assets available from which payment may be made to unsecured creditors."

Yugo's sole secured creditor, whose IOUs are backed up by a lien against Yugos' assets, was Yugoslavian bank Jugobanka.

Jugobanka loaned Yugo $5.2 million in 1990 and another $617,000 in 1991.

Before the Chapter 7 filing, the bank had already taken possession of about $895,000 worth of Yugo parts. The Bankruptcy Court filing shows Yugo had little else.

Hunt, the trustee, filed a notice May 29 that he intends to legally abandon Yugo's office furniture, office equipment and computer equipment because the bank has a lien against them — and because selling them would be more trouble than it's worth.

Yugo entered the U.S. market in 1985 and had its best year in 1987 when sales peaked at 48,812 cars. But management squabbles and poor quality killed sales and plunged the importer into bankruptcy, from which it emerged last year but was unable to recover.

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BENEFITS

Total payouts rival hourly wage levels

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petitive advantage to Japanese transplants, which have virtually no layoffs or pensioners.

"Most people would believe that wages are pushing up the costs," said General Motors spokesman John Maciarz, "but it's the benefits."

Hourly labor costs are calculated by taking the total labor cost — wages plus benefits — and dividing that number by actual hours worked.

As workers spend more time on the job, the companies' hourly benefit cost goes down.

None of the Big 3 would specify how many hours were worked in 1991 compared to 1990, but the numbers tell the story.

In 1991, GM's hourly wage rose just 24 cents over 1990 wages to $22.47, but its benefits rose $3.06 an hour to $12.13. That calculation for benefits is GM's cost for each hour actually worked. It is not the same as the benefits the individual worker actually receives.

Ford's hourly wage rate rose 66 cents to $19.10, while its benefits rate soared $3.85 to $17.97.

Chrysler would not break down its figures. Its hourly labor costs jumped by $5.51 to $41.12, according to the company's annual report.

Automotive News estimates the cost of Chrysler's 1991 hourly benefits at $20.34, up from $15.28 the previous year.

"The temporary layoffs were substantial in '91 compared to '90," said Ford spokesman Dick Routh. "I would guess we probably spent a bunch" in job security benefits last year.

Under the 1990 contract, workers receive 95 percent of their base pay for the first 36 weeks of layoff. After the 36 weeks, employees are placed in a Job Opportunity Bank Security program at full pay and benefits.

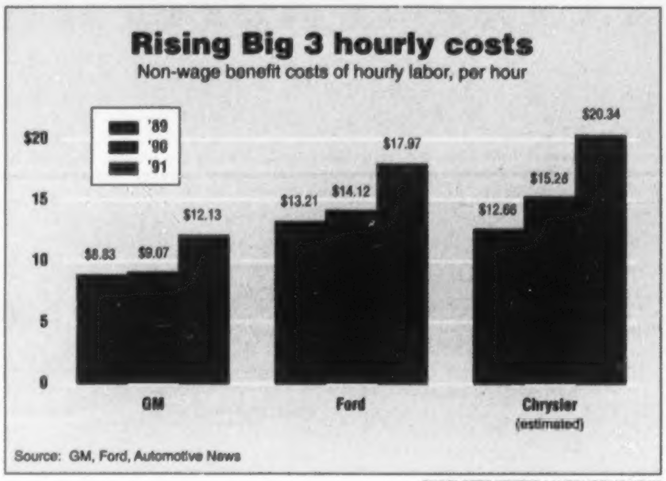
The previous UAW contract capped layoff benefits, based on seniority.

Plants were down almost as much as they were up last year.

During some weeks in February and March, Chrysler didn't have a single plant operating. Through the first quarter of last year, an industrywide average of 13 plants were closed per week in the United States.

Pension improvements also were costly.

Under the new contract, retirees over age 62 received from $37.50 to $123 more in their monthly paychecks, depending on the date of retirement.



Source: GM, Ford, Automotive News

CHARLOTTE WINTER / AUTOMOTIVE NEWS

The monthly 30-and-out benefit for retirees under age 62 was increased by $300 to $1,800.

Ford's pension expense totaled $643 million in 1991, compared to $351 million during 1990.

GM's pension expense was $1.5 billion last year, compared to $369 million the year before. Chrysler's expenses for pensions were $784 million and $521 million for the two years.

Chrysler's hourly benefits rates are higher than either Ford's or GM's not only because of plant slowdowns, but because the company has a higher ratio of retirees to active workers than its competitors:

- Chrysler: 69,276 active U.S. hourly workers and 91,060 hourly retirees
- Ford: 102,800 active and 83,300 retirees
- GM: 258,700 active and 254,500 retirees.

Several Wall Street analysts criticized the Big 3 for agreeing to a contract that limits their ability to control labor costs, but the income security budgets established by the Big 3 for the three-year contract so far are holding up.

Maciarz said that through the end of March, GM had spent $1.6 billion of the $3.35 billion the company budgeted for income security during the three years of the contract, which ends in September 1993; through Dec. 31, 1991, Chrysler had spent $225 million of its $660 million budget; and through the end of April, Ford had spent $350 million of its $1.6 billion budget.

Last year, the UAW Ford Department also gave Ford a short reprieve from contributing to the Supplemental Unemployment Benefits Fund, which pays laid off workers.

Companies contribute to the fund weekly, but since the union had a $178.9 million dollar surplus in the Ford Supplemental Unemployment Benefits Fund after the 1987 contract, the union allowed Ford to halt contributions until the fund dipped to $25 million.

"The union did show some compassion for the situation we were in by letting us tap that fund," Routh said. "It helped us weather the recession and helped us with our cash position."

Union leaders say they have an answer to the Big 3's high benefits costs: Keep work in-house instead of paying workers to do nothing.

Since the 1990 contract began, Ford has brought about 1,000 new jobs into Ford plants, Routh says.

GM's Maciarz says GM has created about as many parts-making jobs as it has outsourced during the new contract.

"Our intention with the 1990 contract was to grow the business, but the business environment has not allowed that," Maciarz said.

Will the income security funds hold up through September 1993, when the contract expires?

"Your guess is as good as mine," Maciarz said. "It's probably too close to call at this point; it depends on what the market is like the next 18 months."

Meanwhile, when GM imposes a company-wide two-week shutdown the last two weeks in July, salaried employees must use vacation time. Hourly workers go on layoff, preserve their vacation time and get 95 percent or 100 percent of their pay. ■

GM to sell stake in robotics business

PHIL FRAME
Staff Reporter

General Motors will leave the robotics business with unrealized hopes, ending a 10-year joint venture with a Japanese company.

GM last week said it was selling its 50 percent interest in GMFanuc Robotics Corp., based in Auburn Hills, Mich. The interest is being sold to the other partner in the company, FANUC Ltd. of Japan.

GM did not disclose the price. The deal must be approved by the U.S. and Japanese governments.

GM said the sale is part of a corporate effort to divest businesses that are not part of the company's core car and truck operations.

William Hoglund, GM executive vice president and chief financial officer, said GMFanuc likely will continue to be GM's leading source of robots, adding that GM will still be involved with product development efforts.

The change in ownership will not change day-to-day operations, the company's 670 employees, or customer or supplier relationships, said Seiuemon Inaba, president and chief executive officer of FANUC and chairman of GMFanuc.

GM entered the venture in 1982, expecting that the U.S. robotics market would grow from $155 million that year to $2 billion in 1990. But the market was only about $500 million last year, said Cathryn Rybicki, GMFanuc chief financial officer.

GM also thought it would use 14,000 robots in its manufacturing plants by 1990, but it has only about 8,000 today, a GM spokesman said.

"The growth expectations were not fully realized," Rybicki said. "The industry grew explosively in the early 1980s, but that pace slowed. The growth has been stable and steady over the past five years."

She said GMFanuc "has been very profitable" over the years, but the company does not have to report its profits separate from its parent companies. GMFanuc's sales were $250 million in 1991.

GMFanuc manufactures computer numerical controls for machine tools, industrial robots, wire-cut electric discharge machines and automated plastic injection molding machines. The company has operations in the North America and Europe. ■

Kia still expects '93 start in U.S.

KRISTINE STIVEN BREESE and OLES GADACZ
Automotive News

The head of Kia North America said last week that the Korean carmaker is still committed to launching in the United States in 1993, although the first product probably won't come out until the fall.

"That's a little later than some of our early internal reports had forecast, but we're still basically on track with the original timetable," said Greg Warner, executive vice president and chief operating officer. Kia announced late last year that it planned to have a U.S. sales network running by mid-1993.

Warner, who was appointed in January, says the company has been busy ironing out details for its massive undertaking.

The company will start with a subcompact four-cylinder sedan — the Sephia — and follow with a compact sport-utility a few months later.

Said Warner: "It was important to me to keep the product launches close together, and it looks like we'll be able to do it."

Meanwhile, Kim Seung-Ahn, Kia's senior managing director for overseas sales, said no cars will be shipped before their time.

"The factory has done everything and the guys are ready," Kim said in Seoul last week.

"They're pushing me to get started, but I'll have the last word . . . I'm conservative. Quality-wise, we should be 100 percent successful and confident."

Kim vowed that Kia would not fall victim to the mistakes that have marred Hyundai Motor Co.'s U.S. experience.

"Quality and price are baseline factors," he said. "They're not competitive factors. Today, everybody is delivering good quality and good price."

The U.S. launch, he admits, might be rolled back "one, two or maybe three months" depending on how the Sephia does in its Korean debut. The car, which is scheduled to go into production this month, will go on sale in Korea in August.

If all goes well, the first Sephias will be shipped to the United States in early 1993, Kim said.

Kim said U.S. dealership applications are still being screened, and that no final decision has yet been made on the final number.

He also said the company has not yet decided on whether to launch on both coasts simultaneously, or focus on a single region.

"If we lose this round, we have no way to go up the ladder to higher models," Kim said.

"We Koreans have a saying: Before crossing a stone bridge, tap the stones to check the foundation. I'm telling my guys to go out and build an iron bridge and then tap the iron." ■

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U.S. CAR AND LIGHT-TRUCK SALES, MAY — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	105,821	93,681	14.4	12.2	125,331	111,359	29.9	28.7	231,152	205,040	20.1	17.7	2.4	12.7
Chevrolet/Geo†	94,823	116,239	12.9	15.1	104,352	104,548	24.9	27.0	199,175	220,787	17.3	19.1	-1.8	-9.8
Toyota	58,653	67,212	8.0	8.7	22,704	24,663	5.4	6.4	81,357	91,875	7.1	7.9	-0.8	-11.4
Dodge	25,066	31,570	3.4	4.1	53,096	42,056	12.7	10.9	78,162	73,626	6.8	6.4	0.4	6.2
Pontiac	56,721	48,885	7.7	6.4	3,205	1,995	0.8	0.5	59,926	50,880	5.2	4.4	0.8	17.8
Honda	54,186	66,272	7.4	8.6	—	—	—	—	54,186	66,272	4.7	5.7	-1.0	-18.2
Buick	47,097	48,585	6.4	6.3	—	—	—	—	47,097	48,585	4.1	4.2	-0.1	-3.1
Nissan	32,178	34,500	4.4	4.5	11,860	14,861	2.8	3.8	44,038	49,361	3.8	4.3	-0.5	-10.8
Oldsmobile	36,081	36,682	4.9	4.8	2,405	2,765	0.6	0.7	38,486	39,447	3.3	3.4	-0.1	-2.4
Plymouth	16,342	17,298	2.2	2.2	21,684	15,601	5.2	4.0	38,026	32,899	3.3	2.8	0.5	15.6
Mercury	35,043	35,216	4.8	4.6	—	—	—	—	35,043	35,216	3.0	3.0	0.0	-0.5
GMC	—	—	—	—	29,154	27,318	7.0	7.1	29,154	27,318	2.5	2.4	0.1	6.7
Mazda	17,520	21,850	2.4	2.8	7,501	11,758	1.8	3.0	25,021	33,608	2.2	2.9	-0.7	-25.6
Jeep	—	—	—	—	22,740	16,333	5.4	4.2	22,740	16,333	2.0	1.4	0.6	39.2
Cadillac	20,510	20,143	2.8	2.6	—	—	—	—	20,510	20,143	1.8	1.7	0.1	1.8
Saturn	18,031	6,832	2.5	0.9	—	—	—	—	18,031	6,832	1.6	0.6	1.0	163.9
Chrysler	12,220	12,799	1.7	1.7	1,926	345	0.5	0.1	14,146	13,144	1.2	1.1	0.1	7.6
Mitsubishi	10,873	13,070	1.5	1.7	1,777	1,916	0.4	0.5	12,650	14,986	1.1	1.3	-0.2	-15.6
Lincoln	12,251	18,976	1.7	2.5	—	—	—	—	12,251	18,976	1.1	1.6	-0.5	-35.4
Acura	11,442	13,906	1.6	1.8	—	—	—	—	11,442	13,906	1.0	1.2	-0.2	-17.7
Hyundai	10,740	9,237	1.5	1.2	—	—	—	—	10,740	9,237	0.9	0.8	0.1	16.3
Isuzu	1,033	1,894	0.1	0.2	8,655	9,208	2.1	2.4	9,688	11,102	0.8	1.0	-0.2	-12.7
Subaru	9,578	7,690	1.3	1.0	—	—	—	—	9,578	7,690	0.8	0.7	0.1	24.6
VW	7,195	9,875	1.0	1.3	62	688	0.0	0.2	7,257	10,563	0.6	0.9	-0.3	-31.3
Lexus	6,909	5,204	0.9	0.7	—	—	—	—	6,909	5,204	0.6	0.4	0.2	32.8
Volvo	6,808	6,734	0.9	0.9	—	—	—	—	6,808	6,734	0.6	0.6	0.0	1.1
Mercedes	6,697	5,644	0.9	0.7	—	—	—	—	6,697	5,644	0.6	0.5	0.1	18.7
BMW	6,005	4,437	0.8	0.6	—	—	—	—	6,005	4,437	0.5	0.4	0.1	35.3
Eagle	4,854	6,010	0.7	0.8	—	—	—	—	4,854	6,010	0.4	0.5	-0.1	-19.2
Infiniti	3,733	2,783	0.5	0.4	—	—	—	—	3,733	2,783	0.3	0.2	0.1	34.1
Suzuki	583	562	0.1	0.1	1,633	1,569	0.4	0.4	2,216	2,131	0.2	0.2	0.0	4.0
Saab	1,529	1,750	0.2	0.2	—	—	—	—	1,529	1,750	0.1	0.2	-0.1	-12.6
Jaguar	1,070	525	0.1	0.1	—	—	—	—	1,070	525	0.1	0.0	0.1	103.8
Daihatsu	623	500	0.1	0.1	247	245	0.1	0.1	870	745	0.1	0.1	0.0	16.8
Audi	715	1,280	0.1	0.2	—	—	—	—	715	1,280	0.1	0.1	0.0	-44.1
Porsche	314	480	0.0	0.1	—	—	—	—	314	480	0.0	0.0	0.0	-34.6
Range Rover	—	—	—	—	240	227	0.1	0.1	240	227	0.0	0.0	0.0	5.7
Alfa Romeo	215	370	0.0	0.0	—	—	—	—	215	370	0.0	0.0	0.0	-41.9
Peugeot	33	299	0.0	0.0	—	—	—	—	33	299	0.0	0.0	0.0	-89.0
Sterling	0	196	—	0.0	—	—	—	—	0	196	0.0	0.0	0.0	-100.0
Yugo	0	116	0.0	0.0	—	—	—	—	0	116	0.0	0.0	0.0	-100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**733,659**	**769,469**	**100.0**	**100.0**	**418,572**	**387,455**	**100.0**	**100.0**	**1,152,231**	**1,156,924**	**100.0**	**100.0**	**0.0**	**-0.4**
TOTAL BIG 3	**484,860**	**492,916**	**66.1**	**64.1**	**363,893**	**322,320**	**86.9**	**83.2**	**848,753**	**815,236**	**73.7**	**70.5**	**3.2**	**4.1**
TOTAL JAPAN	**207,311**	**235,443**	**28.3**	**30.6**	**54,377**	**64,220**	**13.0**	**16.6**	**261,688**	**299,663**	**22.7**	**25.9**	**-3.2**	**-12.7**
TOTAL EUROPE	**30,748**	**31,873**	**4.2**	**4.1**	**302**	**915**	**0.1**	**0.2**	**31,050**	**32,788**	**2.7**	**2.8**	**-0.1**	**-5.3**
GM	273,263	277,366	37.2	36.0	139,116	136,626	33.2	35.3	412,379	413,992	35.8	35.8	0.0	-0.4
Ford	153,115	147,873	20.9	19.2	125,331	111,359	29.9	28.7	278,446	259,232	24.2	22.4	1.8	7.4
Chrysler	58,482	67,677	8.0	8.8	99,446	74,335	23.8	19.2	157,928	142,012	13.7	12.3	1.4	11.2
Toyota/Lexus	65,562	72,416	8.9	9.4	22,704	24,663	5.4	6.4	88,266	97,079	7.7	8.4	-0.7	-9.1
Honda/Acura	65,628	80,178	8.9	10.4	—	—	—	—	65,628	80,178	5.7	6.9	-1.2	-18.1
Nissan/Infiniti	35,911	37,283	4.9	4.8	11,860	14,861	2.8	3.8	47,771	52,144	4.1	4.5	-0.4	-8.4
VW/Audi	7,910	11,155	1.1	1.4	62	688	0.0	0.2	7,972	11,843	0.7	1.0	-0.3	-32.7
†Geo	*21,581*	*21,990*	*2.9*	*2.9*	*3,597*	*3,436*	*0.9*	*0.9*	*25,178*	*25,426*	*2.2*	*2.2*	*0.0*	*-1.0*
*Made by Japan***	*245,133*	*278,223*	*33.4*	*36.2*	*57,678*	*67,315*	*13.8*	*17.4*	*302,811*	*345,538*	*26.3*	*29.9*	*-3.6*	*-12.4*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 5 MONTHS — 1992 vs. 1991

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	481,359	447,526	14.2	13.3	554,460	477,863	30.3	28.9	1,035,819	925,389	19.9	17.8	2.1	11.9
Chevrolet/Geo†	432,869	487,781	12.8	14.5	443,642	434,733	24.2	26.3	876,511	922,514	16.8	17.7	-0.9	-5.0
Toyota	280,154	266,967	8.3	7.9	104,216	104,922	5.7	6.3	384,370	371,889	7.4	7.1	0.3	3.4
Dodge	113,232	139,913	3.3	4.2	232,928	188,865	12.7	11.4	346,160	328,778	6.6	6.3	0.3	5.3
Honda	248,401	259,984	7.3	7.7	—	—	—	—	248,401	259,984	4.8	5.0	-0.2	-4.5
Pontiac	234,784	213,754	6.9	6.4	13,132	8,551	0.7	0.5	247,916	222,305	4.8	4.3	0.5	11.5
Buick	216,346	224,245	6.4	6.7	—	—	—	—	216,346	224,245	4.1	4.3	-0.1	-3.5
Nissan	139,484	143,991	4.1	4.3	63,156	66,637	3.4	4.0	202,640	210,628	3.9	4.0	-0.1	-3.8
Oldsmobile	176,693	170,120	5.2	5.1	12,725	10,838	0.7	0.7	189,418	180,958	3.6	3.5	0.2	4.7
Plymouth	76,317	79,435	2.3	2.4	84,618	68,901	4.6	4.2	160,935	148,336	3.1	2.8	0.3	8.5
Mercury	159,052	155,560	4.7	4.6	—	—	—	—	159,052	155,560	3.1	3.0	0.1	2.2
Mazda	109,271	107,264	3.2	3.2	36,166	46,083	2.0	2.8	145,437	153,347	2.8	2.9	-0.1	-5.2
GMC	—	—	—	—	130,109	112,785	7.1	6.8	130,109	112,785	2.5	2.2	0.3	15.4
Jeep	—	—	—	—	96,450	67,019	5.4	4.1	96,450	67,019	1.9	1.3	0.6	46.9
Cadillac	93,295	88,449	2.8	2.6	—	—	—	—	93,295	88,449	1.8	1.7	0.1	5.5
Saturn	74,372	18,654	2.2	0.6	—	—	—	—	74,372	18,654	1.4	0.4	1.0	—
Mitsubishi	59,765	67,492	1.8	2.0	8,422	12,463	0.5	0.8	68,187	79,955	1.3	1.5	-0.2	-14.7
Lincoln	65,310	80,070	1.9	2.4	—	—	—	—	65,310	80,070	1.3	1.5	-0.2	-18.4
Chrysler	56,160	53,346	1.7	1.6	5,893	1,580	0.3	0.1	62,053	54,926	1.2	1.1	0.1	13.0
Acura	51,402	57,767	1.5	1.7	—	—	—	—	51,402	57,767	1.0	1.1	-0.1	-11.0
Hyundai	44,258	46,768	1.3	1.4	—	—	—	—	44,258	46,768	0.8	0.9	-0.1	-5.4
Subaru	41,235	44,145	1.2	1.3	—	—	—	—	41,235	44,145	0.8	0.8	0.0	-6.6
Isuzu	4,646	5,048	0.1	0.2	33,611	39,743	1.8	2.4	38,257	44,791	0.7	0.9	-0.2	-14.6
Lexus	37,509	21,751	1.1	0.6	—	—	—	—	37,509	21,751	0.7	0.4	0.3	72.4
VW	32,467	40,641	1.0	1.2	506	2,347	0.0	0.1	32,973	42,988	0.6	0.8	-0.2	-23.3
Volvo	29,747	32,244	0.9	1.0	—	—	—	—	29,747	32,244	0.6	0.6	0.0	-7.7
Mercedes	27,854	23,612	0.8	0.7	—	—	—	—	27,854	23,612	0.5	0.5	0.0	18.0
BMW	24,686	19,933	0.7	0.6	—	—	—	—	24,686	19,933	0.5	0.4	0.1	23.8
Eagle	22,502	23,560	0.7	0.7	—	—	—	—	22,502	23,560	0.4	0.5	-0.1	-4.5
Infiniti	15,836	11,401	0.5	0.3	—	—	—	—	15,836	11,401	0.3	0.2	0.1	38.9
Suzuki	2,543	2,164	0.1	0.1	7,318	7,589	0.4	0.5	9,861	9,753	0.2	0.2	0.0	1.1
Saab	9,765	12,354	0.3	0.4	—	—	—	—	9,765	12,354	0.2	0.2	0.0	-21.0
Audi	5,828	4,909	0.2	0.1	—	—	—	—	5,828	4,909	0.1	0.1	0.0	18.7
Daihatsu	3,827	2,483	0.1	0.1	1,932	1,353	0.1	0.1	5,759	3,836	0.1	0.1	0.0	50.1
Jaguar	3,885	3,451	0.1	0.1	—	—	—	—	3,885	3,451	0.1	0.1	0.0	12.6
Porsche	1,787	2,020	0.1	0.1	—	—	—	—	1,787	2,020	0.0	0.0	0.0	-11.5
Alfa Romeo	1,523	1,680	0.0	0.0	—	—	—	—	1,523	1,680	0.0	0.0	0.0	-9.3
Yugo	1,412	1,001	0.0	0.0	—	—	—	—	1,412	1,001	0.0	0.0	0.0	41.1
Range Rover	—	—	—	—	1,357	1,208	0.1	0.1	1,357	1,208	0.0	0.0	0.0	12.3
Peugeot	278	1,759	0.0	0.1	—	—	—	—	278	1,759	0.0	0.0	0.0	-84.2
Sterling	0	1,153	—	0.0	—	—	—	—	0	1,153	0.0	0.0	0.0	-100.0
Other*	835	835	0.0	0.0	—	—	—	—	835	835	0.0	0.0	0.0	0.0
TOTAL	**3,380,689**	**3,365,230**	**100.0**	**100.0**	**1,832,641**	**1,653,480**	**100.0**	**100.0**	**5,213,330**	**5,018,710**	**100.0**	**100.0**	**0.0**	**3.9**
TOTAL BIG 3	**2,202,291**	**2,182,413**	**65.1**	**64.9**	**1,575,957**	**1,371,135**	**86.0**	**82.9**	**3,778,248**	**3,553,548**	**72.5**	**70.8**	**1.7**	**6.3**
TOTAL JAPAN	**994,073**	**990,457**	**29.4**	**29.4**	**254,821**	**278,790**	**13.9**	**16.9**	**1,248,894**	**1,269,247**	**24.0**	**25.3**	**-1.3**	**-1.6**
TOTAL EUROPE	**140,067**	**145,592**	**4.1**	**4.3**	**1,863**	**3,555**	**0.1**	**0.2**	**141,930**	**149,147**	**2.7**	**3.0**	**-0.3**	**-4.8**
GM	1,228,359	1,203,003	36.3	35.7	599,608	566,907	32.7	34.3	1,827,967	1,769,910	35.1	35.3	-0.2	3.3
Ford	705,721	683,156	20.9	20.3	554,460	477,863	30.3	28.9	1,260,181	1,161,019	24.2	23.1	1.1	8.5
Chrysler	268,211	296,254	7.9	8.8	421,889	326,365	23.0	19.7	690,100	622,619	13.2	12.4	0.8	10.8
Toyota/Lexus	317,663	288,718	9.4	8.6	104,216	104,922	5.7	6.3	421,879	393,640	8.1	7.8	0.3	7.2
Honda/Acura	299,803	317,751	8.9	9.4	0	0	—	—	299,803	317,751	5.8	6.3	-0.5	-5.6
Nissan/Infiniti	155,320	155,392	4.6	4.6	63,156	66,637	3.4	4.0	218,476	222,029	4.2	4.4	-0.2	-1.6
VW/Audi	38,295	45,550	1.1	1.4	506	2,347	0.0	0.1	38,801	47,897	0.7	1.0	-0.3	-19.0
†Geo	*99,871*	*96,619*	*3.0*	*2.9*	*13,082*	*12,571*	*0.7*	*0.8*	*112,953*	*109,190*	*2.2*	*2.2*	*0.0*	*3.4*
*Made by Japan***	*1,116,376*	*1,112,096*	*33.0*	*33.0*	*269,905*	*293,260*	*14.7*	*17.7*	*1,363,484*	*1,372,686*	*26.2*	*27.4*	*-1.2*	*-0.7*

*Includes 1992 estimated sales of 400-Ferrari, 135-Lotus, 110-Rolls/Bentley, 100-Maserati, 65-Lamborghini, and 25-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

SALES

Big 3 rally in May; Japanese dip 12%

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price hikes," Glantz said. March increases averaging 2.8 percent reached the market last month as inventory turned.

Also, the Japanese are weak in the market segments that grew in May, Glantz said. "The great strides were in full-sized pickups, compact sport-utilities and minivans."

Light trucks were May's stars. Ford's F-series pickups led all models in May with 41,413 sales, followed by 38,366 for Chevrolet's C/K pickups.

Ford's Taurus was the top car. The Honda Accord (No. 3) and Toyota Camry (No. 9) were the only foreign-badged vehicles among May's top 10 cars and trucks.

Ford and Chrysler improved their car-truck market shares while GM's was unchanged.

At Ford, sales rose for every line except the full-sized Bronco sport-utility. Chrysler lost nearly a full point of car share, but gained 4.6 points of truck share on the strength of minivans, the Cherokee and the new Grand Cherokee.

GM's trucks lost more than two points of share despite a sales increase. Conversely, its cars grabbed an additional 1.2 market share points despite a sales decline.

May's results reinforced Ford Division's lead over Chevrolet for the top spot in both car and truck sales. Ford is clearly moving away on both fronts.

> Ford increased its lead over Chevy in car and truck sales.

The divisions were neck-and-neck through the first five months of 1991, with Ford Division leading by a scant 3,000 units overall.

Through May 1992, Ford Division held a 160,000-unit lead — 49,000 in cars and 111,000 in trucks. Overall, Ford Division gained 2.1 points of market share through May; Chevrolet lost 0.9 points.

Chevrolet dealers have complained that GM is neglecting the division's product line while pouring money into Saturn. It has been a bitter pill for Chevrolet dealers because they claim they were promised the Saturn when the car was proposed in the early 1980s.

"We know some Chevrolet dealers are concerned that Saturn's success is coming at their expense," GM President Jack Smith told *Automotive News*. "We understand their concerns, but our facts don't support the thesis that Chevrolet is losing to Saturn. The Chevrolet issue is separate, and we're working to return Chevy to leadership."

Smith said the latest figures show that 70 percent of Saturn's business nationwide is coming from customers who say they wouldn't have purchased a GM product as a second choice.

"Saturn is off to a very strong start in fulfilling its dual missions of conquesting the small-car market and transferring its results throughout all of GM," Smith said.

On a percentage basis, Saturn scored the biggest May-to-May increase of any marque, selling 2½ times as many cars as last year. Jaguar doubled its sales on the strength of a new lease program. AN

DOMESTIC CAR SALES, MAY & YTD

	May 1992	May 1991	5 Mos., 1992	5 Mos., 1991
Summit	738	753	2,535	2,829
Talon	2,761	3,132	12,516	13,103
Premier	179	1,339	1,810	4,365
Total Eagle	**3,678**	**5,224**	**16,861**	**20,297**
Horizon	0	51	0	352
Laser	2,646	3,259	10,671	11,992
Sundance	6,415	4,410	27,360	17,166
Acclaim*	5,747	7,992	31,107	43,836
Total Plymouth	**14,808**	**15,712**	**69,138**	**73,346**
LeBaron A*	2,341	1,636	14,017	7,428
LeBaron J	4,737	5,294	17,496	18,640
Fifth Avenue	3,000	3,591	14,550	16,234
Imperial	704	1,073	2,840	4,390
New Yorker	1,438	1,108	7,257	5,976
Total Chrysler	**12,220**	**12,702**	**56,160**	**52,668**
Omni	0	44	0	378
Shadow*	8,772	7,999	34,814	29,678
Monaco	74	782	660	2,101
Daytona	1,182	1,579	5,563	6,573
Spirit*	5,018	5,995	25,874	37,146
Dynasty	7,262	11,369	33,603	48,613
Total Dodge	**22,308**	**27,768**	**100,514**	**124,489**
CHRYSLER CORP.	**53,014**	**61,406**	**242,673**	**270,800**
Escort*	22,280	18,727	100,828	96,522
Mustang	8,056	7,783	36,230	31,027
Tempo	18,511	14,325	92,171	79,748
Taurus	34,125	27,959	145,174	128,318
Thunderbird	7,535	7,293	33,069	32,810
Probe	5,112	8,161	22,797	32,670
Crown Victoria	7,961	5,946	36,271	30,225
Total Ford Division	**103,580**	**90,194**	**466,540**	**431,320**
Topaz	6,348	5,652	29,609	24,848
Sable	10,557	9,168	47,228	39,884
Cougar	5,269	5,587	21,015	23,686
Grand Marquis	8,857	10,246	37,934	40,510
Total Mercury	**31,031**	**30,653**	**135,786**	**128,928**
Continental	3,068	5,656	14,503	23,168
Town Car	8,793	12,376	48,430	52,972
Mark VII	390	944	2,377	3,930
Total Lincoln	**12,251**	**18,976**	**65,310**	**80,070**
Total L-M Division	**43,282**	**49,629**	**201,096**	**208,998**
FORD MOTOR CO.	**146,862**	**139,823**	**667,636**	**640,318**
Roadmaster	5,671	4,322	18,121	8,242
Skylark	5,086	3,932	26,228	30,739
Century*	11,216	13,694	49,405	48,930
Regal	7,901	9,949	35,392	44,113
LeSabre	10,802	7,357	57,792	42,564
Reatta	8	274	95	1,214
Park Avenue	5,307	7,706	24,426	32,799
Riviera	1,106	1,351	4,867	6,644
Total Buick	**47,097**	**48,585**	**216,346**	**224,245**
Allante	229	403	898	1,174
Seville	3,058	4,293	15,522	15,109
DeVille	14,243	12,409	61,449	55,449
Brougham	734	1,596	5,091	9,544
Eldorado	2,246	1,442	10,335	7,173
Total Cadillac	**20,510**	**20,143**	**93,295**	**88,449**
Geo Metro	7,492	4,699	38,030	28,247
Geo Prizm	7,006	6,702	29,468	30,869
Cavalier	20,543	25,960	95,257	125,470
Camaro	6,289	5,459	27,251	20,121
Celebrity	0	66	1	581
Corsica-Beretta	16,144	25,693	73,572	90,998
Lumina	19,728	22,505	88,193	89,801
Caprice	8,377	12,855	40,483	56,662
Corvette	2,161	1,711	8,241	7,529
Total Chevrolet	**87,740**	**105,650**	**400,496**	**450,278**
Calais	314	3,897	3,286	31,194
Achieva	5,762	0	31,900	0
Cutlass Ciera	11,458	13,152	51,650	45,271
Cutlass Supreme	8,514	9,434	38,207	38,157
Eighty Eight	6,128	3,741	32,299	26,681
Custom Cruiser Wagon	325	744	2,185	3,335
Ninety Eight	3,184	4,682	15,051	21,475
Toronado	396	1,032	2,115	4,007
Total Oldsmobile	**36,081**	**36,682**	**176,893**	**170,120**
Sunbird	7,679	8,786	32,266	39,726
Firebird	2,698	2,319	9,790	8,932
Grand Am	25,593	18,186	98,090	77,613
Pontiac 6000	206	3,677	708	12,763
Grand Prix	10,308	9,272	45,756	39,396
Bonneville	8,771	3,302	40,568	21,319
Total Pontiac	**55,256**	**45,542**	**227,178**	**199,749**
Total Saturn	**18,031**	**6,832**	**74,372**	**18,654**
GENERAL MOTORS	**264,714**	**263,434**	**1,188,380**	**1,151,495**
Civic	12,182	16,559	55,579	51,923
Accord	27,723	33,982	123,631	130,435
HONDA	**39,905**	**50,541**	**179,210**	**182,358**
MX-6	2,288	2,161	9,591	14,561
626	2,449	5,004	21,136	29,512
MAZDA	**4,737**	**7,165**	**30,727**	**44,043**
Eclipse	4,303	3,615	25,947	25,259
Mirage	526	1,446	3,732	4,652
MITSUBISHI	**4,829**	**5,061**	**29,679**	**29,911**
NISSAN Sentra	**10,160**	**11,732**	**44,650**	**51,075**
Corolla	14,244	12,960	54,552	46,332
Camry	17,953	20,733	84,769	74,078
TOYOTA	**32,197**	**33,693**	**139,321**	**120,410**
SUBARU Legacy	**4,316**	**3,598**	**21,879**	**17,743**
SUZUKI Swift	**34**	**119**	**106**	**308**
DOMESTIC TOTAL	**560,768**	**576,572**	**2,544,261**	**2,508,461**
IMPORT TOTAL	**172,891**	**192,897**	**836,428**	**856,769**
INDUSTRY TOTAL	**733,659**	**769,469**	**3,380,689**	**3,365,230**

*Includes units produced in Mexico.

Source: Automotive News Data Center

TOP TEN VEHICLE SELLERS, MAY 1992

	Sales
1. Ford F-series pickup	41,413
2. Chevrolet C/K pickup	38,366
3. Ford Taurus	34,125
4. Honda Accord	32,759
5. Ford Explorer	26,621
6. Pontiac Grand Am	25,593
7. Chrysler Caravan	24,923
8. Ford Ranger	24,819
9. Toyota Camry	22,467
10. Ford Escort	22,280

Source: Automotive News Data Center

Japan sales continue down, off 14 percent

MARY ANN MASKERY

Staff Reporter

TOKYO — New passenger-car sales in Japan in May registered the biggest year-to-year drop in eight years. The total of 257,619 units was down 14.4 percent from May 1991.

It was the 13th consecutive month that sales have fallen from a year earlier. Including trucks, sales fell 12.3 percent, to 379,205 units.

The 1992 month had three fewer sales days, so analysts voiced caution about drawing conclusions.

But Steve Usher, who follows the industry for Kleinwort Benson International in Tokyo, said the sales figures were worse than expected.

"There is a steady deterioration in the market," he said.

Usher said he had anticipated a decline of about 3 percent in year-to-date sales, but sales through May were off 5.8 percent.

Sales of small cars — from 660cc to 2.0 liters, the bulk of the market — slid 19.5 percent last month, to 206,984.

It was the 20th consecutive monthly decline from the previous year.

Sales in the luxury segment above 2.0 liters continued to expand in May, although growth slowed.

The segment, which has been booming since a reduction in the auto tax in April 1989, grew 15.5 percent in May, to 50,635 units. The increase followed a 57 percent year-to-year rise in April and was the smallest monthly gain since the tax change.

"The growth in the large-car segment is slowing," Usher said. "But it's about time."

Among the major producers:

- Toyota Motor Corp. sales fell 13.3 percent in May, to 159,883 units. Sales of the Corolla, Japan's best-selling car, dropped 24.6 percent, to 17,536 units, continuing a slide that began with the introduction of the restyled Corolla a year ago.
- Nissan Motor Co. Ltd. was off 11.5 percent to 86,022 units;
- Honda Motor Co. fell 9.9 percent to 31,882 units;
- Mazda Motor Corp. dipped 15.1 percent to 29,685 units;
- Mitsubishi Motors Corp., which has posted gains for most of the last year, was down 5 percent to 32,657 units.

The totals include truck sales.

Sales of mini-vehicles (under 660cc) in May fell 16.7 percent, to 121,287 units, the 13th straight month of decline.

Continuing a 17-month string of year-to-year declines, import sales fell 13.2 percent last month, to 13,561 units.

German marques, which control more than 60 percent of the import segment, were down 8 percent, to 8,002 units:

- Volkswagen was off 20.7 percent, to 1,788 units;
- Audi slipped 0.5 percent, to 968 units;
- BMW was down 4.3 percent, to 2,151 units;
- Mercedes-Benz was off 0.7 percent, to 2,705 units.

Among the Big 3, General Motors ended a string of monthly gains with a 4.1 percent sales decline last month. GM sales totaled 728 units.

Chrysler Corp. slumped 28.9 percent, to 81 units, while Ford Motor Co. posted a 3.8 percent gain, to 245.

Sales of the U.S.-built Honda Accord plummeted 34.5 percent from a year earlier, to 1,044 units.

But the U.S.-built car remained the top-selling American import.

LIGHT-TRUCK SALES, MAY & YTD

	May 1992	May 1991	5 Mos., 1992	5 Mos., 1991
Town & Country	1,926	345	5,893	1,580
Total Chrysler	**1,926**	**345**	**5,893**	**1,580**
Vans	5,321	4,721	23,285	19,747
Ram Wagon	2,297	2,094	10,354	8,415
Caravan	24,923	18,313	103,176	83,938
Caravan C/V	836	1,076	3,561	4,649
Ram 50 (import)	403	393	2,002	1,899
Ramcharger	394	508	1,785	2,689
Dakota	11,773	7,409	52,514	32,484
Pickups	7,149	7,542	36,251	35,044
Total Dodge	**53,096**	**42,056**	**232,928**	**188,865**
Voyager	21,684	15,601	84,618	68,901
Total Plymouth	**21,684**	**15,601**	**84,618**	**68,901**
Wrangler	6,157	5,368	23,541	17,959
Cherokee	9,784	9,975	59,224	44,570
Grand Wagoneer	6,448	308	13,742	1,608
Comanche	351	682	1,943	2,882
Total Jeep	**22,740**	**16,333**	**98,450**	**67,019**
CHRYSLER CORP.	**99,446**	**74,335**	**421,889**	**326,365**
Vans	10,150	9,444	49,221	41,222
Aerostar	17,199	15,680	70,049	60,067
Club Wagon	2,928	2,539	14,640	8,960
Ranger	24,819	22,206	110,305	100,574
Bronco	2,201	2,287	10,258	10,724
Explorer	26,621	22,508	123,677	99,258
Pickups	41,413	36,695	176,310	157,058
FORD MOTOR CO.	**125,331**	**111,359**	**554,460**	**477,863**
Vans	7,353	7,874	33,371	31,522
Sportsvan	852	1,217	3,373	4,068
Geo Tracker (domestic)	3,597	3,433	13,082	12,556
Geo Tracker (import)	0	3	0	15
Astro	12,825	12,718	49,364	46,716
Lumina APV	4,321	6,122	19,883	19,872
S10	16,987	19,500	76,729	86,182
S10 Blazer	13,908	10,561	52,414	49,518
Blazer	1,513	972	6,543	4,646
Suburban	4,630	3,972	17,339	15,541
Pickups	38,366	38,176	171,544	164,097
Total Chevrolet	**104,352**	**104,548**	**443,642**	**434,733**
Vans	3,046	3,001	13,615	12,406
Safari	4,174	3,551	16,463	13,203
S15/Sonoma	4,034	3,992	20,045	18,432
S15 Jimmy	3,679	2,633	13,762	11,983
Jimmy	485	224	1,893	1,189
Suburban	1,697	1,667	6,945	6,163
Pickups	11,675	11,963	55,646	48,027
P Model	134	191	682	857
W4	230	96	1,058	525
Total GMC	**29,154**	**27,318**	**130,109**	**112,785**
Silhouette	1,288	1,711	6,841	6,837
Bravada	1,117	1,054	5,884	4,001
Total Oldsmobile	**2,405**	**2,765**	**12,725**	**10,838**
Trans Sport	3,205	1,995	13,132	8,551
Total Pontiac	**3,205**	**1,995**	**13,132**	**8,551**
GENERAL MOTORS	**139,116**	**136,626**	**599,608**	**566,907**
DAIHATSU Rocky	**247**	**245**	**1,932**	**1,353**
Pickup (domestic)	679	1,907	5,657	5,727
Pickup (import)	2,419	2,374	5,591	12,005
Amigo	790	736	3,289	3,267
Trooper	1,065	1,735	3,549	10,389
Rodeo (domestic)	3,702	2,456	15,525	9,501
ISUZU	**8,655**	**9,208**	**33,611**	**39,743**
Pickup	3,901	5,086	19,988	21,027
MPV	2,901	5,938	13,185	21,010
Navajo (domestic)	699	734	2,993	4,046
MAZDA	**7,501**	**11,758**	**36,166**	**46,083**
Pickup	1,292	1,061	5,560	8,171
Montero	485	852	2,860	4,238
Van	0	3	2	54
MITSUBISHI	**1,777**	**1,916**	**8,422**	**12,463**
Pickup (domestic)	9,436	11,513	49,921	50,887
Pathfinder	2,178	3,044	11,810	14,675
Axxess	0	39	0	286
Van	0	1	0	4
Hawaii	246	264	1,425	785
NISSAN	**11,860**	**14,861**	**63,156**	**66,637**
RANGE ROVER	**240**	**227**	**1,357**	**1,208**
Samurai	368	496	1,463	2,237
Sidekick (domestic)	408	374	2,373	1,481
Sidekick (import)	857	699	3,482	3,871
SUZUKI	**1,633**	**1,569**	**7,318**	**7,589**
Pickup (domestic)	4,482	0	12,753	0
Pickup (import)	11,068	15,256	55,294	62,947
Previa	3,703	5,074	18,631	21,883
4Runner	2,875	3,694	14,513	16,717
Land Cruiser	556	639	3,025	3,375
TOYOTA	**22,684**	**24,663**	**104,216**	**104,922**
VOLKSWAGEN Vanagon	**62**	**688**	**525**	**2,347**
DOMESTIC TOTAL	**382,896**	**338,908**	**1,663,177**	**1,440,863**
IMPORT TOTAL	**35,676**	**48,547**	**169,464**	**213,783**
INDUSTRY TOTAL	**418,572**	**387,455**	**1,832,641**	**1,653,480**

Sales charts compiled by Karen Dolinowski

Source: Automotive News Data Center

Makers give rebates a summer tuneup

CHARLES E. RAMIREZ
Special Correspondent

Five manufacturers have extended and altered their customer rebate programs, and Honda has done likewise with its dealer incentives.

The customer rebate action involves **Buick, Oldsmobile, Chevrolet, Hyundai and Subaru.**

Buick has extended customer rebates through Sept. 23. The program was scheduled to expire June 4. Rebates remain at $2,000 on the Riviera, $1,000 on the Roadmaster and $500-$1,250 on the Skylark.

Payments on the Century and the LeSabre were reduced from $250-$1,250 to $250-$1,000, but the Regal rebate was boosted from $500-$1,250 to $750-$1,500. Buick has added a $1,000 rebate on the Park Avenue/Ultra.

Buick rebates are tied to the option package selected by the customer. In lieu of rebates, Buick buyers can select finance rates ranging from 2.9 to 6.9 percent.

Chevrolet has made some changes in its customer rebate program, which is scheduled to expire Sept. 23.

Changes include: a raise from $500 to $700 on 1992 Geo Metros with automatic transmission; an increase from $750 to $1,500 on all 1991 and 1992 Geo Storms and 1992 Luminas; an increase from $1,000 to $1,500 on 1992 Geo Prizms; a raise from $500 to $750 on Cavaliers; an increase from $1,000 to $1,300 for the G-Van upfit; and a raise from $1,500 to $2,000 on the S/T Blazer.

Rebates on the C/K full-sized pickup and chassis cab, excluding the crew cab, remain at $400 until June 30 and then drop to $300.

Chevrolet offers the same financing rates as Buick.

In addition to extending regional customer rebates on 1992 models through Sept. 23, **Oldsmobile** has added a $750 rebate for the 1992 Achieva.

New rebates include: $500-$2,500 for the Toronado, up $500; $500-$1,000 for the Silhouette, down $1,000; $500-$2,000 for the Bravada; $500-$2,000 for the Custom Cruiser, up $500; $500-$1,250 for the Cutlass Supreme, down $250; $1,500 for the Ninety Eight, up from $500-$1,250; and $500-$1,000 for the Eighty Eight Royale, down $250.

Cut-rate financing is available in lieu of rebates.

Owners of Ford Motor Co. vehicles are eligible for a $1,000 "owner loyalty" rebate if they purchase a 1992 Ford Crown Victoria, 1992 Mercury Grand Marquis or 1992 Mercury Cougar.

The $1,000 is in addition to the $500 rebate on those cars. The offer expires June 30 on Cougar and Sept. 23 on Crown Victoria and Grand Marquis.

Honda has extended its dealer incentives of $400 on the 1992 Civic four-door and $750 on the 1992 Accord sedan and coupe. New is a $1,000 dealer rebate on the 1992 Accord wagon. The incentives expire July 2.

Hyundai has extended its customer incentive program from June 2 to July 6. Payments range from $1,200 to $2,000 on 1991 models and from $500 to $1,000 on 1992 models.

Subaru has extended its dealer and customer rebate programs from June 2 to Aug. 3.

Dealer incentives are $500 on 1992 Loyales, $1,500 on 1992 Legacys invoiced after Feb. 4 and $1,000 on 1992 Legacys invoiced before Feb. 4.

Customer rebates are $500 on 1992 Loyale front-wheel-drive sedans and all-wheel-drive wagons.

Until June 30, **Volvo** is offering customers free maintenance for three years or 50,000 miles on all of its 1992 vehicles. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
HONDA (1992 models, expires July 2)	
Civic 4-door	$400
Accord wagon	$1,000
Other Accord	$750
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
BUICK (1992 models, expires Aug. 12)	
Regal	$1,500
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

Verdict due June 24 in minivan dumping case

MAX GATES
Staff Reporter

WASHINGTON — The last piece of the minivan dumping case against Toyota and Mazda will be put in place June 24 with a public vote by the six members of the International Trade Commission.

The commission will decide whether the Big 3 were injured by marketing practices of Toyota and Mazda. The U.S. Commerce Department already has ruled that Toyota Previa and Mazda MPV minivans were sold in the United States at less than fair market price during late 1990 and early 1991. The votes of three commissioners are needed to show that the Big 3 were harmed by the Japanese trading practices.

If the International Trade Commission finds injury, the Japanese automakers will be required to pay penalties equal to the so-called dumping margin, the amount by which they underpriced their minivans. In May, the Commerce Department found that Mazda was selling the MPV at 12.7 percent less than fair market value and Toyota was selling its Previa at 6.75 percent less than fair market value.

Commerce Department officials said they conducted an "unprecedented" investigation of Japanese manufacturing operations in an attempt to determine a fair value for Previa and MPV models, which are assembled in Japan. That investigation was aimed in part at understanding the *keiretsu* relationship between Toyota and Mazda and their closely related supplier companies. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
BUICK (1992 models, expires Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.)	
Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,000
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
HYUNDAI (expires July 6)	
Excel (1991)	$1,200
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$1,000
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
SUBARU (1992 models, expires Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1993 models	
Expires June 30. In lieu of rebates, 7.9 percent financing is available.	
Ford Escort	$200-400
Mercury Tracer	$200
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 23) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
Cougar (expires June 30) for owners of Ford Motor products	$1,000
Grand Marquis (expires Sept. 23) for owners of Ford Motor products	$1,000
1991 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo (expires Sept. 23)	
Metro conv.	$1,000
Other Metro	$500
Prizm	$1,000
Storm	$750
Tracker	$750-1,000
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	

Amati adds 22 dealers

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Amati, the luxury-car division of Mazda Motor of America Inc., signed 22 more dealers last week, bringing its total to 41. The company said it plans to have 75 when it begins selling cars in 1994.

That marks a switch. The original plan called for 50 Amati dealers at introduction time. The division says it increased the total because it is finding more dealers than expected that meet Amati's standards for location, financial strength and customer satisfaction.

The division plans to sign two more groups of dealers within six months. Amati also said it expects to sell 20,000 of its two luxury sedans during 1994.

Fourteen of the 22 newest dealers have Mazda franchises. Of the 41 dealers signed so far, 24 own Mazda stores.

The 22 franchises have been awarded to: John Anderson, Thousand Oaks, Calif.; Billy Barrett, Gena Barrett Bailey and Bradley Barrett, Dallas; Roger Beasley, Austin, Texas; Roger Burdick, Rochester, N.Y.; Ray Catena, Edison, N.J.; and Robert Dimmerman, Maple Shade, N.J.

Also: James Ellis Jr., Marietta, Ga; Howard Keyes, Van Nuys, Calif.; Steven Knappenberger, Scottsdale, Ariz.; Mark Lacher, Howard Koeppel and Daniel Koeppel, Woodside, N.Y.; Terry Lindsay, Alexandria, Va.; Jim McDonald, Oakland, Calif.; and Ed Morse and Ted Morse, Coconut Creek, Fla.

Also: Robert Ourisman and Dennis Rippeon, Rockville, Md.; David Parkin and John Hawkins, Montclair, Calif.; John Rosatti, Hollywood, Fla.; Ronald Salhany, Tampa, Fla.; John Staluppi, West Palm Beach, Fla.; Michael Stead, Walnut Creek, Calif.; Ken Uemura, Birmingham, Ala.; Morrie Wagener, Minnetonka, Minn.; and Robert Zinn and David Zinn, Miami. ■

Minorities eye federal help

MAX GATES
Staff Reporter

WASHINGTON — Saying half its members are in danger of going out of business if they don't get some new financial backing, the nation's minority dealers have asked the federal government for $300 million in guaranteed loans and job training.

"If President Bush and the chairmen of the Big 3 can approach the government of Japan, if aid can go to help other struggling nations, is it too much to ask for the federal government to help us?" asked Mel Farr, a suburban Detroit dealer speaking for the National Association of Minority Automobile Dealers. Farr spoke at the group's mid-year conference.

Farr said 20 percent of the minority dealers have failed in the past two years, "and 50 percent are looking at balance sheets with red ink."

Farr had strong words for foreign makers that have refused to offer programs to help minorities open dealerships. Just over 3 percent of Big 3 dealerships in the U.S. are minority-owned, compared with 0.6 percent of Japanese dealerships and 0.7 percent of European dealerships, according to association figures. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
GENERAL MOTORS		
Lake Orion, Mich.	6/8	
Cadillac Deville		2,900
Oldsmobile Ninety-Eight		870
Total U.S. car		3,770
Total units lost week of 6/8		3,770

†Plant closed for retooling until July 1992.
Source: Automotive News Data Center

Lawmakers pound out trade bill

MAX GATES
Staff Reporter

WASHINGTON — House Democrats will get serious about anti-Japan trade legislation when they begin revising a bill designed to give U.S. automakers "breathing room" to catch up with the Japanese.

Markup, the drafting of a final form of the bill, is scheduled for Tuesday. No amendments to the bill had been offered last week, and House aides said no consensus had emerged on the bill's final form.

The bill has a powerful sponsor in Rep. Dan Rostenkowski, D-Ill., chairman of the Ways and Means Committee. But the markup will be run by Rep. Sam Gibbons, D-Fla., chairman of the subcommittee on trade, who has opposed the auto sections of the bill as protectionist.

The situation is further complicated by mixed support from the Big 3. Chrysler Corp. has enthusiastically endorsed the bill. Ford Motor Co. Chairman Harold Poling has said he supports the bill reluctantly. General Motors, while backing some sections, says it opposes the bill.

The measure is intended to give the Big 3 a chance to become competitive with the Japanese. It requires the Big 3 to demonstrate improvements in productivity and competitiveness in return for seven-year protection from increased Japanese sales.

Sections of the broad-ranging trade bill would require the president to negotiate a voluntary restraint agreement with Japan that would limit sales of Japanese-badged vehicles in the United States at 1992 levels for seven years.

The sales limit would affect both imports and vehicles produced in Japanese transplants. Under the current version of the bill, the Japanese would be permitted to increase U.S. sales if the Big 3 increase sales in Japan. AN

obituary

Milton Lewis

VERONA, N.J. — Milton H. Lewis, chairman and founder of American Leasing Corp. of East Orange, N.J., died May 19. Lewis is considered a pioneer in leasing. He built one of the oldest and largest leasing companies in New Jersey. He was 87.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 6/1-6/6/92	Actual 5/25-5/30/92	May Total	Year 1/1-6/6/92	Year 1/1-6/8/91
LeBaron J	1,600	1,257	6,167	25,175	18,697
New Yorker	450	326	1,605	7,481	3,251
Fifth Avenue	1,300	934	4,582	15,685	13,026
Imperial	100	124	645	2,384	3,114
Town & Country (trk.)	350	333	1,619	6,466	1,535
Total Chrysler Div.	**3,800**	**2,974**	**14,618**	**57,191**	**39,623**
Sundance	1,250	1,378	6,205	25,479	16,586
Acclaim	1,400	1,273	6,629	33,885	35,986
Voyager (trk.)	2,400	2,046	9,516	42,192	41,398
Voyager (Can. trk.)	2,682	2,698	10,510	59,099	47,354
Total Plymouth	**7,732**	**7,395**	**32,860**	**160,655**	**141,324**
Daytona	450	352	1,560	5,793	4,936
Shadow	3,100	2,621	11,871	42,294	19,149
Dynasty	2,700	1,853	8,924	36,283	49,965
Spirit	1,900	1,350	7,004	32,426	32,626
Viper	0	0	13	31	0
Monaco (Can.)	0	0	0	0	3,168
Caravan (trk.)	3,150	2,536	12,157	55,026	49,650
Caravan (Can. trk.)	3,756	3,747	14,579	78,720	64,464
Caravan C/V (trk.)	50	51	252	1,340	2,098
Caravan C/V (Can. trk.)	162	200	802	3,838	11,622
Dakota (trk.)	4,200	3,559	13,925	60,494	34,771
Ram pickup (trk.)	1,350	1,171	5,200	27,256	34,730
Ram wagon (Can. trk.)	540	556	2,222	10,989	9,714
Ram van (Can. trk.)	1,812	1,778	7,089	29,510	17,167
Total Dodge	**23,170**	**19,774**	**85,598**	**384,000**	**334,060**
Premier (Can.)	0	0	0	0	4,321
Cherokee (trk.)	3,600	2,863	13,716	63,548	53,677
Comanche (trk.)	0	0	49	915	2,346
Grand Cherokee (trk.)*	2,400	1,997	8,744	26,312	1,023
Briarwood (trk.)	0	0	0	325	1,261
Wrangler (Can trk.)	0	0	0	29,026	24,933
Total Jeep-Eagle	**6,000**	**4,860**	**22,509**	**120,126**	**87,561**
Total U.S. car	**14,250**	**11,468**	**55,205**	**226,916**	**197,338**
Total Can. car	**0**	**0**	**0**	**0**	**7,489**
Total U.S. truck	**17,500**	**14,556**	**65,178**	**283,874**	**222,409**
Total Can. truck	**8,952**	**8,979**	**35,202**	**211,182**	**175,254**
CHRYSLER CORP.	**40,702**	**35,003**	**155,585**	**721,972**	**642,570**
Escort	5,783	4,631	22,741	80,299	82,512
Mustang	2,805	2,280	11,319	42,374	35,685
Tempo	2,903	2,959	14,653	61,035	48,531
Tempo (Can.)	3,379	3,355	9,346	55,502	50,823
Taurus	9,698	8,115	39,304	172,995	148,376
Thunderbird	2,417	1,727	8,515	38,422	35,203
Crown Victoria (Can.)	2,327	2,344	10,013	46,714	39,231
Aerostar (trk.)	4,210	3,380	16,824	82,341	68,471
Bronco (trk.)	0	552	2,840	9,818	5,764
Explorer (trk.)	6,681	5,150	25,732	140,488	122,941
Mazda Navajo (trk.)	150	119	592	2,545	5,536
Econoline (trk.)	4,256	3,505	17,993	87,141	57,062
Heavy (trk.)	959	766	3,994	20,575	16,204
Light truck (trk.)	8,561	9,372	42,074	201,460	121,844
Light truck (Can. trk.)	3,040	3,046	11,670	64,628	42,991
Ranger (trk.)	7,852	6,699	33,728	137,551	112,616
Total Ford Division	**65,821**	**58,000**	**271,338**	**1,243,978**	**993,790**
Topaz	1,507	1,001	5,715	26,505	20,139
Topaz (Can.)	1,432	1,468	4,087	21,763	15,987
Cougar	1,193	1,158	5,971	26,997	26,245
Sable	3,402	2,289	11,287	56,613	47,531
Grand Marquis (Can.)	2,243	1,839	7,662	44,526	38,044
Mercury Villager (trk.)	299	190	799	1,345	0
Nissan Quest (trk.)	201	133	434	688	0
Total Mercury	**10,277**	**8,078**	**35,955**	**178,437**	**147,946**
Continental	842	676	3,346	17,390	25,546
Mark VII	0	0	0	2,375	4,461
Town Car	2,528	2,032	10,027	52,073	60,094
Total Lincoln	**3,370**	**2,708**	**13,373**	**71,838**	**90,101**
Total L-M Division	**13,647**	**10,786**	**49,328**	**250,275**	**238,047**
Total U.S. car	**33,078**	**26,868**	**132,878**	**577,878**	**534,323**
Total Can. car	**9,381**	**9,006**	**31,108**	**168,505**	**144,085**
Total U.S. truck	**33,169**	**29,866**	**145,010**	**683,952**	**510,438**
Total Can. truck	**3,040**	**3,046**	**11,670**	**64,628**	**42,991**
FORD MOTOR CO.	**78,668**	**68,786**	**320,666**	**1,494,253**	**1,231,837**
Skylark	1,317	1,474	4,309	26,994	159
Century	2,906	2,226	10,405	37,641	34,929
Regal (Can.)	2,950	2,963	10,708	42,992	51,986
Riviera	286	237	1,174	5,573	39,152
Park Avenue	754	1,211	6,154	28,439	4,204
LeSabre	4,221	3,345	16,363	69,664	45,753
Roadmaster sedan	822	713	3,553	20,038	34,635
Roadmaster wagon	200	142	791	5,560	10,156
Reatta	0	0	0	0	1,206
Total Buick	**13,456**	**12,311**	**53,457**	**236,901**	**222,180**
Eldorado	616	489	2,687	17,948	6,395
Seville	1,371	1,100	5,040	23,704	12,909
Brougham	0	0	0	2,170	8,959
DeVille	3,806	2,820	12,659	55,320	63,835
Allante	64	51	192	728	1,382
Total Cadillac	**5,857**	**4,460**	**20,578**	**99,870**	**93,480**
Cavalier	5,625	3,963	21,074	103,453	121,610
Camaro	1,795	1,681	6,921	30,309	21,139
Corsica-Beretta	4,650	3,428	20,050	91,046	113,310
Lumina (Can.)	6,300	6,268	25,483	105,242	96,103
Caprice	3,692	2,785	12,504	49,438	62,007
Corvette	598	553	2,500	9,502	10,432
Astro (trk.)	3,149	2,792	12,420	69,194	44,304
Blazer (trk.)	682	416	2,307	10,362	3,471
Lumina APV (trk.)	1,213	845	4,247	20,453	17,560
Mediums (trk.)	247	214	911	2,959	1,674
P-model (trk.)	696	615	0	10,739	7,292
Pickup (trk.)	6,531	5,519	26,402	120,005	111,842
Pickup (Can. trk.)	4,000	4,025	15,262	86,156	60,623
S10 (trk.)	3,348	3,655	16,959	81,844	113,004
S10 Blazer (trk.)	2,412	2,107	11,242	58,267	20,281
Sportsvan (trk.)	0	0	0	11,405	18,484
Sportsvan (Can. trk.)	2,000	2,020	7,096	34,186	23,318
Suburban (trk.)	1,658	1,002	7,775	21,982	11,585
Total Chevrolet	**48,506**	**41,886**	**193,153**	**916,544**	**858,839**
Achieva/Calais	2,950	2,256	10,766	55,361	34,616
Cutlass Ciera	3,575	3,102	14,254	59,345	33,846
Cutlass Ciera (Can.)	0	0	0	0	30,470
Cutlass Supreme	2,400	1,891	9,419	36,930	47,163
Toronado	94	74	367	2,903	2,778
Eighty Eight	937	1,175	6,044	34,449	27,389
Custom Cruiser wag.	40	31	163	1,845	4,749
Ninety Eight	826	792	3,716	15,622	33,481
Silhouette (trk.)	255	377	2,019	7,479	8,780
Bravada (trk.)	78	258	1,315	6,490	8,150
Total Oldsmobile	**11,155**	**9,955**	**48,063**	**220,424**	**231,422**
Sunbird	2,165	1,551	8,464	43,245	55,975
Grand Am	6,073	5,092	24,409	110,397	87,060
Firebird	505	557	3,029	11,160	7,043
Grand Prix	2,700	2,213	10,779	49,590	44,048
Pontiac 6000	0	0	0	0	16,659
Bonneville	1,328	2,140	10,568	45,982	21,398
Trans Sport (trk.)	1,376	1,046	5,154	16,864	11,294
Total Pontiac	**14,147**	**12,599**	**62,403**	**277,238**	**243,477**
Yukon-Jimmy (trk.)	210	183	818	3,290	989
Medium (trk.)	337	237	1,278	10,627	3,657
P-model (trk.)	68	68	0	1,107	1,365
Pickup (trk.)	2,666	1,891	10,636	47,078	46,991
Pickup (Can. trk.)	1,490	1,478	5,434	31,451	24,248
Syclone-Sonoma (trk.)	956	892	5,705	21,742	23,458
Typhoon-S15 Jimmy (trk.)	720	848	4,474	18,652	8,739
Safari (trk.)	1,333	1,257	5,496	28,724	18,588
Suburban (trk.)	929	800	3,533	14,099	10,747
Vandura (trk.)	0	0	0	5,803	8,805
Vandura (Can. trk.)	650	663	2,522	15,767	9,375
Total GMC	**9,359**	**8,317**	**39,896**	**198,340**	**156,962**
Total Saturn+	**4,636**	**3,700**	**17,481**	**85,923**	**29,248**
Total U.S. car	**60,946**	**50,791**	**245,835**	**1,129,879**	**1,037,625**
Total Can. car	**9,250**	**9,231**	**36,191**	**148,234**	**178,509**
Total U.S. truck	**28,864**	**25,022**	**122,695**	**589,165**	**503,150**
Total Can. truck	**8,140**	**8,186**	**30,314**	**167,582**	**117,584**
GENERAL MOTORS	**107,200**	**93,230**	**435,035**	**2,034,860**	**1,836,868**
Can. car	2,250	1,366	9,103	49,128	55,158
Can. trk.	1,300	826	5,352	30,254	24,635
CAMI*†	**3,550**	**2,192**	**14,455**	**79,382**	**79,793**
DIAMOND-STAR*	**2,963**	**2,369**	**12,960**	**69,920**	**69,744**
Civic	2,220	1,711	8,657	42,733	41,213
Civic (Can.)	2,200	2,189	8,677	49,474	48,440
Accord	7,725	6,222	31,125	172,050	159,607
Total U.S. car	**9,945**	**7,933**	**39,782**	**214,783**	**200,820**
Total Can. car	**2,200**	**2,189**	**8,677**	**49,474**	**48,440**
HONDA	**12,145**	**10,122**	**48,459**	**264,257**	**249,260**
HYUNDAI Sonata (Can.)	**325**	**315**	**1,115**	**6,247**	**13,986**
MAZDA*	**3,524**	**1,700**	**9,710**	**34,986**	**65,282**
U.S. trk.	1,550	1,247	4,623	29,051	33,621
Can. trk.	205	204	763	3,741	3,320
NAVISTAR	**1,755**	**1,451**	**5,386**	**32,792**	**36,941**
Sentra	2,297	1,847	9,122	58,105	61,750
Pickup (trk.)	2,760	2,071	10,447	60,537	60,544
NISSAN	**5,057**	**3,918**	**19,569**	**118,642**	**122,294**
Geo Prizm	1,500	1,308	6,366	39,404	45,273
Toyota Corolla	2,400	2,049	10,154	51,878	46,909
Toyota Pickup (trk.)	1,500	1,360	6,333	22,234	0
NUMMI	**5,400**	**4,717**	**22,853**	**113,516**	**92,182**
Legacy	1,200	984	4,755	26,169	24,981
Pickup (trk.)	520	329	1,795	10,105	0
Rodeo (trk.)	980	585	3,317	18,007	0
Total U.S. car	**1,200**	**984**	**4,755**	**26,169**	**24,981**
Total U.S. trk.	**1,500**	**914**	**5,112**	**28,112**	**22,204**
SUBARU-ISUZU	**2,700**	**1,898**	**9,867**	**54,281**	**47,185**
Camry	4,900	3,852	19,637	104,557	98,527
Corolla (Can.)	1,500	1,519	6,058	32,796	30,651
TOYOTA	**6,400**	**5,371**	**25,695**	**137,353**	**129,178**
VOLVO 740, 940 (Can.)	**150**	**150**	**599**	**3,863**	**3,922**
AM GENERAL (trk.)	**375**	**380**	**7,809**	**8,175**	**9,258**
MISCELLANEOUS (trk.)**	**2,400**	**1,920**	**49,920**	**92,320**	**80,770**
Total U.S. car	**137,003**	**111,169**	**546,413**	**2,533,685**	**2,382,572**
Total Canada car	**25,056**	**23,776**	**92,851**	**457,537**	**482,290**
Total U.S.-Canada Car	**162,059**	**134,945**	**639,264**	**2,991,222**	**2,864,862**
Total U.S. truck	**89,618**	**77,256**	**417,118**	**1,757,420**	**1,422,466**
Total Canada truck	**21,637**	**21,241**	**83,301**	**477,367**	**363,764**
Total U.S.-Canada truck	**111,255**	**98,497**	**500,419**	**2,234,787**	**1,786,230**
TOTAL U.S.	**226,621**	**188,425**	**963,531**	**4,291,105**	**3,805,038**
TOTAL CANADA	**46,693**	**45,017**	**176,152**	**934,904**	**846,054**
TOTAL U.S.-CANADA CAR & TRUCK	**273,314**	**233,442**	**1,139,683**	**5,226,009**	**4,651,092**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Trucks set record in May

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian truck production in May was the highest for any month in history.

The makers built 417,118 trucks in the United States and 83,301 in Canada for a total of 500,419. The previous peak was 499,140 in May 1989.

Last month's total was an increase of 13.6 percent over April and 19.1 percent over May 1991.

U.S. and Canadian car production in May totaled 639,264, the highest monthly output so far in 1992.

In the United States, May car production was 546,413. Canadian producers assembled 92,851.

Last week's estimated output of cars in the United States and Canada was 162,059, an increase of 20.1 percent over the prior holiday week (in the United States) and 15.8 percent over the year-ago week.

So far this year, U.S. and Canadian car production totals 2,991,222, up 4.4 percent from 2,864,862 last year.

U.S. and Canadian truck production was estimated at 111,255 last week, an increase of 13.0 percent over the prior holiday week and 9.3 percent above the same week in 1991.

Year-to-date, truck production in the United States and Canada is 2,234,787 an increase of 25.1 percent over 1991.

Ford of Canada lost two full shifts of production last Monday because of an illegal strike by cafeteria workers at its St. Thomas, Ontario, plant.

Ford workers would not cross the picket line, and the plant lost production of 1,200 Ford Crown Victoria and Mercury Grand Marquis cars. Production resumed Tuesday.

Ford scheduled daily overtime last week at the Atlanta; Chicago; and St. Thomas, Ontario, car plants and at the Kansas City, Mo.; Edison, N.J.; Louisville, Ky.; and St. Louis truck plants.

All of Chrysler's U.S. plants are scheduled for daily overtime this week with the exception of the New Mack Ave. (Detroit) facility, which will operate one eight-hour shift each day.

Working last Saturday were the St. Louis (No. 2); Jefferson North (Detroit); Sterling Heights, Mich.; Windsor, Ontario; and Pillette Road (Windsor, Ontario) plants.

General Motors has reduced production at the Wentzville, Mo., car plant to one shift throughout June to adjust inventories. The company also reduced the postal line at the Moraine, Ohio, truck facility to a four-day work week indefinitely.

GM plants scheduled for overtime last week were Oklahoma City; Lansing, Mich. (C and M); Oshawa, Ontario; and Scarborough, Ontario.

The Suburban line at GM's Janesville, Wis., plant worked daily and Saturday overtime last week. AN

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Automotive

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latenews

Fiat jabs Ford on tractor deal

Fiat Auto S.p.A. has told Ford Motor Co. that it will seek arbitration if the companies cannot agree on financial arrangements of last year's sale of Ford New Holland to Fiat.

Ford sold 80 percent of its tractor operation to Fiat last May for $273 million and retained 20 percent of the new company called N.H. Geotech n.v. Inc.

Neither Ford spokesman John Ochs nor Fiat spokesman Gualberto Ranieri would be specific about Fiat's complaints. Ranieri says only that it's a "financial issue."

Ochs says that in any international sale, both parties have one year to resolve all issues or the matters can be taken to arbitration.

— Kathy Jackson

IRS form due by June 28

Dealers have until June 28 to file Form 3115 which can help protect them from an audit by the Internal Revenue Service on how they accounted for extended service contract sales sold in 1992.

The National Automobile Dealers Association, working with the accounting firm Ernst & Young, will prepare the form for dealers for a fee. A coalition of independent

see LATE NEWS, 2

GMAC employees punished

Workers held accountable: it 'happened on their watch'

CHARLES M. THOMAS and PHIL FRAME
Staff Reporters

By disciplining the entire GMAC chain of command last week for a multimillion-dollar fraud loss, General Motors directors told employees in the strongest possible way that they will be held accountable for their decisions.

The punishments stretched from the chairman of General Motors Acceptance Corp. to a low-level assistant branch manager, and GM promised more disciplinary action will follow.

GMAC suffered a $171 million after-tax loss after allegedly being defrauded by a New York dealer. A company investigation that began in December found no wrongdoing by any GMAC employees, but many were disciplined. Some executives were moved toward early retirement, others were demoted.

The GM board of directors disciplined the GMAC officials because the fraud "happened on their watch," said Jack Barrett, who was appointed vice president for the Eastern United States and Canada in the shakeup. He was GMAC director of corporate communications.

"We've concluded that the individuals associated with the McNamara case did not fulfill their responsibilities and did not exercise proper business judgment," Barrett said. "There probably were other decisions that could have been made."

But Barrett declined to elaborate on what decisions should have been made differently.

Even GMAC Chairman John Edman chose early retirement on May 1, several months prior to his 65th birthday, as a result of the imbroglio. He was replaced by Robert O'Connell.

Last week, GMAC President William Lovejoy, 51, was placed on special assignment. Obviously shaken by the treatment dealt to his management team, Lovejoy said, "I can't talk to you about this. Let it lie."

A prominent GM dealer said it wasn't fair to remove Lovejoy.

Ray Green, former National Automobile Dealers Association president and president of Green Holding Co. in Jacksonville, Ill., lauded Lovejoy for his readiness to "listen to dealers and their problems."

see GMAC, 34

JIM DUNNE/POPULAR MECHANICS

'93 nose job

Ford stylists are apparently doing a little cosmetic surgery for the 1993 model year. Spied recently was a Ford Crown Victoria sporting a chrome grille. Changes to the Ford Explorer are pictured on Page 2.

Chrysler maps plan to combine divisions

MARY CONNELLY
Staff Reporter

In hundreds of towns throughout the country, Chrysler Corp. is mapping a strategy to meld its 5,000 dealers into only two retail divisions instead of three by the end of the decade.

Marketing plans for each of Chrysler's 25 U.S. sales zones are beginning to reflect the company's plan to merge the Chrysler-Plymouth and Jeep-Eagle divisions by the year 2000.

Dodge division will not be affected by the merger.

Non-metropolitan dealers are being advised to contact zone managers to review the preliminary strategy to learn whether dealership mergers are planned.

The Jeep-Eagle National Dealer Council has asked Chrysler Corp. to establish a non-binding review panel to handle any complaints that arise from the plan. The panel would be composed of dealer and factory representatives from out-

see CHRYSLER, 36

Next Accord will come in 2 sizes

Bigger model for U.S., smaller car for Japan

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. will abandon its global car concept and bring out two sharply different successors for the Accord next year. The new models, one for the United States and one for Japan, will be different sizes and may have different names.

The differentiation marks Honda's belated recognition that consumer tastes in the two markets are vastly different.

Americans want the next generation of the Accord — the best-selling passenger car in the United States for three years running — to become larger, with a six-cylinder engine.

Japanese consumers demand a smaller car.

Europeans, meanwhile, will get a British-built version of the new Accord-derived Ascot Innova that was introduced recently in Japan. Called the Accord EC, it will be supplemented by the U.S.-built coupe and wagon.

"The Accord originated from Japan, but now it is like an American car. It's grown up to be what it is today in the United States," Shinya Iwakura, Honda's chief product planner, said in an interview. Iwakura is general manager of Honda's Automobile Planning Board and senior managing director of Honda R&D Co.

"I think at this point it is useless to try to bring it back to Japan," Iwakura said. Honda of America Manufacturing Inc. could even become the sole source for the basic four-door sedan while Japan might build derivatives that do not carry the Accord name, he suggested.

see ACCORD,35

The philosophy for the current-generation Accord was that one size fits all markets.

THE HONDA WAY

The Beat won't go on in U.S. ➤ 35

U.S., Japan teams at odds on Integra ➤ 35

Automakers plan quick '93 changeover

GWENDOLYN ZONGHETTI
Special Correspondent

Automakers will have a relatively short changeover schedule this summer, and it is expected to be smooth because of lean inventories and optimism for a recovering economy.

Although the General Motors changeover will be shorter than last year's and should be sweet, it may have a bitter taste for some GM workers.

As a cost-cutting measure, Chairman Robert Stempel in February asked workers to take vacations coinciding with plant changeover shutdowns, but virtually every UAW GM local turned a deaf ear to Stempel's request.

Overall prospects for a smooth changeover to 1993-model production are enhanced because the country's vehicle dealers are optimistic about the

see CHANGE, 15

Stockpiles thin in May ➤ 17

Lotus pulls plug on Elan

PHIL FRAME
and DIANA T. KURYLKO
Staff Reporters

Group Lotus Ltd. will announce today that it is discontinuing the year-old Elan and laying off workers at its factory in Bethel, England, according to sources.

The move would mark a sharp retreat from the U.S. market, which traditionally has accounted for one-third of Lotus' worldwide sales.

The front-wheel-drive Elan was designed specifically for the United States, but its $40,000 price tag and introduction during the Persian Gulf War and a U.S. recession virtually assured its demise.

General Motors owns the Brit-

see LOTUS, 34

Automotive News

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GM could seek to extend its venture with Toyota. PAGE 4

AIRBAGS FOR VILLAGER
Mercury minivan to get driver-side bag by '94. PAGE 4

NEW ASTON MARTIN
Smaller luxury sports car will recall late-1950s DB4. PAGE 4

PRESIDENT HAD PRESENCE
Jack Smith: GM exec changes weren't that radical. PAGE 6

RAMCHARGER A CASUALTY
Full-sized sport-utility edged out by Jeeps. PAGE 6

SLITHERY SELLER
Buyers bid high for chance at first few Vipers. PAGE 8

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Cost cutting move reduces work force 13.4%. PAGE 8

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▲ Nissan gets positive feedback on minivan. PAGE 36

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Technology transfer is aim of supplier gathering. PAGE 37

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JIM DUNNE/POPULAR MECHANICS

Explorer gets new look for 1993

For '93, Ford is apparently altering the front ends of two vehicle lines. A Ford Explorer sport-utility was spied recently with a redesigned body-color grille replacing the black grille.

latenews

CONTINUED
from PAGE 1

extended service contract administrators also is making a sample of the form available through state dealer associations.

The IRS is auditing hundreds of dealers and charging back taxes and interest on the sale of extended service contracts in which the dealer is the principal. Form 3115 notifies the IRS that the dealership has changed its accounting practices to comply with the agency's ruling that extended service contracts should be treated as prepaid insurance.

Korean group to build trucks

SEOUL — The Samsung Group, Korea's largest conglomerate with interests ranging from computers to shipbuilding, said Friday it had won government approval to begin producing trucks and other commercial vehicles next year.

Samsung said its Samsung Heavy Industries subsidiary would convert two of its assembly lines to produce 4,100 heavy-duty commercial vehicles a year. Japan's Nissan Diesel Motor Co. will provide the technology, Samsung said.

The government had denied a previous Samsung bid to enter the vehicle sector on the grounds of overcapacity. The company's current bid has been vigorously opposed by Korea's other makers for the same reason.

Kearns wins Chrysler case

DETROIT — Chrysler Corp. has been ordered to pay intermittent-wiper inventor Robert Kearns $11.3 million.

Kearns, who represented himself in U.S. District Court, was seeking $33 million from the maker for patent infringement.

The inventor won a similar suit against Ford Motor Co. and later settled out of court for $10.2 million.

General Motors and 17 other carmakers are still Kearns' targets.

Md. guzzler tax called illegal

WASHINGTON — A federal attorney says a new Maryland law taxing gas guzzlers and giving rebates to buyers of gas sippers is illegal.

Federal law says the corporate average fuel economy system is to be administered by the U.S. secretary of transportation, who has delegated that authority to NHTSA, Paul Jackson Rice, NHTSA chief attorney, told the Maryland attorney general.

The Maryland law puts a $100 surcharge on passenger cars and multipurpose vehicles with a CAFE rating less than 21 mpg, beginning with the 1993 model year. It provides a $50 rebate for vehicles rated at better than 35 mpg.

— *Max Gates*

Ford recalls 895,000 cars

DEARBORN, Mich. — Ford Motor Co. is recalling about 895,000 vehicles to replace the exhaust system catalyst.

The vehicles were built for sale in the United States, except California, and Canada. Ford said the internal catalyst material may rattle and break up during normal usage, causing the vehicle to exceed emissions standards.

Affected vehicles are: 1986 Ford Mustang and Mercury Capri with the 3.8-liter V-6; 1987-89 Mustangs with the 2.3-liter four; 1986-89 Mustangs with the 5.0-liter V-8; 1986-99 Ford Thunderbird and Mercury Cougar with the 3.8-liter V-6; and the 1986-89 Lincoln Mark VII with the 5.0-liter V-8.

Saturns on sale in Taiwan

Saturn Corp. began selling cars in Taiwan last week, its first exposure outside North America, for the low, low price of 570,000 Taiwanese dollars — or $23,286.

The price includes a 30 percent tariff, said a Saturn spokeswoman. In the United States, Saturns sell for as low as $8,395, but that doesn't include the optional anti-lock brakes and driver-side airbag that come standard with the Taiwanese cars.

The Saturns will be sold by GM Taiwan through its retailer, Chinese Automobile Co. There are two dealerships — in Yang Ming, north of Taipei, and in Kaohsiung. Three more are planned by the end of 1992.

— *Phil Frame*

Gilmour: Japan not backing off

WASHINGTON — Japanese automakers have not backed away from the U.S. market, says Allan Gilmour, executive vice president of Ford Motor Co.

"I haven't seen any evidence that the Japanese companies or their dealers are saying, 'I'll relax.' " Gilmour told the Washington Automotive Press Association last week.

He said the most important part of the current anti-Japanese trade bills in Congress is the proposed extension of "Super 301." That law would require the government to annually assess trading partners and take actions against unfair trade practices of countries with long-running surpluses.

— *Max Gates*

Ford matches GM van rebate

DETROIT — Ford Division responded to a Chevrolet-GMC increase in consumer rebates on van conversions.

For June 12-30, Ford's consumer rebate on the E150 Econoline with the RV package has been increased to $1,300 from $1,000.

The program ends the same day as the schedule for Ford's other rebates.

— *Joseph Bohn*

briefly

Chrysler smoke catches fire

Outside Japan, **Chrysler Corp.** is best at product development, says lean-production guru James Womack. He told engineers at a Data Control Systems product seminar that Chrysler's dual-hat approach, in which team leaders are also functional bosses, let it develop the LH with 741 people in 39 months, compared to 1,400 people and 60 months in the old days of the 1980s. He admits he was surprised. "Three years ago (when Womack was writing *The Machine That Changed the World*), I thought Chrysler was just a cloud of cigar smoke."

UN-RENAMING — After changing "Stanza" to "Altima" with a lot of fanfare, **Nissan** says it is being forced to put both names on the trunk lid because of "some complicated government regulations." "Altima" gets large silver letters in the center, "Stanza" gets a small decal. Shades of the Datsun-Nissan name game.

WHY TO BUY AN RV — Jim Perkins, **Chevrolet** general manager, was talking about a deal with the Recreational Vehicle Industry Association. "I kind of like RVs," he said. "In this business, there's something to be said for having all of your clothes together, so you can get out of town quick."

ON THE WIND — **Chrysler Corp.** has named the five Transatlantic balloon race teams that will descend on Europe in August to promote Chrysler's return. Two-person teams from Belgium, Germany, Great Britain, The Netherlands and the United States will pilot identical helium balloons, leaving Aug. 16 or as soon after as the weather is right.

ANYONE CAN WAVE — A U.S. subsidiary of the German robotics supplier KUKA Schweissanlagen + Roboter GmbH, proudly announces that its "Buy American" campaign was a hit: 12 of its 41 qualified U.S. employees bought or leased Big 3 vehicles.

ROSTY RETREATS — The fight's still in progress, but protectionists have backed away from their controversial proposal to limit sales of Japanese transplants if the Big 3 don't do better in Japan. House co-sponsor Dan Rostenkowski, D-Ill., pulled that section from his trade bill while he tries to come up with a new plan. He said, "Though well-intentioned, this section could have the unintended effect of chilling foreign investment in the United States."

COOL CUP — **Chevrolet** got to see the America's Cup won by sponsoree America3 last week when skipper Buddy Melges came to Warren, Mich. The venerable sailing prize travels by first-class plane seat and is wrapped in plexiglass. Not even division chief Jim Perkins could leave a fingerprint.

MARY SCHROEDER/DETROIT FREE PRESS

Boat skipper, cup, Chevy skipper

letters

TO THE EDITOR

continued from PAGE 12

involved general managers' and sales managers' interviews on how they sell cars at invoice, giving the impression that those sales are profitable because of the holdback.

The NADA's 1991 year-end comparison figures show that the average dealer's cost-to-sell is $1,564 per vehicle. The holdback, as you pointed out, ranges from $250 on an Escort to $1,200 on a Cadillac Seville. Clearly, the dealer does not profit on such deals; he loses.

Secondly, the stories did not touch upon another growing marketing trend that also plays havoc with dealer grosses.

I refer to company sales plans to corporate accounts (e.g. Northwest Airline employees) which fix dealer grosses; the heavily advertised lease deals that fix monthly payments; and the "one-price-for-any-model" programs like Ford's "Any Escort under $10,000."

As a result, franchises are literally controlled by the manufacturers who fix prices and/or grosses at levels that do not allow dealers to cover overhead expenses.

Dealers have to wake up to the fact that they're in business to make a profit and do their homework to see what kind of grosses they need to do so.

In addition to these fixed-price programs, the manufacturers have further impaired dealer profitability by overdealering, manipulative distribution and huge fleet sales.

They're doing so because they are faced with tremendous overcapacity in a market that has shrunk, but they have no right to ignore dealer profitability while addressing their own.

ED MULLANE
Chairman
Ford Dealers Alliance
Hackensack, N.J.

Japanese provide U.S. jobs

I am an American. I live in California, and I work for a Japanese importer. And I'm tired of seeing the employees of the import industry forgotten.

More than half a million Americans like me work directly for importers, distributors, dealers, transplant factories and parts suppliers. The sale of a given product, a Japanese automobile, is our livelihood.

Significant restrictions on automotive imports would reduce the number of jobs available in the entire automotive industry in the United States. The Japanese companies would have to make personnel cutbacks.

Most of those jobs would not reappear in the domestic industry. It takes more people to establish an organization than it does to expand one.

We need to remind the domestic auto industry that Americans are employed by the Japanese. Putting one group of Americans out of work to hire another group is a trade-off. It just puts different people out of work.

We need to remind our representatives in Congress that there is a bigger picture than their voting district. They need to expand their view to include what's good for the U.S. economy. If the U.S. economy heals, the local economies will follow.

The Japanese contribute to our economy by putting Americans to work. And that is what it's all about.

ALAN VOORHEES
Anaheim, Calif.

Important words on new-car prices

Rance Crain's commentary on Detroit's new-car pricing habits (May 18) was one of the best I've seen in years.

The powerful message that "Consumers don't just want lower prices, they want fair prices that put them on a level playing field with everyone else," strikes at the very heart of why the new-car shopping process is held in such low esteem by U.S. consumers.

The comment, "What customers want in all product and service categories is lower prices, yes, but also the assurance that they're paying the same low price as anyone else," is certainly no surprise to veteran new-car dealers.

During my 45 years in the new-car business, I never had a new-car buyer who thought he had paid too much for his car until a friend or relative told him (accurately, in many cases) that he could have gotten a better deal somewhere else.

Is it any wonder that new-car buyers have minimal confidence in new-car prices when humongous factory rebates are so generously and capriciously offered and dealers will knock hundreds of additional dollars off sticker prices in the blink of an eye?

I believe many new-car dealers have serious credibility problems with the manner in which new cars are priced to them. Isn't it then natural that this same lack of trust should be transmitted to their customers?

Crain's message to the industry should not go unnoticed. Congratulations!

NAT SHULMAN
Kailua, Hawaii

Employees' goofs add to GM prices

I have read with some amusement and interest your articles covering the fiasco confronting General Motors and General Motors Acceptance Corp. in regard to the McNamara case in Long Island, N.Y. Apparently GM is out approximately $436 million because of the ineptness of its employees.

On Page 8 of your May 25 issue, Robert Stempel said, "I assure you it will not happen again."

This is almost identical to a conversation I had with Ray McCarthy, then GMAC executive vice president of operations, in December 1981 while I was a supervisor at GMAC.

His words were, "We have taken steps to see that this does not happen again, and the people responsible are no longer with us." We were discussing an out-of-trust situation that occurred in Washington, Kan., and also cost GM millions of dollars. Heads rolled after that one, too, but apparently no lessons were learned.

Recent news reports have given extensive coverage to GM's new purchasing vice president, Ignacio Lopez, and his "radical" concept of opening up all parts purchases from vendors to bidding in an effort to reduce costs. Sorry, but this seems like a common sense effort to reduce costs instead of the move of a genius.

I would have thought that, at the conclusion of each supplier contract, GM would already have the practice in place of circulating specifications and taking bids for a supplier that can meet those specifications at the lowest cost. It's pretty easy to see why your new-vehicle costs rise constantly when all you do is accept your long-time supplier's price increase and pass it along to the consumer.

It is no wonder that many former GM owners now purchase other makes when you look at the money wasted on out-of-trust dealers and rubber-stamped suppliers.

What do they care? They will just pass it on to the car buyers and then complain about the foreign competition.

WILLIAM F. HERRING III
Houston

Mercedes S class has 20% discount

There was a slight error in the list of dealer discounts for Mercedes-Benz models on Page 22 of your May 18 issue, which we'd like to make you aware of for future reference.

The figure for the S class should be 20 percent, which is the across-the-board dealer discount for all models. The list showed a discount of 19.5 percent.

A.B. SHUMAN
General Manager, Public Relations
Mercedes-Benz
of North America Inc.
Montvale, N.J.

Auction job hunt called a Catch 22

I'm an auctioneer with 14 years experience in the automobile industry as a top-ranked salesman, manager and used-car dealer.

Two years ago, I went to auction school to change professions and enter an exciting industry with huge potential, along with it being something I always have wanted to do.

My goal was, and still is, to be a professional auto auctioneer working a circuit of four or five auctions a week.

I have found that it is almost impossible to break into the auto auction industry. It's a Catch 22 situation. You can't get hired if you haven't "called" auto auctions. But if they don't give you the chance, you can't get any working experience.

It seems to me that in a multi-billion-dollar industry, there would be a training program for working auctioneers such as myself who wish to be part of the auto auction industry.

As the auction industry continues to grow, there will be a continual need for well-trained professional auctioneers. I know that after a short training period to learn the ropes, I would be an asset to any auction.

JACK RUSSO
Owner
Auction Services Northeast
Arlington, Vt.

We invite letters from our readers. We request that you limit your letter to 250 words, and we reserve the right to edit. Unsigned letters will not be considered. Please include your telephone number. Address: Letters, Automotive News, 1400 Woodbridge, Detroit, MI 48207. Our fax number is (313) 446-0383.

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CHANGE

Shift to '93 models faster than for '92

continued from PAGE 1

new model year, citing the advent of new products and a slowly improving economy.

Domestic producers have scheduled fairly short downtime for changeover to production of 1993 models.

Changeover for General Motors plants is scheduled for the last two weeks of July.

Last year, some GM plants were down four to 16 weeks for extensive retooling for new 1992 models.

Ford will have a rolling changeover from July 31 through Aug. 24 at 14 of its 17 assembly plants.

Ford's Edison, N.J., and St. Paul, Minn., plants will have a three-month changeover due to the makeover of the Ford Ranger.

Model changeover at the Wixom, Mich., plant will end Oct. 5, when production of the new Lincoln Mark VIII is slated to begin. Wixom's changeover for the Lincoln Town Car and Continental will follow Ford Motor's regular schedule.

Chrysler Corp.'s model changeover will happen in July for 11 of the 12 assembly plants.

At the New Mack Avenue plant in Detroit, which makes the Dodge Viper, a two-week switchover is set for September.

Model changeover for transplants will take two weeks or less.

In general, changeover to production of 1993 models will be considerably faster than the 1992 changeover.

Most dealers are maintaining a strong buildout inventory while stepping up ordering for the new model year.

"Our product lineup is stronger than ever," said Ken Harris, sales manager of Lakeshore Ford Lincoln Mercury in Fredonia, N.Y.

"We haven't done this well since 1986. We are planning on a 50 percent increase in sales for 1993," Harris said.

The highlight of the 1993 Mercury lineup will be the new front-wheel-drive Mercury Villager minivan, which will be built in Avon Lake, Ohio.

Lincoln-Mercury dealers in general expect the Villager to boost floor traffic and sales.

"I anticipate the Villager will account for 10 to 15 percent of our volume," said Dan Marks, general sales manager of Libertyville Lincoln-Mercury in Libertyville, Ill.

"I hope the Villager will put a dent in the Plymouth and Dodge markets, which occupy 50 percent of the minivan industry," Marks said.

Some Lincoln-Mercury dealers expect the sporty new Mark VIII coupe to offer stiff competition to Cadillac's Seville sedan and Eldorado coupe.

Chrysler dealers said they are ordering heavily for 1993 and expect sales to soar with the introduction of the mid-sized LH sedans — the Eagle Vision, the Dodge Intrepid and the Chrysler Concorde.

Chrysler dealers in general say shoppers seem more optimistic than they have been in nearly two years.

GM dealers also seem to expect better business for 1993.

Sales are "on the road to normalcy," said Richard Baylis, sales manager of Bast Chevrolet in Seaford, N.Y.

Business at Bast Chevrolet has improved 15 percent compared to this time last year, and the dealership is placing strong orders for 1993.

The upcoming model changeover at GM plants already has spawned discontent among many employees.

Most GM workers refused to accept the company's plan to link vacations and shutdowns to save GM big bucks.

"GM did not negotiate the vacation requirements," said Ray Church, UAW Local 22 president for the Detroit-Hamtramck, Mich., plant.

"Our workers don't agree with the request or the way the company attempted to do it. GM should have been more considerate and come to the UAW first," Church said.

Dave Perdue, president of Local 276 at the Arlington, Texas, plant, said "The workers are angry that they've been asked to take vacation. They feel they've been left with no alternatives.

"The union has asked workers not to adhere to GM's request but to collect unemployment benefits," said Perdue.

Most GM plant workers will consider downtime a layoff period in order to take their accumulated vacation time later. AN

MODEL CHANGEOVER DATES FOR U.S. AND CANADA ASSEMBLY PLANTS

Plant	Build-out	Job 1
CHRYSLER MOTORS		
Belvidere, Ill.	7/16	7/27
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Bramalea, Ontario		
Dodge Monaco	12/12/91	—
Eagle Premier	12/12/91	—
Chrysler Concorde	—	7/30
Dodge Intrepid	—	7/30
Eagle Vision	—	7/30
Brampton, Ontario	4/24	—
Jeep Wrangler		
Jefferson North (Detroit)	7/10	7/20
Jeep Grand Cherokee		
Newark, Del.	7/17	7/27
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
New Mack (Detroit)	9/4	9/21
Dodge Viper		
Pillette Road (Windsor, Ontario)	7/10	7/27
Dodge Ram Van		
Dodge Ram Wagon		
St. Louis (No. 2)	7/17	7/27
Chrysler Town & Country		
Dodge Caravan C/V		
Dodge Grand Caravan		
Plymouth Grand Voyager		
Sterling Heights, Mich.	7/2	7/20
Dodge Daytona		
Dodge Shadow		
Plymouth Sundance		
Toledo, Ohio (No. 1)	6/12	7/6
Jeep Briarwood		
Jeep Cherokee		
Jeep Comanche		
Toledo, Ohio (No. 2)	—	7/22
Jeep Wrangler		
Warren, Mich.	7/10	7/27
Dodge full-sized pickup		
Dodge mid-sized pickup		
Windsor, Ontario	7/2	7/20
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
FORD MOTOR CO.		
Atlanta	7/31	8/3
Ford Taurus		
Mercury Sable		
Avon Lake, Ohio		
Mercury Villager	—	4/14
Nissan Quest	—	4/15
Chicago	8/14	8/17
Ford Taurus		
Mercury Sable		
Dearborn, Mich.	7/31	8/3
Ford Mustang		
Edison, N.J.	6/12	9/14
Ford Ranger		
Kansas City, Mo.		
Ford Tempo	8/7	8/10
Mercury Topaz		
Ford F series	8/14	8/17
Lorain, Ohio		
Ford Thunderbird	7/31	8/3
Mercury Cougar		
Ford Econoline	8/14	8/17
Louisville, Ky.	8/21	8/24
Ford Explorer		
Ford Ranger		
Mazda Navajo		
Michigan Truck (Wayne, Mich.)	3/27	4/6
Ford Bronco		
Ford F series		
Norfolk, Va.	8/21	8/24
Ford F series		
Oakville, Ontario	8/21	8/24
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville, Ontario)	8/21	8/24
Ford F series		
St. Louis	8/14	8/17
Ford Aerostar		
St. Thomas, Ontario	8/7	8/10
Ford Crown Victoria		
Mercury Grand Marquis		
Twin Cities (St. Paul, Minn.)	6/12	9/14
Ford F series		
Ford Ranger		
Wayne, Mich.	8/2	8/5
Ford Escort		
Wixom, Mich.		
Lincoln Continental	7/31	8/3
Lincoln Town car		
Lincoln Mark VII	4/3	10/5
GENERAL MOTORS		
Arlington, Texas		
Buick Roadmaster sedan	7/17	8/3
Cadillac Brougham	3/27	5/4
Chevrolet Caprice sedan	7/17	8/3
Baltimore	7/17	8/3
Chevrolet Astro		
GMC Safari		
Bowling Green, Ky.	7/17	8/3
Chevrolet Corvette		
Buick City (Flint, Mich.)	7/17	8/3
Buick LeSabre		
Oldsmobile Eighty Eight		
Detroit	7/17	8/3
P-model & commercial, vehicle chasis		
Detroit-Hamtramck, Mich.	7/17	8/3
Buick Riviera		
Cadillac Allante		
Cadillac Eldorado		
Cadillac Seville		
Oldsmobile Toronado		
Doraville, Ga.	7/6	7/13
Oldsmobile Cutlass Supreme		
Fairfax, Kansas	7/17	8/3
Pontiac Grand Prix		
Flint, Mich.	7/17	8/3
Chevrolet Blazer		
Chevrolet Suburban		
GMC Jimmy		
GMC Suburban		
Fort Wayne, Ind.	7/17	7/17
Chevrolet C/K pickup		
GMC Sierra		
Janesville, Wis.	7/17	8/3
Chevrolet Blazer		
Chevrolet Suburban		
Chevrolet Kodiak		
Chevrolet HD350 pickup		
GMC Jimmy		
GMC Suburban		
GMC Topkick		
GMC HD350 pickup		
Lake Orion, Mich.	6/28	8/3
Cadillac DeVille		
Oldsmobile Ninety Eight		
Lansing, Mich. (C Plant)	*	*
Buick Skylark		
Pontiac Grand Am		
Lansing, Mich. (M Plant)	*	*
Oldsmobile Achieva		
Pontiac Grand Am		
Lordstown, Ohio		
Chevrolet Cavalier	7/17	8/3
Pontiac Sunbird		
Chevrolet full-sized van	3/23	8/3
GMC full-sized van		
Moraine, Ohio	6/1	6/1
Chevrolet S10 pickup		
Chevrolet Blazer		
Chevrolet postal vehicles		
GMC Sonoma		
GMC Jimmy		
Oldsmobile Bravada		
Oklahoma City	7/17	8/3
Chevrolet Century		
Oldsmobile Cutlass Ciera		
Pontiac 6000		
Oshawa, Ontario	7/17	8/3
Chevrolet C/K pickups		
GMC Sierra		
Oshawa, Ontario (No. 1)	7/17	8/3
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	7/17	8/3
Buick Regal		
Chevrolet Lumina		
Pontiac, Mich. (East)	*	*
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	*	*
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Scarborough, Ontario	7/17	8/3
Chevrolet full-sized van		
GMC full-sized van		
Shreveport, La.	8/4	8/4
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Spring Hill, Tennessee	7/17	8/92
Saturn coupe & sedan		
Tarrytown, N.Y.	7/17	8/3
Chevrolet Lumina APV		
Oldsmobile Silhouette		
Pontiac Trans Sport		
Van Nuys, Calif.	8/27	*
Chevrolet Camaro		
Pontiac Firebird		
Wentzville, Mo.	7/17	8/3
Buick Park Avenue		
Oldsmobile Eighty Eight		
Pontiac Bonneville		
Willow Run, Mich.	**	**
Buick Roadmaster wagon		
Chevrolet Caprice sedan		
Chevrolet Caprice wagon		
Olds. Custom Cruiser wagon		
Wilmington, Del.	8/92	8/92
Chevrolet Beretta		
Chevrolet Corsica		
CAMI AUTOMOTIVE INC.		
Ingersoll, Ontario	7/17	8/4
Geo Metro		
Geo Tracker		
Suzuki Swift		
Suzuki Sidekick		
DIAMOND-STAR MOTORS		
Normal, Ill.		
Eagle Summit	5/7	—
Eagle Talon	6/22	6/29
Mitsubishi Eclipse	6/22	6/29
Mitsubishi Mirage	5/7	---
Plymouth Laser	6/22	6/29
HONDA OF AMERICA MFG.		
Marysville, Ohio	9/92	9/92
Honda Accord		
East Liberty, Ohio		
Honda Accord	9/92	9/92
Honda Civic	8/92	8/92
Alliston, Ontario	8/92	8/92
Honda Civic		
HYUNDAI AUTO CANADA		
Bromont, Quebec	5/29	6/1
Hyundai Sonata		
MAZDA MOTOR MFG. (U.S.A.)		
Flat Rock, Mich.		
Ford Probe	2/7	4/16
Mazda MX-6	1/7	3/23
Mazda 626	1/7	2/24
NEW UNITED MOTOR MFG.		
Fremont, Calif.		
Geo Prizm	8/7	8/20
Toyota Corolla		
Toyota pickup	8/92	8/92
NISSAN MOTOR MFG. CO.		
Smyrna, Tenn.		
Nissan Sentra	7/31	8/3
Nissan Pickup	4/3	4/6
Nissan Altima	—	6/11
SUBARU-ISUZU AUTOMOTIVE INC.		
Lafayette, Ind.		
Subaru Legacy sedan & wagon	**	7/1
Isuzu Rodeo	**	11/23
Isuzu Pickup	**	11/16
TOYOTA MOTOR MFG. U.S.A.		
Georgetown, Ky.	9/4	9/8
Toyota Camry		
Cambridge, Ontario	**	**
Toyota Corolla		
VOLVO		
Halifax, Nova Scotia	7/28	8/17
740 Series		
940 Series		

*To be announced. **Not available.

Dealer convicted in drug case

MIAMI — A dealer in used luxury cars has been convicted of conspiracy to smuggle cocaine into the United States by using his business as a front for drug trafficking.

Ramon Puentes, 56, became a millionaire selling Ferrari, Mercedes-Benz and other big-ticket cars after coming to Miami from his native Cuba in 1967.

He was indicted three years ago on money-laundering, racketeering and conspiracy charges. But the case was scaled back to gain his extradition from Uruguay, which does not recognize racketeering charges. Prosecutors went to court solely on the conspiracy count.

Puentes faces up to 30 years in federal prison at sentencing Sept. 4 before U.S. District Judge Jose Gonzalez.

Puentes was returned to the federal Metropolitan Correctional Center, where he has been held since last September.

Puentes' son, Raymond, is on trial under the same indictment.

— *The Associated Press*

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Bottom of market sees sales rebound

Imports outpaced in subcompact sales

WILLIAM R. DIEM
Assistant Managing Editor

At the bottom of the car market, buyers are laying down their bucks and driving off the lots.

In May, when overall new-car sales were down 4.6 percent, the subcompact segment grew, albeit slightly. The *Automotive News* breakdown of market segment showed 180,289 sales in the subcompact segment, up 3.4 percent from last May.

Jeff Leestman, a spokesman for Honda North America Inc., said the recovery in subcompacts "could be a sign of the economy recovering. The consumers at that end of the spectrum are probably most affected by the recession."

Ford Motor Co. analyst Joel Pitcoff agreed. "Throughout the recession, the segments that have been hurt the most are those aimed at entry-level buyers," he said.

Pitcoff noted that the subcompact market is not as affected by program car sales to daily rental fleets as some other car segments are. Thus unsullied, the subcompact market is a good reflection of retail demand.

As in the overall market, the Big 3 are outpacing imports in subcompacts. Thanks to the mushrooming growth of Saturn, Big 3 sales in the segment were up 16.1 percent, while the imported models that have dominated for years fell 6.1 percent. Detroit had 48 percent of the segment, up from 42.8 percent a year ago.

Honda's Civic line, the top volume subcompact last May when it was running special incentives, was third this time, behind the Ford Escort and Toyota Corolla and ahead of Saturn and the Nissan Sentra.

The top five volume models account for half the segment. Year to date, all five are up from last year, in the same order as May.

Even Civic sales are ahead 95 units this year, despite the fact that Honda dealers have only Civic sedans and hatchbacks to sell. The Civic wagon, dropped after 1991, will not return. The CRX model will be replaced by the 1993 Civic del Sol late this summer, and a two-door model is likely to be added by Dec. 31.

"We haven't had a CRX in stock in probably six months, and we're usually pretty strong with them," said Dan Zeid, president of Scott Honda of Tempe, Ariz. Honda does not break out the CRX from Civic sales because they are based on the same platform, but one industry source said CRX sales were 2,400 a year ago May and 300 this year.

In Tempe, Zeid said, the low end of the Civic line "was strong in May."

In rural Michigan and suburban Detroit, multi-line dealer Sigmund Krug said, "Used cars are going great in all the stores," further indicating a revival at the entry level end of the spectrum.

He said Escort sales in Cheboygan's Krug Rivertown Ford were soft in May, but he looked for a 25 percent increase this month thanks to an incentive of $1,500 plus $500 for a first-time buyer. Cheboygan is not yet part of Ford's one-price Escort marketing program.

Ford's Pitcoff said May Escort sales were helped this year because the 1993 Escorts had been introduced, and for the first 20 days of May there were additional incentives on 1992 models.

Among other incentives, Ford offered 2.9 percent financing on 1992s, while a year earlier the best financing was 4.8 percent. ■

TOP 5 SUBCOMPACTS, MAY 1992

	1992	1991	Pct. change
Ford Escort	22,280	18,727	+ 18.9
Toyota Corolla	19,768	18,736	+ 5.5
Honda Civic/CRX	18,054	24,166	– 25.3
Saturn	18,031	6,832	+163.9
Nissan Sentra	14,696	13,639	+ 7.8
TOTAL 41 models	180,289	174,412	+ 3.4

IMPORTED CAR SALES, MAY & YTD

(Domestic cars not included in imported totals.)

	May 1992	May 1991	5 Mos., 1992	5 Mos., 1991
Integra	5,295	6,233	24,917	30,055
Legend	4,192	6,120	19,078	25,200
NSX	108	252	509	1,019
Vigor	1,847	1,301	6,818	1,493
ACURA	**11,442**	**13,906**	**51,402**	**57,767**
Milano	1	1	2	2
Spider	118	149	525	686
164	96	220	996	992
ALFA ROMEO	**215**	**370**	**1,523**	**1,680**
ASTON MARTIN*	**5**	**5**	**25**	**25**
S4	35	0	79	0
80	84	138	723	880
90	22	82	268	605
V8 Quattro	32	36	148	235
Coupe Quattro	1	28	53	158
100/200	386	933	3,912	2,631
100/200 Quattro	155	63	645	400
AUDI	**715**	**1,280**	**5,828**	**4,909**
3 series	3,662	2,138	13,964	9,707
5 series	1,752	1,614	7,892	7,167
635 CSi	0	2	0	6
7 series	499	482	2,209	1,771
850i	59	126	423	931
M3	6	41	61	174
M5	27	34	137	177
BMW	**6,005**	**4,437**	**24,686**	**19,933**
Geo Storm	5,354	9,455	26,228	32,158
Geo Metro (import)	1,729	1,134	6,145	5,345
Geo Metro (domestic)	*7,492*	*4,699*	*38,030*	*28,247*
CHEVROLET/GEO	**7,083**	**10,589**	**32,373**	**37,503**
Colt	1,857	2,838	8,331	10,568
Stealth	1,696	1,841	7,756	7,991
Summit (import)	1,176	786	5,641	3,263
Summit (domestic)	*738*	*753*	*2,535*	*2,829*
Vista	739	709	3,810	2,954
TC	0	97	0	678
CHRYSLER CORP.	**5,468**	**6,271**	**25,538**	**25,454**
DAIHATSU	**623**	**500**	**3,827**	**2,483**
FERRARI*	**80**	**80**	**400**	**400**
FORD Festiva	**2,241**	**3,487**	**14,819**	**16,206**
Civic/CRX (import)	5,872	7,607	25,280	28,841
Civic (domestic)	*12,182*	*16,559*	*55,579*	*51,923*
Accord (import)	5,036	5,672	28,157	38,890
Accord (domestic)	*27,723*	*33,982*	*123,631*	*130,435*
Prelude	3,373	2,452	15,754	9,895
HONDA	**14,281**	**15,731**	**69,191**	**77,626**
Excel	4,034	4,733	18,098	26,193
Sonata	1,461	1,792	5,636	8,730
Scoupe	1,993	2,712	7,605	11,845
Elantra	3,252	0	12,919	0
HYUNDAI+	**10,740**	**9,237**	**44,258**	**46,768**
M30	479	506	2,198	2,239
Q45	654	1,083	4,789	4,000
G20	1,120	1,194	5,655	5,162
J30	1,480	0	3,194	0
INFINITI	**3,733**	**2,783**	**15,836**	**11,401**
I-Mark	0	1	4	64
Impulse	535	385	2,118	1,639
Stylus	498	1,508	2,524	3,345
ISUZU	**1,033**	**1,894**	**4,646**	**5,048**
XJ6	969	360	2,788	2,455
XJS	101	165	1,097	996
JAGUAR	**1,070**	**525**	**3,885**	**3,451**
LAMBORGHINI*	**13**	**13**	**65**	**65**
ES250/300	3,002	1,739	14,565	7,916
LS400	2,176	3,465	13,081	13,835
SC400/300	1,731	0	9,863	0
LEXUS	**6,909**	**5,204**	**37,509**	**21,751**
LOTUS*	**27**	**27**	**135**	**135**
MASERATI*	**20**	**20**	**100**	**100**
323	1,003	1,468	7,476	8,453
Protege	3,824	4,964	36,320	19,313
626 (import)	28	1,243	379	8,334
626 (domestic)	*2,449*	*5,004*	*21,136*	*29,087*
MX-6 (import)	9	205	106	652
MX-6 (domestic)	*2,288*	*2,161*	*9,591*	*14,986*
MX-5 Miata	3,073	4,316	10,962	17,140
MX-3	2,540	0	11,459	0
929	1,610	1,645	9,420	6,170
RX-7	696	844	2,422	3,129
MAZDA	**12,783**	**14,686**	**78,544**	**63,191**
190 class	1,759	1,420	7,176	6,351
300 class	2,407	1,632	10,044	7,660
S class	2,015	1,718	8,248	5,821
SL Coupe/Roadster	451	800	2,184	3,571
Tourist	65	74	202	209
MERCEDES-BENZ	**6,697**	**5,644**	**27,854**	**23,612**
Tracer	2,910	2,654	16,404	18,637
Capri	1,102	1,909	6,862	7,995
MERCURY	**4,012**	**4,563**	**23,266**	**26,632**
Diamante	1,743	1,668	7,224	1,688
Mirage (import)	337	2,210	2,820	13,782
Mirage (domestic)	*526*	*1,446*	*3,732*	*7,895*
Galant	1,788	2,714	9,229	15,058
Sigma	0	18	2	110
Precis	79	77	587	1,060
3000GT	897	1,306	4,739	5,724
Expo LRV	507	0	2,128	0
Expo	693	0	3,352	0
Wagon	0	16	5	159
MITSUBISHI	**6,044**	**8,009**	**30,086**	**37,581**
Sentra (import)	4,538	1,907	20,213	8,982
Sentra (domestic)	*10,160*	*11,732*	*44,650*	*51,075*
Pulsar	0	5	0	25
NX	693	733	3,669	1,813
Stanza	6,543	5,677	22,422	27,126
Maxima	6,397	9,513	33,842	35,729
240SX/200SX	3,108	3,348	10,435	12,733
300ZX	739	1,321	3,995	5,870
Hawaii	0	264	258	638
NISSAN	**22,018**	**22,768**	**94,834**	**92,916**
PEUGEOT	**33**	**299**	**278**	**1,618**
PONTIAC LeMans	**1,466**	**3,343**	**7,608**	**14,805**
944S/Cabriolet	143	90	477	359
911 Carrera 2	118	243	737	1,035
911 Turbo	26	74	213	199
911 Carrera 4	13	54	284	323
928S4/GT	14	19	76	114
PORSCHE	**314**	**480**	**1,787**	**2,032**
ROLLS/BENTLEY	**22**	**22**	**110**	**110**
900	144	240	1,842	2,659
900S	673	489	3,233	3,428
900 Turbo	276	300	1,604	2,492
9000S	233	340	1,514	1,705
9000CD	142	214	963	1,187
9000 Turbo	44	157	557	854
Tourist	17	10	52	29
SAAB	**1,529**	**1,750**	**9,765**	**12,354**
STERLING	**0**	**196**	**0**	**1,153**
Legacy (import)	887	1,105	4,317	8,497
Legacy (domestic)	*4,316*	*3,598*	*21,879*	*17,743*
Loyale	3,667	2,380	11,733	13,678
XT/XT6	0	108	0	842
Justy	462	499	1,745	3,305
SVX	246	502	1,561	1,976
SUBARU	**5,262**	**4,092**	**19,356**	**26,402**
Swift (import)	549	443	2,437	1,856
Swift (domestic)	*34*	*119*	*106*	*24,278*
SUZUKI	**549**	**443**	**2,437**	**1,856**
Corolla (import)	5,524	5,776	30,945	30,085
Corolla (domestic)	*14,244*	*12,960*	*54,552*	*46,332*
Paseo	3,753	1,251	16,800	1,251
Tercel	8,353	10,222	40,109	44,658
Celica	3,364	8,251	17,839	31,176
Supra	94	330	564	1,547
Camry (import)	4,514	5,669	30,267	28,315
Camry (domestic)	*17,953*	*20,733*	*84,769*	*74,078*
Cressida	315	907	1,531	4,340
MR2	539	1,113	2,778	5,205
TOYOTA	**26,456**	**33,519**	**140,833**	**148,557**
Cabriolet	914	586	3,648	2,457
Corrado	331	529	1,594	2,808
Jetta	3,347	4,677	12,957	15,992
Golf/GTI	984	1,560	5,131	5,918
Passat	902	1,301	4,622	6,805
Fox	655	1,221	4,515	6,661
VOLKSWAGEN	**7,133**	**9,875**	**32,467**	**40,641**
240 series	3,070	3,063	10,785	14,143
700 series	1,395	2,597	7,417	12,563
940 series	2,276	1,020	11,398	5,412
Tourist	67	54	149	126
VOLVO+	**6,808**	**6,734**	**29,747**	**32,244**
YUGO	**0**	**118**	**1,412**	**1,884**
IMPORT TOTAL	**172,829**	**192,897**	**838,428**	**856,613**

*Estimate + Includes units produced in Canada

Compiled by Karen Detkowski

Sales per dealer rise despite market drop

Majority of makes post increases

KAREN DETKOWSKI
Staff Statistician

More than half of all franchises showed increases in May over April in the average number of vehicles sold by each dealer.

Although overall May sales did not exceed the year-ago month's sales, they were in line with earlier 1992 sales periods.

May had 25 selling days compared to 26 in April.

According to *Automotive News* sales-per-dealer calculations, eight of the top 10 makes reported increases in May. The largest was for Saturn franchises, which had an average eight-unit increase. Sales remained strong for the newest U.S. make.

Volvo dealers also fared better in May, selling an average of six more units than in April.

Infiniti dealers sold an average of five more units from a month ago, moving them up three places in the ranking. The division's dealers attribute their increases to the J30 launch and two first-place rankings in recent surveys by J.D. Powers and Associates.

Toyota dealers' average rose five units from April to May.

Mazda dealers took the biggest hit in May as their car and truck sales per dealer average declined 17 units from April's average.

Mitsubishi dealers' average dropped 7 units.

Dealer averages for 11 makes decreased and five makes remained even with April sales-per-dealer calculations. ■

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	May Total	Apr. Total
Saturn	119	—	119	110
Toyota	49	19	68	64
Honda	56	—	56	54
Lexus	56	—	56	53
Ford	24	29	53	51
Infiniti	45	—	45	40
Chevrolet	20	22	43	41
Nissan	29	11	40	41
Acura	38	—	38	35
Mazda	20	8	28	45
Dodge	9	19	27	26
Mitsubishi	22	4	26	32
Hyundai	25	—	25	24
Pontiac	19	1	20	18
Volvo	17	—	17	11
Mercedes	16	—	16	15
Isuzu	2	15	16	14
Buick	16	—	16	15
BMW	16	—	16	15
Jeep	—	15	15	14
Subaru	13	—	13	11
Plymouth	6	7	13	13
Mercury	13	—	13	13
Cadillac	13	—	13	11
Oldsmobile	12	1	12	14
GMC	—	12	12	13
VW	10	0	10	7
Jaguar	8	—	8	6
Lincoln	7	—	7	8
Suzuki	2	5	7	7
Chrysler	4	1	5	4
Saab	5	—	5	8
Daihatsu	3	1	4	5
Eagle	3	—	3	3
Range Rover	—	3	3	4
Audi	2	—	2	4
Porsche	1	—	1	1
Alfa Romeo	1	—	1	2

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

		Days' Supply	
	Units	June 1, 1992	May 1, 1992
ALFA ROMEO (imp.)	1,800	118	84
Acura (imp.)	35,100	77	103
Domestic car	108,300	69	72
Imported car	68,800	120	108
Honda	177,100	82	81
AMERICAN HONDA	212,200	81	84
BMW (imp.)	14,900	62	61
Summit	5,300	255	293
Talon	9,900	95	92
Premier	400	52	81
Wrangler (trk.)	13,700	56	92
Cherokee (trk.)	27,100	69	65
Grand Wagoneer (trk.)	8,000	31	36
Comanche (trk.)	1,200	85	98
Total Jeep-Eagle	15,700	118	66
Total Jeep-Eagle (imp.)	6,500	138	151
Total Jeep-Eagle (trk.)	50,000	55	66
Laser	10,000	109	121
Sundance	15,900	60	67
Acclaim	15,100	49	52
Voyager (trk.)	40,000	46	61
Total Plymouth	40,900	65	67
Total Plymouth (trk.)	40,000	46	61
LeBaron A	6,500	67	70
LeBaron J	11,800	87	75
Fifth Avenue	6,200	56	50
Imperial	1,500	86	95
New Yorker	3,000	67	72
Town & Country (trk.)	1,800	23	42
Total Chrysler	29,000	71	67
Total Chrysler (imp.)	16,800	154	165
Total Chrysler (trk.)	1,800	23	42
Shadow	17,600	59	56
Monaco	300	73	76
Daytona	4,700	89	88
Spirit	14,800	65	66
Dynasty	8,700	40	38
Vans (trk.)	15,300	72	69
Ram Wagon (trk.)	1,800	17	24
Caravan (trk.)	41,100	41	49
Caravan C/V (trk.)	1,400	42	38
Ram 50 (imp. trk.)	4,000	248	291
Ramcharger (trk.)	700	44	76
Dakota (trk.)	35,200	75	75
Pickups (trk.)	22,700	79	75
Total Dodge	46,100	58	56
Total Dodge (imp.)	8,700	128	153
Total Dodge (trk.)	122,800	57	62
Total domestic car	131,700	67	67
Total imported car	31,184	143	158
Total domestic truck	213,800	54	62
CHRYSLER CORP.	376,700	60	67
Imported car	600	24	24
Imported truck	200	19	19
DAIHATSU	800	23	22
Escort	69,800	88	84
Mustang	21,100	60	54
Tempo	31,100	40	38
Taurus	57,000	53	54
Thunderbird	17,200	61	62
Probe	14,500	64	79
Crown Victoria	28,300	71	71
Vans (trk.)	43,500	107	87
Aerostar (trk.)	28,400	41	46
Club Wagon (trk.)	5,200	44	35
Ranger (trk.)	85,600	86	89
Bronco (trk.)	5,700	65	42
Explorer (trk.)	58,000	55	61
Pickups (trk.)	141,300	85	63
Total Ford Div.	237,800	61	60
Total Ford Div. (imp.)	11,500	128	123
Total Ford Div. (trk.)	308,500	74	73
Topaz	15,700	61	55
Sable	21,200	50	53
Cougar	14,300	75	75
Grand Marquis	22,800	76	84
Total Mercury	74,000	63	65
Total Mercury (imp.)	16,100	190	82
Continental	7,700	70	72
Town Car	17,200	43	42
Mark VII	2,300	134	103
Total Lincoln	27,200	51	52
Total L-M Div.	101,200	60	61
Total domestic car	338,200	61	61
Total imported car	27,600	118	97
Total domestic truck	368,500	74	83
FORD MOTOR CO.	734,300	66	67
Skylark	15,600	95	106
Century	15,900	37	30
Regal	26,000	75	76
LeSabre	25,700	56	46
Roadmaster	14,400	106	118
Reatta	100	167	172
Park Avenue	20,700	106	108
Riviera	3,800	91	92
Total Buick	122,200	69	68
Allante	1,200	133	139
Seville	10,300	83	72
DeVille	19,100	43	50
Brougham	6,400	164	177
Eldorado	12,300	133	132
Total Cadillac	49,300	86	78
Geo Prizm	23,300	94	97
Cavalier	48,500	60	62
Camaro	13,800	54	54
Corsica-Beretta	24,000	38	41
Lumina	54,600	67	65
Caprice	21,700	71	65
Corvette	5,400	69	65
Vans (trk.)	43,800	149	161
Sportvan (trk.)	900	26	44
Geo Tracker (trk.)	13,600	95	108
Astro (trk.)	34,000	66	85
Lumina APV (trk.)	11,900	69	74
S10 (trk.)	62,600	92	107
S10 Blazer (trk.)	37,400	67	85
Blazer (trk.)	3,800	63	46
Suburban (trk.)	4,700	25	29
Pickups (trk.)	125,800	82	84
Total Chevrolet	191,300	56	56
Total Chevrolet (imp.)	60,000	244	222
Total Chevrolet (trk.)	338,500	81	91
Achieva/Calais	24,900	81	71
Cutlass Ciera	23,000	49	46
Cutlass Supreme	21,200	54	55
Eighty Eight	27,000	105	84
Ninety Eight	16,200	123	124
Toronado	2,500	161	174
Silhouette (trk.)	4,300	83	58
Bravada (trk.)	3,000	67	76
Total Oldsmobile	114,800	71	70
Total Oldsmobile (trk.)	7,300	76	64
Sunbird	15,100	58	60
Firebird	7,000	77	78
Grand Am	30,300	38	42
Pontiac 6000	0	0	68
Grand Prix	20,000	46	40
Bonneville	27,200	79	79
Trans Sport	7,000	55	46
Total Pontiac	90,600	51	54
Total Pontiac (imp.)	5,700	97	88
Total Pontiac (trk.)	7,000	55	46
Vans (trk.)	18,700	153	179
Safari (trk.)	14,200	85	82
S15/Sonoma (trk.)	15,900	90	105
S15 Jimmy (trk.)	11,900	81	90
Jimmy (trk.)	2,600	134	129
Suburban (trk.)	4,400	65	68
Pickups (trk.)	45,900	98	88
Total GMC (trk.)	113,600	97	97
Total Saturn	23,400	36	37
Total domestic car	650,800	59	60
Total imported car	74,700	213	198
Total domestic truck	466,400	84	91
GENERAL MOTORS	1,141,700	69	60
HYUNDAI (imp.)	24,906	58	60
Imported car	3,300	80	91
Truck (dom./imp.)	44,200	128	167
ISUZU	47,500	123	156
JAGUAR (imp.)	1,800	42	86
Domestic car	14,100	40	36
Imported car	35,300	60	38
Truck (dom./imp.)	25,900	86	86
MAZDA	75,300	75	47
MERCEDES-BENZ (imp.)	9,100	34	38
Domestic car	23,500	65	64
Imported car	38,500	163	200
Imported truck	10,600	149	140
MITSUBISHI	73,000	145	118
Infiniti (imp.)	8,400	56	65
Domestic car	37,700	96	101
Imported car	85,100	97	115
Truck (dom./imp.)	35,100	77	85
Nissan	175,300	100	95
NISSAN MOTOR CORP.	183,700	96	93
PEUGEOT (imp.)	40	38	[illegible]
PORSCHE (imp.)	1,000	127	128
RANGE ROVER (imp. trk.)	[illegible]	88	90
SAAB (imp.)	1,500	25	38
Domestic car	29,700	154	159
Imported car	23,400	111	199
SUBARU	53,100	139	176
Car (dom./imp.)	2,300	105	156
Truck (dom./imp.)	5,900	90	115
SUZUKI	8,200	93	124
Lexus (imp.)	5,300	19	25
Domestic car	29,100	26	32
Imported car	44,400	42	45
Imported truck	40,000	44	40
Toyota	113,500	35	24
TOYOTA MOTOR SALES	118,800	34	24
Audi (imp.)	5,600	196	122
Volkswagen (imp.)	32,500	114	161
Volkswagen (trk.)	500	202	86
VWoA	38,600	121	145
VOLVO (imp.)	16,800	62	109
Domestic car	1,312,800	61	62
Imported car	594,500	88	89
TOTAL CAR	1,907,800	65	68
Domestic truck	1,048,700	72	77
Imported truck	180,600	83	81
TOTAL TRUCK	1,229,300	73	77
TOTAL STOCK	3,137,100	68	72

Vehicles stockpiles thin in May

LINDSAY CHAPPELL
Staff Reporter

Inventories of both domestic and import cars continued dropping last month, from a 72-day supply on May 1 to a 68-day supply on June 1.

The supply of domestic cars fell slightly from 62 days in May to 61 days in June. Import inventories fell from 89 days to 86 days during the period.

Import truck inventories rose slightly. An 81-day supply existed on May 1, and an 83-day supply on June 1.

While Ford Motor Co. remained relatively stable with an inventory of 66 days, down from 67 days a month earlier, General Motors inventory increased from 60 days in May to 69 days in June.

Chrysler Corp. inventory fell from 67 days to 60 days, primarily because of lower domestic truck inventories. GM's change was due largely to increased inventories of its imported cars.

Mitsubishi Motor Sales of America Inc. retained an inventory of 145 days on June 1, up from 118 days on May 1. Subaru of America saw its inventories decline during the period, from 176 days in May to 139 days in June.

Volkswagen of America also decreased its inventories, from 145 days in May to 121 days this month.

Volvo Cars of North America Inc., which last month had a 109-day supply of cars, dropped to a 62-day supply this month.

The supply of Ford vans increased from May's 87-day supply. On June 1, the category showed a 107-day supply. Overall, Ford's truck sales resulted in reduced inventories. In May, the trucks showed an 83-day stock, while in June the inventory fell to a 74-day stock. AN

Flat Rock denies Mazda request for tax break

DAVID BARKHOLZ
Crain News Service

In a rare small-town rebuff to a Japanese transplant automaker, Flat Rock, Mich., has rejected a request by Mazda Motor Manufacturing (USA) Corp. for a tax abatement on $105 million in new investment at its assembly plant there.

The abatement would have cut Mazda's local tax bill by $800,000 in fiscal 1993 and by $1.6 million in 1994, a plant spokeswoman said.

The Flat Rock City Council voted against the 12-year, 50 percent abatement proposal. Mayor Richard Jones, who voted to deny the request, said residents had sacrificed enough in granting Mazda a 12-year, 100 percent abatement in 1985 on the original $550 million invested to build the plant.

Plant spokeswoman Nancy Hennigar said the denial imposes a punitive tax rate on Mazda and could deter future investment there. She said Mazda will not appeal the decision.

As a result of the vote, Mazda will pay $8 million in local taxes by 1994, rather than the $6.4 million it would have paid under the rejected plan.

Mazda, which recently sold 50 percent of the plant to Ford Motor Co., sought the abatement on $105 million of the $185 million it is investing for model changeovers and tooling for a right-hand-drive Ford Probe for export, Hennigar said.

The factory builds the Probe and the Mazda MX-6 and 626.

Jones said he voted against the abatement because city residents deserved some payback for the $450,000 in infrastructure work that Flat Rock provided to attract Mazda.

The 100 percent abatement granted to Mazda in 1985 forced Flat Rock to obtain a subsidy from the state to avoid raising local taxes, he said.

Flat Rock's population is 8,000. The Mazda factory employs 3,500. AN

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CANADA'S MID-SIZED SALES LEADERS

Based on model year sales

Model	10/91-5/92	10/90-5/91	Pct. change
Honda Accord	18,579	24,387	−23.8
Toyota Camry	15,991	9,067	76.4
Ford Taurus	15,922	13,191	20.7

New Taurus, Camry nip at Accord's heels

JEREMY SINEK
Staff Correspondent

TORONTO — The new 1992 Toyota Camry and revised Ford Taurus have been snipping at the heels of mid-sized car sales leader Honda Accord.

So far this model year, the Camry (15,991) and Taurus (15,922) are running neck and neck, with the Accord (18,579) clearly in their sights.

After eight months of the model year, Toyota has boosted Camry sales 76.4 percent and sold more Camrys than it did in all of model year 1991 (14,386). Accord sales, meanwhile, have slipped 23.8 percent.

The close race comes after the Accord easily led in the 1990 and 1991 model years. In those years, more Accords were sold than Tauruses and Camrys combined.

Ford of Canada spokesman John Jelinek said the Taurus hasn't been subject to any special promotions in Canada. But the car has benefitted from Ford's push to re-establish Taurus as the top-seller in the United States.

"A lot of border TV stations are showing a lot of commercials for Taurus, (and) we're getting some incremental benefit," he said.

Honda Canada doesn't seem fazed by the gaining competition.

"If you look at the performance of Honda through the entire recession, when it was straight up it was obvious eventually there would have to be some form of correction," said spokesman Dennis Manning.

Taurus outsold both Japanese nameplates last January and again in May. Camry led the segment in October and December and placed second behind the Taurus in May. The Accord was on top in November and February through April.

CANADIAN CAR AND TRUCK SALES

MAY 1992

	May 1992	May 1991	5 mos. 1992	5 mos. 1991
BMW (imported car)	440	426	1,825	1,650
N.A. car	7,488	10,795	33,330	44,550
Imported car	2,152	1,911	10,261	8,406
N.A. truck	10,607	9,700	45,775	41,360
Imported truck	73	143	345	560
CHRYSLER	20,320	22,549	89,711	94,876
N.A. car	14,451	15,009	54,145	59,625
Imported car	882	823	3,409	3,477
N.A. truck	10,205	10,879	45,217	42,024
FORD	25,538	26,711	102,771	105,126
N.A. car	26,045	33,718	105,683	118,785
Imported car	942	1,942	4,868	5,928
N.A. truck	12,197	14,583	54,531	59,535
Imported truck	266	418	1,537	2,006
GM	39,450	50,661	166,619	186,254
N.A. car	2,260	3,245	11,501	10,398
Imported car	6,083	9,758	24,860	34,977
HONDA	8,343	13,003	36,361	45,375
N.A. car	637	499	1,736	2,178
Imported car	1,611	1,705	6,006	7,159
HYUNDAI	2,248	2,204	7,742	9,337
JAGUAR (imported car)	66	75	255	301
Imported car	49	56	306	298
Imported truck	23	14	111	77
LADA	72	70	417	375
LAND ROVER (imported truck)	18	9	54	57
N.A. car	314	951	1,145	2,748
Imported car	4,724	3,055	17,564	13,468
Truck*	2,539	3,197	9,225	9,851
MAZDA	7,577	7,203	27,934	26,067
MERCEDES-BENZ (imported car)	348	409	1,431	1,530
N.A. car	923	961	4,932	3,416
Imported car	1,996	2,373	9,090	9,117
Truck*	897	1,227	4,486	5,265
NISSAN	3,816	4,561	18,508	17,798
PEUGEOT (imported car)	8	21	10	69
SUBARU (imported car)	633	861	3,014	3,749
N.A. car	1	178	94	572
Imported car	254	596	3,413	2,391
N.A. truck	431	559	1,640	1,879
Imported truck	150	337	1,026	1,738
SUZUKI	836	1,670	6,173	6,580
N.A. car	240	2,515	6,325	9,180
Imported car	8,334	6,103	25,295	22,366
Imported truck	1,443	2,291	6,128	8,482
TOYOTA	10,017	10,909	37,748	40,028
Imported car	3,474	3,737	12,624	14,709
Imported truck	210	135	524	349
VOLKSWAGEN	3,684	3,872	13,148	15,058
N.A. car	158	188	598	856
Imported car	319	319	1,189	1,171
VOLVO	477	507	1,787	2,027
N.A. car	52,517	68,059	219,489	252,308
Imported car	32,301	34,170	125,420	130,766
TOTAL CAR	84,818	102,229	344,909	383,074
N.A. truck	33,440	35,721	147,163	144,798
Imported truck	5,611	7,771	23,436	28,385
TOTAL TRUCK	39,051	43,492	170,599	173,183
TOTAL CANADA SALES	123,869	145,721	515,508	556,257

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada importers pan content boost

STEVE MERTL
Special Correspondent

VANCOUVER, British Columbia — Canada's auto industry would be hurt by higher local content rules, says the group representing the country's importers and transplant manufacturers.

A 65-page report from the Association of International Automobile Manufacturers of Canada asserts that increasing the 50 percent minimum of North American made parts required under the 1989 U.S.-Canada Free Trade Agreement could jeopardize future investment by foreign carmakers.

Higher local content rules would make the existing industry inefficient and uncompetitive, says the report's author, automotive consultant Dennis DesRosiers of Toronto.

Now is not the time to put obstacles in the way of efficient production, especially with long-term demand for motor vehicles leveling off in North America, DesRosiers said in a phone interview from Toronto. Foreign producers will simply set up somewhere else, he said.

"Where you see high content, you see an inefficient auto industry," DesRosiers said, citing countries such as Brazil and Australia.

Concern has been triggered by negotiations toward a North American free-trade agreement covering Canada, the United States and Mexico. Negotiators are reportedly close to agreeing on a 60 percent North American content threshold.

Higher levels, coupled with a Canadian tariff structure that discriminates against overseas companies, could cap investment in new Canadian plants, association president Donald McArthur said.

McArthur noted that Japanese companies with plants in Ontario — Honda, Toyota and Suzuki (in the CAMI joint venture with General Motors) — built plants because the government rebated import duties on parts. But the remission program will be phased out by 1994 as part of the U.S.-Canada Free Trade Agreement.

"Under the free-trade agreement, certain things were traded away that very severely damaged the possibility of continued investment in Canada by these international automobile companies," McArthur said.

"The NAFTA discussions . . . could be neutral for our segment of the industry, could be positive or there could be further deterrence put in the way of investment in Canada."

Besides holding firm on content, the association, which has 16 member companies, wants Canada to cut its 9.2 percent tariff on imported vehicles and parts to the same level as the United States, said McArthur. American duties of 2.5 percent for passenger cars and between zero and 3.1 percent for parts make the United States a more attractive location for new plants, the report says.

DesRosiers said Canadian negotiators at the trade talks know the implications of higher content levels but may agree to them as the price of inclusion in a North American pact. The government is interested in the Mexican market's long-term potential for Canadian exports, but mostly it wants to protect gains Canada made in the 1989 free-trade deal.

The report notes that import auto companies employ 52,000 people in Canada, including 6,000 directly in car manufacturing, and paid-out $1.7 billion Canadian in salaries last year.

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Big 3 to cut emissions at plants in Canada

JEREMY SINEK
Staff Correspondent

TORONTO — The Canadian subsidiaries of the Big 3 and the governments of Canada and Ontario have signed an agreement to voluntarily reduce toxic emissions from auto plants.

The Automotive Manufacturing Pollution Prevention Project echoes a similar project created in the United States last year. That effort involves the EPA, the Motor Vehicle Manufacturers Association and the Michigan Department of Natural Resources.

The Canadian document states that the parties "will voluntarily develop and implement pollution prevention plans" as part of the government's pollution prevention initiative.

The U.S. version defined a list of 65 target substances. The Canadian governments will create their own hit list.

Another difference is that the Canadians have established a joint industry-government task force to define terms of reference, develop an implementation plan, monitor progress and verify reductions. The task force will operate for two years.

G. Yves Landry, president and chief executive of Chrysler Canada and chairman of the Canadian MVMA, said plans call for the United States and Canadian programs to merge "into a true bilateral U.S.-Canada auto sector pollution program having consistent requirements on both sides of the border."

Both programs share a common focus of preventing pollution at the source and will be handled on a plant-by-plant basis.

Environmentalists have criticized the program for lack of specific targets or enforceability. But "flexibility should not be construed as lack of accountability," Landry said.

24 applicants seek electric car grants

WASHINGTON — Federal officials have begun evaluating 24 applications from businesses and government units seeking to share $12 million in grants for development of electric vehicles.

The Federal Transit Administration, part of the Department of Transportation, expects to award the grants by September, said Steven Barsony, director of the administration's Office of Engineering Evaluations. At least three grants will be awarded.

The grants are aimed at speeding development of the zero-emission cars mandated in California beginning in 1998, Barsony said. New York is in the process of adopting similar emission rules. Another 11 Northeast states and the District of Columbia are considering adopting California standards.

The federal grants, to be matched by private or state funds, are also intended to encourage the transfer of defense industry jobs to transportation.

— Max Gates

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European car sales slide 5.4 percent in May

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Weighed down by a continuing slide in Germany, European passenger-car sales in May fell 5.4 percent from a year earlier.

The 16.1 percent drop in Germany, Europe's biggest market, dragged down the sales of five of the six biggest European makers.

According to *Automotive News* estimates, May sales in the 17-nation market declined to 1.19 million cars from 1.26 million a year earlier. For the first five months of 1992, sales were 6.29 million, virtually unchanged from last year's 6.27 million.

The 16.1 percent fall in German sales last month was the fifth consecutive year-to-year drop and the biggest of the year. Analysts expect the German market to drop even more dramatically in the coming months.

"When a market hits a peak, it has to weaken sharply," said Edmund Chew, who follows the industry for DRI/Europe.

"We had a few strong months but we should be entering '93 on a strong downward trend."

According to Chew, the decline in German demand will be felt the most by French and Italian marques. Fiat, Renault and Peugeot all posted strong gains in Germany in the post-reunification buying frenzy.

Analysts said that other countries — particularly Italy, Spain, France and the United Kingdom — are not picking up as quickly as expected and are not likely to counterbalance weaker German sales.

Volkswagen AG was the only one of Europe's six top-volume makers to report a sales upturn in May. The company's European sales rose 2.7 percent to 212,200 units, yielding a 17.8 percent share of the 17-nation market.

Although VW is highly dependent on Germany, the popularity of the new Golf limited its decline there to 8 percent. Also in Germany, Ford fell 26 percent; General Motors was down 19 percent; Fiat was off 36 percent; and Renault fell 28 percent.

Throughout Europe, GM sales fell 7.4 percent in May to 143,200. Analysts attributed the decline to GM's heavy reliance on Germany.

GM sales rose 15 percent in Britain, however, pushing the company to 18 percent of that market — only two points behind market-leader Ford.

But Ford sales in all of Europe slid 14.5 percent in May to an estimated 131,600.

Gainers in May included BMW, up 3.5 percent, largely because of the popular new 3 series; Rover, with a 2.1 percent increase; and Volvo, up 8.2 percent.

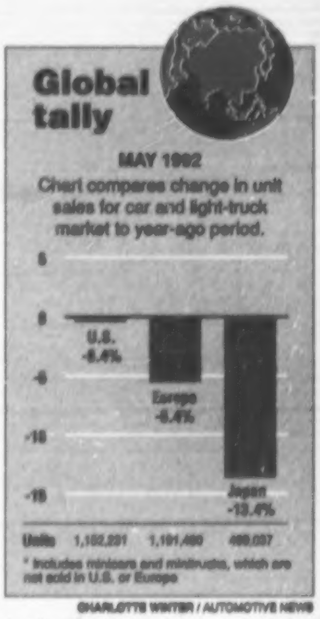
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	5 mos. 1992	% change vs. 1991
Germany	1,833,600	− 7.3
Italy	1,238,000	7.1
France	850,500	− 1.0
United Kingdom	666,200	− 5.3
Spain	452,100	21.9
Belgium-Lux.	280,600	14.8
Netherlands	254,000	− 5.6
Austria	159,700	9.8
Switzerland	144,700	− 2.0
Portugal	126,500	32.6
Sweden	76,700	− 7.3
Greece	65,700	0.6
Denmark	42,200	6.8
Ireland	36,100	− 7.4
Finland	34,700	−25.7
Norway	25,400	11.9
TOTAL	6,286,700	0.3

EUROPEAN SALES BY MANUFACTURER

Manufacturer	5 mos. 1992	% share[1]	5 mos. 1991	% change
Volkswagen[2]	1,078,300	17.2	1,024,900	5.2
Fiat Auto[3]	806,000	12.8	824,300	− 2.2
General Motors[4]	757,000	12.0	771,100	− 1.8
Peugeot S.A.[5]	741,500	11.8	707,400	4.8
Ford[6]	722,900	11.5	760,000	− 4.9
(Jaguar)	4,800	0.1	5,800	−17.2
Renault	661,800	10.5	617,300	7.2
Nissan	202,500	3.2	205,700	− 1.6
BMW	200,800	3.2	173,600	15.7
Mercedes-Benz	195,400	3.1	210,500	− 7.2
Toyota	146,700	2.3	163,200	−10.1
Rover	133,800	2.1	163,400	−18.1
Mazda	124,900	2.0	133,800	− 6.7
Volvo	99,600	1.6	94,400	5.5
Honda	78,800	1.3	74,900	5.2
Mitsubishi	73,000	1.2	85,900	−15.0
Suzuki	46,600	0.7	45,800	1.7
Lada	41,000	0.7	43,700	− 6.2
Subaru	25,300	0.4	25,100	0.8
Saab	23,000	0.4	23,500	− 2.1
Daihatsu	21,700	0.3	23,900	− 9.2
Skoda	20,700	0.3	21,000	− 1.4
Others	85,400	1.4	71,700	19.1
TOTAL	6,286,700	100.0	6,265,100	0.3

1 Does not add to 100 because of rounding.
2 Includes Volkswagen, Audi and Seat brands.
3 Includes Fiat, Alfa Romeo and Lancia.
4 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
5 Includes Peugeot and Citroen.
6 Includes Jaguar.



CHARLOTTE WINTER / AUTOMOTIVE NEWS

GMAC

McNamara scandal prompts shakeup

continued from PAGE 1

"He is an outstanding individual and will be missed," said Green. "I don't think it is fair to remove a president unless you can directly tie the problem to the head of the company. I don't think this is the case."

John Rines was promoted to GMAC president and chief operating officer, replacing Lovejoy. He was previously general manager of GM's Motors Holding division.

In December, GM began the internal probe to find out if New York dealer John McNamara, 52, had any inside help. McNamara is accused of bilking GMAC of $436 million in what has been described by federal prosecutors as the biggest "Ponzi scheme" ever perpetrated.

McNamara, who owned McNamara Buick-Pontiac-GMC in Port Jefferson, N.Y., is alleged to have set up a massive phony export operation that evaded detection by GMAC for nearly three years.

All told, GMAC loaned McNamara $4.5 billion since 1988 on vehicles the company believed were being shipped overseas. But the vehicles never existed.

GMAC said that beside holding its officials accountable for their actions, it also is setting up new procedures intended to keep frauds of this type from happening again.

Moreover, a senior executive will be named to fill the newly created position of GMAC vice president for major credit exposures. The executive's responsibility will be to manage unusual financing activities and large accounts, with their corresponding larger risk.

GMAC will beef up its procedures for handling financing activities outside the company's usual business of retail and wholesale financing of vehicles, Barrett said. He said that an internal investigation showed there was no problem with the control and operating procedures used for GMAC's core business.

GMAC is strengthening procedures on vehicles for export, financing for van conversions in inventory and large loans, Barrett said. He would not describe the new procedures, saying they are proprietary.

GM said the new procedures and many retirements and reassignments will not interrupt GMAC's work. The program "will have no impact on GMAC's vigorous extension of credit in its core business activities," the company said.

Although all of the announced retirements were voluntary, they "coincided with the McNamara case," said Terrence Sullivan, newly appointed vice president of corporate communications for GMAC. Sullivan had been manager of media relations for GM.

Most of the GMAC executives declined comment or were on vacation when GM made the announcement Thursday.

Sam Ballou, 47, manager of the Burlington, Vt., branch, is one who will be reassigned. He had been an assistant branch manager at Smithtown, N.Y., which handled the McNamara account.

"I wish life could be easier sometimes and we had crystal balls," Ballou said.

GM also said disciplinary action will be taken against other GMAC executive office employees and "numerous employees" at the Smithtown branch.

The automaker declined comment on how many other employees will be disciplined.

Sullivan said disciplinary actions include demotions, reprimands, salary reductions and reassignments.

Meanwhile, McNamara will forfeit more than $400 million to settle his debts under an order signed by a federal judge in May. McNamara, who did not oppose the order, still faces criminal charges and is the subject of grand jury investigations. He is free on $300 million personal bond.

Rundown of GMAC personnel moves

Here is a list of the personnel moves resulting from the McNamara scandal. People who were disciplined had direct or indirect responsibility for the McNamara account while the alleged fraud occurred.

DISCIPLINED:

- William Lovejoy, 51, president and chief operating officer.
  Status: On special assignment. He turns 52 in September, when he may be eligible for retirement.
- George Fenner, 58, executive vice president and chief financial officer.
  Status: Retiring.
- Gene Whitlinger, 58, executive vice president of GMAC North American Operations.
  Status: On special assignment pending retirement Sept. 1.
- Harry Yergey, 55, area vice president for the Eastern United States and Canada.
  Status: Retiring.
- Peter Van Cott, 56, area vice president for the Western United States (formerly for the Eastern United States and Canada.)
  Status: Retiring.
- Lou Philps, 43, manager of GMAC's Smithtown, N.Y., branch office.
  Status: To be reassigned.
- Marge DeCorso, 52, manager of the Westboro, Mass., branch (former manager of the Smithtown branch).
  Status: To be reassigned.
- Samuel Ballou, 47, manager of the Burlington, Vt., branch (former assistant manager of the Smithtown branch).
  Status: To be reassigned.

APPOINTED:

- John Rines, 44, president and chief operating officer.
  Was: General manager of GM's Service Parts Operations. Earlier jobs included senior financial officer in Brazil and general manager of GM's Motors Holding Division.
- John Finnegan, 43, executive vice president and chief financial officer.
  Was: Assistant treasurer of GM in New York responsible for worldwide banking relations and overseas financing activity. Previous posts include director of GMAC strategic planning in Detroit and vice president of finance for GMAC Mortgage Corp. in Philadelphia.
- John Gibson, 49, group vice president of GMAC North American Operations.
  Was: Investment manager at GM's Motors Holding Division.
- Richard Clout, 43, group vice president of GMAC International Operations. Was: Vice president of International Operations.
- Dieter Nicodemus, 52, vice president for Europe.
  Was: Regional manager for Europe.
- Jack Barrett, 54, GMAC area vice president for the Eastern United States and Canada.
  Was: Director of GMAC corporate communications.
- Terrence Sullivan, 41, vice president of GMAC corporate communications.
  Was: Manager of media relations for GM.
- Henry Davis, 50, area vice president for the Western United States.
  Was: vice president for staff administration for GMAC.
- Joseph Taylor, 49, vice president of staff administration.
  Was: Regional manager for the Atlanta (East) region.
- Joseph McPartlin, 55, vice president for SmartLease and special financing.
  Was: Director of retail leasing.
- Frederick Henderson, 33, group vice president for finance.
  Was: Vice president for finance.
- Robert Folbigg, 55, head of internal audit staff. He has a mandate to expand and upgrade the staff's capability.
  Was: GMAC comptroller.
- Gerald Gross, 51, comptroller.
  Was: Assistant comptroller.
- David Knipper, 50, assistant comptroller.
  Was: Head of GMAC internal audit staff.

LOTUS

Elan two-seater was short-lived

continued from PAGE 1

ish luxury sports car maker and engineering firm. Lotus had hoped to sell 600 of the two-seat Elan convertibles in the United States last year. Only 300 were sold. When the car was conceived, Lotus anticipated worldwide sales of 3,000 a year.

The Elan will continue to be sold in the United States and other markets "for some time" until inventories are exhausted, sources said.

The Elan's demise would leave Lotus' 60 U.S. dealers with only the $87,000 Esprit Turbo SE. Only 150 Esprits were sold last year.

According to sources, Lotus also will announce plans today to freshen the Esprit Turbo.

A Lotus spokesman declined to comment on the Elan's future but said the company will make a "product announcement" today.

"We have a product announcement — a revision of manufacturing plans for the next several years," the spokesman said. "It is not good news, (but) it is not terminally bad news."

Lotus officials will meet with dealers in the United Kingdom this morning, the spokesman said, and U.S. dealers will be informed of developments later today.

The Elans and Esprits remaining in inventories are 1991 models — Lotus skipped the 1992 model year, and had been planning for 1993 model year changes.

GM launches rebates to clear out '92s

ARLENA SAWYERS
Staff Reporter

incentive
WATCH

General Motors has begun its cleanup rebates to clear out 1992 inventory to make way for the 1993s.

With a few exceptions, GM incentives expire Sept. 23, the end of the model year.

Toyota Motor Sales U.S.A. Inc. and Mitsubishi Motor Sales of America Inc. also announced new and/or adjusted incentive programs.

Pontiac's new consumer program includes all 1992 vehicles except LeMans. The incentives range from $500 to $750 and vary by region. Alternate finance rates of 3.9 percent and 6.9 percent are offered instead of rebates.

Most **GMC Truck** customer rebates, which range from $500 to $2,000, expire at the end of the 1992 model year on Sept. 23. Through June 30, the rebate on the 1992 Sierra is $400. In lieu of rebates, 6.9 percent financing is available.

Most of the revised payments to **Oldsmobile, Buick** and **Chevrolet** buyers (*Automotive News*, June 8) also expire Sept. 23, putting them in the cleanup rebate category.

Toyota's new incentive program is based on the dealer's performance against quota.

Dealer incentives range from $700 to $1,500 on the 1992 Corolla; zero to $300 on the 1991 and 1992 Tercel; and $200 to $1,400 on the 1991 and 1992 pickups. Toyota's program expires Aug. 3.

In **Mitsubishi's** Atlanta metro market only, the dealer incentive is $1,750 on the 1991 and 1992 Eclipse and pickup and $1,500 to $1,750 on the 1991 and 1992 Galant. The Atlanta program expires June 30. Elsewhere, Mitsubishi's national program remains in effect until July 6. ■

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
BUICK (1992 models, expires Aug. 12)	
Regal	$1,500
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA (1992 models, expires July 2)	
Civic 4-door	$400
Accord wagon	$1,000
Other Accord	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$900-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$8,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

Comfy seat belts are a NHTSA project

MAX GATES
Staff Reporter

WASHINGTON — Federal highway safety officials think more people would buckle up if seat belts were more comfortable.

Complaints about ill-fitting belts have increased in recent years, possibly because of greater use or changes in belt design, according to the National Highway Traffic Safety Administration.

Small women seem to have the most problems with poorly fitting belts, the agency said.

"The agency has received a number of reports that safety belts often contact children and shorter adults on the side of the neck and even on the face," NHTSA said in a notice seeking suggestions for improvement.

NHTSA has rejected previous requests for new standards, including a 1990 petition from the consumer group Motor Voters. But the 1991 transportation bill requires the agency to act on new standards by July 1994.

In December 1990, the independent National Transportation Safety Board recommended that manufacturers provide adjustable upper anchorages for the shoulder belt. at a cost about $8 per car. NHTSA liked the idea but has not acted upon it.

Rather than mandate a design for safety belts, NHTSA may create a new test standard, said Barry Felrice, chief of rulemaking. Such a standard might require that safety belts fit comfortably on test dummies representing humans varying in size.

"Manufacturers are playing around with a lot of things. We felt we shouldn't say what they've got to do," Felrice said.

Comments must be filed with NHTSA by July 28. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500
FORD MOTOR CO.	
1993 models	
Expires June 30. In lieu of rebates, 7.9 percent financing is available.	
Ford Escort	$200-400
Mercury Tracer	$200
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 23) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
Cougar (expires June 30) for owners of Ford Motor products	$1,000
Grand Marquis (expires Sept. 23) for owners of Ford Motor products	$1,000
1991 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires Sept. 23 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,000
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates vary by regions	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires July 6)	
Excel (1991)	$1,200
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$1,000
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expires Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

GM seeks rules for day lights

MAX GATES
and ROGER ROWAND
Staff Reporters

Usually, the government imposes safety rules on the auto industry. Now, in a switch, federal rulemakers are answering a General Motors request on daytime running lights.

After rejecting the idea twice before, the National Highway Traffic Safety Administration is about to issue rules on the devices.

The agency won't mandate them. But by issuing rules, NHTSA will permit automakers to install daytime running lights, which are banned in one form or another in about two-thirds of the states. A federal rule would supersede those constraints.

The lights, which generally flick on as soon as a car is started, are intended to make vehicles more conspicuous. Advocates say they reduce crashes at intersections and head-on collisions caused when a passing car moves into the lane of oncoming traffic. Collisions with cyclists and pedestrians are also reduced, studies have indicated.

Sweden, which has required the lights since 1977, has reported an 11 percent reduction in daytime multiple-vehicle accidents, according to James White, head of crash avoidance standards engineering at Transport Canada in Ottawa.

Canada has mandated daytime running lights on new cars since 1989. The country has not yet measured the impact on safety, but it estimates the lights save 120 lives and prevent 11,000 injuries annually, White said.

NHTSA rejected daytime running lights in 1988, saying they don't increase highway safety and in some cases may increase hazards — if most vehicles have the lights, it is harder to spot those that do not. NHTSA also said glare from the lights can bother oncoming drivers.

But two years ago, GM pushed again, saying many of its fleet customers have requested the lights as optional equipment.

Barry Felrice, head of rulemaking at NHTSA, said manufacturers have urged NHTSA to adopt Canada's rules, but he said the agency may choose to put tighter limits on illumination levels to remove the glare problem. A half-dozen different systems are used in Canada.

GM says a national standard permitting optional running light systems would be easier than persuading states to change their laws, a move that would likely result in a patchwork of regulations.

The systems cost $10 to $40 and add $3 to $15 a year to the cost of operating a vehicle. The added costs are mainly bulb replacement and fuel consumption, which increases when alternators run full time to generate electricity for the lights.

GM estimates a fuel economy loss of 0.2 mpg with the daytime lighting. But that loss could be minimized if standardized systems could be installed in all cars, the company said.

The Insurance Institute for Highway Safety proposed NHTSA action permitting the lights in 1987 and, after the idea was rejected, proposed it again in late 1988.

NHTSA expects to have a resolution on the lights ready in August for discussion with concerned parties. ■

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Toledo, Ohio	6/15, 6/22, 6/29	*
Jeep Cherokee		
Jeep Comanche		
Jeep Briarwood		
FORD		
Twin Cities (St. Paul, Minn.)		**
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Janesville, Wis.	6/15	
Medium duty trucks		550
Total U.S. truck		**550**
Total units lost week of 6/15		**550**

†Plant closed for retooling until July 1992.
*Model changeover
**Plant closed until September for model changeover.
Source: Automotive News Data Center

Volvo's ads draw humor from politics

RAYMOND SERAFIN
Crain News Service

Volvo is campaigning for car buyers with a series of humorous open letters addressed to major political candidates.

"President Bush, Gov. Clinton, Mr. Perot: Here's our program to preserve family values in America," reads the headline in the first print ad that broke as a spread earlier this month in *The Wall Street Journal*.

"Vice President Quayle: What do you think of these family values?" asks the headline in a spread June 4 in *USA Today*.

Those were the opening shots in a two-month, $10 million-plus campaign touting new consumer incentives on Volvo cars, involving special lease rates or low-interest financing on purchases. Volvo Cars of North America also is offering free maintenance for three years/50,000 miles on vehicles bought or leased through the end of this month.

The campaign will include new print executions and some commercials playing off the political theme scheduled to break on spot TV, said Robert Austin, director of the importer's communications group.

Volvo will run the print ads in major market newspapers and will make the ads available for dealer use.

" 'Family Values' has been in the news a lot during the election campaign, and we wanted to capitalize on that in a tongue-in-cheek manner," Austin said. " 'Family values' is what Volvo is all about."

Ads from Messner Vetere Berger Carey Schmetterer of New York also refer to Volvo's reputation for safety, with features such as anti-lock brakes, driver-side airbag, energy absorbing construction and reinforced steel passenger cage.

Volvo sold 29,598 cars in the first five months of 1992, off 7.9 percent from the same period in 1991.

"Incentives are still driving the market," said Austin, explaining why Volvo decided on the program. "Frankly, consumer confidence is not as high and not as consistent as we'd like to see." AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 6/8-6/13/92	Actual 6/1-6/6/92	6/1-6/13/92	Year 1/1-6/13/92	Year 1/1-6/15/91
LeBaron J	1,550	1,526	3,076	26,651	18,697
New Yorker	400	446	846	7,877	3,551
Fifth Avenue	1,150	1,349	2,499	16,884	14,128
Imperial	50	127	177	2,461	3,314
Town & Country (trk.)	350	409	759	6,875	1,576
Total Chrysler Div.	**3,500**	**3,857**	**7,357**	**60,748**	**41,266**
Sundance	1,100	1,670	2,770	26,999	18,486
Acclaim	1,650	1,588	3,238	35,723	38,809
Voyager (trk.)	2,350	2,391	4,741	44,533	42,461
Voyager (Can. trk.)	2,682	3,037	5,719	62,136	49,984
Total Plymouth	**7,782**	**8,686**	**16,468**	**169,391**	**149,740**
Daytona	370	444	814	6,157	4,936
Shadow	2,800	3,102	5,902	45,096	21,949
Dynasty	2,400	2,670	5,070	38,653	51,965
Spirit	1,700	1,867	3,567	34,093	35,010
Viper	10	6	16	47	0
Monaco (Can.)	0	0	0	0	3,889
Caravan (trk.)	3,150	3,073	6,223	58,099	50,549
Caravan (Can. trk.)	3,756	4,068	7,824	82,788	67,818
Caravan C/V (trk.)	150	164	314	1,604	2,121
Caravan C/V (Can. trk.)	162	211	373	4,049	11,870
Dakota (trk.)	3,600	3,643	7,243	63,537	36,715
Ram pickup (trk.)	1,200	1,204	2,404	28,310	36,659
Ram wagon (Can. trk.)	540	509	1,049	11,498	10,357
Ram van (Can. trk.)	1,812	1,865	3,677	31,375	18,377
Total Dodge	**21,650**	**22,826**	**44,476**	**405,306**	**352,215**
Premier (Can.)	0	0	0	0	4,914
Cherokee (trk.)	3,650	3,688	7,338	67,286	57,959
Comanche (trk.)	0	0	0	915	2,471
Grand Cherokee (trk.)*	2,400	2,409	4,809	28,721	1,323
Briarwood (trk.)	0	0	0	325	1,314
Wrangler (Can trk.)	0	0	0	29,026	26,560
Total Jeep-Eagle	**6,050**	**6,097**	**12,147**	**126,273**	**94,541**
Total U.S. car	**13,160**	**14,795**	**27,975**	**240,641**	**210,845**
Total Can. car	**0**	**0**	**0**	**0**	**8,803**
Total U.S. truck	**16,850**	**16,981**	**33,831**	**300,205**	**233,148**
Total Can. truck	**8,952**	**9,690**	**18,642**	**220,872**	**184,966**
CHRYSLER CORP.	**38,982**	**41,466**	**80,448**	**761,718**	**637,762**
Escort	5,723	5,797	11,520	86,036	88,203
Mustang	2,800	2,815	5,615	45,184	39,132
Tempo	2,841	2,908	5,749	63,881	51,386
Tempo (Can.)	3,392	3,398	6,790	59,003	54,324
Taurus	9,619	9,695	19,314	182,611	157,369
Thunderbird	2,527	2,426	4,953	40,958	35,213
Crown Victoria (Can.)	3,033	2,155	5,188	49,575	41,490
Aerostar (trk.)	4,210	4,225	8,435	86,566	73,371
Bronco (trk.)	732	0	732	10,550	6,114
Explorer (trk.)	6,693	6,507	13,200	147,007	128,747
Mazda Navajo (trk.)	156	148	304	2,699	5,633
Econoline (trk.)	4,340	4,480	8,820	91,705	61,011
Heavy (trk.)	964	967	1,931	21,547	16,175
Light truck (trk.)	10,710	8,619	19,329	212,228	130,043
Light truck (Can. trk.)	3,052	3,040	6,092	67,680	45,944
Ranger (trk.)	9,814	7,600	17,414	147,113	118,692
Total Ford Division	**70,606**	**64,780**	**135,386**	**1,314,343**	**1,052,847**
Topaz	1,571	1,517	3,088	28,086	21,684
Topaz (Can.)	1,425	1,446	2,871	23,202	16,861
Cougar	1,083	1,196	2,279	28,083	26,235
Sable	3,481	3,405	6,886	60,097	50,584
Grand Marquis (Can.)	2,767	2,120	4,887	47,170	41.474
Mercury Villager (trk.)	324	282	606	1,652	0
Nissan Quest (trk.)	208	172	380	867	0
Total Mercury	**10,859**	**10,138**	**20,997**	**169,157**	**156,838**
Continental	852	806	1,658	18,206	26,747
Mark VII	0	0	0	2,375	4,679
Town Car	2,530	2,425	4,955	54,500	62,949
Total Lincoln	**3,382**	**3,231**	**6,613**	**75,081**	**94,375**
Total L-M Division	**14,241**	**13,369**	**27,610**	**264,238**	**251,213**
Total U.S. car	**33,027**	**32,990**	**66,017**	**610,017**	**564,181**
Total Can. car	**10,617**	**9,119**	**19,736**	**178,950**	**154,149**
Total U.S. truck	**38,151**	**33,000**	**71,151**	**721,934**	**539,786**
Total Can. truck	**3,052**	**3,040**	**6,092**	**67,680**	**45,944**
FORD MOTOR CO.	**84,847**	**78,149**	**162,996**	**1,578,581**	**1,304,060**
Skylark	1,467	793	2,260	27,937	34,929
Century	2,365	2,908	5,273	40,008	41,652
Regal (Can.)	3,100	3,095	6,195	46,237	54,936
Riviera	286	295	581	5,868	4,204
Park Avenue	754	744	1,498	29,183	45,753
LeSabre	4,221	4,208	8,429	73,872	34,715
Roadmaster sedan	861	690	1,551	20,767	7,860
Roadmaster wagon	200	214	414	5,774	10,464
Reatta	0	0	0	0	1,206
Total Buick	**13,254**	**12,947**	**26,201**	**249,646**	**235,719**
Eldorado	616	640	1,256	18,588	6,395
Seville	1,371	1,420	2,791	25,124	12,909
Brougham	0	0	0	2,170	9,328
DeVille	0	3,629	3,629	55,143	66,956
Allante	64	64	128	792	1,446
Total Cadillac	**2,051**	**5,753**	**7,804**	**101,817**	**97,034**
Cavalier	4,755	5,184	9,939	107,767	126,820
Camaro	2,113	1,791	3,904	32,418	22,769
Corsica-Beretta	4,650	4,499	9,149	95,545	121,307
Lumina (Can.)	6,400	6,348	12,748	111,690	102,922
Caprice	3,792	3,399	7,191	52,937	65,672
Corvette	680	587	1,267	10,171	10,934
Astro (trk.)	3,082	2,954	6,036	72,081	46,759
Blazer (trk.)	783	524	1,307	10,987	3,743
Lumina APV (trk.)	1,212	1,221	2,433	21,673	18,769
Mediums (trk.)	231	269	500	3,212	1,966
P-model (trk.)	681	693	1,374	11,417	8,030
Pickup (trk.)	6,747	6,564	13,311	126,785	118,194
Pickup (Can. trk.)	3,900	3,859	7,759	89,917	63,515
S10 (trk.)	4,415	3,565	7,980	86,476	119,084
S10 Blazer (trk.)	2,829	2,472	5,301	61,156	22,500
Sportsvan (trk.)	0	0	0	11,405	19,549
Sportsvan (Can. trk.)	2,000	2,022	4,022	36,208	24,734
Suburban (trk.)	1,816	1,815	3,631	23,955	12,329
Total Chevrolet	**50,086**	**47,766**	**97,852**	**965,800**	**909,596**
Achieva/Calais	2,675	2,938	5,613	58,024	34,616
Cutlass Ciera	3,092	3,573	6,665	62,435	35,473
Cutlass Ciera (Can.)	0	0	0	0	32,520
Cutlass Supreme	2,400	2,388	4,788	39,318	49,949
Toronado	94	97	191	3,000	2,778
Eighty Eight	937	937	1,874	35,386	29,801
Custom Cruiser wag.	40	38	78	1,883	4,949
Ninety Eight	0	810	810	15,606	35,455
Silhouette (trk.)	257	261	518	7,742	9,504
Bravada (trk.)	129	48	177	6,589	8,390
Total Oldsmobile	**9,624**	**11,090**	**20,714**	**229,983**	**243,435**
Sunbird	1,805	1,991	3,796	44,876	58,594
Grand Am	5,546	6,953	12,499	116,823	87,060
Firebird	587	509	1,096	11,751	7,463
Grand Prix	2,700	2,702	5,402	52,292	47,055
Pontiac 6000	0	0	0	0	18,235
Bonneville	1,328	1,347	2,675	47,329	22,153
Trans Sport (trk.)	1,375	1,386	2,761	18,249	11,958
Total Pontiac	**13,341**	**14,888**	**28,229**	**291,320**	**252,518**
Yukon-Jimmy (trk.)	190	78	268	3,348	975
Medium (trk.)	362	300	662	10,952	4,177
P-model (trk.)	70	51	121	1,160	1,436
Pickup (trk.)	2,518	2,613	5,131	49,543	51,690
Pickup (Can. trk.)	1,390	1,371	2,761	32,722	25,244
Syclone-Sonoma (trk.)	1,472	726	2,198	22,984	26,101
Typhoon-S15 Jimmy (trk.)	1,025	696	1,721	19,653	8,140
Safari (trk.)	1,306	1,295	2,601	29,992	19,855
Suburban (trk.)	901	841	1,742	14,912	11,281
Vandura (trk.)	0	0	0	5,803	9,382
Vandura (Can. trk.)	700	704	1,404	16,521	10,096
Total GMC	**9,934**	**8,675**	**18,609**	**207,580**	**168,377**
Total Saturn+	**4,370**	**4,370**	**8,740**	**89,633**	**31,379**
Total U.S. car	**53,709**	**59,718**	**113,487**	**1,182,420**	**1,090,279**
Total Can. car	**9,500**	**9,443**	**18,943**	**157,927**	**190,378**
Total U.S. truck	**31,401**	**28,372**	**59,773**	**620,074**	**533,812**
Total Can. truck	**7,990**	**7,956**	**15,946**	**175,368**	**123,589**
GENERAL MOTORS	**102,660**	**105,489**	**208,149**	**2,135,789**	**1,938,058**
Can. car	2,300	2,299	4,599	51,477	58,188
Can. trk.	1,400	1,409	2,809	31,763	25,996
CAMI*	**3,700**	**3,708**	**7,408**	**83,240**	**84,184**
DIAMOND-STAR*	**2,963**	**3,238**	**6,201**	**73,158**	**72,586**
Civic	2,204	2,193	4,397	44,910	43,014
Civic (Can.)	2,170	2,168	4,338	51,612	50,640
Accord	7,813	7,646	15,459	179,784	166,229
Total U.S. car	**10,017**	**9,839**	**19,856**	**224,694**	**209,243**
Total Can. car	**2,170**	**2,168**	**4,338**	**51,612**	**50,640**
HONDA	**12,187**	**12,007**	**24,194**	**276,306**	**259,883**
HYUNDAI Sonata (Can.)	**320**	**325**	**645**	**6,567**	**14,186**
MAZDA*	**3,740**	**3,035**	**6,775**	**38,247**	**69,684**
U.S. trk.	1,550	1,547	3,097	30,598	35,275
Can. trk.	205	205	410	3,946	3,484
NAVISTAR	**1,755**	**1,752**	**3,507**	**34,544**	**38,759**
Sentra	2,262	2,422	4,684	60,492	64,450
Pickup (trk.)	2,706	2,889	5,595	63,372	63,239
NISSAN	**4,968**	**5,311**	**10,279**	**123,864**	**127,689**
Geo Prizm	1,500	1,620	3,120	41,024	47,122
Toyota Corolla	2,400	2,518	4,918	54,396	49,175
Toyota Pickup (trk.)	1,600	1,682	3,282	24,016	0
NUMMI	**5,500**	**5,820**	**11,320**	**119,436**	**96,297**
Legacy	1,184	1,205	2,389	27,358	26,118
Pickup (trk.)	517	516	1,033	10,618	0
Rodeo (trk.)	963	999	1,962	18,989	0
Total U.S. car	**1,184**	**1,205**	**2,389**	**27,358**	**26,118**
Total U.S. trk.	**1,480**	**1,515**	**2,995**	**29,607**	**23,247**
SUBARU-ISUZU	**2,664**	**2,720**	**5,384**	**56,965**	**49,365**
Camry	4,902	4,936	9,838	109,495	102,738
Corolla (Can.)	1,500	1,511	3,011	34,307	32,076
TOYOTA	**6,402**	**6,447**	**12,849**	**143,802**	**134,814**
VOLVO 740, 940 (Can.)	**150**	**150**	**300**	**3,213**	**4,101**
AM GENERAL (trk.)	**375**	**375**	**750**	**8,550**	**9,650**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**4,800**	**54,720**	**63,420**
Total U.S. car	**128,944**	**136,316**	**265,260**	**2,661,942**	**2,506,421**
Total Canada car	**26,557**	**25,015**	**51,572**	**484,053**	**512,521**
Total U.S.-Canada Car	**155,501**	**161,331**	**316,832**	**3,145,995**	**3,018,942**
Total U.S. truck	**96,513**	**88,761**	**185,274**	**1,853,076**	**1,501,577**
Total Canada truck	**21,599**	**22,300**	**43,899**	**499,629**	**383,979**
Total U.S.-Canada truck	**118,112**	**111,061**	**229,173**	**2,352,705**	**1,885,556**
TOTAL U.S.	**225,457**	**225,077**	**450,534**	**4,515,018**	**4,007,998**
TOTAL CANADA	**48,156**	**47,315**	**95,471**	**983,682**	**896,500**
TOTAL U.S.-CANADA CAR & TRUCK	**273,613**	**272,392**	**546,005**	**5,498,700**	**4,904,498**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Jeep due to drop pickup

GWENDOLYN ZONGHETTI
Special Correspondent

The end of the line for a line of pickup trucks highlighted last week's production news. Chrysler Corp. announced that the Jeep Comanche will be dropped at the end of the 1992 model run.

The Comanche was introduced in 1985, and 164,458 have been sold. However, sales have dropped off in recent years.

Last year, 6,663 Comanches were sold. Sales fell to 3,142 for the 1992 model year to date.

Chrysler said increased demand for the Jeep Cherokee will offset the loss of the Comanche and will keep production and employment steady at the Toledo, Ohio, plant.

Last week's estimated U.S. car production was 128,944, down 5.4 percent from the prior week but up 8.2 percent over 1991.

Year-to-date U.S. car production is 2,661,942, up 6.2 percent over the same point last year.

In Canada, car production was scheduled at 26,557, up 6.2 percent from the prior week but down 9.3 percent from the year-ago week.

Estimated truck production in the United States last week was 96,513, an increase of 8.7 percent over the prior week and 19.7 percent over the same week in 1991.

U.S. truck production so far this year is 1,853,076, an increase of 23.4 percent over 1991.

Canadian truck production was estimated at 21,599 last week, down 3.1 percent from the prior week but up 1.3 percent from the same point last year.

Year-to-date, Canadian truck production of 499,629 tops 1991 by 30.1 percent.

The estimated daily-build rate of cars and trucks produced in the United States and Canada was 54,723 last week, up 0.4 percent from the prior week and 9.3 percent more than the year-ago week.

General Motors ran one shift of overtime last Friday at the Moraine, Ohio, plant.

GM's Oshawa, Ontario, and Scarborough, Ontario, plants worked last Saturday.

The company also scheduled overtime last Friday on the Suburban and Blazer lines at the Janesville, Wis., plant.

Ford Motor Co. slated daily overtime at four car plants and four truck plants last week. The car plants were Wixom, Mich.; Atlanta; Chicago; and St. Thomas, Ontario. The truck plants were Kansas City, Mo.; Louisville, Ky.; Edison, N.J.; and St. Louis.

Ford's Twin Cities (St. Paul, Minn.) plant will be down for 13 weeks beginning June 15 due to extensive retooling for the Ford Ranger.

Chrysler has scheduled daily overtime at three truck plants this week: Warren, Mich.; Jefferson North (Detroit); and St. Louis.

The company ran Saturday overtime at five truck plants last week: Windsor, Ontario; Pillette Road (Windsor); Warren, Mich.; Jefferson North (Detroit,); and St. Louis.

Chrysler's Toledo, Ohio, plant will be down the next three weeks for model changeover. AN

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late news

NADA election heats up

SANTA BARBARA, Calif. — For the first time since Ron Tonkin ran for office in 1987, there will be a contested election for the 1993 first vice president of the National Automobile Dealers Association. The winner is a shoo-in for the presidency the following year.

At its mid-year director's meeting, NADA directors nominated two candidates: William Dodge, NADA Region I vice president and owner of Classic Oldsmobile-Cadillac-GMC Truck in Falmouth, Maine; and Daniel Burns, NADA director who owns Dan Burns Oldsmobile in Delray Beach, Fla.

James K. Lust, this year's first vice president, was nominated for president for 1993. He owns Lust Chevrolet-Buick Co. in Aberdeen, S.D.

Five dealers were nominated for secretary: John Daub of Easton, Penn.; Edmund Elbert of Whitmore, Iowa; Ray Shepherd of Fort Scott, Kan.; and Robert Maguire of Bordentown, N.J.

Elections will be held at the October directors meeting in San Antonio.

— Charles M. Thomas

DeLorean figure gets prison, fine

LONDON — Former Group Lotus Chairman Frederick Bushell was sentenced Friday to three years in prison and fined £2.25 million (about $4.1 million) for his part in a conspiracy that defrauded the DeLorean sports car project of $17.6 million.

Bushell pleaded guilty in Crown Court in Belfast, Northern Ireland, last month to conspiring with former automaker John DeLorean and others, including the Colin Chapman, the late Lotus founder.

The British government last month issued an arrest warrant for DeLorean.

Bushell also was ordered to

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JOE WILSSENS/AUTOMOTIVE NEWS

Toyota's new U.S. sales leaders, Yale Gieszl, left, and Shinji Sakai, promise to stay the course that has put Toyota on top. "There is a great need in the U.S. market for more of our quality-built American" products, Gieszl says.

Toyota's Gieszl charges ahead

We'll 'do what we do and try to do it better'

DAVID VERSICAL
National Editor

AURORA, Ill. — After two weeks on the job, Toyota sales boss Yale Gieszl has set his tone: Toyota Motor Sales U.S.A. Inc. will continue to grow because Americans want its products.

Last week, Gieszl made his first public appearance in his new role as he helped open a $46 million parts center here. He took advantage of nearly every opportunity to trumpet Toyota's U.S. investments.

MORE ON TOYOTA

Minority-dealer hiring probed > 4
Green light for pickup > 35

And he made it clear that Toyota has no plans to retreat in the face of trade pressure.

Gieszl said:

- The company will introduce six new Toyota and Lexus vehicles in the next 18 months. "That's aggressive," he said. "We'll continue to introduce new products that meet the needs of American consumers."
- Toyota won't alter any product plans for its Lexus Division to

see TOYOTA, 35

Japan makers scale back on investment

Cutback will mean fewer new models

RICHARD JOHNSON
Staff Reporter

TOKYO — In a quick reaction to a steep slump in sales and profits at home, Japan's carmakers will cut capital spending by nearly 10 percent in their current fiscal year.

The rollback in spending for new plants and equipment is expected to be the first of many over the next several years as Japan's industry learns to make do with less. Precisely how they learn to cope could affect the foundation of the global auto industry, analysts here say.

"Capital spending is the key to the future," said Shinya Iwakura, Honda Motor Co.'s senior product planner. "Those companies that do not have the capability to maintain capital spending will lose the (status) of a so-called international corporation," Iwakura said.

As the cuts take hold, analysts agree, Japan's carmakers will almost certainly build fewer model variations and make wider use of standardized parts. They also are expected to spend less on new foreign manufacturing sites and concentrate on European transplants when they do build plants overseas.

At the same time, the smaller development budgets seem likely to reinforce a move here toward longer product cycles, a move that would take some competitive heat off European and American

see CUTBACK, 20

Import leaders shiver in Buy American breeze

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Even here — amid palm trees, blue skies and 50 percent Japanese car penetration — the Buy American winds are blowing.

That's the word from West Coast auto executives and analysts who gathered last week at a "Motor City West" conference sponsored by the Advertising Club of Los Angeles and J.D. Power and Associates.

The meeting was pitched as a forum to debunk the myth that "Detroit is in the driver's seat of new-car development." But other realities — the closing quality gap, higher prices for Japanese cars and the highly charged political climate — kept surfacing during the five-hour session.

Protectionist sentiments "are always there, underlying in the American psyche," said Richard Recchia, executive vice president of Mitsubishi Motor Sales of America Inc. But they've been stirred up this year because of the presidential campaign and other political issues, he said.

Bill Bruce, general manager of Infiniti Division, said the Buy American sentiment hasn't swept luxury-car buyers — at least not yet. But it will begin to happen as domestic luxury cars near the quality of the Japanese imports, he said.

Mitsubishi's Richard Recchia: Protectionist sentiments "are always there, underlying in the American psyche."

Through May, sales of Japanese luxury brands increased 15.2 percent over 1991. Sales of domestic luxury makes, pulled down by a sharp decline at Lincoln, dropped 5.9 percent. But domestic non-luxury makes improved their share, while Japan's slipped.

American Honda Motor Co. Inc., whose Accord has stumbled this year, has reacted. Earlier this year, its ad agency conducted focus

see IMPORTS, 35

Frankfurt may lose world-class car show to Berlin

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — The 1991 edition of the Frankfurt auto show, Europe's biggest and most important auto-industry exposition, may have been the last.

According to industry executives, the 1993 edition and succeeding installments are likely to be held in Berlin.

Show organizers and industry executives will meet June 30 to decide whether to move the biennial event back to the old German capital, where it started in 1926. Organizers also will decide whether to recombine passenger cars and commercial vehicles into one event.

Trucks were spun off from the 1991 show, and a separate event was held for them earlier this year in Hanover.

"My requirement is that commercial vehicles and cars be held together as a consolidated event in Berlin," Werner Niefer, Mercedes-Benz AG chairman, said in a recent interview.

"Talks have been held, and (the move) appears to be realistic. Many people hope that the show goes back to Berlin where it started."

The show has been held in Frankfurt since 1951, and occupies a several-square-block exhibition site near the city's down-

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Automotive News

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Despite Elan axing, Lotus will stay in U.S. PAGE 4

WHIRLWIND AUDI
S4 sports sedan bows and sells out in same month. PAGE 6

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corrections

- The principal/owner of a top 10 Mercedes-Benz franchise is listed incorrectly on Page 118 of the Dealer Section of the 1992 *Automotive News* Market Data Book. John C. Brockway owns Bill Ussery Motors Inc. in Coral Gables, Fla.
- A story on Page 16 of the June 15 issue misspelled the last name of Jeff Leestma, a spokesman for Honda North America Inc.
- Ford Motor Co. has recalled 1986-89 Ford Thunderbird and Mercury Cougars with the 3.8-liter V-6 engine to replace the exhaust system catalyst. A Page 2 story in the June 15 issue misstated the model year.

HANS G. LEHMANN/HIDDEN IMAGE

Mini Mercedes
Contemplating a car smaller than the 190, Mercedes-Benz is reportedly experimenting with a hatchback. It would be based on the next-generation 190, expected for the 1993 model year. The car would have room for four passengers and be powered by a four-cylinder engine.

latenews

CONTINUED
from PAGE 1

pay £100,000 ($185,000) in costs, and was warned that his sentence would be increased to four years in prison if he failed to pay the full fine.

— Edward Lapham

IRS will issue contract rules

The Internal Revenue Service is about to issue new accounting rules for car dealers involving the sale of extended service contracts, says the National Automobile Dealers Association.

Pending those new rules, the IRS ruled Thursday that dealers don't have to submit a Form 3115 by the June 29 deadline unless they are already being audited. The form is used to announce a change in accounting methods, and dealers had been advised to file it to protect themselves from an audit.

"We should have a revenue procedure from the Department of Treasury very shortly," said Peter Kitzmiller, NADA attorney.

He said the expected announcement will establish procedures on how dealers should start accounting for extended service contracts in which they are the principal, and how the IRS will treat dealers who are being audited.

— Charles M. Thomas

Jaguar ad derby cut to 5 firms

Jaguar Cars has chosen five finalists for its $15 million to $20 million advertising account. They include Ogilvy & Mather, the agency for parent Ford Motor Co.

Others in the running are the incumbent, Geer, DuBois of New York; Carmichael Lynch of Minneapolis; former Mercedes-Benz agency McCaffrey & McCall of New York; and Margeotes Fertitta & Weiss of New York.

Agency executives close to the review say Ford is keeping a close eye on the proceedings. Ford and Jaguar declined to comment on the review.

A decision is expected by early August.

— Crain News Service

Festiva prices to rise 1.9%

Prices for the 1993 Ford Festiva will rise about 1.9 percent, or $156, over comparable 1992 models.

Prices will start at $7,097 for the Festiva L and $8,136 for the Festiva GL.

— Kathy Jackson

S. Carolina still talking to BMW

Negotiations on a BMW assembly plant went down to the wire last week between BMW AG and South Carolina officials.

Gov. Carroll Campbell and his industrial recruiters are offering a $150 million incentive package of tax breaks and infrastructure improvements.

The State Ports Authority last Wednesday sweetened the pot by offering $5 million in improvements to the port of Charleston, S.C.

Options on land being held for the proposed plant, near the Greenville-Spartanburg Airport, begin to expire this week, The Associated Press said. The options could be renewed, but the deadline lent extra urgency to the negotiations.

BMW's management board could choose the South Carolina site or one proposed by Nebraska. The group meets tomorrow. Its decision would have to be approved by the BMW supervisory board, which is to meet in two weeks.

The plant is expected to begin by assembling complete-knockdown kits from Germany.

— Jim Henry and Diana Kurylko

Personal videos for Buick stores

Two Buick ad groups are delivering personalized videocassette message about specific dealerships to prospects who call a toll-free number.

Each video includes a two-minute talk by the dealer and 18 minutes of product news.

The program was developed by TechnoFiles and Sherwood Marketing Associates in Trevose, Pa. They plan to offer the program to other Buick and non-Buick dealer groups.

The Buick Dealer Association of Philadelphia, South Jersey & Delaware and the Buick Dealer Association of Lehigh Valley in Pennsylvania began advertising the offer June 18. Dealers pay a licensing fee plus $15 for each video delivered with their message.

— Crain News Service

Opel dealers get Trans Sport

FRANKFURT — Adam Opel AG, the German subsidiary of General Motors, said last week its 1,300 dealers in Germany will begin selling the U.S.-built Pontiac Trans Sport minivan in January.

The move gives Opel dealers an entry in Europe's fastest growing segment two years before Volkswagen AG and Ford of Europe can bring their jointly developed vehicle to market.

About 1,700 of the minivans have been sold in Germany since late 1990, but through GM dealers. GM said it will allocate 6,000 Trans Sports to Opel dealers next year.

— Diana Kurylko

GM to correct fuse data goof

General Motors is recalling 1992 Oldsmobile Custom Cruisers, Buick Roadmaster sedans and wagons and Chevrolet Caprice sedans and wagons because of incorrect fuse information in owner's manuals and on the fuse box.

GM is sending owners of those models an owner's manual insert and a new fuse box label indicating the proper size and location of replacement fuses.

GM did not say how many vehicles are being recalled, but a spokesman said 136 have experienced the problem.

GM said the proper fuses were installed in the cars, but insufficient circuit protection or repeated blown fuses can result if replacement fuses are installed based on the incorrect information.

— Phil Frame

briefly

'Other' Johnson to leave Japan

Richard Johnson, 59, is retiring from **General Motors** after four years as president of GM Japan. J. Michael Durrie, who has been watching over the U.S. fleet business, will replace him July 1. During Johnson's tenure, GM Japan was born; sales rose; the parts business grew; and GM introduced aggressive advertising. Johnson is not related to the other Richard Johnson in Japan, the *Automotive News* reporter.

MORE DROP TOPS — Look for **Mazda** to chop the top on some 1994 MX-6 sport coupes. That could mean the **Ford** Probe, its sister vehicle from the Flat Rock, Mich., plant, could get a ragtop as well. Mazda produces one convertible, the Miata; Ford has the Mustang and the **Mercury** Capri.

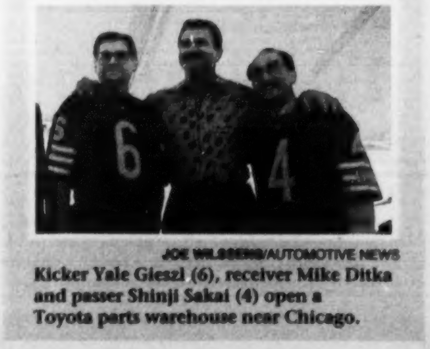
UAW HAND SIGNALS — More than 500 UAW pickets marched in San Diego last week to show solidarity with Caterpillar factory workers who are working without a contract. Union Secretary-Treasurer Bill Casstevens raised his thumb and said, "This thumb's-up sign is for the Caterpillar workers. But it's not the finger of choice for Caterpillar management."

YOUNG IDEAS — Summer design students have two cool classes. In Michigan, the steel industry is financing a Center for Creative Studies project to design three compressed-natural-gas vehicles and their fuel tanks. At California's Art Center College of Design, 22 students will design a **Chevrolet** Corvette for 2010: either a traditional sports car, a super car with NASA-style technology or a New World Corvette that is environmentally responsible.

FLACK HUNT — GM expects to name a PR boss for North American Operations around July 1. Three candidates: Bruce MacDonald (Saturn), Bill O'Neill (Cadillac) or Jim Williams (B-O-C).

GOING AGAIN — Sten Helling, who was once at **AB Volvo** and twice at **Saab Cars USA**, has been spotted at **Mercedes-Benz of North America's** office in Montvale, N.J. Helling, who quit Saab as president last September when the company moved from Connecticut to Atlanta, is expected to be working with Mercedes dealers soon.

DON'T TALK LIKE THAT — Chicago Bears Coach Mike Ditka reps for Chicagoland **Toyota** dealers, so when new bosses came by he offered presents and smooth talk. Here's the story, if not the script: Gives jersey No. 4 to Shinji Sakai, new president of **Toyota Motor Sales U.S.A.** Catches Sakai's mock pass. Says: "We have a quarterback now, so we have to have a kicker." Gives jersey No. 6 to Executive Vice President Yale Gieszl. Thinks he might have insulted the guy. Says: "A kicker means he's all right."



JOE WILSSENS/AUTOMOTIVE NEWS

Kicker Yale Gieszl (6), receiver Mike Ditka and passer Shinji Sakai (4) open a Toyota parts warehouse near Chicago.

Chrysler, Ford leaner than Japan, study finds

LINDSAY CHAPPELL
Staff Reporter

A new industry study says Ford Motor Co. and Chrysler Corp. are building cars more efficiently than their super-efficient Japanese arch-rivals.

Despite years of hand-wringing over U.S. disadvantages in manufacturing costs, Ford and Chrysler demonstrate lower direct production costs than the major Japanese carmakers, according to the study. The Big 3 together, including the much higher-cost General Motors, have an average lower cost than the Japanese average, it said.

The study was published last week by Washington-based Economic Strategy Institute, an economic and trade policy group founded by former U.S. trade negotiator Clyde Prestowitz Jr., a critic of Japanese trade policies.

The study notes that comparative manufacturing costs have changed dramatically since a similar study was done in 1982. Study co-author Paul Willen attributed the change in large part to the dollar's devaluation against the yen in the mid-1980s.

The study points out that U.S. carmakers are still weighed down by factors outside the factory, including health-care costs, pension expenses, factory under-utilization and higher-cost capital.

The study estimates that Ford's direct manufacturing costs total $5,415 per small car, and Chrysler's $5,841.

Manufacturing costs at Toyota Motor Corp., the most efficient Japanese carmaker, were $6,216 per small car, the study said.

GM's total production costs weighed in at $7,205 per small car, nearly $1,800 more than Ford's and $379 more than the highest Japanese maker, Mazda Motor Corp.

In the 1982 study, the Japanese average per small car cost was estimated at $4,363, compared to $7,285 for the Big 3.

Labor costs remain higher at the U.S. companies because of greater employee benefits. The Big 3 pay workers an average of $13.22 per hour in benefits. The Japanese automakers pay an average $4.06 per hour in benefits, the study said.

The study concludes that the U.S. automakers continue to lag behind the Japanese in the number of working hours they require to assemble a single car.

The average U.S. company takes 64 man-hours to build a vehicle, including some in-house parts manufacturing, while the average Japanese company takes 42, the study reports.

The study says Washington policy, as much as Detroit management muscle, is required to give U.S. automakers a fair fight with the Japanese. It concludes that the Big 3 have a lingering $400-per-car cost disadvantage due to higher U.S. health-care expenses. It suggests that federal health-care assistance, derived from a "modest excise tax" on auto sales, would help close that gap.

The institute receives funding from about 20 corporations, including Ford and Chrysler.

The study also demonstrates that U.S. carmakers enjoy an average $735 advantage in parts and material costs over the Japanese. U.S. component costs average $3,389 per car, it said, while Japanese costs average $4,124 per car.

Willen said the figures indicate that the U.S. automakers' advantage in direct manufacturing efficiency is diminished by corporate overhead and societal factors beyond the automakers' control.

PRODUCTION COSTS PER UNIT

In addition to labor and parts, total cost includes other manufacturing costs and non-manufacturing costs.

Company	Worker hours	Labor costs	Purchased parts	Total cost
Ford	50	$1,629	$3,066	$5,415
Chrysler	60	1,872	3,150	5,841
Toyota	36	928	4,124	6,216
Honda	40	1,031	4,346	6,618
Nissan	43	1,118	4,346	6,782
Mazda	45	1,161	4,346	6,826
GM	75	2,388	3,677	7,205

Source: Economic Strategy Institute

Toyota hit for lack of minority dealers

MAX GATES
Staff Reporter

WASHINGTON — Pledging to call every automaker to account, a Congressional committee on fair employment took Toyota Motor Sales U.S.A. Inc. to task last week for its low number of minority dealers.

The owners of Toyota's nearly 1,200 U.S. dealerships include only 11 blacks and 12 Hispanics.

One of the company's regional distributors, the independent Southeast Toyota Distributors Inc. based in Florida, had no black dealers in its 25-year history until April — after the company had been summoned to testify before Congress, according to testimony before the House Subcommittee on Housing and Employment.

"Congress and the American people can expect something more from Toyota, the automaker with the greatest clout, the most profitable and the industry leader in the 1980s and still today," said Rep. Tom Lantos, D-Calif., who has been spearheading investigations into the minority hiring practices and civil rights records of Japanese companies in America.

Rep. John Conyers, D-Mich., said he wants the subcommittee to hear testimony from officials of all domestic and foreign automakers with U.S. dealerships.

Toyota was first because of its prominence and because Southeast Toyota's business practices have been the subject of lawsuits and accusations of racial bias.

Officials of Toyota's U.S. sales arm said that nationwide 2.3 percent of Toyota dealers are minorities. That is better than General Motors and equal to Chrysler Corp.'s record of minority dealers, Toyota officials said.

The head of a black dealers association acknowledged that both Toyota Motor Sales and Southeast Toyota have established minority dealer development programs in recent months. They are the only foreign car companies with such programs, said Robert Hill, executive director of the National Association of Minority Automobile Dealers.

Other witnesses at a seven-hour hearing Thursday recounted racist remarks by Southeast officials about blacks, Jews and Asians. The witnesses, some of whom are suing the distributor, said the company had an unwritten policy to deny dealerships to minorities.

Tony Stromberg, Southeast Toyota's director of market representation, denied those allegations. Stromberg said few dealerships were available during the 1980s, and most were traded in private deals in which Southeast could not legally interfere.

But black businessmen told the committee they believed Southeast Toyota officials had blocked their efforts to buy dealerships.

Chandler Lee, a black man who is now president of a Winston-Salem, N.C., dealership, said he had a verbal agreement with the previous owner to buy a Southern Pines, N.C., multi-franchise dealership in 1986, but learned three days later that the dealership had been sold to another buyer.

Lee said he appealed to GM officials, who exercised their right of first refusal in the transfer of the GM franchises, granting the dealership's GM franchises to Lee. (He subsequently sold that dealership.) But Southeast Toyota officials refused to overturn the sale.

Lee said he then appealed to Toyota Motor Sales officials, but never heard from them.

Toyota officials testified that they couldn't force Southeast to award dealerships to blacks. "We don't have the same right with Southeast as we do with other wholly owned regional distributorships," said Jim Olson, Toyota's vice president for external affairs.

Lotus vows to stay in U.S.

British maker plans new Esprit models

DIANA T. KURYLKO
Staff Reporter

Despite the bitter pill of having to cancel the Elan, Lotus Cars Ltd. says it will not quit the United States. It plans to introduce new versions of the $87,000 Esprit Turbo SE, company executives said last week.

But the new products cannot be launched until Lotus recovers from its expensive mistake with the Elan and returns to profitability, the company said. The front-wheel-drive, two-seat convertible, which went into production in January 1990, cost more than $60 million to develop.

Lotus, a unit of Group Lotus Ltd., which is owned by General Motors, said that in the current economic climate it had little choice but to kill the $40,000 Elan.

"The extraordinary combination of adverse economic factors hitting our segment in key markets has affected profitability of (the Elan) severely," Managing Director Adrian Palmer said. "We have come to the inevitable conclusion that we must end production of the Elan."

The Elan business plan, on which pricing was based, called for producing 3,000 annually. Amid a sharp fall in worldwide demand for luxury sports cars and exotics, however, Lotus produced only 2,238 last year.

Lotus had targeted U.S. sales at 600 a year, but has sold only about 300 since the Elan's U.S. introduction in January 1991. Last week a spokesman said that 400 Elans are in dealer inventories worldwide, and another 100 are on the production line in Hethel, England.

Palmer, who succeeded Michael Kimberley as managing director last October, said in a letter to dealers that the decision to drop Elan was "purely market driven" and was not a commentary on Lotus' commitment to the U.S. market.

"Unfortunately, at these volumes, we cannot manufacture the Elan and deliver it to you at a price that makes it a profitable element of our business," he wrote.

The decision means that Lotus dealers will have only the more expensive Esprit Turbo SE to sell for the next several years. About 150 were sold in the United States last year, Lotus said. The SE is a 3-year-old version of the Esprit, introduced in 1975.

A company spokesman said the Esprit line will be broadened in the next few years, giving dealers more models to sell.

"We want to look to diversify the Esprit upward and downward from where it is now positioned," the spokesman said.

In the meantime, Lotus will stay afloat with revenue from its profitable engineering arm. The engineering and consultancy unit earned more than $50 million last year, Lotus said.

U.S. headquarters remain intact

JIM HENRY
Staff Reporter

Lotus built 545 U.S.-spec Elans.

Lotus Cars USA plans to keep its suburban Atlanta headquarters intact, even though its parent company killed the Elan two-seater last week.

The move leaves Lotus Cars USA and its 60 dealers with only one model, the $87,000 Esprit Turbo SE, which now averages about 10 sales a month in the United States.

The U.S. subsidiary trimmed its already small work force to only 16 people last fall. No further cuts are planned for Lotus Cars USA, said Arnold Johnson, vice president of technical service. "I wouldn't say that's a skeleton crew, but we couldn't operate with too many less."

Rumors suggest that Lotus Cars USA could be somehow combined with its new neighbor and General Motors cousin, Saab Cars USA. Johnson said Saab and Lotus are "exploring ways to save each other money" in America, but he said they don't plan to move in together.

GM owns Group Lotus in Britain and 50 percent of Saab Automobiles AB in Sweden. This spring, Saab Cars USA moved to Norcross, Ga., only a few miles from Lotus Cars USA, in Lawrenceville.

Johnson said there are about 135 unsold Elans in the United States.

He said Lotus built 545 U.S.-specification Elans before the car was killed. Lotus Cars USA sold about 150 Esprit Turbos last year, and 55 so far in 1992.

Two manufacturing execs retiring from Chrysler

MARY CONNELLY
Staff Reporter

Acosta: joined in 1984

Reickert: to be a consultant

Two manufacturing vice presidents at Chrysler Corp. will step down after the company's introduction of its pivotal 1993 mid-sized sedans this fall.

Richard Acosta, vice president of car and truck assembly operations, and Erick Reickert, vice president of powertrain operations, will take special early retirement effective Dec. 31, 1992.

Acosta, 60, joined Chrysler in 1984 after 36 years in staff and plant manufacturing positions with General Motors. Reickert, 56, joined Chrysler in 1984 as director of advance product planning. Reickert plans to establish an automotive consulting company, Chrysler said.

Earlier this month Chrysler announced the planned early retirement of Anthony St. John, 55, vice president of human resources. He retires Aug. 31.

Chrysler has not said how or if it will replace the retiring manufacturing executives. Both men report to Dennis Pawley, who became vice president of manufacturing in April 1991 following the abrupt resignation of Richard Dauch, executive vice president of manufacturing.

The departure of the two manufacturing executives will come after Chrysler launches its crucial trio of mid-sized sedans: the Dodge Intrepid, Eagle Vision and Chrysler Concorde. Production begins this month.

The automaker continues to reduce both its executive corps and salaried work force. The company plans to reduce its bargaining unit and non-bargaining unit salaried headcount by 450 people during calendar 1992. So far, 350 people have accepted early retirement packages offered to those age 55 by Dec. 31 with seven years of service. Chrysler employed 27,000 salaried workers on Dec. 31, 1991, a reduction of 1,300 from a year earlier.

in brief

TRUCKS

Navistar deal with Steyr

CHICAGO — Navistar International Transportation Corp. signed an agreement to jointly explore worldwide opportunities with Steyr Motorentechnik GmbH using Steyr's diesel engine. Steyr is a vehicle components manufacturer based in Vienna, Austria.

The compact 450-pound diesel engine produces 130 to 180 horsepower. It dovetails with Navistar's own engine line, including the 7.3-liter diesel that makes 150 to 250 hp, which is used in light trucks and vans.

Daniel Ustian, Navistar group vice president and general manager of the engine and foundry group, said the Steyr engine's size and power could make it suitable for large cars and light trucks.

If the two companies establish the engine's potential, they could initially produce more than 100,000 annually for North American and European markets after 1995, according to Navistar.

Caterpillar forms Russian deal

MOSEVILLE, Ill. — Caterpillar Inc. has formed an agreement with Zil, a major Russian medium-truck producer, to explore an industrial and marketing arrangement for diesel truck engines and fuel systems.

Zil produces about 200,000 trucks a year, most with gasoline engines. The Russian manufacturer will soon begin producing 75,000 newly designed Zil trucks and diesel engines.

Metro groups plan trucking parley

WASHINGTON — Trucking and the key role it will play in planning for future transportation systems will be the prime topic at a forum for members of metropolitan planning organizations. The program is scheduled Oct. 28-30 in New Orleans.

Sponsored by the American Trucking Associations, the National Association of Regional Councils and the Federal Highway Administration, the forum will include 150 invited representatives from metropolitan planning organizations.

Under the Intermodal Surface Transportation Efficiency Act of 1991, the planning organizations will make major transportation decisions. The groups have a hand in spending about $151 billion in federal transportation funds through 1997.

Boston show plans '93 savings

BOSTON — The New England Truck Show, slated for May 6-8, 1993, at the Bayside Expo Center, will continue the free delivery policy implemented for exhibitors this year.

To hold down costs, each exhibitor's display materials will be unloaded, carried to a booth, picked up and reloaded at the close of the show free of charge.

Navistar to increase '93 list prices

Hikes should range up to 2.5 percent

JOSEPH BOHN
Truck Editor

Navistar International Transportation will increase list prices on its 1993-model medium and heavy trucks by about 1.5 to 2.5 percent beginning in July.

The industry is generally confident of stronger 1993-model transactions, or "street prices," at least on Class 8 models because of the improving economy. Medium-duty sales have not recovered as quickly as Class 8 sales.

"As the economy turns around, manufacturers can get a little stingier with concessions and demand a stronger deal," said Bob Maines, sales manager for Duthler Ford in Grand Rapids, Mich.

The fleet-oriented dealership does a large sales volume.

Dealers are expecting Ford Motor Co. to raise prices on medium and heavy trucks by 3 to 5 percent.

John Merrifield, Ford Heavy Truck sales manager, had no comment on the reported figures.

He said that providing a precise average of the planned increases was difficult because of new Cummins diesel engines available in Ford medium duties. The engines have created "tremendous price fluctuations" among models, Merrifield said.

He notified dealers that they will be protected against any 1993 model price increases on customer orders placed by July 15.

The price protection applies to trucks ranging from the F-600 up through Ford's 9000 series.

Merrifield said the move was designed to maintain Ford's momentum. The division has been on the upswing in Class 8 sales during calendar 1992.

Ford's 1993 medium duties will feature new Cummins 5.9-liter and 8.3-liter engines; a 19,000-pound rear axle for the Cargo line; air brakes for some of the Low Profile F-600 and 700 series; and anti-lock brakes on the L-series tractors.

Ford also is dropping manual slack adjusters as regular production options and is reviving liquified petroleum gas, or LPG, as an option on trucks with gas engines.

The 1993 Navistar 4000 series will offer anti-lock brakes effective July 1. They are already available on the 8000 series.

As of Jan. 1, 1993, Navistar will replace chlorofluorocarbon in medium and heavy truck air conditioners with environmentally friendly refrigerant HFC-134a.

A smokeless DT-466 210-horsepower diesel becomes available in September, without costly electronic controls or a catalyst.

None of the trucks equipped with International or Spicer manual transmissions and/or rear axles will require 6,000 mile gear lubricant drainage by July.

Reduced maintenance costs result from special magnets in the transmission cases and rear-axle bowls which collect any break-in metal filings or debris in the gear lubricants. AN

May truck sales unable to measure up to busy '91

JOSEPH BOHN
Truck Editor

Class 8 truck orders totaled about 12,000 units in May, down slightly from May 1991's level of 12,559.

May was last year's best month by far and orders then were buoyed to some degree by prebuying to beat announced June price increases.

The slight decline this May was largely due to an unsustainably high order level in April when orders reached 15,203, said Rothschild Inc., a New York investment firm.

Preliminary estimates from Rothschild suggest June orders of about 11,000 units, up about 90 percent from 5,786 in June 1991.

The seasonally adjusted annual order rates for May and June are expected to be in the 140,000 to 150,000 unit range. That's well above last year's average of 95,000 units, Rothschild said.

The investment firm continues to anticipate North American factory sales for calendar 1992 of approximately 120,000 units, up substantially from 106,000 in 1991. Sales for 1993 are expected to exceed 160,000 units.

Sales in all medium and heavy truck segments except Class 7 were up in May, the Motor Vehicle Manufacturers Association said.

Class 8 sales in May totaled 9,600 units, up 16.4 percent from a year earlier. The segment is up 8.1 percent for the first five months of calendar 1992, according to MVMA.

May Class 7 sales totaled 5,206 units, off 21.9 percent. The segment's five-month total of 28,203 was off 12.8 percent from a year ago, according to MVMA.

Freightliner has moved solidly into first place in Class 8 sales. Freightliner retailed 9,991 Class 8 models during the first five months of 1992, compared with 8,694 for Navistar.

Some Navistar dealers believe the sales race is over and have expressed their relief. They say the company will be freer to concentrate on profits, which is considered more important over the long term.

Navistar and Freightliner battled fiercely for first place last year. Navistar won, but the fray drove both to heavy price-cutting.

Freightliner Corp.'s FLD 120 coincidently came out as the top choice of conventional long-haul, over-the-road truckers in an Associates Commercial Corp./*Road King* magazine survey of trucker opinion. The group's top seven picks were all conventionals.

The second most popular single truck in the survey was Peterbilt's conventional; Kenworth's was third. AN

Drivers getting older, paid more

RICHTON PARK, Ill. — The average truck driver is getting older and his income is improving. So is that of owner-operators, according to Associates Commercial Corp./*Road King* magazine's 12th annual survey of trucker opinions.

Some 5,682 truckers responded to the questionaire.

The average income of owner-operators reached $24,110 in 1991, up about $3,000 from a year earlier. Company drivers' incomes rose about $2,000 to $27,050.

Owner-operators made up 35.2 percent of the over-the-road truckers responding to the survey.

The survey also showed that about 52.1 percent of company drivers would consider buying a rig and driving on their own.

Younger adults are not entering the profession in large numbers. Last year's survey showed that the average truck driver's age increased 2.25 years.

The average age of the truckers responding to this year's survey is 42. Only 5.1 percent of those responding were under 25. AN

MAY 1992 TRUCK SALES BY GVW

	May 1992	May 1991	5 mos., 1992	5 mos., 1991
Class 1-3	123,834	109,639	548,053	469,391
Class 4	1,497	1,720	6,407	8,472
Class 6	760	412	2,361	1,990
Class 7	1,622	1,491	8,206	8,363
Class 8	1,263	864	5,115	3,340
FORD	**128,976**	**114,126**	**570,142**	**491,556**
Class 6	28	0	105	0
Class 7	109	0	492	0
Class 8	2,101	2,019	9,991	9,237
FREIGHTLINER	**2,238**	**2,019**	**10,588**	**9,237**
Class 1-3	104,051	104,430	442,350	434,177
Class 4	301	118	1,292	556
Class 5	10	5	37	51
Class 6	171	174	723	1,368
Class 7	459	532	2,085	2,580
CHEVROLET	**104,992**	**105,259**	**446,487**	**438,732**
Class 1-3	28,990	27,214	129,439	112,397
Class 4	164	104	670	388
Class 5	36	24	171	162
Class 6	329	239	6,176	1,663
Class 7	1,053	1,638	4,831	6,790
GMC	**30,572**	**29,219**	**141,287**	**121,400**
Class 7	17	27	68	92
Class 8	1,010	812	5,011	4,418
KENWORTH	**1,027**	**839**	**5,079**	**4,510**
Class 6	42	52	176	220
Class 7	95	70	365	296
Class 8	1,050	1,097	4,225	4,588
MACK	**1,187**	**1,219**	**4,766**	**5,104**
Class 6	47	32	273	133
Class 7	8	95	90	290
MERCEDES-BENZ	**55**	**127**	**363**	**423**
Class 4	0	6	0	13
Class 5	0	4	6	20
Class 6	442	694	2,525	3,109
Class 7	1,651	2,452	11,001	12,876
Class 8	1,931	1,360	8,694	10,090
NAVISTAR	**4,024**	**4,516**	**22,226**	**26,108**
Class 7	21	48	72	112
Class 8	943	810	4,228	3,743
PETERBILT	**964**	**858**	**4,300**	**3,855**
Class 7	60	153	336	299
Class 8	1,205	1,187	5,660	4,160
VOLVO/GM HEAVY	**1,265**	**1,340**	**5,996**	**4,459**
Class 1-3	4	20	7	123
Class 4	26	6	121	8
Class 5	58	21	191	162
Class 6	47	52	242	252
Class 7	48	91	323	267
HINO	**183**	**190**	**884**	**812**
Class 1-3	80	53	387	217
Class 5	57	66	303	306
Class 6	85	47	336	151
Class 7	25	38	134	155
NISSAN DIESEL	**247**	**204**	**1,160**	**829**
Class 1-3	453	448	2,469	2,857
Class 4	235	43	883	354
Class 5	196	135	464	454
Class 6	293	81	899	358
Class 7	19	16	99	88
ISUZU TRUCK	**1,196**	**723**	**4,814**	**4,111**
Class 1-3	144	102	749	704
Class 5	77	39	305	252
Class 6	53	15	258	150
Class 7	19	14	101	152
MITSUBISHI FUSO	**293**	**170**	**1,413**	**1,258**
Class 1-3	0	151	0	755
Class 4	0	49	0	245
Class 5	0	25	0	125
Class 6	0	16	0	80
IVECO TRUCKS*	**0**	**241**	**0**	**1,205**
WESTERN STAR Class 8	**54**	**56**	**269**	**288**
Class 1-3	161,878	144,229	711,544	633,291
Class 6, 7, 8	43	41	116	190
OTHER TRUCKS	**161,921**	**144,270**	**711,660**	**633,481**
CLASS 1-3	**419,434**	**386,286**	**1,834,998**	**1,653,912**
CLASS 4	**2,223**	**2,046**	**9,373**	**10,036**
CLASS 5	**434**	**319**	**1,477**	**1,532**
CLASS 6	**2,297**	**1,814**	**14,074**	**9,474**
CLASS 7	**5,206**	**6,665**	**28,203**	**32,360**
CLASS 8	**9,600**	**8,246**	**43,309**	**40,054**
TOTAL TRUCKS	**439,194**	**405,376**	**1,931,434**	**1,747,368**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

For Japanese makers in U.S., bigger is better

RICHARD JOHNSON
Staff Reporter

TOKYO — The earnings reports released by Japanese carmakers late last month included both good news and bad news about their U.S. operations.

Nissan Motor Co., the industry's No. 2 producer after Toyota Motor Corp., jolted many analysts here when it reported that U.S. operations boosted its earnings in the fiscal year ended March 31.

But Nissan's affiliate, Fuji Heavy Industries Ltd., said it continues to suffer at the group level because of continuing losses in the United States.

"Judging from their reports, the U.S. profit levels (of Japanese companies) are very low — including the sales operations," said Hitoshi Nishiyama, auto industry analyst at Nomura Research Institute in Tokyo.

But while smaller Japanese carmakers like Fuji and Isuzu Motors Ltd. are struggling to get relatively new transplants into the black, bigger companies with established manufacturing operations are faring better, Nishiyama said.

"At least at Honda, Nissan and Toyota the profit situation (in the United States) is not so bad," he said.

Nissan Vice President Atsushi Muramatsu attributed the company's unexpected 18 percent rise in group pre-tax profit, to 85.7 billion yen ($675 million) in the fiscal year, to improved performance at overseas subsidiaries, especially in Europe and the United States.

At the same time, Nissan said parent company net, a measure of the profitability of Japanese market and export operations, slid 30.7 percent.

Muramatsu, who himself called the company's U.S. financial performance "surprising," attributed the gain to a successful effort to cut costs at the automaker's Smyrna, Tenn., assembly plant. The company also said that selling costs were reduced by lowering incentives and terminating a three-year program offering high-risk auto loans.

Still, one analyst was left incredulous by Nissan's report.

"I can't understand what happened at Nissan (in the United States)," said Ben Moyer, who follows the industry for Merrill-Lynch in Tokyo.

"I haven't come to grips with it. It seems their profitability has improved in the United States, but it also seems to have bucked reality."

Better utilization of local capacity would help the bottom line — but not if extra output ended up in dealer inventories, Moyer said.

"I guess the profits were drained from '93 into '92," he said.

Fuji, meanwhile, attributed its consolidated net loss of 21.6 billion yen (about $170 million) to underperformance at Subaru-Isuzu Automotive Inc., its U.S. manufacturing joint venture in Lafayette, Ind. It also cited poor results at Subaru of America Inc., its U.S. sales arm.

Fuji aims to put the manufacturing operation into the black this year, but analysts say the marketing unit will continue to struggle.

Honda Motor Co. said its improved group operating profit last year stemmed from higher revenue and improved economies of scale resulting from higher North American production.

But Takeshi Sumita, of Honda's finance division, said the U.S. sales arm suffered from higher marketing costs, especially during the Gulf War-related slowdown.

"But we were able to raise the efficiency and profitability of our (North American) production subsidiary so those negative and positive factors offset each other," he said.

Meanwhile, Mitsubishi Motors said that the cost of purchasing 50 percent of the Diamond-Star Motors Corp. plant in Normal, Ill. from Chrysler Corp. had no impact on the company's consolidated balance sheet.

Mitsubishi reported a gain in net profit for the fiscal year — although its operating profit declined.

Like the others, Mitsubishi did not detail financial results for U.S. operations.

But Chairman Toyoo Tate said recently that Diamond-Star was profitable during the 1991 calendar year.

Other companies that issued fiscal year-end financial results last month — Mazda Motor Corp., Suzuki Motor Corp. and Daihatsu Motor Co. — would not discuss U.S. results.

Toyota's financial year ends on June 30, and it is expected to report in August.

CUTBACK

Longer cycles more likely now

continued from PAGE 1

automakers.

The move to longer product cycles is a government and labor union goal aimed at improving the quality of life of Japanese plant workers. The Japanese industry's vaunted four-year product cycle, the shortest in the world, translates into long overtime and high levels of stress for production workers and managers alike.

"The Japanese companies have two options," said Hitoshi Nishiyama, auto industry specialist at Nomura Research Institute in Tokyo. "One is to increase their employees' welfare, and the other is to remain internationally competitive."

But when all is said and done, Nishiyama suggested, "Competitiveness may be the priority."

Until now, the Japanese have never had to cope with a protracted, steep decline in worldwide demand. They have steadily increased capacity, especially in the last three years, as sales soared at home and abroad. Indeed, between 1991 and 1993 they will have added about two million units of new capacity in Japan, the United States and Europe.

According to Nomura, the nine Japanese makers spent a combined $5.8 billion on new plants and equipment in the fiscal year ended March 31, 1985. Including spending by parts suppliers, the industry's investment had nearly trebled, to $16.5 billion, in the fiscal year ended March 31, 1991.

The total fell to an estimated $15.7 billion in the year ending this past March, and will slip to about $14.9 billion in the current fiscal year, Nomura projects.

Nomura expects the downward trend to continue to $12.6 billion in 1995.

Many analysts say the cutback is natural, given the industry's heavy spending in recent years on new capacity in Japan, the United States and Europe.

"Many of the projects are complete, so you would expect capital expenditures to trail off," said Stephen Usher of Kleinwort Benson International in Tokyo. "I don't think it means a deterioration of competitiveness in the short to medium-term."

But Usher cautions that the Japanese, in their new fiscal caution, must not give short shrift to the new green and safety technology that will become essential late in the decade.

"If what we are seeing is two or three years of (spending) consolidation to be followed by another increase in capital spending by the industry, it is no problem," said Usher. "However if Japan remains complacent it will be a problem."

Masayuki Mochizuki of W.I. Carr (Overseas) in Tokyo also points out that Japanese makers cannot afford to slash investment in automation when the government is pressing for shorter work hours.

"They have to invest in rationalization," said Mochizuki.

Nomura's Nishiyama thinks auto executives here may no longer believe wholeheartedly that a parade of new products is the best global market strategy.

"Japanese auto management people seem to be changing their minds after seeing the lack of effect (of new-product blitzes) in cultivating world markets," he said. "All companies are aggressively trying to decrease variations of the same models. For example: a special version for women. We will see this kind of shrinkage over the next several years."

Nissan, for example, plans to cut product and component variations by 30 percent over the next two years. Toyota officials have said they have a similar objective.

"Everybody is doing it," said Mochizuki.

But other factors that reduced capital spending are likely to restrain the flow of new products coming out of Japan in the next few years.

Ben Moyer, of Merrill Lynch in Tokyo, said that Japanese carmakers will not need a lot of new models for the United States because new voluntary restraints have choked off growth prospects there.

"Even if they had the money what would be the advantage of investing in new product in Japan for exports?" asked Moyer. "But they don't have the money anyway."

While the rush of new products from Japan figures to slow, Usher said the Japanese will continue to spend heavily on new product development and technology.

CAPITAL SPENDING PLANS IN JAPAN

Figures in billions of yen (current exchange rate: $1 = 127 yen). Figures are for Japanese parent companies, not including overseas subsidiaries.

	12 mos. ending 3-93*	12 mos. ending 3-92	Percent change
Toyota**	590.0	640.0	– 7.8
Nissan	240.0	270.9	–11.4
Mitsubishi	140.0	163.9	–14.6
Mazda	135.0	148.8	– 9.3
Honda	80.0	76.5	+ 4.6
Suzuki	50.0	53.1	– 5.8
Daihatsu	55.0	60.0	– 8.3
Fuji	37.6	28.5	+31.9
Isuzu***	57.0	71.8	–21.0
TOTAL	**1,384.6**	**1,513.5**	**(– 8.5)**

*Plan

**Figures for 1992 and 1991 calendar years; includes capital investment at subsidiary company plants in Hokkaido and Kyushu.

***Fiscal years ending 10-92, 10-91

Source: Nomura Research Institute

"They are not going to go to zero," said Usher.

Analysts agree, for example, that the Japanese will not scrimp on their crucial luxury-car divisions. Earlier this year, Mazda Motor Corp. President Yoshihiro Wada said that while capital spending will be lower in the next two years, preparations for the Amati premium-car line remain on course.

Whatever their long-term impact, the spending reductions are likely to be more than a short-term phenomenon.

Toyota is said to be planning to spend about $3.15 billion annually for the next five years, down 20 percent from the previous five-year period, although a spokesman would not confirm the figures.

No. 2 Nissan reportedly has decided to slash capital spending by $770 million over the next three years, to about $5 billion.

Only one company, Fuji Heavy Industries Ltd., the maker of Subarus, is going against the grain of lower capital investment this year. Its capital spending will rise from $224 million to $296 million.

"That may be unavoidable," said Moyer. "These guys had cut back to the bare bones. They are also retooling for a new model."

Nissan's new capital spending budget includes $701 million for new products and technologies, $827 million for plant renovations and upgrading of production facilities, and $362 million on other expenses.

Last year, Nissan spent $677 million on new models and technologies. But in the prior year, ending in March 1991, the total was $1.07 billion.

Of Toyota's $3.8 billion capital budget for the fiscal year ending June 30, about half goes toward new technology and products. Toyota cut its budget from a planned $3.94 billion after the fiscal year began.

Toyota's capital spending for the 1992 calendar year is $3.46 billion, down from $4.5 billion in calendar 1991.

Era of cheap money is over in Japan

JAMES R. CRATE
International Editor

Clear as a muzzle flash in the night, Toyota Motor Corp. signaled to world credit markets last month that the era of cheap money in Japan is over.

Low-cost money has been the rocket fuel behind the rapid expansion of Japan's industrial base in the 1980s, and has provided the country's carmakers with an enormous competitive edge over their global rivals.

Where a U.S. automaker in 1987 might have had to pay 10 percent on a loan to expand capacity or design a new model, for example, Toyota was able to raise money at below 2 percent.

Toyota, Japan's biggest vehicle maker, raised $1 billion in the Eurobond market late last month to redeem $800 million in equity-linked "warrant" bonds that fall due July 22.

The company will pay an interest rate of about 6.78 percent on the bond, which is about the same as any other prime corporate borrower — Japanese or not — pays these days.

In stark contrast, the five-year-old issue Toyota redeemed paid 1.14 percent.

The automaker has another $1.5 billion warrant issue maturing next year. That issue, which carries a 4 percent interest rate, likely will have be rolled over at 7 percent or more.

According to estimates by Japan's Sanwa Bank, Japanese companies will have to roll over $75 billion in equity-linked debt next year alone, while some $186 billion will fall due over the next four years.

Besides Toyota, other automakers facing a crunch in 1993 include Nissan Motor Co., with $1.535 billion falling due; Mitsubishi Motors Corp., with $803 million; and Honda Motor Co., $709 million.

Like the Toyota bond, all of the outstanding debt was meant to pay for itself.

Because each bond carried a warrant entitling the owner to buy shares in the issuing company at a fixed price, the proceeds from issuing new stock should have paid off the original bond.

But because prices on the Tokyo Stock Exchange have collapsed — they are off 56 percent from their 1989 high — virtually all of the debt is "under water," meaning that the exercise price on the warrant is far higher than the company's current stock price.

That means that the stock feature of the original warrant bond is worthless — and obliges issuers like Toyota and Nissan to find the cash at prevailing market rates to redeem the issue.

Aftermarket suppliers court makers

Efforts counter OEMs' encroachment on turf

LINDSAY CHAPPELL
Staff Reporter

Aftermarket suppliers are seeking more contracts to sell original-equipment parts to automakers.

According to some aftermarket parts makers, the push is a response to a counterpush by traditional original-equipment suppliers and the automakers, who want a larger share of the lucrative aftermarket parts business.

"It's obvious to us that the OE manufacturers want the aftermarket business," said Charles Schwartz Jr., chairman and chief executive officer of Champion Parts Inc. of Oakbrook, Ill., a supplier of remanufactured engines and parts. "They haven't made terrific progress in the market, but it's a big growth opportunity for them."

He cited Nippondenso, Hitachi, Robert Bosch Corp. and Lucas Automotive as examples of OE suppliers with strong positions in the replacement-parts market.

Replacement parts for imported vehicles are a fast-growing business. But replacement parts for Japanese imports are traditionally manufactured by the original-equipment suppliers. As a result, most of those parts are imported.

A University of Michigan study last year estimated that U.S. imports of Japanese parts could double to $22 billion a year by 1994, largely because of the growing number of used Japanese-badged cars on the road.

For other U.S. companies, like the one headed by Schwartz, cracking the Japanese OE market is the goal for the 1990s.

"If we can convince the OE manufacturer that there is a way to reduce overhead by dealing with independent suppliers, then there is some opportunity," Schwartz said.

Large U.S. original-equipment suppliers have been hustling for years for a piece of the Japanese transplant market. For many other suppliers, sales opportunities will begin at the ports.

In the past few years, Subaru of America Inc. has begun buying security systems, air conditioners, radios, filters, floor mats and luggage racks from U.S. suppliers for its imported cars. Doris LaMotte, sourcing manager at the company's import purchasing operation in Irvine, Calif., said that winning a contract from Subaru of America can help a firm supply Subaru's U.S. car factory, Subaru-Isuzu Automotive Inc.

LaMotte indicated that aftermarket suppliers could have an advantage over OE suppliers. Some OE suppliers are not able or willing to work with small volumes, short-term forecasts or retail packaging.

"We've had a real challenge with some of these suppliers because they are only used to supplying the factory line," she said.

Abex Friction Products, a brake lining maker based in Winchester, Va., has begun to crack the Japanese OE market. The firm's president, Al Indelicato, said the effort has been strenuous and financially unrewarding — so far. But he said Abex is now strategically positioned for a market that was previously closed to it.

He said the process was much more expensive than planned but has given the company new engineering skills, new process controls, new tooling and introductions to other customers.

Said Indelicato: "I'd call it a huge success." AN

Industry ups magazine ad buys

The automotive industry spent $102.1 million on magazine advertising in May 1992, 33.6 percent more than it spent in May 1991.

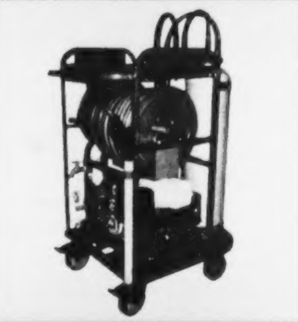
Magazine automotive advertising also was up for the year-to-date period.

For January through May 1992, the auto category totaled $422.8 million, a 14.2 percent increase over the year-ago period, according to the Publishers Information Bureau.

A spokeswoman for the bureau attributed the increase to increased confidence in the economy and new model introductions.

Total magazine ad revenue for May 1992 was $624.3 million, up 9.4 percent over May 1991. AN

CLEAN CARS SELL



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Mercedes recalls 400E to repair plastic line

MONTVALE, N.J. — Mercedes-Benz of North America is recalling 805 of its 1992-model 400E sedans equipped with ASR traction control to repair a hydraulic line.

Mercedes said the plastic line for the hydraulic unit may be misrouted so that it comes too close to an electrical pre-resistor for the auxiliary cooling fan.

The heat of the pre-resistor can melt the line, allowing hydraulic fluid to drip on the pre-resistor and possibly catch fire.

Mercedes is urging 400E owners not to use air conditioning until inspection so that no power flows to the pre-resistor. AN

Chrysler stays in horse races

Chrysler Corp. will continue its exclusive automotive sponsorship of the thoroughbred racing Triple Crown Challenge through 1995.

The renewal agreement was signed by representatives from Chrysler, ABC Sports and Triple Crown Productions.

The Chrysler Triple Crown Challenge will continue in its current format, awarding $5 million in prize money to the owner of any horse that sweeps the Kentucky Derby, Preakness and Belmont Stakes. If no horse sweeps, the owner of the horse with the highest combined finishes after three races will be awarded $1 million.

Chrysler said the "upscale demographics" associated with the racing events prompted the renewal.

Chrysler also will provide official vehicles to the three races and next year will award a 1993 Chrysler Concorde to either the winning owner, trainer or jockey at each race. AN

Trucks shine as sales edge ahead

JIM HENRY
Staff Reporter

The auto recovery kept crawling along in early June as light-vehicle sales showed a tiny improvement over a relatively strong year-ago period.

Car and light-truck sales totaled 360,351, up 0.9 percent over the 1991 daily selling rate on the strength of a 5.9 percent increase in light trucks. Car sales fell 1.8 percent.

All percentages in this article are based on a comparison of daily sales rates. There were nine selling days in the June 1-10 period this year and eight last year.

So far this year, 10-day sales have been higher than a year ago in 10 of the 16 sales periods.

Last year, relatively strong sales in the June 1-10 period — including a big dose of fleet sales — had some analysts hoping the recovery was at hand. July 1991 was also good, but the hoped-for recovery collapsed by the end of August.

Joseph Phillippi, auto industry analyst for Shearson Lehman Brothers Inc. in New York, said fleet sales had "some impact" on sales this year, but not a "huge ramp-up" like last year.

"The car companies have got religion on program cars," Phillippi said.

Ford Motor Co. showed the biggest improvement of the Big 3, with sales up 7.9 percent, including an 11.7 percent hike in light trucks.

Chrysler Corp. climbed 5.7 percent. Light trucks, including pickups and minivans, jumped about 18.4 percent.

Chrysler's trucks outsold cars nearly 2-to-1.

Automotive News estimates 10-day sales for Chrysler and for most imports.

General Motors, which had a strong period in 1991, fell 2.3 percent, despite a 2.7 percent increase for trucks.

Sales of the Chevy S/T Blazer rose 35.5 percent.

Ford Motor Co. was the only member of the Big 3 to report a car sales increase on a daily rate basis.

Among individual makes of Big 3 cars, Ford, Mercury, Oldsmobile, Pontiac and Saturn posted gains in domestic sales rates.

Sales also were mixed for the Japanese-based companies. American Honda Motor Co. Inc. dropped 2.5 percent, and Nissan Motor Corp. in U.S.A. fell 6.4 percent. But Toyota Motor Sales U.S.A. Inc. rose 2.0 percent. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	June 1-10, 1992	June 1-10, 1991
ALFA ROMEO (imp. car)*	43	74
Acura (imp. car)	2,754	3,183
Domestic car	11,044	10,321
Imported car	4,008	2,731
Honda	15,052	13,052
AMERICAN HONDA	17,806	16,235
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	1,201	887
Domestic car*	2,923	2,888
Imported car*	0	19
Domestic truck*	157	118
Chrysler Division*	3,080	3,025
Domestic car*	8,232	8,134
Imported car*	552	760
Domestic truck*	17,746	13,323
Imported truck*	81	79
Dodge*	26,610	22,296
Domestic car*	857	847
Imported car*	235	157
Eagle*	1,092	1,004
Domestic truck*	6,855	5,147
Jeep*	6,855	5,147
Domestic car*	4,788	4,731
Imported car*	307	317
Domestic truck*	6,542	4,912
Plymouth*	11,637	9,960
Domestic car*	16,800	16,600
Imported car*	1,094	1,254
Domestic truck*	31,300	23,500
Imported truck*	81	79
CHRYSLER CORP.*	49,274	41,433
Imported car*	125	100
Imported truck*	49	49
DAIHATSU*	174	149
FERRARI (imp. car)*	16	16
Domestic car	35,563	28,368
Imported car	906	919
Domestic truck	41,595	33,103
Ford Division	78,064	62,390
Domestic car	4,056	5,424
Lincoln	4,056	5,424
Domestic car	10,751	8,316
Imported car	1,345	1,509
Mercury	12,096	9,825
Domestic car	50,370	42,108
Imported car	2,251	2,428
Domestic truck	41,595	33,103
FORD	94,216	77,639
Domestic car	13,894	15,434
Buick	13,894	15,434
Domestic car	6,544	6,187
Cadillac	6,544	6,187
Domestic car	34,406	36,737
Imported car	3,324	3,168
Domestic truck	35,646	31,980
Imported truck	72	36
Chevrolet	73,448	71,921
GMC	10,009	7,176
Domestic car	14,824	11,346
Domestic truck	802	793
Oldsmobile	15,626	12,139
Domestic car	15,903	13,298
Imported car	459	983
Domestic truck	1,008	1,127
Pontiac	17,370	15,408
Domestic car	5,884	1,568
Saturn	5,884	1,568
Domestic car	91,455	84,570
Imported car	3,783	4,151
Domestic truck	47,465	41,076
Imported truck	72	36
GENERAL MOTORS	142,775	129,833
HYUNDAI*†	2,148	1,847
Imported car*	207	379
Domestic truck	1,598	1,298
Imported truck*	1,731	1,842
ISUZU*	3,536	3,518
JAGUAR (imp. car)*	214	105
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,372	734
Imported car*	2,557	2,937
Domestic truck	153	209
Imported truck*	1,500	2,352
MAZDA*	5,582	6,232
MERCEDES-BENZ (imp. car)*	1,339	1,129
Domestic car	3,496	1,680
Imported car*	1,209	1,602
Imported truck*	355	383
MITSUBISHI*	5,060	3,665
Infiniti	747	557
Domestic car	2,672	1,874
Imported car*	4,404	4,554
Domestic truck	2,462	2,061
Imported truck*	2,372	2,972
Nissan*	11,910	11,461
NISSAN MOTOR CORP.	12,656	12,017
PEUGEOT (imp. car)*	7	60
PORSCHE (imp. car)*	63	96
RANGE ROVER (imp. truck)*	48	45
ROLLS/BENTLEY (imp. car)*	4	4
SAAB (imp. car)*	306	350
STERLING (imp. car)*	0	39
Domestic car	1,005	929
Imported car*	1,052	818
SUBARU*	2,057	1,747
Imported car	110	89
Imported truck	327	314
SUZUKI†	436	402
Lexus (imp. car)	1,179	1,506
Domestic car	7,616	4,943
Imported car	5,212	5,316
Domestic truck	875	0
Imported truck	3,538	4,293
Toyota	17,241	14,552
TOYOTA MOTOR SALES	18,420	16,058
Audi (imp. car)*	143	256
Imported car*	1,439	1,975
Imported truck*	12	138
Volkswagen*	1,451	2,113
VWoA*	1,594	2,369
VOLVO*†	1,362	1,347
YUGO (imp. car)*	0	23
Domestic car	185,830	163,759
Imported car	38,987	39,826
TOTAL CAR	224,817	203,585
Domestic truck	125,448	101,247
Imported truck	10,086	12,502
TOTAL TRUCK	135,534	113,749
TOTAL CAR & TRK.	360,351	317,334

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 8 last year.

RUSSIA

Japan automakers take first steps

continued from PAGE 3

emerging entrepreneurial elite.

But the Japanese have a special interest in the Russian Far East — Siberia — because of its geographical proximity. Already, executives say, significant numbers of used cars are flowing to the region from Japan, although not in sufficient numbers to guarantee that a robust new-car market will follow quickly.

"Of course, there are no statistics, but when we go there, we see a great number of Japanese used cars," said Takahashi.

However, the cars are not counted as Japanese vehicle exports because they are sold as scrap. Typically, they are priced under 50,000 yen ($400).

But even that market may dry up soon. Nakamura cited "indications" that the Russian government will soon ban imports of right-hand-drive vehicles.

NOT SURE OF THE RULES

The uncertainty surrounding business decisions in the Commonwealth of Independent States is another real obstacle to carving out a market there, executives here agree. To many, the Russian bureaucracy is little different from the former Soviet bureaucracy in issuing arbitrary decisions that are subject to change without notice.

Indeed, Japanese trading companies are growing impatient with the Russians' slowness in paying for past imports. The complaints were heard in May when Japanese Foreign Minister Michio Watanabe met with the heads of several trading company branches in Moscow.

They told Watanabe that business ties may be interrupted if debts are not paid. Japanese companies reportedly are owed $1 billion, and there are unsettling rumors in Moscow that the Russian government is committed to repaying American and European firms first.

THE CHINA EXPERIENCE

Executives hope that the business environment develops during the next 10 years as China has during the last 10.

"We would like to see some similarity because it has been very effective in China," said Nakamura. "We don't know how they are going to establish that sort of framework of business in Russia."

Japan exported about 75,000 cars to China in 1991, only a third of the record achieved in 1984. But exports are expected to increase as China relaxes its trade barriers.

Japanese carmakers began producing cars and trucks with local partners in China in the mid-1980s. Toyota, Suzuki, Daihatsu, Isuzu and Fuji all have manufacturing operations in China. Mazda recently announced a joint venture with the Japanese trading company C. Itoh & Co. and the Hainan provincial government to build small commercial vehicles on the island of Hainan.

In contrast, Japanese makers exported only 10,000 units to the Commonwealth of Independent States last year. But Toyota, which began shipping cars to the Soviet Union in 1988, accounted for 7,177 of the total, up from 4,210 in 1990.

However, Takahashi says the company's shipments are likely to fall sharply this year because of the deterioration of the commonwealth's commercial and banking framework.

"The banking system hasn't been working in the CIS since the end of last year," he said. "That is the main reason. The customers are there and they paid locally, but the money didn't get to Japan for some reason."

Toyota has seven service and parts outlets in the commonwealth. The first was opened in Moscow in October 1990 and the second in Khaborovsk two months later. The most recent was opened in Perm in April.

"Our current plan is to increase those service stations to 10 this year," said Takahashi.

Most are joint ventures between local and Japanese trading companies. For example, the Moscow service station is half-owned by Toyota's affiliate trader, Toyota Tsusho Corp. The Khaborovsk site is partly owned by Nissho Iwai.

Toyota has no equity in the service centers, and Takahashi said there are no plans to do so.

"They are managed and owned by local people, or local companies," he said. "We give technical training, and when they planned and built those service stations we made suggestions."

The facilities are impressive. In Kiev, a 290,520-square-foot workshop houses eight service bays, a parts operation and a car wash and is staffed by four technicians and two body specialists.

Despite plans to set up more service centers, Toyota does not plan to open a corporate office in the Commonwealth of Independent States. That step has been taken so far only by Honda, which says the first goal of its new Moscow office is to gather data.

"The CIS is a very new-world for us," said a Honda spokesman. "We're trying to find out about it. It is very important for us to know a market first-hand. That has been the Honda way."

Honda's partner in the commonwealth, Kanematsu Corp., opened a Honda showroom in Moscow in May 1991. Last October, a second distributor was set up in Moscow, and a showroom/service outlet was opened in Vladivostock.

Honda, which is exporting the Accord and Civic three-door and four-door models to Russia, sent 64 units in 1991. Honda expects to export about 500 cars to Russia this year and says it sold 105 there through the end of April.

But the company is thinking bigger. Russia's Ministry of Automobiles and Agricultural Machinery has suggested motorcycle production in Russia, and Honda is conducting a feasibility study.

OTHERS WADE IN

In March, Mazda Motor Corp. set up sales units in Lithuania and Estonia and may add Latvia soon. A Mazda spokeswoman said the company exported 600 units to Russia in 1991. Suzuki Motor Co. will start exporting next year.

Nissan last year shipped 1,136 vehicles to Russia, down from 2,925 in 1990. Exports in 1989 were 1,482. For the first four months of this year, 446 vehicles were exported to Russia.

Nissan set up a service center in Vladivostock in the Russian Far East last year and has established outlets in St. Petersburg and Moscow in western Russia. Nissan is also considering opening sales units in the three Baltic states.

Nissan plans to set up at least five service workshops in Siberia within two years.

Selling new cars through the service outlets "will depend on how local authorities stimulate joint-venture activities in the coastal area," said Nakamura.

"If they apply the same incentives as in China, each joint venture will be eligible to buy new cars from foreign countries," he said. "Then I think we can expect some new-car demand from that area."

But Japanese executive agree that the emerging entrepreneurial spirit in the Commonwealth of Independent States will help drive the auto industry.

"Yes," said Nakamura. "But it may take 10 years." ■

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NEW CAR PRICES

In constant 1989 dollars

	1979	1989	1992
Average price	$11,400	$15,344	$17,649
Monthly payments	$ 283	$ 288	$ 293
Loan term (months)	44	56	63
Median monthly income	$ 2,319	$ 2,409	$ 2,722
Payment percent/income	12%	12%	11%

Source: Department of Commerce, NADA

Retail leasing could be tonic to rejuvenate sales

Importers make aggressive push

CHARLES M. THOMAS
Staff Reporter

More emphasis on retail leasing could help manufacturers reach sales of 15 million units annually by providing lower monthly payments and an alternative to long loan terms for cash-squeezed customers.

Retail leasing has risen dramatically since 1982, when it was just under 3 percent of total retail sales.

Last year, it accounted for 14.3 percent of retail vehicle sales, or about 1.3 million units. In the passenger-car segment, 18.1 percent of total sales were leases, and in trucks, the figure was 8.3 percent.

"Almost two of every 10 car retail sales are leases," said George Reganis, assistant director of leasing for General Motors Acceptance Corp.

"Affordability is driving the industry crazy. Leasing could move the industry and get to the 15 million that we have to have," Reganis said.

High vehicle prices, owners' negative equity in their vehicles and the desire for shorter trading cycles are expected to give leasing a boost.

"Import manufacturers are aggressively pursuing leasing right now," Reganis said. "It is a channel of distribution receiving a lot of attention."

According to Reganis, GM's share of the retail-leasing market is 31.6 percent; Ford Motor Co. accounts for 30.6 percent; and Chrysler Corp. stands at 5.7 percent. Asian automakers have 22.2 percent of the market, and European automakers have 9.9 percent.

Consumers are more likely to lease high-priced vehicles than lower-priced vehicles. Retail leasing in the luxury segment shows the most activity by far. Leasing represents 32 percent of luxury deliveries and 50 percent of deliveries of prestige luxury vehicles like Jaguar and Mercedes-Benz.

Fewer than 10 percent of the Hondas, Nissans and Toyotas delivered are leased, but more than 35 percent of Lexus and BMW models are in that category.

Reganis believes that leasing can provide a way for consumers to break the long trading cycles that have become common in the industry. He blames that situation on the failure of customer incomes to keep pace with new-car prices.

"Customers have been able to purchase more expensive cars primarily by extending loan terms," Reganis said. "The problem with extending terms is that the customer doesn't want to stay in a vehicle 60 months."

But customers can lease a vehicle for 36 months with a lower monthly payment than if they purchased it over 60 months, he said.

For example, a buyer would have a monthly payment of $333.33 for 60 months for a vehicle with a selling price of $15,171.

A retail lease on the same vehicle is $306.66 per month for 36 months. At the end of the lease, the customer returns the vehicle and decides whether to lease or buy a new vehicle.

"Leasing can shorten the term of the trading cycle," said Reganis. "That is important to dealers, customers and manufacturers."

In 1979, the average transaction price of a vehicle was $11,400 with a monthly payment of $283. The median monthly family income was $2,319, which meant the payment represented 12 percent of monthly income. The average new-car loan term was 44 months.

> "Affordability is driving the industry crazy. Leasing could move the industry and get to the 15 million that we have to have."
>
> **GEORGE REGANIS**
> GMAC

According to the National Automobile Dealers Association and the U.S. Department of Commerce, the average transaction price this year is estimated at $17,649 and the monthly payment is $293. The monthly median family income is $2,722 which means the payment as a percent of income is 11 percent. But the average new-car loan term is 63 months.

Customers also have been hurt by relatively flat used-car prices during the past three years. When used-car prices are flat, customers often find themselves "upside-down" — they owe more on their car than it's worth.

Retail consumer leasing is growing most rapidly in the Northeast, which accounted for 25.8 percent of U.S. vehicle sales in 1991. In that region, 17.1 percent of sales were retail leases.

The Southwest accounted for 24.1 percent of retail sales last year, and 18.8 percent of sales in that area were retail leases.

Truck sales account for only 8.3 percent of retail leasing, and most of those are Chrysler minivans, General Motors plastic-bodied minivans and Ford Aerostars. ■

Chevrolet OKs liability arbitration pact

JOSEPH BOHN
Truck Editor

DETROIT — The Recreation Vehicle Industry Association and Chevrolet have agreed to arbitrate any buyer product complaints involving second-stage manufacturers.

The arbitration agreement covers any motor homes or van conversions built on a Chevrolet chassis. It is aimed at speeding up resolution of consumer complaints.

David Humphreys, RVIA president and general counsel, said the association has also had preliminary discussions with Ford Motor Co. and Chrysler Corp. about adopting similar programs.

"I think they're interested, and we just have to go forward with the process," Humphreys said.

Product disputes between an RV buyer, RV manufacturer and Chevrolet are infrequent, but they can involve large dollar amounts, said Jim Green, Chevrolet assistant RV manager.

"You could have a $50,000 issue. If to satisfy a customer's needs, we buy a $100,000 motor home back, and our chassis was $16,000 of that, that's a little lopsided," Green said.

The real thrust of the agreement is to get customers back on the road quickly after they have a problem with an RV, letting the manufacturers decide later whose warranty should cover it.

"With this agreement, we expect the warranty claim to be approved immediately by either the chassis or motor home manufacturer," Humphreys said.

RVIA will administer the program once an RV company or Chevrolet file a petition for arbitration. A panel of three arbitrators will handle the dispute.

The arbitration agreement is voluntary. But once the RV firm and Chevrolet both agree to arbitrate the claim, the panel's decision will be binding. The agreement excludes personal injury claims.

The arbitration panel must issue a decision within 30 days after the conclusion of a hearing or the submission of written comments, whichever is later.

RV sales are on the rebound

Recreational vehicle sales, which tend to be a harbinger of economic trends, were up strongly in the first quarter, according to the Recreational Vehicle Industry Association.

Wholesale industry shipments rose 55 percent and retail sales were up 20 percent, RVIA said.

David Humphreys, the association's president and general counsel, predicted sales would be up at least 15 percent incalendar 1992, reaching $8 billion.

RV sales have outpaced the economy as a whole for the past three years, RVIA reported.

— Joseph Bohn

GM sticks with glue for F-car roof assembly

Adhesive bonding goes beyond trim

JACK KEEBLER
Staff Reporter

GM will glue on the roofs of the mostly plastic 1993 F-cars: the Chevrolet Camaro, pictured, and the Pontiac Firebird.

General Motors will glue on the roof of the mostly plastic 1993 Firebird and Camaro.

But that is no surprise. Automakers have been using adhesive bonding for more than a decade, and not just on carpets, mirrors, windshields and trim.

In fact, the current-generation all-steel F-car has a glued-on roof. Engineers find that a single-component epoxy used along panel edges greatly enhances the car's body rigidity.

"We use them on the T-top cars at our Van Nuys, Calif., plant," says S. Norm Kaharala, a staff project engineer with the advanced engineering group at GM. "We use the adhesives to stiffen the car. They're applied around the frame and in various locations."

Kaharala said GM has been using the adhesives for at least 10 years. Most applications are for panel-to-frame bonding. He said the adhesives also can help reduce the number of spot welds required on a panel.

"It's good for stress distribution," he said. "And it also fills gaps and acts as sealant on many of the models."

Many of the exterior body panels of the 1993 F-cars are plastic; the panels include the inner and outer doors, roof, front fenders, and front and rear fascias. But most of these are bolted to the steel subframe, not glued. That is unlike GM's front-wheel-drive minivans, where a two-part urethane adhesive holds the semi-structural plastic body panels on the steel subframe.

"We've been using those for about three years without any problems," he said.

From an environmental perspective, Kaharala said that the adhesives can be a problem when used on plastics. They can "contaminate" the plastics. But he said they are not a recycling problem on steels.

"For the shredder, they are just a dust," he said. "And when the steel is reheated to be recast, the plastic simply adds an additional heating value."

Welding will continue to be the primary method for fastening metal body panels together. Adhesives function best on metal sheet when they are used in conjunction with welding or threaded fasteners.

But engineers and customers in the 1990s are becoming much more aware of body rigidity.

And adhesives can make large difference by spreading the fastening loads across the entire edge of the plastic or steel panels.

Chrysler Corp. also has been taking advantage of structural adhesives.

, a supervisor of materials joining with the materials engineering group, said the company has been using the adhesives since 1982 on virtually all of its vehicles.

"We probably lead the industry on their use," he said. "We got into them early because we got into the anti-corrosion technology earlier than others.

"But mostly we use it as an anti-flutter material," he added. "We use it to attach door beams to the outer skins and on hood inners and outer panels."

Jud said adhesives use may have peaked. Basically used to augment spot welds, he said it is more expensive than welding.

"You need to be able to prove the advantage," he said. "It must be a significant sound advantage or sound damping to have it."

Jud said that Chrysler uses a slightly different approach to curing the adhesives used in doors. The company uses an "induction" curing process that puts a magnetic field through the steel for 5 seconds to achieve handling strength.

Adhesives let engineers choose variety of materials

There are two types of adhesives: thermosets and thermoplastics.

Thermosets include epoxies, urethanes, acrylics, cyanoacrylates and anaerobics.

Thermoplastics include: vinyl plastisols and hot melts.

Thermoplastics have the advantage of being able to be remelted and reused.

There are many advantages to the use of adhesives. First, dissimilar sheet products can be easily and strongly joined together. So engineers have an expanded range of materials choices.

Second, on steel sheet bonded with adhesives, the properties of the steel or possible coatings on the steel are not altered.

Finally, one of the biggest advantages for body engineers is even stress distribution across the entire edge of the bonded sheets. This provides greater body rigidity and seals out moisture. It also reduces vibration and noise.

One of the problems with adhesives is curing time.

Engineers describe the hardening process as having two stages.

The first is "handling" strength. That allows the worker to manipulate a piece on the line.

The other is stage "finish" strength that occurs after the adhesive has been heated — up to 300 degrees Fahrenheit — in the paint oven.

— Jack Keebler

NHTSA crash tests find risk high for Vigor, Ram

MAX GATES
Staff Reporter

WASHINGTON — Passengers in the Acura Vigor sedan and the Dodge Ram van are at risk of head and chest injuries, according to the government's consumer crash test program.

Crash results for five other newly tested models showed that driver and front-seat passengers were unlikely to suffer serious head or chest injuries. The vehicles are the Honda Accord sedan, Ford Aerostar minivan, Volvo 240 sedan, Mitsubishi Mighty Max pickup and Cadillac Seville sedan.

The cars were subjected to a 35-mph frontal collision into a barrier for the New Car Assessment Program conducted by the National Highway Traffic Safety Administration. The program's crash test is 5 mph faster than the government's safety compliance requirement for all new vehicles sold in the United States.

The Acura Vigor registered a passenger side head injury score of 1,192. A score of 1,000 or above indicates serious head injury is possible. The Vigor also registered a driver chest-injury score of 66. A score of 60 or above indicates chest injury is possible.

For the full-sized Dodge Ram van, the driver head-injury score was 1,392, the passenger head-injury score was 1,113 and the driver chest-injury score was 66. All scores were above the level at which injury is possible, NHTSA reported.

In addition, the Dodge Ram registered a femur load score of 2,402 for the driver's left leg. That is above the level at which leg injury would be possible.

The Volvo 240 registered a driver head-injury score of 282, the lowest of any 1992 model-year vehicle tested so far under the New Car Assessment Program, NHTSA said.

1992 NEW CAR ASSESSMENT RESULTS

		Head injury*		Chest injury**	
Vehicle	Type of restraint	Driver	Passenger	Driver	Passenger
Acura Vigor	driver airbag	914	1,192	66	50
Cadillac Seville	driver airbag	598	900	46	42
Dodge Ram	manual belts	1,392	1,113	66	54
Ford Aerostar	driver airbag	485	723	51	57
Honda Accord sedan	driver airbag	501	558	51	45
Mitsubishi Mighty Max	manual belts	980	777	48	53
Volvo 240	driver airbag	282	835	37	39

*Scores of 1,000 or more indicate injury is possible.
**Scores of 60 or above indicate injury is possible.
Source: National Highway Traffic Safety Administration

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INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

BUICK (1992 models, expires Aug. 12)

Regal	$1,500

CHRYSLER CORP. (1991-92 models; expires June 30)

Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750

HONDA (1992 models, expires July 2)

Civic 4-door	$400
Accord wagon	$1,000
Other Accord	$750

ISUZU (expires June 30)

Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750

Dealer has the option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1991-92 models, expires July 6)

Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota

NISSAN (1992 models, expires July 6)

Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (1992 models, expires Aug. 3)

Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

TOYOTA (expires Aug. 3)

Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

Chrysler may extend minivan spiff

JOSEPH BOHN
Staff Reporter

Chrysler Corp. may bow to dealers' wishes and extend its customer rebates on minivans.

The company drew an angry response from dealers last week when it announced that the $500 rebates and $50 salesperson incentives on 1992 minivans would end June 22.

Chrysler Corp. officials were working on a new program late last week. An announcement is expected this week.

Chrysler did extend individual equipment discounts on such minivan options as child safety seats, sunscreen glass, quad seats and anti-lock brake systems, which were all part of its "First National Minivan Sale."

Those option discounts were scheduled to end June 22 but now are being extended through Aug. 31.

The announcement to end minivan rebates surprised dealers. Chrysler previously said it would run incentives on a quarter-to-quarter basis to help dealers in their planning.

The automaker's dealers had anticipated that the minivan rebates would run through the end of June or longer.

"The rebates have been on so long we never expected them to end," said Jim Clark, vice president of Armory Garage in Albany, N.Y. Armory, one of the oldest Chrysler-Plymouth dealerships. He has 80 minivans in stock.

Lochmore Chrysler-Plymouth in Detroit also stocked up on minivans, owner Gus Russo said.

Russo, national chairman of the Chrysler-Plymouth Dealer Council, said the council was "adamant" in trying to stop Chrysler from ending the rebates.

"But they said they wanted to decrease incentives," Russo said.

Frank Galeana, owner of Van Dyke Dodge in Warren, Mich., and national chairman of the Dodge Dealer Council, also expressed consternation.

"I gambled this program would continue. We have over 100 minivans in stock in our Florida store," said Galeana.

"I'm concerned they're pulling the plug on rebates. It will slow sales down. The question is, "How long?" ■

GM expands Protection Plan to older cars

JOSEPH BOHN
Staff Reporter

General Motors is making its GM Protection Plan service contract available to vehicles up to 3 years old, effective today.

The service contract previously had been limited to vehicles operated for less than 18 months or 18,000 miles.

For 1989 to 1991 models, GM had 36-month/50,000-mile bumper-to-bumper warranties. With 1992 models, it switched to a 36-month/36,000-mile warranty.

The plan is available only on General Motors vehicles through GM's franchised dealers, according to Bill Dailey, marketing coordinator for Motors Insurance Corp.'s Mechanical Products Department in Detroit.

The GM Protection Plan can be purchased for new or used cars. On new cars, it offers some services not in the standard warranty, such as rental car coverage. It provides full mechanical coverage once the basic factory warranty runs out.

The plan can provide coverage for a period of up to 72 months/100,000 miles, Dailey said. It has 10 different time/mileage options.

The suggested retail price starts at $370 for 36-month/50,000-mile coverage on a Chevrolet Corsica with no deductible. The suggested retail cost is $1,355 for a 72-month/100,000-mile plan with no deductible for the same car.

The optional service plan gives high-mileage drivers 14,000 more miles than provided in the factory warranty that comes with the car. ■

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1993 models

Expires June 30. In lieu of rebates, 7.9 percent financing is available.

Ford Escort	$200-400
Mercury Tracer	$200

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 23) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
Cougar (expires June 30) for owners of Ford Motor products	$1,000
Grand Marquis (expires Sept. 23) for owners of Ford Motor products	$1,000

1991 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires Sept. 23 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,000
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates vary by regions

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires July 6)

Excel (1991)	$1,200
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$1,000
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500

MAZDA (1992 models, expires July 6)

Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400

Navajo and pickup rebates vary by model and region.

SUBARU (1992 models, expires Aug. 3)

Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

calendar

DEALER CONVENTIONS — '92

June 23-28 — Arkansas Automobile Dealers Association, Half Moon Club, Montego Bay, Jamaica, (501) 372-2596

July 23-26 — Nevada Franchised Auto Dealers Association, Doubletree Hotel, Monterey, Calif., (702) 331-6884

Oct. 25-28 — Federation of Automobile Dealer Associations of Canada, Quebec City, (416) 940-4959

AUTO SHOWS — '92

July 23-25 —International Trucking Show, Anaheim, Calif.

Oct. 2-25 — State Fair of Texas Auto Show, Fair Park, Dallas, (214) 421-8728

Oct. 8-18 — Paris auto show, Paris, (1) 47 23 59 40

Oct. 13-25 — Los Angeles Recreation Vehicle Show, Recreation Vehicle Industry Association, Fairplex exposition complex, Pomona, Calif., (703) 620-6003

Oct. 15-18 — Auto Expo '93, Long Island's International New Car Show, Nassau Veterans Memorial Coliseum, Uniondale, Long Island, N.Y., (516) 368-8000

Oct. 16-18 — Northwood Institute Automotive Industry Show, Northwood Institute, Midland, Mich., (517) 837-4237

Oct. 23-Nov. 1 — South Florida International Auto Show, Miami Beach Convention Center, Miami Beach, Fla., (305) 758-2643

Oct. 28-Nov. 1 — Autobus RAI, Maastricht Exhibition and Congress Centre, Amsterdam, Netherlands

Oct. 31-Nov. 8 — New England International Auto Show, Bayside Exposition Center, Boston, (800) 732-2914

Nov. 6-8 — Auto Expo '93, Southern Connecticut's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 6-8 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (800) 345-1487

Nov. 11-15— Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (800) 345-1487

Nov. 11-15 — Greater Sacramento International Auto Show, California Exposition & State Fairgrounds, Sacramento, Calif., (800) 732-2914

Nov. 12-15 — Massachusetts International Auto Show, Centrum, Worcester, Mass., (508) 752-5240

Nov. 12-15 — Auto Expo '93, Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Nov. 19-22 — Jacksonville International Auto Show, Prime F. Osborn III Convention Center, Jacksonville, Fla., (800) 345-1487

Nov. 20-22 — Hampton Roads International Auto Show, Pavilion Virginia Beach Convention Center, Virginia Beach, Va., (800) 345-1487

Nov. 20-22 — Connecticut International Auto Show, Hartford Civic Center, Hartford, Conn., (203) 246-6566

Nov. 25-29 — Central Florida International Auto Show, Orange County Civic Center, Orlando, Fla., (407) 352-3420

Dec. 9-13 — Dayton Auto Show, Dayton Convention Center, Dayton, Ohio, (513) 825-1600

Dec. 9-13 — Las Vegas International Motor Car Show, Sands Expo Center, Las Vegas, (702) 369-6949

Dec. 26-Jan. 3 — National Capital Area International Auto Show, Washington Convention Center, Washington, (800) 732-2914

AUTO SHOWS — '93

Jan. 9-17 — Philadelphia International Auto Show, Philadelphia Civic Center, Philadelphia, (800) 345-1487

Jan. 21-24 — Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Jan. 23-31 — Pennsylvania Auto Show, Pennsylvania State Farm Show Complex, Harrisburg, Pa., (800) 345-1487

Feb. 2-7 — Greater Metro Portland International Auto Show, Oregon Convention Center, Portland, Ore., (800) 732-2914

Feb. 4-7 — Greater Charlotte Automobile Dealers Auto Show, Charlotte Merchandise Mart, Charlotte, N.C.

Feb. 5-7 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 6-14 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487

Feb. 17-21 — Atlanta Journal/Constitution International Auto Show, Georgia World Congress Center, Atlanta, (800) 732-2914

Automotive News

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Toledo, Ohio	6/22, 6/29	*
Jeep Cherokee		
Jeep Briarwood		
FORD		
Wayne, Mich.	6/22	2,900
Ford Escort		
Edison, N.J.		**
Ford Ranger		
Twin Cities (St. Paul, Minn.)		**
Ford F-series pickup		
Ford Ranger		
DIAMOND-STAR MOTORS		
Normal, Ill.	6/22	*
Eagle Talon		
Mitsubishi Eclipse		
Plymouth Laser		
NISSAN		
Smyrna, Tenn.	5/22, 6/29	***
Sentra		
Pickup		
Total U.S. car		2,900
Total units lost week of 6/22		2,900

†Plant closed for retooling.
*Model changeover
**Plant closed until September for model changeover
***Vacation.
Source: Automotive News Data Center

obituaries

Rueben Amundson

SCOTTSDALE, Ariz. — Rueben Amundson, owner of Amundson and Evan Chevrolet died June 12. He was 85.

Neil Froment

SCOTTSDALE, Ariz. — Neil Froment, retired regional fleet manager for Chevrolet, died June 4. He was 77.

Albert Marble

HAVERHILL, Mass. — Albert "Ted" Marble, founder of Marble Motor Co. (Cadillac-Oldsmobile), died May. 19. He was 91.

Nicholas Martino

ANSONIA, Conn. — Nicholas Martino, a retired 45-year veteran salesman for Crabtree Haas (Cadillac-Oldsmobile) in Westport, Conn., died June 12. He was 73.

Catherine Pundmann-Niedner

ST. CHARLES, Mo. — Catherine Pundmann-Niedner, 73, president of Pundmann Ford, died May 25.

James Traynor

FAIRFIELD, Conn. — James Traynor, 55, former president of Traynor Motors and president of Traynor Auto Body, died June 15.

G. Gale Wisbach

DUXBURY, Mass. — G. Gale Wisbach, 74, retired president and treasurer of Mayflower Chrysler-Plymouth in Plymouth, Mass.; Porter Square Dodge in Cambridge, Mass.; and Gale Motors in Fall River, Mass., died May 17.

Paul Wolf

AUBURN, Mass. — Paul Wolf, 70, founder of Wolf Coach Inc., an ambulance and specialty vehicle maker, died May 30.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 6/15-6/20/92	Actual 6/8-6/13/92	6/1-6/20/92	Year 1/1-6/20/92	Year 1/1-6/22/91
LeBaron J	1,500	1,506	4,532	28,107	18,697
New Yorker	325	355	1,126	8,157	3,767
Fifth Avenue	1,200	1,221	3,770	18,155	16,137
Imperial	70	85	282	2,566	3,710
Town & Country (trk.)	210	344	963	7,079	1,642
Total Chrysler Div.	**3,385**	**3,511**	**10,673**	**64,064**	**43,973**
Sundance	1,350	1,367	4,387	28,616	20,802
Acclaim	1,750	1,681	5,019	37,504	41,323
Voyager (trk.)	2,460	2,458	7,309	47,101	46,853
Voyager (Can. trk.)	2,682	2,539	8,258	64,675	52,453
Total Plymouth	**8,242**	**8,045**	**24,973**	**177,896**	**161,431**
Daytona	350	317	1,111	6,454	4,936
Shadow	2,500	2,491	8,093	47,287	24,117
Dynasty	2,450	2,455	7,575	41,158	55,222
Spirit	1,625	1,746	5,238	35,764	37,478
Viper	5	9	20	51	0
Monaco (Can.)	0	0	0	0	4,698
Caravan (trk.)	3,252	3,027	9,352	61,228	50,340
Caravan (Can. trk.)	3,756	3,501	11,325	86,289	71,370
Caravan C/V (trk.)	180	181	525	1,815	2,118
Caravan C/V (Can. trk.)	162	154	527	4,203	12,046
Dakota (trk.)	4,380	3,899	11,922	68,216	38,841
Ram pickup (trk.)	1,410	1,288	3,902	29,808	38,774
Ram wagon (Can. trk.)	540	533	1,582	12,031	11,084
Ram van (Can. trk.)	1,812	1,851	5,528	33,226	19,649
Total Dodge	**22,422**	**21,452**	**66,700**	**427,530**	**378,673**
Premier (Can.)	0	0	0	0	5,397
Cherokee (trk.)	0	3,325	7,013	66,961	62,267
Comanche (trk.)	0	0	0	915	2,583
Grand Cherokee (trk.)*	2,400	2,037	6,846	30,758	1,590
Briarwood (trk.)	0	0	0	325	1,377
Wrangler (Can trk.)	0	0	0	29,026	28,170
Total Jeep-Eagle	**2,400**	**5,362**	**13,859**	**127,985**	**101,384**
Total U.S. car	**13,125**	**13,233**	**41,153**	**253,819**	**226,209**
Total Can. car	**0**	**0**	**0**	**0**	**10,095**
Total U.S. truck	**14,292**	**16,559**	**47,832**	**314,206**	**246,385**
Total Can. truck	**8,952**	**8,578**	**27,220**	**229,450**	**194,772**
CHRYSLER CORP.	**36,369**	**38,370**	**116,205**	**797,475**	**677,461**
Escort	5,730	5,759	17,286	91,802	93,913
Mustang	2,805	2,820	8,440	48,009	38,957
Tempo	2,988	2,956	8,852	66,984	54,343
Tempo (Can.)	3,351	3,406	10,155	62,368	57,402
Taurus	9,514	9,655	28,864	192,161	165,785
Thunderbird	2,425	2,532	7,383	43,388	37,773
Crown Victoria (Can.)	3,099	3,030	8,284	52,671	43,811
Aerostar (trk.)	4,160	4,225	12,610	90,741	78,097
Bronco (trk.)	699	756	1,455	11,273	6,449
Explorer (trk.)	6,711	6,458	19,676	153,483	134,413
Mazda Navajo (trk.)	150	159	457	2,852	5,725
Econoline (trk.)	4,486	4,482	13,446	96,333	65,041
Heavy (trk.)	925	969	2,861	22,477	16,175
Light truck (trk.)	9,767	10,731	29,117	222,016	138,593
Light truck (Can. trk.)	3,056	3,076	9,172	70,760	48,879
Ranger (trk.)	4,389	7,053	19,042	148,741	126,253
Total Ford Division	**64,255**	**68,867**	**197,102**	**1,376,059**	**1,111,609**
Topaz	1,425	1,474	4,416	29,414	23,006
Topaz (Can.)	1,469	1,441	4,356	24,687	18,132
Cougar	1,025	1,090	3,311	29,115	27,946
Sable	3,378	3,445	10,228	63,439	53,632
Grand Marquis (Can.)	2,701	2,820	7,641	49,924	44,458
Mercury Villager (trk.)	352	283	917	1,963	0
Nissan Quest (trk.)	228	182	582	1,069	0
Total Mercury	**10,578**	**10,735**	**31,451**	**199,611**	**167,174**
Continental	835	865	2,506	19,054	27,959
Mark VII	0	0	0	2,375	4,890
Town Car	2,552	2,580	7,557	57,102	65,766
Total Lincoln	**3,387**	**3,445**	**10,063**	**78,531**	**98,615**
Total L-M Division	**13,965**	**14,180**	**41,514**	**278,142**	**265,789**
Total U.S. car	**32,677**	**33,176**	**98,843**	**642,843**	**593,970**
Total Can. car	**10,620**	**10,697**	**30,436**	**189,650**	**163,803**
Total U.S. truck	**31,867**	**35,298**	**100,165**	**750,948**	**570,746**
Total Can. truck	**3,056**	**3,076**	**9,172**	**70,760**	**48,879**
FORD MOTOR CO.	**78,220**	**82,247**	**238,616**	**1,654,201**	**1,377,398**
Skylark	1,643	1,515	3,951	29,628	34,929
Century	2,365	2,364	7,637	42,372	44,487
Regal (Can.)	3,000	3,026	9,121	49,163	57,925
Riviera	286	297	878	6,165	4,204
Park Avenue	754	792	2,290	29,975	48,614
LeSabre	4,221	4,248	12,677	78,120	35,172
Roadmaster sedan	0	750	1,440	20,656	8,420
Roadmaster wagon	200	203	617	5,977	10,808
Reatta	0	0	0	0	1,206
Total Buick	**12,468**	**13,195**	**38,611**	**262,056**	**245,765**
Eldorado	616	639	1,895	19,227	6,395
Seville	1,371	1,421	4,212	26,545	12,909
Brougham	0	0	0	2,170	9,625
DeVille	3,806	0	7,435	58,949	69,942
Allante	64	64	192	856	1,510
Total Cadillac	**5,857**	**2,124**	**13,734**	**107,747**	**100,381**
Cavalier	4,755	5,138	15,077	112,905	132,020
Camaro	1,796	2,094	5,681	34,195	24,197
Corsica-Beretta	5,546	4,552	14,597	100,993	125,170
Lumina (Can.)	6,200	6,214	18,762	117,704	109,371
Caprice	1,760	3,621	8,780	54,526	66,162
Corvette	568	672	1,827	10,731	10,919
Astro (trk.)	3,150	2,494	8,596	74,643	49,381
Blazer (trk.)	701	602	1,827	11,507	3,965
Lumina APV (trk.)	1,212	1,189	3,622	22,862	19,928
Mediums (trk.)	0	240	509	3,221	2,150
P-model (trk.)	812	560	2,085	12,108	8,683
Pickup (trk.)	6,601	5,505	18,670	132,144	124,055
Pickup (Can. trk.)	4,100	4,119	12,078	94,236	67,538
S10 (trk.)	4,406	3,635	11,606	90,102	125,578
S10 Blazer (trk.)	2,803	2,870	8,145	64,000	24,452
Sportsvan (trk.)	0	0	0	11,405	20,542
Sportsvan (Can. trk.)	2,000	2,046	6,068	38,254	26,038
Suburban (trk.)	1,705	1,311	4,831	25,155	13,312
Total Chevrolet	**48,115**	**46,862**	**142,743**	**1,010,091**	**953,461**
Achieva/Calais	2,950	3,035	8,923	61,334	34,616
Cutlass Ciera	3,092	3,093	9,758	65,528	37,128
Cutlass Ciera (Can.)	0	0	0	0	34,470
Cutlass Supreme	2,370	2,404	7,162	41,692	52,656
Toronado	94	95	286	3,095	2,778
Eighty Eight	937	933	2,807	36,319	30,947
Custom Cruiser wag.	40	43	121	1,926	5,160
Ninety Eight	826	0	1,636	16,432	37,311
Silhouette (trk.)	257	263	781	8,005	10,359
Bravada (trk.)	123	151	322	6,734	8,608
Total Oldsmobile	**10,689**	**10,017**	**31,796**	**241,065**	**254,033**
Sunbird	1,805	2,135	5,931	47,011	61,250
Grand Am	6,199	5,103	18,255	122,579	87,060
Firebird	504	606	1,619	12,274	8,085
Grand Prix	2,700	2,700	8,102	54,992	49,508
Pontiac 6000	0	0	0	0	20,286
Bonneville	1,328	1,331	4,006	48,660	23,434
Trans Sport (trk.)	1,375	1,389	4,150	19,638	12,851
Total Pontiac	**13,911**	**13,264**	**42,063**	**305,154**	**262,474**
Yukon-Jimmy (trk.)	254	17	349	3,429	1,045
Medium (trk.)	0	336	636	10,926	4,564
P-model (trk.)	85	44	180	1,219	1,471
Pickup (trk.)	2,439	1,977	7,029	51,441	54,244
Pickup (Can. trk.)	1,450	1,434	4,255	34,216	26,627
Syclone-Sonoma (trk.)	1,476	1,075	3,277	24,063	27,905
Typhoon-S15 Jimmy (trk.)	1,026	839	2,561	20,493	8,926
Safari (trk.)	1,340	1,101	3,736	31,127	21,326
Suburban (trk.)	852	716	2,409	15,579	11,855
Vandura (trk.)	0	0	0	5,803	9,921
Vandura (Can. trk.)	600	600	1,904	17,021	10,931
Total GMC	**9,522**	**8,139**	**26,336**	**215,317**	**178,815**
Total Saturn+	**4,370**	**4,370**	**13,110**	**94,003**	**33,510**
Total U.S. car	**56,966**	**54,218**	**170,982**	**1,239,835**	**1,130,418**
Total Can. car	**9,200**	**9,240**	**27,883**	**166,867**	**201,706**
Total U.S. truck	**30,617**	**28,314**	**85,383**	**645,604**	**565,121**
Total Can. truck	**8,150**	**8,199**	**24,305**	**183,727**	**131,134**
GENERAL MOTORS	**104,933**	**97,971**	**308,393**	**2,236,033**	**2,028,439**
Can. car	2,350	2,343	6,992	53,870	60,773
Can. trk.	1,500	1,478	4,387	33,341	27,364
CAMI*	**3,850**	**3,821**	**11,379**	**87,211**	**88,137**
DIAMOND-STAR*	**2,704**	**3,143**	**9,085**	**76,042**	**72,586**
Civic	2,146	2,222	6,561	47,074	44,904
Civic (Can.)	2,200	2,199	6,567	53,841	52,843
Accord	7,787	7,596	23,029	187,354	173,677
Total U.S. car	**9,933**	**9,818**	**29,590**	**234,428**	**218,581**
Total Can. car	**2,200**	**2,199**	**6,567**	**53,841**	**52,843**
HONDA	**12,133**	**12,017**	**36,157**	**288,269**	**271,424**
HYUNDAI Sonata (Can.)	**100**	**381**	**806**	**6,728**	**14,406**
MAZDA*	**3,957**	**3,876**	**10,868**	**42,340**	**73,738**
U.S. trk.	1,550	1,552	4,649	32,150	36,928
Can. trk.	205	224	634	4,170	3,650
NAVISTAR	**1,755**	**1,776**	**5,283**	**36,320**	**40,578**
Sentra	2,760	2,289	7,471	63,279	67,178
Pickup (trk.)	2,310	2,727	7,926	65,703	65,986
NISSAN	**5,070**	**5,016**	**15,397**	**128,982**	**133,164**
Geo Prizm	1,600	1,597	4,817	42,721	48,968
Toyota Corolla	2,500	2,546	7,564	57,042	51,510
Toyota Pickup (trk.)	1,700	1,682	5,064	25,798	0
NUMMI	**5,800**	**5,825**	**17,445**	**125,561**	**100,478**
Legacy	1,200	1,120	3,525	28,494	27,263
Pickup (trk.)	520	484	1,520	11,105	0
Rodeo (trk.)	980	891	2,870	19,897	0
Total U.S. car	**1,200**	**1,120**	**3,525**	**28,494**	**27,263**
Total U.S. trk.	**1,500**	**1,375**	**4,390**	**31,002**	**24,567**
SUBARU-ISUZU	**2,700**	**2,495**	**7,915**	**59,496**	**51,830**
Camry	5,892	5,337	16,165	115,822	107,947
Corolla (Can.)	1,500	1,522	4,533	35,829	33,502
TOYOTA	**7,392**	**6,859**	**20,698**	**151,651**	**141,449**
VOLVO 740, 940 (Can.)	**150**	**150**	**450**	**3,363**	**4,281**
AM GENERAL (trk.)	**375**	**375**	**1,125**	**8,925**	**10,050**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**7,200**	**57,120**	**66,070**
Total U.S. car	**133,314**	**130,353**	**399,983**	**2,796,665**	**2,618,368**
Total Canada car	**26,120**	**26,532**	**77,667**	**510,148**	**541,549**
Total U.S.-Canada Car	**159,434**	**156,885**	**477,650**	**3,306,813**	**3,159,917**
Total U.S. truck	**86,611**	**88,282**	**263,654**	**1,931,456**	**1,585,853**
Total Canada truck	**21,863**	**21,555**	**65,718**	**521,448**	**405,799**
Total U.S.-Canada truck	**108,474**	**109,837**	**329,372**	**2,452,904**	**1,991,652**
TOTAL U.S.	**219,925**	**218,635**	**663,637**	**4,728,121**	**4,204,221**
TOTAL CANADA	**47,983**	**48,087**	**143,385**	**1,031,596**	**947,348**
TOTAL U.S.-CANADA CAR & TRUCK	**267,908**	**266,722**	**807,022**	**5,759,717**	**5,151,569**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Overtime heavy in buildout

GWENDOLYN ZONGHETTI
Special Correspondent

Despite the onset of the model changeover season, the Big 3 scheduled overtime at 10 truck and eight car plants last week.

In the same week last year, three plants were idle for model changeover, and one was idle due to slow sales and high inventories.

For the year to date, car and truck production in the United States and Canada is 5,759,717, up 11.8 percent over the 5,151,569 produced at this point a year ago.

The Diamond-Star Motors plant in Normal, Ill., has discontinued production of the Eagle Summit and Mitsubishi Mirage. The plant will continue to build the Eagle Talon, Mitsubishi Eclipse and Plymouth Laser.

In Canada, calendar-year car and truck production reached 1 million last Tuesday, three weeks ahead of last year.

Estimated U.S. car production last week was 133,314, up 2.3 percent from the prior week and up 13.7 percent over last year.

Year-to-date car production in the United States is 2,796,665, up 6.8 percent over 1991.

Canadian plants assembled an estimated 26,120 cars last week, down 1.6 percent from the prior week, and 8.2 percent below 1991.

So far this year, Canadian car production is estimated at 510,148, down 5.8 percent.

In the United States, 86,611 trucks were built last week, down 1.9 percent from the prior week but up 2.9 percent over last year.

U.S. truck production so far this year is estimated at 1,931,456, up 21.8 percent from 1991.

In Canada, 21,863 trucks were built last week, up 1.4 percent from the prior week and 2.4 percent from the year-ago week.

Year-to-date truck production in Canada is 521,448, up 28.5 percent.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 53,582, up 0.4 percent over the prior week and 6.6 percent over the year-ago week.

General Motors scheduled Saturday overtime last week at three car plants: Wentzville, Mo.; Lansing, Mich. (C Plant); and Wilmington, Del.

In Ontario, GM's Oshawa and Scarborough truck plants also worked overtime last Saturday.

The company's Moraine, Ohio, and Janesville, Wis., plants worked daily overtime last week.

Ford Motor Co. slated daily overtime at four car plants (Wixom, Mich.; Atlanta; Chicago; and St. Thomas, Ontario) and three truck plants (Kansas City, Mo.; Louisville, Ky.; and St. Louis.)

Chrysler Corp. worked Saturday overtime last week and has scheduled daily overtime this week at three truck plants: St. Louis; Warren, Mich.; and Jefferson North (Detroit).

Chrysler's Sterling Heights, Mich., car plant worked last Saturday and will work daily overtime this week. ■

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Automotive News

JUNE 29, 1992

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NEWSPAPER

COPY

U.S. plant puts BMW in a new world

Special convertible may be 1st model

JAMES R. CRATE
International Editor

Even for Karl Gerlinger, the relentlessly enthusiastic chief of BMW AG's U.S. sales arm, the luxury-car maker's announcement last week that it will start building cars in South Carolina in 1995 represents a roll of the dice.

As expected, BMW said it will invest about $300 million in a greenfield plant in Greer, S.C., to build an unspecified new model beginning in 1995. The plant, with a projected capacity of 60,000 to 70,000 cars a year by 2000, will produce for both the U.S. market and for export, BMW said.

Aside from a small kit-car operation in South Africa, it will be BMW's first assembly plant outside Germany.

Although officials declined all comment on the new car, supplier sources said it likely will be a distinctly new convertible based on the current 3 series, with a roadster offshoot possible. BMW sources in Munich also ruled out a sport-utility or a minivan.

JOE WILSSENS/AUTOMOTIVE NEWS

BMW comes to America: Making the announcement in Dearborn, Mich., were Karl Gerlinger, left, president of BMW of North America; Helmut Panke, BMW AG's corporate planning director; and Bernd Pischetsrieder, manufacturing director.

"Yes, this is a highly risky move," Gerlinger said in Dearborn, Mich., last week. "But the U.S. market demands that you take risks to achieve anything worthwhile. If you are not prepared to gamble to seize an opportunity here, you might as well stay home."

The risk, of course, is that Bimmer buyers may consider a U.S.-made model to be *ersatz*, and shun it, or that quality will not be up to the company's fabled standards.

Volkswagen AG, the only other

see BMW, 38

AMERICA'S BMW COUP

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South Carolina is a surprising fit for BMW

LINDSAY CHAPPELL
Staff Reporter

GREENVILLE, S.C. — Bratwurst and Bavarian cabbage was the lunch special at the local Marriott Hotel last Tuesday, after BMW AG announced it will build a $300 million auto plant two miles away.

It was not the usual fare in a Southern town that King Cotton built.

But then again, who would ever have thought that South Carolina would be producing cars? And that BMW would build them?

But for the independent-minded German automaker, the Greenville area is a natural. And in many ways, BMW will feel right at home.

Where else would a German firm find a small U.S. city with no traffic congestion but with 58 other German manufacturers in the area. British, French, Dutch, Belgian and Italian manufacturers have 89 more plants nearby. Yet Greenville's airport doesn't even offer international air service.

As part of the BMW deal, the airport will have to extend its runways to accommodate the trans-

see CAROLINA, 40

late news

Subaru sets new ad theme

NEW YORK — Subaru of America and its ad agency, Wieden & Kennedy, will unveil a new ad campaign this week, coming soon to print and broadcast media.

The campaign is phase two of Wieden & Kennedy's tongue-in-cheek "What to Drive" campaign making fun of status-seekers.

The agency describes Subaru's target buyers of the 1990s as "role-relaxed," or comfortable with themselves, as opposed to the stereotypical, grasping Yuppie of the 1980s.

— *Jim Henry*

L-M inks TV, print deal

Lincoln-Mercury Division has signed as the first sponsor of "The Wild West," a five-part documentary that will air on Time Warner's 75-station network of independent television stations.

The series starts in March. Starting in January, the group of independent stations will run original programming

see LATE NEWS, 2

Pontiac excitement is for real nowadays

PHIL FRAME
Staff Reporter

With sales up for five of the seven vehicles in Pontiac's lineup and market share on the rise, the excitement is back in General Motors' "excitement division."

Pontiac's car and truck sales for the calendar year through May were up 11.5 percent, while the market as a whole was up 3.9 percent. That boosted Pontiac's share to 4.8 percent, up from 4.3 percent for the same period a year ago.

In May, Pontiac had 5.2 percent of the car and light-truck market.

"Dealers are telling us they want more cars, which I haven't heard since I came back to Pontiac in June 1989," said General Manager John Middlebrook. Middlebrook worked at Pontiac from 1979 to 1981 and from 1983 to 1985.

"Dealers are feeling better," he said. "They're seeing more people in the showroom, (including) import owners and import intenders."

Dealers say they are enthusiastic about recent sales and their prospects for the rest of 1992.

"I'm really excited about the second half of the year," said Garry Warner, president of Warner Pontiac-Oldsmobile-GMC Truck Inc. in St. Louis. "In my dealership, we're having the best Pontiac month we've had this year."

see PONTIAC, 37

JIM FRENAK

Through June 20, Grand Am sales were up 29.3 percent for the year.

Commission dumps on Big 3

MAX GATES
Staff Reporter

WASHINGTON — For a while last Wednesday, the Big 3 had their target in the crosshairs.

They had worked the House hearing room hard that morning. Then the Ways and Means Committee voted to raise duties on most Japanese — but not European — minivans and four-door sport-utilities from 2.5 percent to 25 percent.

The tariff bill amendment would add $3,000 or more to the price of their Japanese competitors' products. Big 3 lobbyists celebrated with hugs and handshakes. But four hours later, their smiles turned upside down.

In a 4-2 vote that caught just about everyone by surprise, the International Trade Commission shot down the Big 3's minivan dumping case against Toyota and Mazda. The ITC commissioners said they found no evidence that the Big 3 had been hurt by Japanese dumping practices.

With the vote, the Japanese importers will escape duties that could have added $2,000 or more to the price of new Toyota Previas and Mazda MPVs.

And more critically, the Japanese can breathe easier about the prospect of a dumping complaint against their luxury cars. Ford Motor Co. Chairman Harold Poling has mentioned the possibility. And, notes GM spokesman William Noack, "there is concern generally in the industry" that the Japanese are underpricing the cars to gain market share.

The minivan decision shook Thomas Hanna, president of the Motor Vehicle Manufacturers Association, who had led the Big 3 charge for more than a year. Hanna, struggling for an explanation in the moments after the vote, called it "preposterous," "astonishing" and "peculiar."

Said Hanna, "We've been told by an agency of the U.S. government to drop dead."

The Big 3 thought they would win. Last December, the Commerce Department issued a preliminary ruling that the Japanese were dumping their minivans at 0.95 percent to 7.19 percent below fair market value. After several trips to Japan to look at company books, Commerce investigators raised the dumping margins

see DUMPING, 37

Automotive News

Bidding big

The auto auction industry and strategies for used-car departments are featured in *Automotive News Insight,* which follows Page 22.

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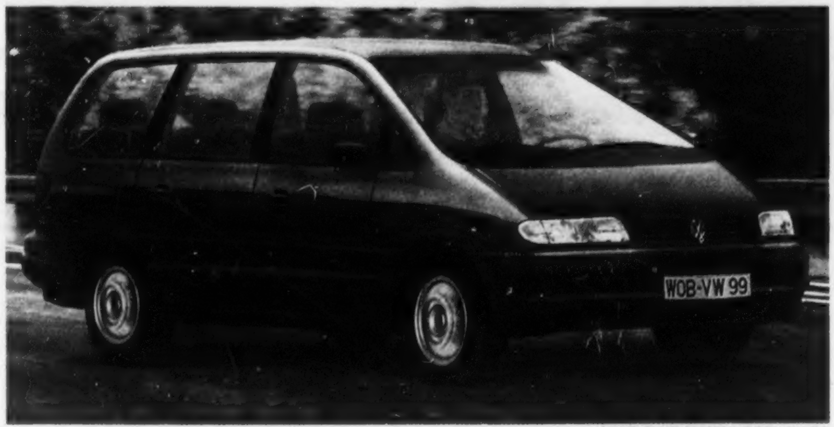
corrections

The following are from the 1992 Market Data Book:

- In the Page 13 Production section, the markets for the Ford Escort and Mercury Tracer built in Hermosillo, Mexico are incorrect. Both cars are built there for the United States and Canada.
- On Pages 92 and 105, the Mazda MX-6 is incorrectly represented. This model is available only as a two-door notchback.
- In the Equipment section on Page 92, the last four categories for U.S. domestic-built car body type/roof installations should read as follows: electric slide sunroof; pop-up sunroof; vinyl roof; T-roof.
- In the Dealers section, locations of three dealerships were listed incorrectly. American Chevrolet-Geo is in Modesto, Calif. North Star Dodge Center Inc. is in Brocklyn Center, Minn. Luke Potter Dodge Inc. is in Winter Park, Fla.
- The principal/owner of a top 10 Mercedes-Benz franchise is listed incorrectly on Page 118. John C. Brockway owns Bill Ussery Motors in Coral Gables, Fla.
- In the annual world vehicle production and assembly chart on Page 3, the "other" column incorrectly listed vehicles produced outside the major vehicle-producing countries. It should be replaced with the following:

Year	Other
1991	4,100,445
1990	4,376,212
1989	1,246,856
1988	2,297,775
1987	2,643,368
1986	1,279,224
1985	1,965,142
1984	2,050,071
1983	1,566,965
1982	1,959,883



HANS G. LEHMANN/HIDDEN IMAGE

Ford-VW minivan for Europe

Ford and Volkswagen are preparing to enter the hot minivan market in Europe with a jointly developed people carrier expected for the 1994 model year. Each maker's version will have a distinct body style; this artist's retouching of a spy shot of prototypes shows one possibility. The seven-seat van is based on a stretched-wheelbase VW Passat. A joint-venture assembly plant is being built in Portugal, with annual production of 180,000 planned.

latenews

CONTINUED *from* PAGE 1

from 8 p.m. to 10 p.m. local time on Wednesdays. The network covers 77 percent of the country.

In addition to commercials during the 10-hour documentary, Lincoln-Mercury will get ads in a special program guide to be carried in six Time Inc. magazines. The division will also sponsor a special edition of *Life* called "The Wild West."

Lincoln-Mercury will use its sponsorship to promote the Mark VIII coupe and the 1993 Mercury Villager minivan.

— Crain News Service

NHTSA probes Blazer/Jimmy

WASHINGTON — The government has intensified its look into possible fuel injection problems that have been blamed for 35 accidents involving Chevrolet S10 Blazers and GMC Jimmys.

The National Highway Traffic Safety Administration said it has recorded 525 complaints of over-acceleration on starting and engine surges during deceleration and stopping. Three injuries and one death have been blamed on the alleged problem.

The investigation covers more than 850,000 vehicles with 4.3-liter V-6 engines with throttle-body injection from the 1989-91 model years.

NHTSA has also upgraded its investigations of fuel tank leaks in the 1985-87 Audi 4000 and Coupe GT and in 1987-90 Jeep Wranglers. The agency has also granted a petition filed by the Center for Auto Safety for investigating power door lock failures in 1987-91 Toyota Camrys.

— Max Gates

Belts, airbags save more lives

WASHINGTON — A National Highway Traffic Safety Administration report says the number of lives saved by the use of airbags and automatic belts has increased.

NHTSA said the risk of fatality for front seat occupants in cars with airbags is 23 percent lower than in cars with manual belts — at 1983 usage rates.

NHTSA said it used 1983 as a base because it was the year prior to a concerted effort to raise belt use.

The fatality rate is 16 percent lower in cars equipped with motorized belts than non-motorized belts.

Ford licenses casting process

Ford Motor Co. will license a British manufacturing process for an aluminum casting plant under construction in Windsor, Ontario.

The plant, to become operational in 1993, will manufacture complex multi-valve cylinder heads for either the modular V-8 engine built in Romeo, Mich., or a modular V-6 to be built in Cleveland.

For the Windsor plant, Ford is licensing casting technology from Cosworth Engineering of Britain.

— William R. Diem

Ford recalls 34,700 cars

DEARBORN, Mich. — Ford Motor Co. is recalling 26,500 1990 and 1991 Crown Victoria police cars and 8,200 1991 Escort GT and Tracer LTS.

Ford said the rear brake lines on Crown Victoria police cars with the 5.8-liter V-8 engine may rub against the car body, causing fluid loss. Owners may experience increased pedal effort.

Ford is recalling the Escort GT and Tracer LTS equipped with manual transmissions to inspect the speedometer assembly. About 2,500 of the vehicles may have speed sensors without ball seals. Transmission fluid may leak through the assembly onto the vehicle floor.

Alfa recalls 1,800 Spyders

ORLANDO, Fla. — Alfa Romeo Distributors of North America has recalled 1,800 of its 1991 and 1992 Spyder convertibles to fix an electrical problem.

The company said an electrical short circuit could develop inside the map light in the glove compartment. Dealers will replace the map light and bracket.

Dealer profits move upward

March was profitable for car dealers. The average dealership pretax profit of 1.9 percent of sales was nearly double the average of the past three years.

The higher profit margin was accompanied by a 7 percent increase in dollar sales for the month. The average dealership earned more than half of its first-quarter profit in March, according to the National Automobile Dealers Association.

NADA's quarterly survey showed that 19 percent of all dealerships operated at a loss in the first quarter of 1992, compared to 42 percent reporting losses for the same time period in 1991.

— Charles M. Thomas

Ford denies secret warranty

DETROIT — A consumer group in Washington wants Ford Motor Co. to notify all owners of F-series trucks that the vehicles may have defects that cause the paint to prematurely peel.

The Center for Auto Safety claims that Ford has known about the problem for years and has repainted some trucks under secret warranties. The groups wants the Federal Trade Commission to order Ford to notify owners of the alleged paint problems and, if necessary, repaint the vehicles.

Ford admitted it has had problems in a small percentage of certain colors on F-series trucks, but denied it has a secret warranty.

Earlier this year, Ford initiated a customer service program for F-series owners and asked those owners to detail any problems they may be having with their trucks.

— The Associated Press

briefly

Washington is 1st on Lee's list

He's fathered the Mustang. Refurbished the Statue of Liberty. Written two best sellers. Plucked **Chrysler** from the jaws of bankruptcy. But none of those is Lee Iacocca's shining moment. The Chrysler chairman told a Detroit television audience that the proudest moment of his career was in July 1983 at the National Press Club in Washington. That's when Chrysler repaid its $1.2 billion federally-guaranteed loan seven years early. Said our hero: "I'm giving them a check for $1.2 billion seven years early and they didn't know what the hell to do with it because nobody ever paid off a loan down there, and it stunned them."

Lido: recalls payback

NEVER SATISFIED — When Michael Andretti finally won a 1992 Indycar race (Portland), his team sent a fax to Cosworth Engineering in England, which builds the **Ford**-Cosworth powerplants. "Sorry it took so long," said the team. "When's the next 20 hp coming?"

OLD HABITS — Auto suppliers like ITT Automotive would like the industry to choose one way of measuring supplier quality. A task force is working on the idea, but ITT executive Chuck Peters says lower-level industry people are dragging their feet. His explanation: "Turf protection is older than our industry."

THEY SAID GOO GOO — Children who have neither driven a Ford lately, nor are old enough to drive one, may one day become focus group fodder for **Ford Division**. In its quest to find out how much kids influence their parents' vehicle purchases and to gauge its future market, Ford may someday focus on children as young as 10, said division ad manager John Vanderzee. But for the time being, he said, "we will do some focus groups down to age 16 — and perhaps talk to 15-year-olds."

WASHINGTON CALLING — The nation's capital is calling the Motor Vehicle Manufacturers Association's director of communications. "The biggest task will be relocating files," said Gene McKinney, who has run the communications staff from MVMA's Detroit office, but this week moves to Washington, D.C. MVMA's library and photo section, which also report to McKinney, will remain in Detroit.

LISTENING, ROSS? Listen up, Ross Perot. Lee Iacocca, one-time possible presidential contender, says businessmen may not have the right temperament for the Oval Office. "I think I would make a lousy president," he said in a TV interview. "We (businessmen) are in a world of making decisions and seeing the results of those decisions. We're results oriented. Businessmen like to say, 'Let's do this. There might be some risk involved, but let's stand by our guns here and go do it.' But the political system is like dealing in molasses. I think it's very difficult to make the transition, frankly."

Perot: wrong temperament?

Opel braces for another earnings slide

High costs in Germany, Saab subsidiary blamed

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — The petals are beginning to drop off General Motors' European rose, the German Adam Opel AG subsidiary.

With the German market returning to normal, Opel expects 1992 earnings to drop below 1991 levels of $698 million (1.075 billion German marks). Last year's earnings were off 19 percent from 1990's $861 million, although sales in 1991 were up 14.5 percent to $17.63 billion.

Opel's margins on cars sold in Germany are considerably higher because exporting adds extra costs, said Gail Gunderson, finance director, at the company's annual financial press conference.

To offset the decline in Germany, Opel will export more than half of its anticipated 1.1 million car production in 1992, compared with 38 percent in 1991. Last year Opel produced 995,000 cars, down 5 percent from 1990 because of the changeover from the Kadett to the Astra.

In the first five months of 1992, Opel sold 311,000 new cars in Germany compared with 363,000 units during the same period last year, said Louis Hughes, Opel chairman and the new president of GM Europe.

Opel's 1991 earnings also were hit by a $292 million write-off on the value of its ownership in Saab, the Swedish maker in which GM holds a 50 percent control. In addition, Opel had to invest $74 million in Saab "to make it a profitable company," Gunderson said.

In 1991, personnel costs rose by $390 million, thanks to a new union contract. The 1992 labor pact is expected to cost Opel another $147 million.

It expects to significantly reduce its costs when the new plant in Eisenach, in the former East Germany, opens this September. At capacity, that plant will produce 150,000 Astras and add production of the new Corsa.

Opel and GM are currently analyzing ways to boost productivity in Europe. "We must remain competitive or we will see the experience of the American manufacturers," Hughes said.

Hughes would not detail Opel's plans to cut employment, which he said must be slashed at all of its plants.

Hughes said the reductions at Opel will be made through attrition.

Car sales dip; trucks strong in mid-June

KRISTINE STIVEN BREESE
Staff Reporter

U.S. vehicle sales in mid-June lagged behind last year's in familiar formation: Trucks were strong, but cars were weak.

For the nine selling days from June 11-20, total U.S. car and truck sales were 407,213, down 2.4 percent from last year.

It was the seventh time in this year's 17 reporting periods that 10-day sales trailed last year's results.

And as has been the case all year, truck sales showed the most promise.

Measured against mid-June last year, light-truck sales increased 4.5 percent, to 152,398. Through May, light trucks were up 10.8 percent, and they gained again in early June.

But car sales dropped 6.0 percent from a year ago. Car sales were also down in early June, after being up 0.5 percent in the first five months of this year.

Overall sales of cars and light trucks are still 4.0 percent ahead of last year's.

Tom Webb, chief economist for the National Automobile Dealers Association, said he expects sales to continue to rise through the fourth quarter as employment picks up.

He said that manufacturers' promotions and merchandising are helping dealers.

"Attractive lease deals and good values on new models appear to be working," he said. But "dealers are still finding it takes a lot to entice customers to trade in vehicles that are paid off."

As in early June, Ford Motor Co. showed the biggest mid-month increase among the Big 3. Sales jumped 10.5 percent to 102,558.

While Lincoln and Mercury slipped, Ford Division's gains in cars and trucks pulled the whole company forward.

Chrysler Corp. also showed an increase, thanks in large part to Jeep sales, which rose 18.3 percent with help from the new Grand Cherokee. Chrysler does not report 10-day sales. *Automotive News* estimates Chrysler's figures and those of most imports.

General Motors sales dropped 5.3 percent in mid-June. That came despite another big leap by Saturn, which sold 2½ times as many cars this year as it did last year. Cadillac also was strong with a gain of 27.1 percent. But every other GM division dropped.

Sales fell 20.6 percent for American Honda Motor Co. Inc. and 12.5 percent for Toyota Motor Sales U.S.A. Inc.

Honda-badged cars were down 19.9 percent, and Acura sales dropped 23.8 percent.

At Toyota, Lexus fell 17.3 percent and Toyota Division sales slipped 12.1 percent.

Nissan Motor Corp. in U.S.A. also was down, but its dip of 4.5 percent was less severe than those of Honda and Toyota. Nissan's Infiniti Division had a gain of 34.1 percent, but Nissan-badged cars and light trucks were down 6.2 percent.

10-DAY CAR AND TRUCK SALES, BY MAKE

	June 11-20, 1992	June 11-20, 1991
ALFA ROMEO (imp. car)*	**65**	**111**
Acura (imp. car)	**3,858**	**5,062**
Domestic car	13,512	18,077
Imported car	4,649	4,590
Honda	**18,161**	**22,667**
AMERICAN HONDA	**22,019**	**27,729**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,802**	**1,331**
Domestic car*	3,167	3,724
Imported car*	0	29
Domestic truck*	172	145
Chrysler Division*	**3,338**	**3,898**
Domestic car*	8,918	10,486
Imported car*	827	1,141
Domestic truck*	19,447	16,443
Imported truck*	121	118
Dodge*	**29,313**	**26,188**
Domestic car*	928	1,091
Imported car*	353	236
Eagle*	**1,281**	**1,327**
Domestic truck*	7,512	6,351
Jeep*	**7,512**	**6,351**
Domestic car*	5,187	6,099
Imported car*	460	476
Domestic truck*	7,169	6,061
Plymouth*	**12,816**	**12,636**
Domestic car*	18,200	21,400
Imported car*	1,640	1,881
Domestic truck*	34,300	29,000
Imported truck*	121	118
CHRYSLER CORP.*	**54,261**	**52,399**
Imported car*	187	150
Imported truck*	74	74
DAIHATSU*	**261**	**224**
FERRARI (imp. car)*	**24**	**24**
Domestic car	38,825	31,779
Imported car	1,049	1,048
Domestic truck	45,036	40,071
Ford Division	**84,910**	**72,898**
Domestic car	4,659	6,368
Lincoln	**4,659**	**6,368**
Domestic car	11,494	11,777
Imported car	1,495	1,808
Mercury	**12,989**	**13,585**
Domestic car	54,978	49,924
Imported car	2,544	2,856
Domestic truck	45,036	40,071
FORD MOTOR CO.	**102,558**	**92,851**
Domestic car	17,097	18,146
Buick	**17,097**	**18,146**
Domestic car	5,674	4,466
Cadillac	**5,674**	**4,466**
Domestic car	35,266	43,806
Imported car	2,970	3,806
Domestic truck	38,837	37,822
Imported truck	53	61
Chevrolet	**77,126**	**85,495**
GMC	**9,593**	**10,290**
Domestic car	13,688	14,764
Domestic truck	758	1,451
Oldsmobile	**14,446**	**16,215**
Domestic car	16,769	18,068
Imported car	516	1,158
Domestic truck	1,358	705
Pontiac	**18,643**	**19,931**
Domestic car	6,202	2,493
Saturn	**6,202**	**2,493**
Domestic car	94,696	101,743
Imported car	3,486	4,964
Domestic truck	50,546	50,268
Imported truck	53	61
GENERAL MOTORS	**148,781**	**157,036**
HYUNDAI*†	**3,222**	**2,771**
Imported car*	310	568
Domestic truck	1,876	1,733
Imported truck*	2,597	2,762
ISUZU*	**4,782**	**5,064**
JAGUAR (imp. car)*	**321**	**158**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**0**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	978	1,490
Imported car*	3,835	4,406
Domestic truck	223	305
Imported truck*	2,250	3,527
MAZDA*	**7,286**	**9,728**
MERCEDES-BENZ (imp. car)*	**2,009**	**1,693**
Domestic car	3,057	2,249
Imported car*	1,813	2,403
Imported truck*	533	575
MITSUBISHI*	**5,403**	**5,227**
Infiniti	**1,120**	**835**
Domestic car	3,819	3,634
Imported car*	6,605	6,830
Domestic truck	3,521	3,737
Imported truck*	3,558	4,458
Nissan*	**17,503**	**18,659**
NISSAN MOTOR CORP.	**18,623**	**19,494**
PEUGEOT (imp. car)*	**10**	**90**
PORSCHE (imp. car)*	**94**	**144**
RANGE ROVER (imp. truck)*	**72**	**68**
ROLLS/BENTLEY (imp. car)*	**7**	**7**
SAAB (imp. car)*	**459**	**525**
STERLING (imp. car)*	**0**	**59**
Domestic car	1,201	1,695
Imported car*	1,579	1,228
SUBARU*	**2,780**	**2,923**
Imported car	165	133
Imported truck	490	471
SUZUKI†	**655**	**604**
Lexus (imp. car)	**2,081**	**2,517**
Domestic car	10,603	10,387
Imported car	7,453	9,802
Domestic truck	1,734	0
Imported truck	5,396	8,451
Toyota	**25,186**	**28,640**
TOYOTA MOTOR SALES	**27,267**	**31,157**
Audi (imp. car)*	**215**	**384**
Imported car*	2,159	2,963
Imported truck*	19	206
Volkswagen*	**2,177**	**3,169**
VWoA*	**2,392**	**3,553**
VOLVO*†	**2,042**	**2,020**
YUGO (imp. car)*	**0**	**35**
Domestic car	**201,044**	**210,599**
Imported car	**53,771**	**60,558**
TOTAL CAR	**254,815**	**271,157**
Domestic truck	**137,236**	**125,114**
Imported truck	**15,162**	**20,772**
TOTAL TRUCK	**152,398**	**145,886**
TOTAL CAR & TRK.	**407,213**	**417,841**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Toyota ups markup for warranty parts

DALE JEWETT
Service Editor

Toyota Motor Sales U.S.A. Inc. is raising the amount it pays dealers for parts used in warranty repairs by 50 percent for the 1993 model year.

Toyota and Lexus dealers will get cost plus 45 percent for parts on warranty claims filed beginning Oct. 1, the automaker announced last week.

The change answers requests for a higher markup from dealers. The National Automobile Dealers Association also has pressed automakers to increase the markup. Toyota and virtually every other domestic and import automaker have paid dealers cost plus 30 percent for warranty parts.

Toyota is the second automaker to increase the markup for warranty parts, although it leapfrogged over plans Ford Motor Co. announced in May. Ford will increase the markup for its dealers to 35 percent for 1993 models and to 40 percent for 1994 models.

Both Ford and Toyota will maintain a 30 percent markup for warranty parts on 1992 model and older vehicles.

"We're doing this to support our dealers and help them further support their customer service efforts," Toyota spokesman John McCandless said.

He said Toyota's dealer council had asked the automaker to increase its warranty parts markup rate but did not specifically propose the 45 percent rate.

McCandless said the new rate is effective for any warranty claim on 1993 model vehicles submitted after Oct. 1, even though the 1993 MR2 sports car is already on sale.

Officials for the other domestic and import automakers said they were studying the moves by Toyota and Ford, but no immediate changes were planned.

"We've been very open with our dealer council," said Tom Benson, vice president of service and customer management at Mitsubishi Motor Sales of America Inc. "We've been watching our competitors, but we didn't want to be the first to move," Benson said. "I do think this is the wave of the future. You'll see everybody else follow pretty soon."

Mazda Motor of America Inc. is studying the issue, spokesman Jay Amestoy said, "but it is a very expensive move."

In pressing its case for a higher markup, NADA last year released a study that showed dealers lost an average of $63,000 annually with the 30 percent warranty parts markup.

Court says N.Y. can adopt California emissions rules

Industry debates filing an appeal

HELEN KAHN
Senior Correspondent

New York state can require California emission standards on 1993 model vehicles, according to a five-judge panel of the state's intermediate appellate court.

But the auto industry might appeal.

The only other state now set to adopt California emission standards is Massachusetts, for the 1995 model year. Maine, New Jersey and Illinois also have proposals, according to the EPA. An additional 12 states are considering adopting California standards.

Under that state's plan, emissions rules will be progressively tightened over 10 years beginning with the 1993 model year. The biggest step will mandate 2 percent of an automaker's fleet to have "zero emissions" in model year 1998.

The auto companies had questioned the authority of the commissioner of the Department of Environmental Conservation to adopt California emission rules. But last week, the intermediate appeals court, upholding a 1991 lower court decision, said that the New York legislation had given the department power to protect the environment.

Attorney General Robert Abrams hailed the decision as a "great victory for New Yorkers."

Abrams also told the auto industry: "Stringent emission controls are as important to the health and safety of their consumers as safety belts and airbags and should be standard equipment on all cars."

The Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers have not yet decided on appeal. But they say the issue "requires closer and more thorough review."

They also have "reservations about whether the now updated New York regulations comply with federal guidelines for states choosing to adopt the California program."

Costs drove decision to build in U.S

DIANA T. KURYLKO
Staff Reporter

MUNICH — Officials of BMW AG last week cited several reasons for choosing a 900-acre site in a remote corner of South Carolina to build their next car plant. Direct access to the company's biggest export market, the United States, figured prominently in the decision.

But for BMW Chairman Eberhard von Kuenheim, the many factors all boiled down to one irreducible nut. "We want to be competitive with our pricing — that is what we are talking about here," he said at a press conference in Munich, where the decision to build the U.S. plant was announced. "Germany still costs too much. It is our responsibility to maintain a profitable position in all our markets."

Indeed, for von Kuenheim and other members of the luxury-car maker's *Vorstand,* or supervisory board, the deliberations of the past three years have been driven by an awareness that the vaunted "Made in Germany" label was becoming increasingly costly to bear.

The dilemma: How to shift costs out of Germany without undermining that priceless *Standort Deutschland*. BMW's answer: a U.S. plant.

"There are many advantages in Germany, but if you compared the advantages and disadvantages of other countries, it changes in terms of productivity, initiative and imaginative opportunities," von Kuenheim said.

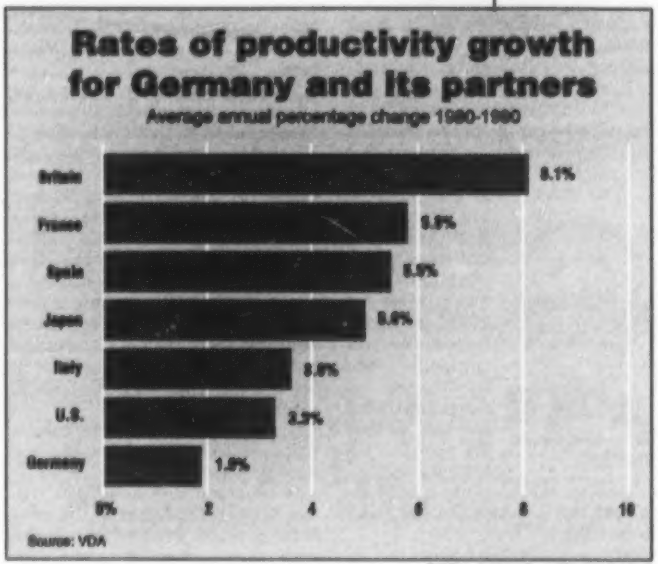
Among the economic forces shaping BMW's decision:

- A severe capacity crunch, as BMW's three German plants near peak production of 570,000 units this year. Expansion possibilities are constrained by work rules and location — production at BMW's main plant in downtown Munich is frequently interrupted by traffic congestion that delays just-in-time parts deliveries.
- The second highest wage rate in Europe, after Sweden. According to BMW, U.S. wages are at least one-third less than in Germany.
- A startling slowdown in productivity growth.
- A worrisome decline in German auto sales, coupled with increasing competition from Japanese luxury marques.
- The increasing costs of currency fluctuations.
- Increasing exposure to North American suppliers. BMW says it bought $250 million in U.S. parts last year.
- Rising taxes at home.

To the concern of many private and government economists, BMW's cost problems are shared by every German carmaker.

"From the early 1950s until four to five years ago, the high productivity in Germany was enough to offset the high cost-per-hour," said Garrell Rhys, motor industry economics professor at the University of Wales Cardiff Business School.

"It didn't matter until another product came along. Cadillac and Lincoln were not in head-on competition with the Germans in the segment the Germans were going after. But the Japanese — Lexus, Infiniti and Acura — are offering vehicles with a higher level of speciality for a lower price than the German cars, and the American consumer turned to them."



Source: VDA

DAVID L. BURHANS / AUTOMOTIVE NEWS

COMPETITIVENESS LOST

While Japanese competition was becoming hotter, German productivity gains were slowing, further eroding competitive position.

"Productivity in the German automobile industry has increased less in the last 10 years than in any other country," said Karl-Heinz Bieniwitz, economist for the VDA, the German auto industry's trade association.

From 1980 to 1990, Bieniwitz said, productivity per hour increased 31 percent more in the United States and 50 percent more in Japan than in Germany, Europe's most productive nation.

During that period, German productivity grew at an average annual rate of 1.9 percent. That compared with increases of 3.3 percent for the United States, 5 percent for Japan, 3.6 percent for Italy, 5.5 percent for Spain, 8.1 percent for Britain and 5.8 percent for France.

Average wage per hr. in U.S. dollars
(including social benefits)

Sweden	$29.17
Germany	**28.50**
United States	22.50
Japan	21.70
Italy	20.35
France	19.00
Spain	18.94
United Kingdom	17.08

Source: VDA

Wages during the same period increased an average of 4.5 percent a year in Germany, compared with 2.7 percent in the United States and 7.2 percent in Japan.

Only Sweden is higher, with an average hourly wage of $29.17.

"Labor costs and salaries, I have said often, are one-third more in Germany than in the United States or Japan. This is one of many reasons for us to take this decision," von Kuenheim said last week.

According to several German economists, the country's automakers have recognized the growing threat from Japan but have been slow to embrace the worldwide move toward lean manufacturing. Those analysts say the blind spot developed because of the frenzied sales boom that was unleashed in 1989 by the promise of German reunification.

Last year, a record 4.28 million new vehicles were sold in Germany — nearly one-third of the total in all of Europe. And while European makers outside Germany shed a combined 410,000 jobs in the 1980s, German carmakers added 79,000.

"There is no question, in terms of competitiveness, that the German export industry has lost a bit of ground in the world," said Ulrich Ramm, chief economist for Commerzbank AG in Frankfurt.

When Germany was reunified in October 1990, exports and manufacturing were at their peak, he said. "We had no empty capacity for rising exports, and overall economic growth was not in a phase where one could expect sharp rising exports," Ramm said.

With factories running at capacity and corporate profits setting records, unions negotiated even higher wages. This year, the metal workers' union, which represents German auto workers, won a 5.8 percent increase and a reduction of the work week — from 37 hours to 36 hours in 1993 and to 35 hours in 1994.

Each hour trimmed from the work week is equivalent to a 2.5 percent wage hike, said BMW chief economist Helmut Becker.

According to Ramm, the higher wage settlements have boosted German carmakers' per-unit costs at least 10 percent in the past two years.

Complicating the scenario, the German mark has risen against the currencies of its major trading partners, making German goods less competitive overseas, Ramm said. At the same time, taxes are rising in Germany while rates are down in other nations, including France and Britain.

"The overall cost situation of the German wages and taxes — plus the environmental protection necessities, which are costly — have raised new concerns about the German economic situation," Ramm said. "The overall cost situation is so high that we have to see that we don't lose more competitiveness."

Ramm stressed that German costs are not so high that the country is in danger of losing huge chunks of its core industries. But, he said, "We have new places east of our border — in Czechoslovakia and Hungary — where you can get cheap labor, with a good overall infrastructure and near a market that is newly competitive."

EAST EUROPE RULED OUT

To the dismay of many political and union leaders in Germany, however, BMW ruled out a new plant in the high-unemployment eastern provinces on purely economic grounds. According to von Kuenheim, BMW rejected the former East Germany because productivity there is 25 percent lower than in the country's eastern states.

Therefore, although wages are 60 percent to 65 percent lower, the labor cost would be twice as high on a per-car basis, he said.

Similarly, Czechoslovakia was rejected because it lacked the up-to-date communications infrastructure to support a modern car plant, he said.

"We needed infrastructure and communications technology that would meet the demands of the unit plant, which must be integrated with all other BMW plants," von Kuenheim said.

He refused to apologize for withholding jobs from Germany while opening a U.S. plant. BMW will cut 3,000 of its 62,000 workers in Germany this year as it moves to slash costs.

"We are not in business to supply jobs by building these plants," von Kuenheim said. "We are not like the shipbuilding industry that is heavily subsidized."

According to Daniel Jones, professor at the University of Wales and one of the authors of *The Machine That Changed the World*, the Japanese showed BMW the wisdom of building an offshore greenfield plant. Nissan's plant in Sunderland, England, "is one of the best in the world," Jones said.

The South Carolina plant will give BMW the opportunity to experiment with such ideas as team assembly, a concept not easily implemented in Germany, he said. According to Jones, the rigid hierarchy and what he calls "the proud engineer" — experts not used to working in a team — are major obstacles to team work in German plants.

And not incidentally, analysts agree, the U.S. plant will give BMW clout with unions at home.

"If this (U.S.) plant is more profitable than domestic plants, it can be used in negotiations to force lower wage settlements," said Klaus-Jurgen Melzner, an automotive industry analyst with Deutsche Bank AG in Frankfurt. "IG Metall (the auto workers' union) will be watching closely." AN

Plant quest began in '70s

LINDSAY CHAPPELL
Staff Reporter

GREENVILLE, S.C. — BMW AG has been studying a U.S. auto plant since the late 1970s — before the Japanese transplant automakers arrived in the United States, says a consultant who helped BMW with its search.

But economic cycles and other considerations kept the German automaker away — until last week.

An official with PHH Fantus, an international relocation firm that helped BMW select Greer, S.C., said his firm has had discussions with the carmaker going back more than a dozen years.

"They have obviously wanted a presence here for a long time," said James Schriner, a Fantus vice president who worked on the BMW project.

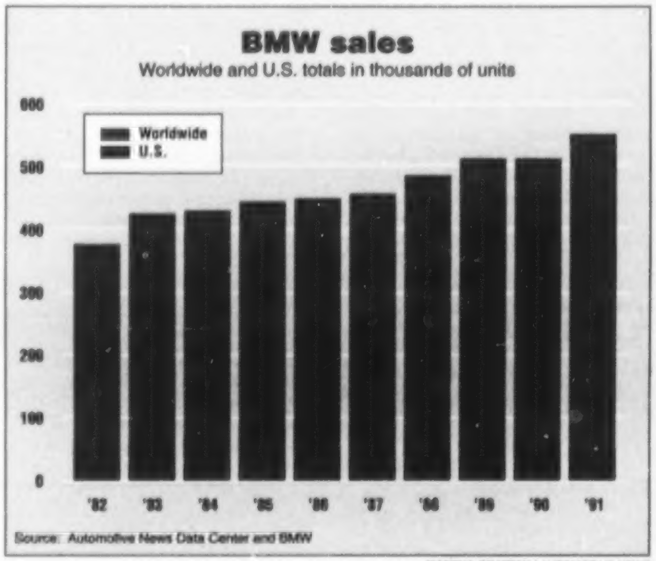
In the late 1970s, Volkswagen AG was in full swing at its Westmoreland, Pa., car plant, which ceased production in 1988.

Schriner said the Greer site emerged from a huge field of potential sites during the past few months. But factors kept changing. Earlier, BMW had considered and then ruled out Eastern Europe, he said. The idea was reconsidered after the collapse of the Soviet Union, and then re-rejected.

The company was not wild about Omaha, Neb., which wound up as Greer's main competitor. But Nebraska officials so sweetened their incentives package that BMW studied the idea, Schriner said. At last report, Nebraska and various private groups had pledged $240 million.

"They kept throwing so much money at us," Schriner said, "we had to consider it. Omaha is closer to Germany than Greer is — if you fly over the North Pole. But there's no amount of money that can move the Atlantic Ocean to Nebraska."

BMW will ship large volumes of components by sea to Charleston, S.C., and then transport them by rail and truck to Greer. AN



Source: Automotive News Data Center and BMW

MARTHA GRATTAN / AUTOMOTIVE NEWS

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
CHRYSLER CORP. (1991-92 models; expires June 30)	
Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750
HONDA (1992 models, expires July 2)	
Civic 4-door	$400
Accord wagon	$1,000
Other Accord	$750
ISUZU (expires June 30)	
Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750
Dealer has the option of sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

Chrysler extends minivan rebates

JOSEPH BOHN
Staff Reporter

Bowing to pressure from dealers, Chrysler Corp. backed off its decision to end all minivan rebates June 22, but the automaker is still trimming its incentive costs.

Chrysler has extended the $500 rebates on short-wheelbase Caravan/Voyager plus short- and long-wheelbase Caravan C/V models through Aug. 31.

It also extended through Aug. 31 individual equipment discounts that are part of its National Minivan Sale.

But the company did discontinue $500 rebates on long-wheelbase minivans in all states except California and Hawaii. As of June 22, it reduced the long-wheelbase rebate in those states from $1,000 to $500 while extending them through Aug. 31.

Chrysler originally notified dealers it would end all minivan rebates on June 22, but dealer pressure forced the company to reconsider, according to dealer and company sources.

Chrysler said April was its third-best minivan sales month and May was its second-best. Chrysler minivan sales of 197,248 during the first five months of this year were up 24 percent over last year

Dealers ordered a high volume of minivans during the buildout and were fearful that an end to the rebates would break their sales momentum.

The partial reduction in minivan rebates shows Chrysler is still moving forward with its plan to reduce incentive spending substantially in the third and fourth quarters, according to dealer and company sources.

Part of the savings will come from new high-volume products, like the Jeep Grand Cherokee and the 1993 Chrysler Concorde, Eagle Vision and Dodge Intrepid LH sedans, on which company officials do not anticipate incentives.

Chrysler is also counting on a strengthening market to help cut its incentive costs, according to dealer and company sources.

Chrysler spent an average of $1,325 per vehicle on incentives in the first quarter of 1992, according to company spokesman Steve Harris.

That amounts to $506 million, based on the number of cars and trucks Chrysler sold in the United States.

Chrysler overhauls customer rebates

incentive
WATCH

Chrysler Corp. announced a new customer rebate program that includes new rebates on some 1993 vehicles and revisions on 1991 and 1992 models.

The program is effective July 1 through Aug. 31.

The 1993 models and their rebates are: Chrysler Imperial and Fifth Avenue, $1,250; Dodge Ram wagon/van and conversion and Daytona, $1,000; Chrysler New Yorker Salon and Dodge Dynasty, $750; and Jeep Cherokee, $500.

Rebates were increased on these vehicles: 1991 and 1992 Chrysler LeBaron coupe, from $1,000 to $1,500; 1991 and 1992 LeBaron convertibles, Eagle Summit four-door, and 1992 Daytona, from $500 to $1,000; and 1991 and 1992 Dodge/Plymouth Colt and Eagle Summit three-door models, from $500 to $700.

Rebates were reduced on these vehicles: 1991 and 1992 Plymouth Sundance/Dodge Shadow, from $1,000 to $700; and Dodge Dakota pickup and Jeep Comanche, from $750 to $500.

Also, Chrysler extended its National Minivan Sale on short-wheelbase models through Aug. 31. The program includes a $500 customer rebate and discounts on factory-installed equipment adding up to $1,600.

Chevrolet is paying its dealers $1,000 on 1992 Corvettes and $2,000 on 1992 Corvette ZR-1 models through Sept. 23.

Ford Motor Co. incentives expire tomorrow.

— Arlena Sawyers

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
Expires June 30 unless otherwise noted. Finance rates in lieu of rebates are 0 to 9.9 percent.	
1991-92 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv. (1992)	$1,000
LeBaron coupe, conv. (1991)	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon awd (1992)	$1,500
Other Talon (1991-92)	$1,000
Summit 4-dr. (1992)	$1,000
Other Summit (1991-92)	$500
Summit 3-dr., 4-dr. (Northeast)	$700
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Laser awd (1992)	$1,500
Other Laser (1991-92)	$1,000
Sundance	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
Minivans (expires Aug. 31)	
All short wheelbase and Caravan C/V Long wheelbase (50 states)	$500
Long wheelbase (Calif., Hawaii)	$500
FORD MOTOR CO.	
1993 models	
Expires June 30. In lieu of rebates, 7.9 percent financing is available.	
Ford Escort	$200-400
Mercury Tracer	$200
1992 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$400-1,000
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Crown Victoria (expires Sept. 23) For owners of Ford Motor products	$1,000
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$400-1,000
Topaz, Cougar, Grand Marquis	$500
Cougar (expires June 30) for owners of Ford Motor products	$1,000
Grand Marquis (expires Sept. 23) for owners of Ford Motor products	$1,000
1991 models	
Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.	
Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires Sept. 23 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight -	$1,500
Some rebates vary by regions	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires July 6)	
Excel (1991)	$1,200
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$1,000
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expires Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

NHTSA warns dealers to not disconnect belts

ROGER ROWAND
Staff Reporter

If new cars with automatic belts are displayed for sale, dealership managers better make sure those belts are fastened.

It's the law.

Federal regulations prohibit dealership personnel from rendering safety items inoperative. In the case of automatic belts, that means unbuckled, says Barry Felrice, head of rulemaking at the National Highway Traffic Safety Administration.

During the past few years, the agency has sent enforcement personnel to dealerships to check on compliance.

Initially, they found only about 30 percent of the stores investigated were in compliance, but the agency did not press its case.

"We're not interested in penalizing dealers as much as we are interested in informing them of their responsibilities in this," Felrice said.

When follow-up visits were made a few months later, investigators found almost all the belts were attached, Felrice said at a regular meeting with industry technical representatives in Romulus, Mich., last week.

NHTSA finds the connection rate is up to about 50 percent these days.

It continues to check belts but not as frequently, he said.

"We don't think it's a big problem," he said.

"Customers know they have to use automatic belts, and actual usage in the field averages about 80 percent and is up to 90 percent with some systems," Felrice said.

"The number of vehicles with automatic belts is rapidly declining and, while we'll continue to inform dealers of their responsibility, we don't intend to place any great emphasis on this matter," Felrice added.

Nationally, use of all types of belts by motorists is about 59 percent, NHTSA said.

NHTSA probably will soon change some of the information given to new-car buyers.

For instance, the agency is moving to eliminate its requirement that a vehicle's stopping distance be reported.

The reasoning in Washington is that listing stopping distance numbers is a waste of time because virtually no one uses them, Felrice said.

Next month, the safety agency will issue a notice of proposed rulemaking covering the elimination. A public-comment period will follow.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Toledo, Ohio	6/29	*
Jeep Cherokee		
Jeep Briarwood		
FORD		
Edison, N.J.		**
Ford Ranger		
Twin Cities St. Paul, Minn.)		**
Ford F-series pickup		
Ford Ranger		
Atlanta	6/29, 7/6	***
Chicago	6/29,7/6	***
Dearborn, Mich.	6/29, 7/6	***
Kansas City, Mo.	6/29, 7/6	***
Lorain, Ohio	6/29, 7/6	***
Louisville, Ky.	6/29, 7/6	***
Michigan Truck (Wayne, Mich.)	6/29, 7/6	***
Norfolk, Va.	6/29, 7/6	***
St. Louis	6/29, 7/6	***
Wayne, Mich.	6/29, 7/6	***
Wixom, Mich.	6/29, 7/6	***
NISSAN		
Smryna, Tenn.	6/29	***
Sentra		
Pickup		
TOYOTA		
Georgetown, Ky.	6/29	***
Camry		

*Model changeover
**Plant closed until September for model changeover
***Vacation.
Source: Automotive News Data Center

Toyota adds to engine test facility in U.S.

LINDSAY CHAPPELL
Staff Reporter

ANN ARBOR, Mich. — Toyota Motor Corp.'s U.S. technical center will begin expanding its engine-component design capabilities in July in a move that should aid American suppliers of critical components.

Toyota Technical Center U.S.A. Inc., a 300-employee operation near federal EPA laboratories here, will add a second office building of 30,000 square feet and add about 50 technicians.

The expanded operation will test engines and evaluate outsourced engine parts. Component design work, performed in conjunction with suppliers, also will be added. Toyota now does most of its engine-evaluation work in Japan.

Local officials expect the expansion to be operating by mid-1993.

Toyota has been assembling four-cylinder engines in Georgetown, Ky., since 1989 and is steadily increasing its engine-producing capabilities in this country. In 1990, it began machining engine parts. It has also begun outsourcing locally cast engine components and launched a plan to build six-cylinder engines in Georgetown.

U.S. suppliers have often complained about the difficulty of selling critical components like engine parts to Japanese automakers and their U.S. transplants. The Japanese companies have traditionally responded that the process will be easier as they expand their U.S. research and design capabilities.

Toyota's Ann Arbor technical center has grown rapidly over the past two years, when it had just 25 employees.

The center evaluates a wide range of North American-sourced components, including seats, safety restraint systems, headrests, hinges, tires and brakes.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 6/22-6/27/92	Actual 6/15-6/20/92	6/1-6/27/92	Year 1/1-6/27/92	Year 1/1-6/29/91
LeBaron J	1,450	1,526	6,008	29,583	18,697
New Yorker	450	362	1,613	8,644	4,105
Fifth Avenue	1,200	1,251	5,021	19,406	17,693
Imperial	100	83	395	2,679	4,006
Town & Country (trk.)	350	377	1,480	7,596	1,817
Total Chrysler Div.	**3,550**	**3,599**	**14,517**	**67,908**	**46,318**
Sundance	800	1,731	5,568	29,797	22,786
Acclaim	1,700	1,707	6,676	39,161	43,774
Voyager (trk.)	1,950	2,331	9,130	48,922	46,610
Voyager (Can. trk.)	2,682	1,821	10,079	66,496	54,557
Total Plymouth	**7,132**	**7,590**	**31,453**	**184,376**	**167,727**
Daytona	375	422	1,558	6,901	4,936
Shadow	2,500	2,945	11,038	50,232	27,337
Dynasty	2,300	2,432	9,857	43,440	58,236
Spirit	1,725	1,718	7,056	37,582	39,956
Viper	5	4	24	55	0
Monaco (Can.)	0	0	0	0	4,786
Caravan (trk.)	2,500	3,120	11,720	63,596	55,639
Caravan (Can. trk.)	3,756	2,412	13,737	88,701	74,475
Caravan C/V (trk.)	75	105	525	1,815	2,222
Caravan C/V (Can. trk.)	162	108	635	4,311	12,030
Dakota (trk.)	3,650	3,988	15,180	71,474	40,799
Ram pickup (trk.)	1,100	1,324	4,916	30,822	40,736
Ram wagon (Can. trk.)	540	352	1,934	12,383	11,832
Ram van (Can. trk.)	1,812	1,232	6,760	34,458	21,046
Total Dodge	**20,500**	**20,162**	**84,940**	**445,770**	**394,030**
Premier (Can.)	0	0	0	0	5,350
Cherokee (trk.)	0	0	7,013	66,961	66,891
Comanche (trk.)	0	0	0	915	2,780
Grand Cherokee (trk.)*	2,000	2,240	8,686	32,598	1,560
Briarwood (trk.)	0	0	0	325	1,435
Wrangler (Can trk.)	0	0	0	29,026	29,756
Total Jeep-Eagle	**2,000**	**2,240**	**15,699**	**129,825**	**107,772**
Total U.S. car	**12,605**	**14,181**	**54,814**	**267,480**	**241,526**
Total Can. car	**0**	**0**	**0**	**0**	**10,136**
Total U.S. truck	**11,625**	**13,485**	**58,650**	**325,024**	**260,489**
Total Can. truck	**8,952**	**5,925**	**33,145**	**235,375**	**203,696**
CHRYSLER CORP.	**33,182**	**33,591**	**146,609**	**827,879**	**715,847**
Escort	0	5,749	17,305	91,821	99,686
Mustang	2,810	2,738	11,183	50,752	42,692
Tempo	2,748	2,954	11,566	69,698	57,305
Tempo (Can.)	3,348	3,361	13,513	65,726	60,441
Taurus	9,094	9,596	38,640	201,937	173,848
Thunderbird	2,518	2,448	9,924	45,929	40,361
Crown Victoria (Can.)	3,086	3,156	11,427	55,814	45,891
Aerostar (trk.)	4,160	4,175	16,785	94,916	82,771
Bronco (trk.)	709	695	2,160	11,978	7,151
Explorer (trk.)	6,653	6,608	26,226	160,033	140,138
Mazda Navajo (trk.)	153	147	607	3,002	5,818
Econoline (trk.)	4,490	4,456	17,908	100,793	69,191
Heavy (trk.)	958	923	3,817	23,433	17,206
Light truck (trk.)	9,862	9,794	39,006	231,905	148,294
Light truck (Can. trk.)	3,056	3,080	12,252	73,840	51,960
Ranger (trk.)	1,702	4,396	20,751	150,450	131,012
Total Ford Division	**55,947**	**64,276**	**253,070**	**1,432,027**	**1,173,765**
Topaz	1,634	1,465	6,090	31,088	24,637
Topaz (Can.)	1,389	1,459	5,735	26,066	19,416
Cougar	1,092	1,026	4,404	30,208	29,678
Sable	3,362	3,410	13,622	66,833	56,209
Grand Marquis (Can.)	2,714	2,700	10,354	52,637	47,062
Mercury Villager (trk.)	392	289	1,246	2,292	0
Nissan Quest (trk.)	241	199	794	1,281	0
Total Mercury	**10,824**	**10,548**	**42,245**	**210,405**	**177,002**
Continental	843	854	3,368	19,916	29,155
Mark VII	0	0	0	2,375	5,105
Town Car	2,529	2,597	10,131	59,676	68,595
Total Lincoln	**3,372**	**3,451**	**13,499**	**81,967**	**102,855**
Total L-M Division	**14,196**	**13,999**	**55,744**	**292,372**	**279,857**
Total U.S. car	**27,230**	**32,837**	**126,233**	**670,233**	**627,271**
Total Can. car	**10,537**	**10,676**	**41,029**	**200,243**	**172,810**
Total U.S. truck	**29,320**	**31,682**	**129,300**	**780,083**	**681,581**
Total Can. truck	**3,056**	**3,080**	**12,252**	**73,840**	**51,960**
FORD MOTOR CO.	**70,143**	**78,275**	**308,814**	**1,724,399**	**1,453,622**
Skylark	1,467	1,894	5,669	31,346	34,929
Century	2,364	2,351	9,987	44,722	47,888
Regal (Can.)	3,000	3,084	12,205	52,247	60,107
Riviera	286	284	1,162	6,449	4,204
Park Avenue	754	757	3,047	30,732	51,026
LeSabre	4,221	4,226	16,903	82,346	35,288
Roadmaster sedan	1,031	824	3,295	22,511	8,980
Roadmaster wagon	200	199	816	6,176	11,100
Reatta	0	0	0	0	1,206
Total Buick	**13,323**	**13,619**	**53,084**	**276,529**	**254,728**
Eldorado	616	629	2,524	19,856	6,395
Seville	1,371	1,385	5,597	27,930	12,909
Brougham	0	0	0	2,170	10,009
DeVille	3,806	3,633	11,068	62,582	72,765
Allante	64	64	256	920	1,574
Total Cadillac	**5,857**	**5,711**	**19,445**	**113,458**	**103,652**
Cavalier	4,755	5,236	20,313	118,141	137,346
Camaro	1,792	1,821	7,498	36,012	25,802
Corsica-Beretta	4,650	4,547	18,248	104,644	135,840
Lumina (Can.)	6,200	6,299	25,061	124,003	113,920
Caprice	4,174	3,622	14,816	60,562	73,656
Corvette	566	584	2,409	11,313	11,926
Astro (trk.)	3,133	3,110	11,691	77,736	49,401
Blazer (trk.)	759	595	2,480	12,160	4,247
Lumina APV (trk.)	1,212	1,241	4,863	24,103	21,080
Mediums (trk.)	202	0	711	3,423	2,425
P-model (trk.)	668	710	2,631	12,674	9,444
Pickup (trk.)	6,636	6,380	25,087	138,561	130,644
Pickup (Can. trk.)	4,000	4,125	16,103	98,261	70,039
S10 (trk.)	4,409	4,593	16,202	94,698	130,993
S10 Blazer (trk.)	2,841	2,849	11,032	66,867	25,996
Sportsvan (trk.)	0	0	0	11,405	21,493
Sportsvan (Can. trk.)	1,900	1,946	7,914	40,100	27,025
Suburban (trk.)	1,855	1,375	6,356	26,680	14,109
Total Chevrolet	**49,754**	**49,833**	**193,415**	**1,061,363**	**1,005,386**
Achieva/Calais	2,675	2,702	11,350	63,761	34,616
Cutlass Ciera	3,092	3,106	12,864	68,634	39,746
Cutlass Ciera (Can.)	0	0	0	0	36,153
Cutlass Supreme	2,400	2,418	9,610	44,140	54,443
Toronado	94	102	368	3,197	2,778
Eighty Eight	937	939	3,746	37,258	33,507
Custom Cruiser wag.	0	41	122	1,927	5,312
Ninety Eight	826	784	2,420	17,216	39,280
Silhouette (trk.)	257	259	1,040	8,264	11,161
Bravada (trk.)	108	138	445	6,857	8,771
Total Oldsmobile	**10,389**	**10,489**	**41,965**	**251,254**	**265,767**
Sunbird	1,805	2,046	7,977	49,057	63,980
Grand Am	5,546	6,038	23,640	127,964	87,060
Firebird	508	479	2,102	12,757	8,530
Grand Prix	2,700	2,708	10,810	57,700	53,192
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,328	1,358	5,364	50,018	24,882
Trans Sport (trk.)	1,375	1,380	5,530	21,018	13,715
Total Pontiac	**13,262**	**14,009**	**55,423**	**318,514**	**270,962**
Yukon-Jimmy (trk.)	247	256	598	3,678	1,059
Medium (trk.)	359	0	995	11,285	4,887
P-model (trk.)	66	49	210	1,249	1,530
Pickup (trk.)	2,594	2,334	9,518	53,930	56,503
Pickup (Can. trk.)	1,500	1,574	5,879	35,840	27,502
Syclone-Sonoma (trk.)	1,434	1,267	4,502	25,288	29,170
Typhoon-S15 Jimmy (trk.)	1,056	902	3,493	21,425	9,887
Safari (trk.)	1,358	1,388	5,142	32,533	21,330
Suburban (trk.)	848	840	3,245	16,415	12,294
Vandura (trk.)	0	0	0	5,803	10,501
Vandura (Can. trk.)	700	724	2,728	17,845	11,497
Total GMC	**10,162**	**9,334**	**36,310**	**225,291**	**186,160**
Total Saturn+	**4,370**	**4,370**	**17,480**	**98,373**	**35,641**
Total U.S. car	**58,398**	**59,147**	**231,481**	**1,300,414**	**1,185,413**
Total Can. car	**9,200**	**9,383**	**37,206**	**176,250**	**210,180**
Total U.S. truck	**31,419**	**29,666**	**115,771**	**676,872**	**590,642**
Total Can. truck	**8,100**	**8,369**	**32,624**	**192,046**	**136,063**
GENERAL MOTORS	**107,117**	**106,565**	**417,142**	**2,344,782**	**2,122,298**
Can. car	2,300	2,293	9,235	56,113	63,338
Can. trk.	1,400	1,402	5,689	34,643	28,642
CAMI†	**3,700**	**3,695**	**14,924**	**90,756**	**91,980**
DIAMOND-STAR†	**0**	**2,704**	**9,085**	**76,042**	**72,586**
Civic	2,180	2,060	8,655	49,168	46,578
Civic (Can.)	2,093	2,186	8,646	55,920	54,962
Accord	7,680	7,821	30,743	195,068	181,146
Total U.S. car	**9,860**	**9,881**	**39,398**	**244,236**	**227,724**
Total Can. car	**2,093**	**2,186**	**8,646**	**55,920**	**54,962**
HONDA	**11,953**	**12,067**	**48,044**	**300,156**	**282,686**
HYUNDAI Sonata (Can.)	**20**	**87**	**813**	**6,735**	**14,786**
MAZDA†	**5,820**	**3,960**	**15,891**	**47,363**	**76,418**
U.S. trk.	1,550	1,547	6,196	33,697	38,558
Can. trk.	224	224	877	4,413	3,790
NAVISTAR	**1,774**	**1,771**	**7,073**	**38,110**	**42,348**
Sentra	0	2,760	7,471	63,279	69,883
Pickup (trk.)	0	2,310	7,926	65,703	68,697
NISSAN	**0**	**5,070**	**15,397**	**128,982**	**138,580**
Geo Prizm	1,600	1,587	6,404	44,308	50,841
Toyota Corolla	2,500	2,505	10,069	59,547	53,843
Toyota Pickup (trk.)	1,700	1,764	6,828	27,562	0
NUMMI	**5,800**	**5,856**	**23,301**	**131,417**	**104,684**
Legacy	1,183	1,259	4,767	29,736	28,285
Pickup (trk.)	517	564	2,081	11,666	0
Rodeo (trk.)	963	1,011	3,864	20,891	0
Total U.S. car	**1,183**	**1,259**	**4,767**	**29,736**	**28,285**
Total U.S. trk.	**1,480**	**1,575**	**5,945**	**32,557**	**25,627**
SUBARU-ISUZU	**2,663**	**2,834**	**10,712**	**62,293**	**53,912**
Camry	4,910	6,884	22,067	121,724	111,268
Corolla (Can.)	1,500	1,479	6,012	37,308	34,898
TOYOTA	**6,410**	**8,363**	**28,079**	**159,032**	**146,166**
VOLVO 740,940 (Can.)	**150**	**140**	**598**	**3,511**	**4,461**
AM GENERAL (trk.)	**375**	**375**	**1,500**	**9,300**	**10,450**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**9,600**	**59,520**	**68,720**
Total U.S. car	**123,306**	**137,765**	**527,680**	**2,924,362**	**2,745,058**
Total Canada car	**25,800**	**26,252**	**103,599**	**536,080**	**565,571**
Total U.S.-Canada Car	**149,106**	**163,957**	**631,279**	**3,460,442**	**3,310,629**
Total U.S. truck	**79,869**	**84,804**	**341,716**	**2,009,518**	**1,664,784**
Total Canada truck	**21,732**	**19,000**	**84,587**	**540,317**	**424,131**
Total U.S.-Canada truck	**101,601**	**103,804**	**426,303**	**2,549,835**	**2,088,915**
TOTAL U.S.	**203,175**	**222,569**	**869,396**	**4,933,880**	**4,409,842**
TOTAL CANADA	**47,532**	**45,252**	**188,186**	**1,076,397**	**989,702**
TOTAL U.S.-CANADA CAR & TRUCK	**250,707**	**267,761**	**1,057,582**	**6,010,277**	**5,399,544**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Rail strike cuts GM output

GWENDOLYN ZONGHETTI
Special Correspondent

The brief railroad strike cut production at six General Motors assembly plants in the United States. Normal production is expected to resume today at all except the Moraine, Ohio, truck plant, which returns tomorrow.

Ford Motor Co., Chrysler Corp. and the transplants reported that no production was lost because of the rail tie-up.

Three GM truck plants lost one day of production last week due to the strike. They were Fort Wayne, Ind.; Tarrytown, N.Y.; and Shreveport, La. Moraine, which works a four-day week, will be down today.

The Wilmington, Del., and Oklahoma City plants shortened their shifts but did not close.

In the United States and Canada, calendar-year car and truck production reached 6 million last Friday, one month ahead of 1991.

This Friday, all U.S. and Canadian assembly plants will be closed in observance of Independence Day and Canada Day.

U.S. car production was estimated at 123,306 last week, down 10.5 percent from the prior week and down 2.9 percent from 1991.

So far this year, U.S. makers have assembled 2,924,362 cars, up 6.5 percent from last year.

Last week, car production in Canada was estimated at 25,800, down 1.7 percent from the prior week but up 6.1 percent over the year-ago week.

Last week's U.S. truck production was estimated at 79,869, a decrease of 5.8 percent from the prior week and down 0.2 percent from the same week last year.

Year-to-date, U.S. truckmakers have assembled 2,009,518 vehicles, an increase of 20.7 percent over the year-ago period.

Canadian truckmakers estimated production last week was 21,732, up 14.4 percent over the prior week and up 21.7 percent over 1991.

All of Ford's U.S. plants begin a two-week vacation today. Production will resume July 13.

The Oakville, Ontario, plant begins a two-week vacation July 6. St. Thomas, Ontario, begins a two-week vacation July 13.

Last week, Ford scheduled daily overtime at four car plants and two truck plants. The car plants were: Atlanta; Chicago; St. Louis; and St. Thomas. The truck plants were Kansas City, Mo., and Louisville, Ky.

GM slated daily overtime last week at the Janesville, Wis., and Moraine, Ohio, truck plants.

In Canada, GM's Scarborough, Ontario, and Oshawa, Ontario, truck plants worked overtime last Saturday.

Chrysler slated daily overtime last week at the Detroit and Sterling Heights, Mich., car plants and the St. Louis truck plant.

It also scheduled Saturday overtime at the Windsor, Ontario, and Pillette Road (Windsor) truck plants and the Mack Avenue (Detroit) car plant.

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Automotive

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NEWSPAPER

JULY 6, 1992

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late news

Lovejoy named to parts job

William Lovejoy, ousted last month as president of General Motors Acceptance Corp., was appointed general manager of GM's Service Parts Operations.

Lovejoy replaces John Rines, the executive who took over the GMAC presidency when Lovejoy was removed because of a $436 million loss connected with dealer John McNamara's alleged vehicle export scam.

Lovejoy was tapped for the job by J. Michael Losh, GM vice president and group executive in charge of North American vehicle sales and marketing. Lovejoy will report to Losh.

Service Parts Operations, headquartered in Flint, Mich., markets replacement parts worldwide through its AC-Delco, GM Parts and International sales activities. AC-Delco serves the independent aftermarket, while GM Parts serves GM dealers.

— Phil Frame

Nissan tags Quest: $17,545

CARSON, Calif. — The new Nissan Quest minivan goes on sale today in two versions: the $17,545 XE model and the $21,450 GXE.

Nissan Motor Corp. in U.S.A. said Thursday that three option packages will be offered on the XE: a $450

see LATE NEWS, 2

Analysts bullish on '93 sales

Predictions range up to 15 million

CHARLES M. THOMAS
Staff Reporter

Auto analysts predict a healthy rebound in new-car and light-truck sales next year with estimates wedged between 14.2 million and 15.0 million vehicles. Pent-up demand by consumers whose vehicles are creaking with age is expected to bolster sales.

The analysts' 1993 forecasts compare with their revised estimates of 13.0 million to 13.5 million sales this year.

"There is a six-year trading cycle," said Ron Glantz, analyst with New York-based Dean Witter Reynolds. "Consumers are faced with the choice of putting $1,000 into their old cars or buying new ones because they have to get to work."

Most people are employed, and their net worth has improved since they last purchased a vehicle, he said. But their cars have a lot of wear and tear.

Showroom traffic has exploded since mid-May, up 10 percent over last year, an indicator that consumers are shopping. There is a four- to six-week lag between looking and buying, according to Glantz.

George Magliano, analyst with WEFA Inc. in Pennsylvania, agrees. His prediction for next year is 14.5 million vehicles.

"The recovery is sluggish but momentum is building," he said. "1993 is the payback year."

For the most part, analysts have downgraded their 1992 sales predictions or altered the sales mix between cars and trucks. Truck sales have been surprisingly

see FORECAST, 36

JOE WILSSENS/AUTOMOTIVE NEWS

Signed, sealed, delivered

Chrysler Corp. Chairman Lee Iacocca autographed the first production LH sedan, an Eagle Vision, after it came off the Bramalea assembly line last week. Brampton, Ontario, Mayor Peter Robertson was Iacocca's first customer, taking delivery of a maroon Intrepid. See story on Page 3.

NHTSA juggles rollover arguments

MAX GATES
Staff Reporter

WASHINGTON — As they move toward a December 1992 deadline for creating a plan to save some of the 10,000 lives lost each year in rollover accidents, federal safety officials are hearing two opposite arguments.

Fix the cars, say consumer and safety advocates.

Fix the drivers, say automakers.

The car and the driver share the blame for rollover deaths, say engineers at the National Highway Traffic Safety Administration, who are under orders from Congress to take action. The issue now ranks at the top of the agency's agenda, and NHTSA has proposed a three-pronged attack aimed at:

- Educating drivers about the risks of rollover.
- Making all vehicles — not just sport-utilities — less likely to roll over.
- Protecting occupants better when a rollover occurs.

"There is no magic bullet. It will take a lot of little bites," said Barry Felrice, head of rulemaking for NHTSA.

Few dispute the seriousness of rollovers. They are relatively rare — just 137,000 out of 6.5 million reported accidents a year. But they are deadly, killing about 10,000 annually. Only frontal collisions claim more lives.

The issue has smoldered since the late 1970s, following reports of high rollover death rates in the Jeep CJ-5, a popular sport-utility. Since then, bad publicity about rollovers has nearly killed the Suzuki Samurai and crippled Ameri-

see ROLLOVER, 37

Suzuki Samurai sales were badly hurt by charges it rolled over easily.

The pull of China

Market offers promise — but only for long-term

RICHARD JOHNSON
Staff Reporter

BEIJING — At the Detroit or Frankfurt auto shows, it might have been an auto exec's dream: demand for product brochures so intense that police had to quell the occasional mini-riot when the pamphlets were placed on display.

Or crowds around one car — the Dodge Viper — so dense that its red finish fogged up in the artificial atmosphere of radiated body heat.

In the West, after all, such manifest enthusiasm typically translates into hard sales.

But this is Auto China '92, the biennial national show that Beijing shares with Shanghai, and even the wildest enthusiasm translates into little more than long-range promise.

Despite rapid gains in consumer spending power, few Chinese can afford a car, and government units and worker co-ops still account for 99 percent of all vehicle sales here.

Still, for the executives from the half dozen or so Western and Japanese automakers who exhibited here last month, the promise is more than enough for now.

"We are very optimistic about the Chinese market," said Jerry Wang, vice president of General Motors Asia, which showed the Lumina APV minivan, a full-sized sport van and various Cadillac and Buick models here.

About 600 exhibitors, including more than 120 from overseas, attended the show, which ran from June 25 through June 30. Ford Motor Co., which has no China project, was the only no-show from the Big 3.

Japanese carmakers were out in force, but

see CHINA, 33

RICHARD JOHNSON

Crowds at the Beijing auto show vied for a glimpse of a Dodge Viper on display.

Mazda courts women buyers

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — For much of the auto industry, the female consumer is an enigma. But for Mazda Motor of America Inc., she is a gold mine.

For the last two years, Mazda has made women a key part of its marketing strategy, and its efforts are bearing fruit. With a combination of media buys, innovative promotions and high-profile-event sponsorships, Mazda has increased its percentage of female buyers from 45.0 percent in 1989 to 52.3 percent in 1992 so far.

As Mazda has moved its line upscale, it has attracted women — and their affluent male peers — by talking to them with intelligence rather than insulting them with gimmicks.

"Over 50 percent of the cars bought today are bought by women, and these women are making more money all the time. You hear that thrown around a lot, but nobody's really doing anything about it," said Jan Thompson, vice president of marketing at Mazda and one of the highest-ranking women in the auto industry.

"The auto industry is not just behind, it's backward," she said. "Nobody knows how to

see MAZDA, 37

Automotive News

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Post-fraud changes ripple through finance arm. PAGE 4

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Michael Grimaldi assumes a top financial post. PAGE 4

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$749.4 million write-off could eat up GM profits. PAGE 4

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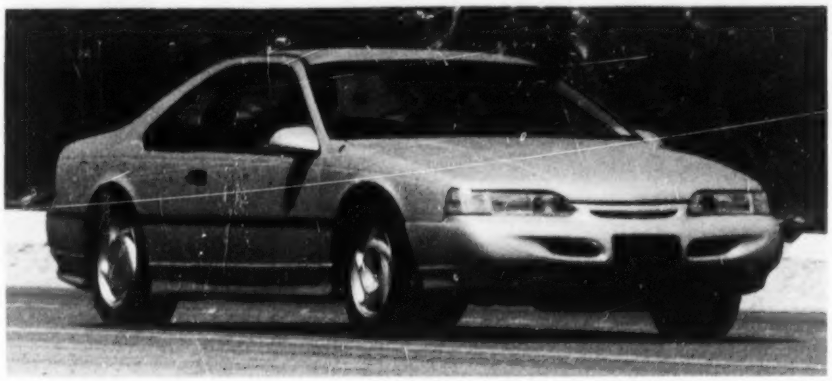
correction

The imported car sales table on Page 16 of the June 15 issue mistakenly listed May 1991 sales for



HANS G. LEHMANN/HIDDEN IMAGE

Thunderbird flies with new look

Ford has been testing prototypes of the 1994 or 1995 Thunderbird in the heat. This spy shot shows a more rounded front bumper with larger air ducts and a new grille opening.

latenews

CONTINUED
from PAGE 1

convenience option, a $665 power option and a $1,355 performance option. The GXE offers a $930 extra performance package, a $945 luxury package and a $1,000 leather package.

Extra options include four-wheel anti-lock brakes.

The Quest has been developed and built with Ford Motor Co. Ford's version, the Mercury Villager, sells for $18,011 and $19,053 in the GS series. Prices for the Villager LS are $22,143 and $23,546.

Audi holds line on 90 prices

AUBURN HILLS, Mich. — Audi of America Inc. is introducing its 1993 90 sedan with a sticker price of $25,850.

The 90 series — S, CS and CS Quattro Sport — officially go on sale today. The 1993 90 S with automatic transmission is priced at $26,650, the same price as a comparable 1991 model. The company did not offer a 90 for 1992. The five-speed 90 CS is $28,700 and the 90 CS Quattro Sport is $32,250.

Strike ends at VW Mexico

MEXICO CITY — Sixteen thousand workers at Volkswagen Mexico's plant in Puebla ended a two-day strike Thursday after accepting a 15 percent wage increase.

The workers had sought a 35 percent increase, while the company offered 12 percent. The deal also includes a 2 percent rise in fringe benefits and a 5 percent wage bonus tied to productivity.

The strike threatened the launch of the new Golf and Jetta, which went on sale in Mexico last month. U.S. exports begin this fall.

— *James Blears*

New bosses at Mazda r&d

IRVINE, Calif. — The project manager for Mazda's new 626 and MX-6, Yutaka Hirose, has been named president of Mazda Research and Development of North

who has moved back to Japan as general manager of Mazda Motor Corp.'s information systems division.

Mazda's top U.S. designer, Tom Matano, was promoted to executive vice-president for design and special projects at the company.

Chrysler ads tout safety firsts

HIGHLAND PARK, Mich. — Chrysler Corp. touts its history as an innovator of car safety features in an ad campaign that broke on cable TV July 2 and on the networks today.

The 60- and 30-second spots point out that Chrysler pioneered many safety "firsts" in its vehicles such as the padded dash, and that Chrysler was the first to install airbags in its entire car line and to offer dual airbags and built-in child seats.

Chrysler plans 38 network and 24 cable TV airings for the ads in July.

— *Arlena Sawyers*

Bad studs spur big-truck recall

BELLEVUE, Wash. — Paccar Inc. is recalling about 600 Peterbilt and 250 Kenworth Class 8 trucks because of potentially defective wheel studs.

A company spokesman said the wheel studs were not properly heat treated, resulting in brittleness and possible susceptibility to breakage.

Reickert heads New Venture

TROY, Mich. — Erick Reickert has been named interim president and chief executive officer of New Venture Gear Inc., the driveline joint venture between General Motors and Chrysler Corp.

A New Venture board member since May 1990, Reickert, 56, remains vice president of powertrain operations for Chrysler Corp. until his retirement from Chrysler, scheduled for Dec. 31.

Ford, Chrysler cut interest

reduced interest rates charged to Ford and Lincoln-Mercury dealers on retail and lease financing by 0.5 percentage points in response to the Federal Reserve Board lowering its discount rate.

Retail and lease rates charged by Ford Motor Credit to dealers varies by region. A spokesman declined to disclose the current rate to dealers, saying the rates are competitive with banks and other lenders.

A Chrysler Credit Corp. spokesman said Chrysler Credit will lower its rates to dealers by 0.5 points at mid-month.

— *Charles M. Thomas*

Ford introduces electric van

BISMARK, N.D. — Ford Motor Co. introduced its electric Ecostar van to journalists at a convention of outdoor writers last week.

Spokesman Mike Parris said that within six months, 87 Ecostars will be delivered to power companies in 10 cities. Each 30-month lease will cost about $100,000.

Powered by a sodium-sulfur battery pack, the Ecostar panel truck is built on a European Escort platform by the A.J. Carron Co. of Detroit.

It uses an AC motor, has a range of 100 miles, accelerates to 60 mph in 12 seconds, and has a payload of 800 pounds.

The Ecostar's recharge time is 5 to 6 hours on household current.

— *Tom Huggler*

Firm patents battery

SEATTLE — A two-year-old high-technology company announced last week that it has patented a battery based on a spinning flywheel instead of a chemical reaction.

American Flywheel Systems of Seattle said its battery will have several times as much energy per pound as the advanced lead-acid batteries the General Motors electric car will use, giving it a daily range of 600 miles instead of about 120 miles.

President Edward Furia said the company is seeking investors.

Furia hopes to build the first demonstration unit by next summer and offer the device to manufacturers for

briefly

It's a roadster for BMW/U.S.

BMW AG officials have been coy about the first BMW to be built in America. But here's the car: It's a roadster. At least, that's what supplier sources say. BMW officials say they want a car that appeals to Americans so they can sell about half of the annual plant production of 60,000 vehicles in the United States. That's a lot of roadsters. (**Mazda** sold 31,240 Miatas last year.) In any case, the car will use the 3-series platform. Job No. 1 at the planned BMW plant in Greer, S.C., will be in August or September 1995.

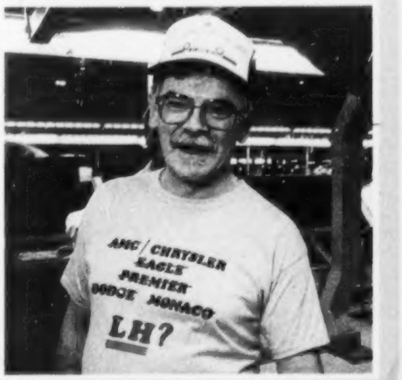
TIP ON PRICES — Chevrolet General Manager Jim Perkins gave the Texas Automobile Dealers Association a clue on 1993 pricing. "It makes no sense to continually raise prices and add incentives to try to cover" the increase, he said. "I think using restraint would probably make more sense."

GM SUPPLIER TIPS — Mobil Oil AG has copped its second straight "Supplier of the Year" award in Europe. **General Motors** parts czar J. Ignacio Lopez de Arriortua, who flew to Spain to present the award, praised "Mobil's creativity and the spirit of continued innovation," adding, "This is the way to win in a year of great challenges."

THE AD WORKS — Maybe **Ford** should build a concept car called the "Lately." Ward Huntington of New Salem, Mass., wrote to *Ford Times* about a conversation with his 7-year-old grandson, Justin. On seeing Huntington's Ford Tempo, Justin asked: "Is this a Ford Lately?" As in, "Have you driven a . . . "

FOR CAR GALS — Suzuki Motor Co. will team up with Seiyu Ltd., a major supermarket chain, to develop stores and services for women. A potential chain of 50 dealers will begin with one shop in central Japan featuring current Suzuki cars and clothing and food from Seiyu. It will include an information service, catalog shopping and ticket sales. If it succeeds, the two could do a car together. About four years ago, Seiyu got into the auto business to market a **Mitsubishi** minicar. It was called the "Lettuce."

TEMBLOR TIPS — Know someone who'll be driving in California? You might pass on these earthquake driving tips from the Automobile Club of Southern California. A quake feels like four flat tires when you're driving. Slow down and pull over, but not near an overpass, bridge, tree or building. Stay in the car until it's over, and remember that aftershocks will follow. Tune your radio to the news. Cooperate with cops.



JOE WILSSENS/AUTOMOTIVE NEWS

LH leery

Chrysler is optimistic about its LH cars, but a cautionary T-shirt did show up on

Saturn leaps into Power CSI list

Lexus and Infiniti remain at tip-top of quality tally

ARLENA SAWYERS
Staff Reporter

In its first year of eligibility, Saturn Corp. was named the third best nameplate and the best domestic in customer satisfaction in the J.D. Power and Associates Customer Satisfaction Index, a survey that is usually dominated by luxury and import car lines.

It is the highest ranking for any domestic automaker since Power began publishing the index six years ago.

First and second place went to Lexus and Infiniti, respectively. Acura finished fourth. The report also was favorable for Jaguar Cars Inc., which pushed its way into the top 10 makes.

The annual survey evaluates customer satisfaction among car and truck owners after one year of ownership. About 34,000 vehicle owners participated in the survey of 1991 models.

The scores are derived from consumer responses to questions about vehicle repair and reliability and how consumers were treated at the dealership.

Analysts attribute some of Saturn's high ranking to its success at turning potential problems into public relations coups.

Last year, Saturn received much favorable publicity when it replaced 1,836 cars that had been filled with bad engine coolant.

Texaco Refining and Marketing Inc. which supplied the coolant, picked up some of the cost, but "Saturn got the good press," said William Vanderbok, president of Market Perceptions and Solutions, an auto consumer research firm in Woodland Hills, Calif. "It was the best thing that could have happened to Saturn."

Adds Jeremy Anwyl, president of Marketec Systems, an automotive marketing and consulting firm in Santa Ana, Calif.: "How you deal with a problem is more important than the problem itself."

But more importantly, said Anwyl, is that Saturn and the three other top car lines are what he calls "clean sheet of paper" stores.

As newcomers, they started with a clean slate and hand-picked dealers and staffs who were willing to take a risk on what was then a new philosophy: Customers want good service.

"Saturn is a capable car, but not a superior car," he said. "When you look at the key differentiator, it's the purchase and ownership experience."

Older car lines, on the other hand, are still trying to shake the outdated sales and service methods of the 1970s and 1980s, said Susan Jacobs, president of Jacobs Automotive Inc., an automotive forecasting and consulting firm in Little Falls, N.J.

"The psychology of Lexus, Saturn and Infiniti stands for putting the customer first," said

see SURVEY, 36

1992 BRAND CSI

	'92	'91	'90	'89
Lexus	179	170	—	—
Infiniti	167	170	—	—
Saturn	160	—	—	—
Acura	148	146	154	147
Mercedes-Benz	145	147	148	138
Toyota	144	144	144	134
Audi	139	140	127	121
Cadillac	138	139	142	131
Honda	138	146	140	137
Jaguar	137	BA*	BA*	BA*
Oldsmobile	133	128	121	BA*
Saab	133	121	BA*	BA*
Mitsubishi	132	120	124	112
Nissan	132	128	135	128
Volvo	132	124	126	121
Buick	131	137	130	123
Porsche	131	105	129	118
BMW	130	132	127	125

* Below average

Source: J.D. Power and Associates Customer Satisfaction Index.

Note: J.D. Power does not release scores below average. According to USA Today, nameplates with the 10 lowest scores, beginning at the bottom, were: Hyundai, Suzuki, Volkswagen, Isuzu, Alfa Romeo, Geo, Daihatsu, Chevrolet, Eagle and Chrysler.

JOE WILSSENS/AUTOMOTIVE NEWS

Chrysler set off fireworks when the first LH cars rolled off the line.

Chrysler downplays fleets for first LHs

ROGER ROWAND
Staff Reporter

BRAMPTON, Ontario — Chrysler Corp. will put most of the early production of its new line of mid-sized LH sedans in dealer inventory to accommodate strong retail demand, according to Chairman Lee Iacocca.

Chrysler intends to ignore conventional wisdom that has prompted automakers to flood daily rental fleets with early output to increase consumer visibility.

Chrysler plans to deprive the daily retail fleets — even the ones it owns — of the 1993 Chrysler Concorde, Dodge Intrepid and Eagle Vision LH cars.

At the ceremonial rolloff of the first LH sedan last week, Iacocca said dealers are clamoring for the cars and retail demand is so great that fleet business will come second. The cars are slated to officially go on sale Nov. 1.

"We can't ignore it completely," he said. "We own a couple of daily rental companies ourselves, and we'd like to get the cars out in the big resort areas like Los Angeles and Florida. We've allocated a very small portion to fleets; they're getting a modest few."

During the festivities for the first

see 1ST CAR, 36

Chrysler seeks new dealer attitude for LH

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. wants its dealers and their staffs to develop a new attitude to go along with their new line of mid-sized sedans.

The LH triplets — Chrysler Concorde, Eagle Vision and Dodge Intrepid — are built on Chrysler's first new platform in 10 years. The cars are scheduled to go on sale in November.

Last week, Chrysler launched Customer One, a $30 million corporate training process to school 5,000 dealers and their staffs — about 100,000 persons in all — in the art of customer service and satisfaction.

The goal is to change the attitude of dealership employees toward their jobs and customers.

Customers are not one-time conquests, but lifelong partners who should be treated with respect, said Theodor Cunningham, Chrysler executive vice president of sales and marketing.

"Dealers are ready to focus on change," Cunningham said. "We have the opportunity to introduce brand new customers to a brand new car. We have to work hand-in-hand with dealers."

As an extra incentive for dealers, Chrysler on April 1 began basing dealers' cash incentives on customer satisfaction ratings and performance against monthly sales objectives. The largest rebates will be given to dealers with the highest scores.

Dealers will not be eligible for any awards unless their staffs complete Customer One.

Chrysler is charging dealers $50 per person for the program, which means that about $5 million of the $30 million cost of Customer One will come from the dealers.

Chrysler One's chief trainer is Luis Martinez, vice president and group account supervisor at Ross Roy Communications in Bloomfield Hills, Mich. Martinez played a similar role at Infiniti Division before joining Chrysler's team.

Cunningham said the training focuses on self-discovery and role playing, but he declined to disclose specifics.

The training includes every employee from cashiers to service technicians to the dealer principals. Additionally, 200 Chrysler corporate executives will be trained alongside dealers.

The first phase of the program began June 29 and continues through August. By the end of the meetings, about 100,000 dealership employees and dealers will have attended sessions at 132 sites nationwide.

Phase one focuses on understanding and meeting the needs of the customer.

Dealership employees will attend sessions geared to their jobs.

Dealers and managers will attend two-day sessions, and salespersons, service advisers and parts counter teams will attend separate two-day sessions.

Support staff who have direct contact with consumers such as cashiers, receptionists, telephone operators and greeters will attend one-day sessions.

Service technicians and clerical staff will attend half-day, in-dealership sessions.

Phase two begins in early fall to coincide with the LH introduction. Chrysler will conduct one-day sessions to familiarize dealership personnel with the LH cars with special emphasis on customer satisfaction and treatment.

Phase three is a continuing process in which Chrysler will monitor dealership personnel and provide follow-up training.

Cunningham said it became apparent that Chrysler had to make some changes when it began consumer research for the LH cars about 18 months ago.

Chrysler expects the LH cars to attract consumers who have never considered a Chrysler product and others who will return to Chrysler to give the company another chance. Those two groups of consumers have higher expectations of customer service than Chrysler's current customer base, Cunningham said.

To develop Customer One, Chrysler studied automotive and non-automotive companies with reputations for good customer service.

Among the companies studied were Ritz-Carlton Hotels, Walt Disney Co. and Infiniti.

DEUTSCH TREAT

S.C. BMW dealer expects windfall from U.S. plant

LINDSAY CHAPPELL
Staff Reporter

GREENVILLE, S.C.

The lone BMW dealer in upstate South Carolina is ready to unleash a new marketing campaign.

Expect the ads to read: "Support your local economy. Buy a BMW."

Strange words for pitching a European import. But Mickey Joy, president of Century BMW here, says the market is ready for them.

BMW AG's announcement June 23 that it will build a $300 million factory promises to put 2,000 people to work building luxury cars seven miles from Joy's dealership. He believes the news will give hesitant import-car buyers a push before the first steel beam goes up.

"There are people out there who want to buy $70,000 cars right now," Joy says. "I know there are. I've talked to them. But with the recession and all the awareness of unemployment and the condition of the economy, they don't want to appear ostentatious.

"Now it's OK to go out and buy an expensive car again," he says. "Think of all the advertising we'll be able to generate. You can buy a BMW and help support the American economy."

When BMW's news broke two weeks ago, Joy and his advertising agency were already working on a long-term marketing campaign to trumpet the expected news. His advertising probably will carry a factory tie-in permanently now.

The campaign will target BMW's import competitors, including Lexus Division of Toyota Motor Sales U.S.A. Inc. and Infiniti Division of Nissan Motor Corp. in

see BMW, 36

CENTURY
CENTURY

BART BOATWRIGHT

It's OK to buy an expensive car again, says Mickey Joy, a Greenville, S.C., BMW dealer.

in brief

SERVICE

Nissan publishes flat-rate manual

CARSON, Calif. — Nissan Motor Corp. in U.S.A. is offering its dealers a flat-rate manual covering more than 300 of the most commonly sold services for the past 10 model years.

The guide's pricing information includes parts and labor, taxes and miscellaneous charges. Dealers in Nissan's South Central region received the data in May. The regional rollout is expected to be completed in August.

Ford recalls 44,000 Probes

DEARBORN, Mich. — Ford Motor Co. has recalled about 44,000 of its 1990 and 1991 Probes sold in the United States and Canada to replace the throttle position sensor.

Ford said premature wear of the sensor may cause the cars to exceed U.S. or Canadian carbon monoxide emissions standards.

ASE to offer parts tests

HERNDON, Va. — The National Institute for Automotive Service Excellence will offer certification tests for auto parts and medium/heavy-truck parts specialists.

The first truck parts specialist test will be in November. The auto parts test is expected to be ready in November 1993.

The group said the purpose of the program is to improve the sales, promotion and marketing of automotive and truck parts and service. Both tests will cover communication skills, sales skills and vehicle systems knowledge.

Toyota opens parts center in Illinois

Facility a model for future depots

DALE JEWETT
Service Editor

AURORA, Ill. — Toyota Motor Sales U.S.A. Inc. expects its new parts distribution center here to be a model of efficiency for all Toyota parts centers in the future.

The 374,000-square-foot facility, adjacent to Toyota's new regional office, needs just 46 employees to manage the flow of about 1 million parts, an inventory valued at $50 million.

The center expects to fill 1.3 million order lines from 114 Toyota and 20 Lexus dealers in a five-state region by the end of this year. An order line is one line on a dealer's parts order form.

Toyota's goal for the new center is a 97 to 98 percent fill rate for orders. In addition, this fall the center will become the source for seldom-ordered parts for Toyota and Lexus dealers throughout the country.

Late this year, it also will begin filling orders from Toyota Industrial Equipment dealers, who sell forklift trucks and skid steer loaders.

The key to doing so much with so little is computers:

- Bar-code scanners, both stationary and hand held, track inventory from the moment it arrives until it leaves the parts center.
- Parts-picking lift trucks are equipped with radio frequency terminals that instantly broadcast stock information to the center's computer.
- A system for fast-moving parts, designed by Stanley Vidmar, automatically retrieves containers from one of three rotating storage shelves and delivers them to a packing station.

Parts arrive at the center by truck. Each part's bar code is scanned upon arrival, with small parts placed in tote bins and routed by conveyors to the rotating rack for storage.

The three multi-level racks that make up the rotating rack area have 32,278 part storage locations. Each rack is 22 feet high and 100 feet long and can store 800 bins over eight levels.

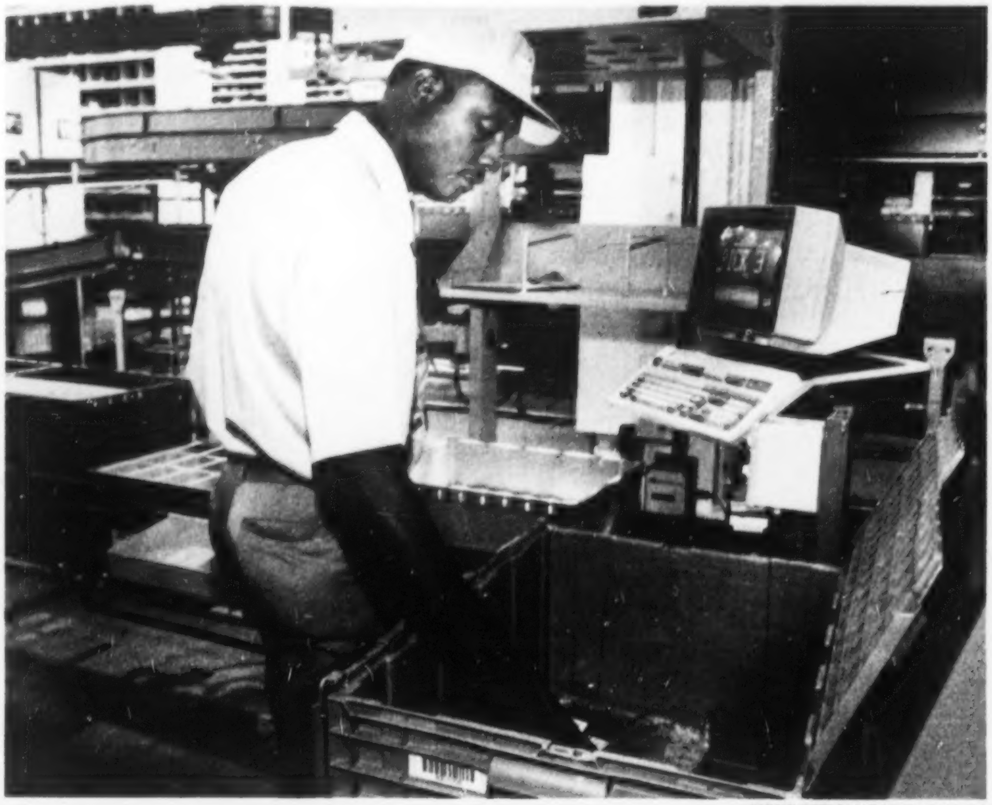
Eight inserters/extractors can handle up to 720 containers per hour, with each container having up to 15 storage compartments.

Containers travel by conveyor to a work station. A light beam shows a worker which compartment to pick from. The worker confirms to a computer the number of parts removed. The tote is then returned to the rack, not necessarily in the location it was pulled from.

Large parts are placed on pallets and moved to storage shelves by forklift trucks. The trucks navigate the 72-inch aisle between storage racks with the help of guide wires buried in the floor.

Toyota had four objectives in designing the parts distribution center, said Richard Gallio, vice president of parts, service and U.S. products:

- Improve accuracy in filling dealer orders.
- Improve operating efficiencies.
- Test new technology.
- Create a safe and pleasant work environment. AN



JOE WILSSENS/AUTOMOTIVE NEWS

A spotlight shows Toyota parts center workers which container bin to pick parts from. The container is then automatically sent back to one of three rotary storage racks. Each container can hold up to 15 storage bins.

Service business off in May

DETROIT — Parts and service business at new-car dealerships in May was down from business in May 1991, according to a survey of dealers.

The Automotive News Service Index shows that repairs and parts for the month totaled 97.4 percent of the figures for a year earlier.

But at the same time, parts and service business for the first five months of 1992 showed an increase of 1.8 percent over the same period in 1991.

The largest declines in May were in repair orders written, down 8 percent; total labor sales, off 6.5 percent; and gross profit on all labor and parts and accessories sales, down 3.5 percent.

Slight increases were noted in shop parts sales and sales of all parts and accessories.

For the year to date, shop parts sales rose 4.5 percent, and sales of all parts and accessories were up 4.2 percent. Gross profit on all labor and parts and accessories sales is up 1 percent for the period. But repair orders written fell 1.7 percent and total labor sales were off 1.3 percent for the year to date.

Some dealers blamed the continuing slump in the showroom for the parts and service decline in May. One dealer attributed a drop in repair orders and hours due to training of new service writers.

Of those dealers reporting an increase for the month, some cited better internal cost controls and an increase in dollar sales per repair order.

Figures used in the Service Index are compiled from a cross-section of new-car dealerships. AN

SERVICE INDEX
97.4★

	May, '92 vs. May, '91	Jan.-May, '92 vs. Jan.-May, '91
Gross Profit on All Labor and P&A Sales	− 3.5%	+ 1.0%
Repair Orders Written	− 8.0%	− 1.7%
Total Labor Sales (Customer & Warranty)	− 6.5%	− 1.3%
Shop Parts Sales (Customer & Warranty)	+ 0.2%	+ 4.5%
Sales of All P&A	+ 0.1%	+ 4.2%

★ Survey by Automotive News shows that dealers' service and parts business in May 1992 was 97.4 percent of business in May 1991. Service business in 1992 was 101.8 percent of business in the corresponding period in 1991.

Stocked shelves a key to parts sales, study finds

New-car dealerships need well-baited hooks and loads of attractive lures when fishing for sales of optional equipment.

Product availability is the main reason new-car customers buy upgrade options from dealers, according to a market study for the Specialty Equipment Market Association.

Availability was the deciding factor for 50.3 percent of option shoppers — clearly indicating the value of having goodies in stock and ready to install.

That's nearly twice as important to people buying cars from dealers as it is to aftermarket shoppers. Only 25.8 percent of the latter rated availability as important.

That puts the burden on the dealership sales personnel to know as much about options as they do about vehicles.

Product knowledge, at 12.5 percent, ranks high in motivating consumers to purchase add-on equipment from car dealers. Price has less importance to consumers purchasing from car dealers than it does elsewhere.

— *Roger Rowand*

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New models key to China's future

RICHARD JOHNSON
Staff Reporter

BEIJING — China's auto industry will reach an important new phase by mid-decade with the addition of the first two models designed specifically for the local market by foreign manufacturers.

Both Shanghai Volkswagen Automotive Co. and Chrysler Corp.'s Beijing Jeep joint venture are preparing new models for China.

Shanghai Volkswagen will develop a mid-sized sedan, and Beijing Jeep is readying an American-designed replacement for the outdated, Russian-design BJ2020 Jeep-like vehicle — a fixture on China's streets and roads.

Shanghai Volkswagen's new car will be produced at its expanded facilities in Shanghai beginning in 1995. The joint venture is owned equally by the German carmaker and Shanghai Automobile Industry Corp., which recently ended production of the 30-year-old Shanghai sedan at an adjacent plant.

Shanghai Volkswagen builds the Santana, the notchback version of the previous-generation Passat, and will continue parallel production after the new model launch.

A new, larger sedan is being designed with VW's Brazilian subsidiary and will be based on the current-generation Passat, which is not built in China. The wheelbase will be extended 3.5 inches, and the car will get an all-new body.

The joint venture plans to produce 90,000 of the new cars a year out of a total planned production of 150,000 after 1995.

Volkswagen hopes to use its China operations as a bridgehead for exports to the Asian market.

"This is the first step to develop a car by ourselves," said Stefan Messman, Shanghai Volkswagen's deputy managing director.

Beijing Jeep also will introduce a new off-road vehicle that will eventually replace the ubiquitous BJ2020, the over-40-year-old vehicle that has both civilian and military applications in China. Beijing Jeep also builds the Cherokee.

The new model, due in about 1995, will be based on the Jeep Wrangler, but it will have an all-new body. Initial design is scheduled to be completed in about nine months by Visioneering Inc., an engineering firm based in Fraser, Mich.

The new model will have four doors, four-wheel drive and easy access to the rear: "a breed in between the Cherokee and 2020," said J.J. Powers of Chrysler Corp.'s International Operations office for China and Southeast Asia.

The existing BJ2020 will be replaced about three years after the new model is introduced.

In a related development, Western executives here say Chinese officials are soliciting proposals for local assembly and importation of minivans and small buses.

"There is a big push in the Chinese market for minivans," said Powers. "They are all looking for minivans. Japanese and American minivans."

Since minivans are not part of China's current auto-industry plan, foreign companies may be reluctant to become ensnared in manufacturing ventures.

"These kinds of vehicles are getting more and more important," said Yang Shi Min, an engineer with China National Automotive Industry Corp. "We need them for the intercity traffic."

The first taker could be Beijing Jeep, which hopes to start assembling the Dodge Caravan in 1993.

"It's kind of behind closed doors, but we definitely want to," said Powers. "We haven't signed an agreement, and it is still in the wishing stage."

But a Beijing Jeep executive sounded more definite. He cited plans to begin assembly of Caravan kits next year, starting with only 500 units in 1993. Depending on market response to the Caravan, he said Beijing Jeep will decide whether to increase production and localize parts.

Beijing Jeep has other plans in the works. The Grand Cherokee was once planned to replace the Cherokee, but now may be built in tandem with the smaller vehicle, said Powers. Beijing Jeep is considered much more likely to begin assembling minivans in China before taking on the Grand Cherokee.

"We don't know if we are going to do the Grand Cherokee," he said. "It is in the product plan, but to look at it, not necessarily to do it."

Hanoi slated as newest host on world auto-show circuit

RICHARD JOHNSON
Staff Reporter

BEIJING — This city might seem like an unlikely locale for an international auto show, but an even more out-of-the-way destination is on the exhibition calendar for next year: Hanoi.

Vietnamese officials made the rounds at this year's Auto China exhibition to drum up interest in their country's first international auto show.

The April 6-10 exhibition would be off-limits to Americans under current U.S. trade law. However, the embargo on trade with Vietnam is expected to be lifted after the U.S. presidential election.

"It will be an excellent opportunity to understand the Vietnamese automotive market," said Hoang Ngoc Ninh, coordinator of industrial affairs in Vietnam's Ministry of Transport and Communications. He addressed industry executives at a reception here.

"It is a very promising market. The number of vehicles for the population is still rather low."

Vietnam imposes a 100 percent tariff on passenger cars and a 50 percent tariff on components.

According to the ministry's figures, Vietnam has only 118,675 motor vehicles on the road. The total includes 60,321 trucks, 11,815 passenger buses and 20,485 cars. The population of Vietnam is about 68.5 million.

Prior to this year, the Vietnamese auto industry consisted of reconditioning factories and a few components makers.

But two joint ventures with foreign manufacturers are being put into operation this year: Mekong Co. and Vietnam Motor Co.

Mekong Co. is a multinational joint venture with two plants.

A plant in Binh Chanh on the outskirts of Ho Chi Minh City, the former Saigon, is assembling four-wheel-drive vehicles from kits imported from South Korea's Ssangyong Motor Co. The venture also assembles special-duty trucks, including trucks over eight tons, construction vehicles, tractors, refrigerated trucks, ambulances and fire engines.

Current capacity is 5,000 vehicles per year, and production is expected to reach 2,000 units this year. Production at the company's two factories is scheduled to reach 10,000 units in 1994.

A second factory, the Co Loa facility in Hanoi, assembles light trucks under five tons and 50-seat buses. Production is due to begin by the end of the year.

The second joint venture, Vietnam Motor Co., is a small-car joint venture with Columbian Motors Corp., which is itself a joint venture company assembling Daihatsu, Mazda and Kia models in the Philippines.

The Hanoi-based company is 51 percent owned by Columbian, said Luong Tat Thang, of the Ministry of Transport and Communications.

Production is scheduled to begin this year and reach 2,000 units a year in 1993.

Nguyen Duc Hiet, a legal specialist with the Ministry of Trade and Tourism, said foreign companies are permitted in Vietnam.

"We are committed to continuing our open policy," he said. "And we are committed to improving our investment environment for foreign companies."

May Mexico sales rise 3.4 percent despite drop by Volkswagen

MEXICO CITY — Despite a big drop by industry leader Volkswagen, Mexico's five carmakers still boosted car and truck sales by 3.4 percent in May.

VW sales were off 20.2 percent, dragged down by a changeover to the new Golf and Jetta. Production of VWs built for the Mexican market dropped 29.9 percent in May, as VW built only 190 Golfs and Jettas. The two new cars went on sale in Mexico last month.

Aside from Ford, every other company posted double-digit gains for the month.

Chrysler, which has had a very strong year, continued on track with a 30.8 percent gain over May 1991. Its Shadow, Spirit and New Yorker models are all well ahead of last year's pace.

Sales of imported cars continued to decline. Mexico's five automakers sold 701 imported models in May, down 13.2 percent. For the year, imports are off 36.7 percent.

The reason: Manufacturers are using their foreign currency to import components instead of vehicles, explains the Mexican automobile dealers association.

Mexican rules require automakers to earn import credits by exporting Mexican-made parts and vehicles.

MEXICO CAR AND TRUCK SALES

	May 1992	May 1991	5 mos. 1992	5 mos. 1991
Cars	7,184	5,491	34,943	23,132
Trucks	4,622	3,511	21,549	19,516
Imports	12	33	330	530
CHRYSLER	**11,818**	**9,035**	**56,822**	**43,178**
Cars	4,915	4,932	25,674	25,091
Trucks	4,532	5,315	24,783	24,564
Imports	0	42	0	1,616
FORD	**9,447**	**10,289**	**50,457**	**51,271**
Cars	4,941	3,252	23,036	16,406
Trucks	6,580	6,312	30,288	28,719
Imports	231	723	1,670	2,439
GM	**11,752**	**10,287**	**54,994**	**47,564**
Cars	8,328	7,830	37,195	35,183
Trucks	3,190	2,946	14,575	14,138
Imports	458	7	1,354	662
NISSAN	**11,976**	**10,783**	**53,124**	**49,983**
Cars	9,743	12,346	62,471	58,865
Trucks	1,099	1,237	5,567	4,604
Imports	0	3	2	56
VOLKSWAGEN	**10,842**	**13,586**	**68,040**	**63,525**
Cars	35,111	33,851	183,319	158,677
Trucks	20,023	19,321	96,762	91,541
Imports	701	808	3,356	5,303
TOTAL BIG 5	**55,835**	**53,980**	**283,437**	**255,521**
OTHER TRUCK MAKERS*	**2,831**	**2,474**	**13,140**	**10,364**
TOTAL INDUSTRY	**58,666**	**56,454**	**296,577**	**265,885**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	May 1992	May 1991	5 mos. 1992	5 mos. 1991
Cars for Mexico	7,188	5,412	35,127	23,078
Cars for export	7,835	5,569	35,734	27,485
Trucks for Mexico	4,683	3,388	22,004	19,487
Trucks for export	2,132	636	11,425	2,440
CHRYSLER	**21,838**	**15,005**	**104,290**	**72,490**
Cars for Mexico	4,967	5,228	26,083	25,166
Cars for export	12,663	7,756	55,830	34,509
Trucks for Mexico	4,741	5,362	25,465	24,364
FORD	**22,371**	**18,346**	**107,378**	**84,039**
Cars for Mexico	4,435	3,423	23,681	15,764
Cars for export	6,829	8,505	29,162	30,114
Trucks for Mexico	6,627	6,262	31,395	29,083
GM	**17,891**	**18,190**	**84,238**	**74,961**
Cars for Mexico	8,320	7,888	37,194	35,264
Cars for export	1,680	1,942	7,957	6,911
Trucks for Mexico	3,186	3,112	14,581	14,325
Trucks for export	1,105	713	4,469	2,582
NISSAN	**14,291**	**13,655**	**64,201**	**59,082**
Cars for Mexico	8,495	12,125	59,965	58,384
Cars for export	5,837	4,167	24,912	22,221
Trucks for Mexico	1,112	1,025	6,295	4,635
VOLKSWAGEN	**15,444**	**17,317**	**91,172**	**85,240**
Cars for Mexico	33,405	34,076	182,050	157,656
Cars for export	34,844	27,939	153,595	121,240
Trucks for Mexico	20,349	19,149	99,740	91,894
Trucks for export	3,237	1,349	15,894	5,022
TOTAL BIG 5	**91,835**	**82,513**	**451,279**	**375,812**
Trucks for Mexico	2,668	2,163	12,034	10,562
Trucks for export	0	1	0	2
OTHER TRUCK MAKERS	**2,668**	**2,164**	**12,034**	**10,564**
TOTAL INDUSTRY	**94,503**	**84,677**	**463,313**	**386,376**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Mexico plant to move

JAMES BLEARS
Special Correspondent

MEXICO CITY — Chrysler Corp. plans to close its 54-year-old truck plant near Mexico City and relocate it further away from the polluted urban center.

The plan echoes an announcement by General Motors in March that it would move its truck plant 200 miles from Mexico City rather than spend money for expensive new pollution controls.

The Mexican government has encouraged industries to relocate as a way to curb the city's chronic air pollution problems. On the worst days, plants have been ordered to shut down.

Chrysler spokeswoman Karen Stewart in Detroit said the relocation would allow the company to install new technology and improve efficiency.

Chrysler gave no details on where the new plant will be and when it will be open.

The current plant is in Lago Alberto, a heavily polluted industrial suburb northwest of Mexico City. The plant produced about 62,000 trucks last year, including Ram pickups and Ramcharger sport-utilities for the United States.

Governors rally for ethanol

GWENDOLYN ZONGHETTI
Special Correspondent

General Motors presented the nation's first certified ethanol fueled car last Monday at a State Governors' Ethanol Coalition and National Alternative Fuel Conference in Milwaukee.

The Chevrolet Lumina Variable Fuel Vehicle is the first of a 50-car ethanol fleet to be distributed among Wisconsin, Illinois and the U.S. Department of Energy.

GM, Chrysler Corp. and Ford Motor Co. are developing ethanol-powered cars as part of their efforts to develop vehicles that are powered by alternative energy sources.

Each automaker displayed their alternative fuel vehicles at the conference.

The Senate Finance Committee reported out of committee a bill that would provide tax incentives to buyers of alternative fuel vehicles, as well as tax benefits that apply to the fueling infrastructure.

Linda Stuntz, acting deputy secretary of the Department of Energy, told the conference her department is doing its part by researching and developing new sources and technologies for alternative fuels. Two key factors are to expand the infrastructure for the vehicles and reduce the cost of the fuel.

In prepared remarks, the chairman of the coalition, Nebraska Gov. Ben Nelson, told the conference the 17-state coalition of governors must discuss how to increase long-term ethanol use. "Unless something is done, most of the oxygenates the nation needs to satisfy the Clean Air Act amendments will be in the form of methanol imported from OPEC countries," said Nelson.

Spokesman Larry Hart said the Energy Department will work with state energy agencies to compile a five-year purchasing plan for alternative fuel vehicles.

BMW

Dealer ads to tout local production

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U.S.A. Nissan and Toyota manufacture cars in the United States, but neither builds luxury models here.

Joy, who sells about 15 new cars a month, was planning to move the dealership to a larger site even before the plant announcement. Now he'll need the room, he realizes.

"There will be a lot of hometown loyalty here in Greenville," he says. "Our business has to go up."

He says he's not just talking about plant managers who might be able to afford a BMW. "Greenville is the kind of place where people really get behind something like this and support it," says Joy. "A lot of people here are like me. They want to keep their money in Greenville."

Even Terry Wall, who owns Greenville's Lexus and Infiniti dealerships, thinks people will be buying more BMWs. But he remains upbeat on the BMW invasion. "The overall effect will be good for all lines, from entry level to luxury," says Wall, who himself owns a BMW dealership in Augusta, Ga. "Michelin Tire has its North American headquarters here, but not everybody buys Michelins."

BMW expects to employ about 1,000 people initially, and about 2,000 by the decade's end to build up to 75,000 cars a year. The only other vehicles produced in the state are Mack trucks in Winnsboro.

The nearest BMW competition for Joy's 20-year-old dealership is about 50 miles away across the state line in Fletcher, N.C. Another store is about 100 miles away in Charlotte, N.C.

SURVEY

Saturn, Jaguar join J.D. Power elite list

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Jacobs. "These franchises set up training programs, and performance standards are in place from the word go. They are structured to avoid mistakes."

David Cole, director of the University of Michigan's Office for the Study of Automotive Transportation, said the most significant thing about the survey is the gap between some of the higher scores and mid-range scores is not that wide.

For instance, there were only 11 points between 6th place Toyota at 144 and 11th place Oldsmobile at 133. The industry average was 129.

Ninth place Honda scored 138 and had only a seven-point lead over 16th place Buick.

The narrowing perception gap among consumers have some Japanese manufacturers worried, said Cole. "The one thing the Japanese developed their customer base on is quality," he said.

"If the quality gap closes, maybe customers will look at other factors such as where was (the vehicle) built or corporate citizenship, that is, the role of that company in a societal sense."

Jaguar, which has a reputation for being long on style and short on reliability, pushed its way from 25th place to 10th place in the most recent year report.

John Crawford, Jaguar Cars Inc. spokesman, credits the dramatic improvement to the restructuring the company underwent about a year ago.

The changes included training dealers in customer handling and improving the quality and reliability of its cars.

"We are absolutely thrilled" about the survey results, said Crawford.

"When our quality was not so good, the dealers performed well — we had a reputation for good customer satisfaction," he said. "Now, we've improved the quality of the car and are becoming measurably better."

The top individual model CSI scores mirrored those of the top car lines. The Lexus LS400 finished first and the Lexus ES250 placed second. The Infiniti Q45 took third and the Infiniti G20 was fourth. The Saturn SL sedan was fifth.

In the light-truck portion of the survey, Toyota remains in first place, followed by Nissan. Oldsmobile, the highest ranked domestic light-truck line, moved from 13th place last year to third place this year.

Chrysler, second in the light-truck survey last year, was not among this year's top eight.

1992 TOP 10 IN CSI

Lexus LS400	182
Lexus ES250	173
Infiniti Q45	172
Infiniti G20	167
Saturn SL sedan	161
Infiniti M30	159
Acura NSX	157
Saturn SC coupe	151
Mercedes-Benz 190	151
Toyota Cressida	150
Honda Civic*	150
Industry average	**129**

* Does not include CRX
Source: J.D. Power and Associates Customer Satisfaction Index

1992 LIGHT TRUCK CSI

	1992	1991
Toyota	151	151
Nissan	148	135
Oldsmobile	141	BA*
Mitsubishi	140	133
Mazda	140	138
Ford	131	128
Volkswagen	129	126
Pontiac	128	123
Industry average	**128**	**101**

* Below average
Source: J.D. Power and Associates Customer Satisfaction Index

ANALYSTS' SALES FORECASTS FOR THE 1992 CALENDAR YEAR
(Figures in millions of units)

		Total vehicles	Cars	Trucks*	Imported cars	Imported trucks
George Magliano	original	13.0	8.7	4.3	2.1	0.6
The WEFA Group	**revised**	**13.1**	**8.6**	**4.5**	**2.1**	**0.5**
Jean Claude Gruet	original	13.5	8.8	4.7	2.2	0.6
UBS Securities	**revised**	**13.3**	**8.5**	**4.7**	**2.1**	**0.4**
John Hammond	original	13.5	8.8	4.7	2.2	0.5
J.D. Power	**revised**	**13.0**	**8.5**	**4.5**	**2.0**	**0.4**
Maryann Keller	original	13.3	8.8	4.5	1.9	0.6
Furman Selz Inc.	**revised**	**13.3**	**8.6**	**4.7**	**1.8**	**0.4**
Jack Kirnan	original	13.5	9.0	4.5	2.2	0.3
Salomon Brothers	**revised**	**13.2**	**8.6**	**4.6**	**2.0**	**0.5**
Steve Girsky	original	13.4	8.8	4.6	2.1	0.5
Paine Webber	**revised**	**13.1**	**8.5**	**4.6**	**2.0**	**0.5**
Michael Luckey	original	14.0	9.2	4.8	2.2	0.5
Luckey Consulting Group	**revised**	**13.2**	**8.5**	**4.7**	**2.1**	**0.5**
William Pochiluk	original	13.2	8.8	4.4	2.4	0.6
Autofacts Inc.	**revised**	**13.2**	**8.6**	**4.6**	**2.2**	**0.5**
Ron Glantz	original	13.4	8.7	4.7	2.0	0.5
Dean Witter Reynolds	**revised**	**13.0**	**8.4**	**4.9**	**2.0**	**0.4**
Scott Merlis	original	13.5	9.1	4.4	2.2	0.6
Morgan Stanley	**revised**	**13.5**	**8.9**	**4.6**	**2.1**	**0.5**

*Includes medium- and heavy-duty trucks except for William Pochiluk including only light-duty

FORECAST

Analysts expect sales to rise in '93

continued from PAGE 1

strong this year.

Through June 20, new-vehicle sales were ahead of last year, with truck sales showing the most promise.

Cars were up 0.5 percent, but trucks were 10.8 percent ahead of their 1991 total. Combined car and light-truck sales were up 4.0 percent.

Analysts downgraded their predictions for 1992 because retail sales in the first quarter were weaker than expected, coupled with a reduction in fleet sales.

Michael Luckey, analyst with the Luckey Consulting Group in Westwood, N.J., said customers have deferred purchases and will come back into the market when personal income shows real growth.

Analysts also predict domestic automakers will continue to gain market share because of higher sticker prices on Japanese products and the improved quality of domestic vehicles.

"Pricing is in favor of the domestics," said Jack Kirnan, analyst with Salomon Brothers in New York. "The domestics have a $2,500 price advantage over Japanese vehicles. That pressure will continue unless the Japanese economy improves."

New CAW head takes aim at trade pact

Hargrove faults government policy

JEREMY SINEK
Staff Correspondent

BRAMALEA, Ontario — Three days after becoming head of the Canadian Auto Workers, Basil "Buzz" Hargrove challenged his government's policy toward Japanese automakers.

In a speech at the Job No. 1 celebration for Chrysler Corp.'s LH cars, Hargrove protested provisions of the 1989 U.S.-Canada Free Trade Agreement.

He cited rules that require automakers in Canada to have at least 50 percent U.S. or Canadian content in order to ship without duties to the United States. His audience included Canadian political leaders, notably Michael Wilson, federal minister of Industry, Science and Technology.

"It appears the Japanese companies are setting the stage for auto policy in Canada," said Hargrove. He said his government needs to join with the Big 3, the CAW and the UAW in saying that North American content levels have to be "a lot higher" than 50 percent.

"We shouldn't be catering to people who are major players in our market but minor players in our economy," he said. Honda, Toyota and Korean maker Hyundai have non-union assembly plants in Canada.

Hargrove was elected June 27 to succeed Bob White, the CAW's founding president. White is now president of the Canadian Labor Congress. Hargrove, who ran unopposed, has been White's assistant since 1978.

In his acceptance speech, Hargrove warned employers not to expect any change of direction at the CAW: "We are committed to progress for workers at the bargaining table and on the political front, in spite of the difficult times we are in."

1ST CAR

Early LH build to go mainly to dealers

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LH, an Eagle Vision, Iacocca said Chrysler has made a three-year leapfrog over its competition with the new sedans.

Iacocca's first customer last week was Peter Robertson, mayor of Brampton. Robertson took delivery of a maroon Chrysler Intrepid, which replaces a leased 1991 Buick Roadmaster.

"The Chrysler's a cheaper lease," he said.

In Canada, Chrysler has only two divisions: Chrysler-Plymouth-Dodge and Jeep-Eagle. So the company will badge the LH cars in Canada as the Chrysler Intrepid, Chrysler Concorde and Eagle Vision.

In the United States, the Intrepid will be sold with a Dodge nameplate.

Iacocca said the LH will have an edge over the competition because the Ford Taurus, Honda Accord and Toyota Camry won't be changed significantly until 1995.

"They'll take two or three years to change, and then they'll all be cab-forward. I predict it," he said. "We've got a whole new automobile platform that's cab-forward today and as innovative for us as the K-car and the minivan were."

Iacocca implied that prices will range from $18,000 to $20,000, saying the LH cars will have "very, very affordable prices."

He also discussed changes the company would like to see in customer relations in some dealerships.

"When people come in to spend $20,000 of anything," he said, "they don't want to be hassled and they don't want to feel like they're going to the dentist. They want it to be a nice experience, and we haven't made it that way for many years.

"We expect to be world-class. We expect to be up there with the best of them. If we're in the $18,000 to $20,000 range, we want to ask the buying public, 'Why buy a luxury car like a Lexus or Infiniti at $42,000? What's it got that we don't have?'

"If they say, 'Its quality,' then our quality will have to be at that level.

"The track is fast. Quality improvements are continuing, but we think we have everything in place that will make this car world-class," he said.

Iacocca acknowledged the temptation to accelerate LH production to meet demand, but startup will be slow and driven by a need for quality.

He said the launch of the 1994 Chrysler New Yorker, which will be built off a stretched version of the LH platform, is slated for February 1993.

ROLLOVER

Safety standards due by December

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can Suzuki Motor Co.

Last April, the Ford Bronco II came under fire in a report from the Insurance Institute for Highway Safety. The group said Bronco II death rates were three times those of the Samurai. Ford doesn't make the Bronco II anymore, but the company still faces years of litigation over the issue.

Researchers haven't been able to sort out exactly what roles the vehicle, the driver and the road conditions play in fatal rollovers. So in the absence of sound science, automakers worry that new rules might force them to change the design of their vehicles or, worse, pull models off the market.

"Quick fixes or banning vehicles won't solve the problem," said Dale Dawkins, director of vehicle compliance and safety affairs at Chrysler Corp.

Evidence shows that bad driving contributes to most rollovers. More than 80 percent follow a similar scenario — a vehicle leaves the road and flips over.

Alcohol, young drivers, rural roads and curves contribute to rollover deaths. But bad weather and road surface aren't significant factors.

In addition, most of the occupants killed in rollover crashes aren't wearing seat belts. Two-thirds of them are thrown from the vehicle.

Those findings buttress industry arguments against setting rollover standards or mandating design changes.

A vehicle can get a bad rollover record because of the kinds of drivers who choose that model, rather than the vehicle's design, argues Robert LeFevre, manager of crash avoidance at General Motors. "We cannot ignore the dominant role of driver characteristics in rollover," LeFevre told an SAE meeting in Washington last spring.

So GM, Chrysler and Ford Motor Co. have urged NHTSA not to impose new regulations on auto manufacturers.

Instead, the automakers say, the agency should expand its education and enforcement programs aimed at increasing seat-belt usage and reducing drunk driving. GM has proposed uniform warnings — such as those currently required on sport-utilities — to alert owners to the risks of rollover. NHTSA seems ready to go along with the automakers in keeping consumer options open.

BAN IS UNLIKELY

There is no question that sport-utilities have high rates of rollover fatalities, Felrice said. But because of their relatively small number on the road, sport-utilities account for only about 700 of the 10,000 annual deaths.

"Just tinkering around with utility vehicles will miss the big picture," Felrice said.

So an outright ban on rollover-prone vehicles is unlikely. And almost all interested parties agree that increased emphasis on driver education and safety will help reduce rollovers.

But the agreements end there.

The Big 3 have opposed NHTSA's proposals to make vehicles less likely to roll over — and safer when they do roll over. Chrysler officials have argued that current rules for roof strength and safety belts already help reduce rollover injuries.

The agency also suggested that only vehicles that score poorly on tests be required to add protection for occupants.

But Brian O'Neill, president of the Insurance Institute for Highway Safety, disagreed. O'Neill said that since all models are involved in some rollovers, all should be made safer.

Some of NHTSA's proposed changes would reduce the likelihood of occupants being thrown from the vehicle, the cause of more than half the deaths in rollovers. Those changes include improved safety belts, better glazing to keep windows from shattering and better latches to keep doors from flying open.

ROOF CRUSH DEBATE

Much of the talk about standards focuses on roof crush resistance and interior roof padding.

The roof is the primary source of injury to occupants in a rollover, whether or not they are wearing safety belts, said A.C. Malliaris, a researcher at Data Link Inc. A study by NHTSA engineers in 1989 showed that the more the roof is crushed, the more likely there will be injury.

Automakers argue that current standards for roof crush are adequate. In fact, Chrysler said some roof crush is good because it softens the crash much in same way that front-end crush space softens a frontal collision.

Donald Friedman, a former NHTSA engineer now in the private safety consulting business in California, said occupants are four times more likely to be injured when riding near an area of roof crush. Another study suggested that the current roof crush standard — a roof must hold 1.5 times the weight of the vehicle — should be increased to three to four times the vehicle's weight.

RESTRICT ALTERATIONS

Other areas have been cited as targets for regulation.

The Motor Vehicle Manufacturers Association has suggested restrictions on aftermarket alterations that add to the risk of rollovers.

There is evidence that anti-lock brake systems help prevent rollovers by giving drivers more control in emergency stops. ABS is becoming more popular with consumers, but it won't have a major impact on rollovers for several more years, Felrice said.

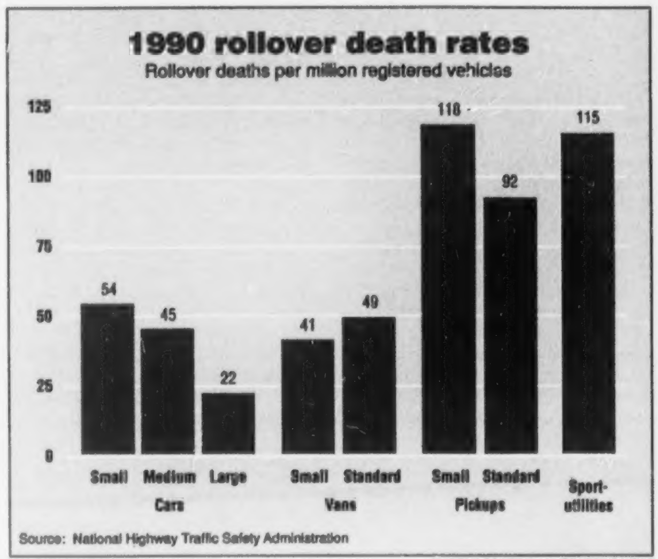
NHTSA also is looking for ways to identify rollover-prone models and perhaps set minimum standards for stability.

But first, the agency needs an acceptable yardstick for stability, and that has proved elusive.

A moving test would be the most accurate for judging a vehicle's stability, but so far no reliable method has been devised.

So NHTSA favors the so-called tilt-table test, in which a vehicle is placed on a platform that is tilted gradually until the wheels on one side are raised. According to the premise of the test, the further the vehicle can tilt before its wheels come off the table, the less likely it is to roll over.

NHTSA found that models that tended to have a high percentage of rollovers in single-vehicle accidents were the models that tended to tip sooner in the tilt-table test.



MARTHA GRATTAN / AUTOMOTIVE NEWS

NHTSA dealing with rollovers since '70s

MAX GATES
Staff Reporter

WASHINGTON — Although no federal standards apply specifically to rollover prevention, the government has addressed the issue frequently in the past.

In 1984, the National Highway Traffic Safety Administration required that all multi-purpose vehicles with off-road features carry warnings on a sticker and in the owner's manual. The messages say the vehicles handle and maneuver differently than ordinary passenger cars.

Other action on rollovers includes:

- In 1973, the agency sought comments on possible test standards for rollover resistance. NHTSA concluded that rollover resistance could be measured, but decided not to act until it better understood how real-life factors, such as how the vehicle is operated, contribute to rollovers.
- In 1987, NHTSA denied a request to set minimum standards for rollover resistance. The agency said the measurements weren't reliable in predicting which vehicles would roll in real-life situations.
- In 1988, NHTSA granted a petition from Consumers Union to set a minimum stability standard. NHTSA was conducting research toward that goal when Congress set the current 1993 deadline.
- NHTSA has also investigated possible rollover-related defects in five sport-utilities.

Two petitions, in 1979 and 1981, called for investigations of the Jeep CJ-5. NHTSA found no specific defect that was causing rollovers.

In 1988, NHTSA was asked to investigate rollover rates in the Suzuki Samurai. After a preliminary investigation, NHTSA said fatal rollover rates for Samurais were no higher than for other sport-utilities.

NHTSA noticed during the Suzuki investigation that the Ford Bronco II seemed to have high rollover rates. Agency engineers analyzed the Ford Bronco II in 1989 and later did an extensive data analysis of Jeep CJ accidents. Both probes were later closed.

MAZDA

Marketing pitches woo women

continued from PAGE 1

talk to these women, especially affluent professional women. We're not pandering to women with our programs; we're just getting involved in their issues."

One program, Mazda's Golf Clinics for Executive Women, deals with two women's issues. It helps women break into the "old boy" golf network for business, and it benefits breast cancer research.

Mazda ran the first clinic last year at the women's golf tournament it sponsors, the Mazda LPGA championship held annually at the Bethesda Country Club in Bethesda, Md. This year, it will conduct six clinics; at the first two, it raised $40,000 for the Susan G. Komen Breast Cancer Foundation.

MOVING UPSCALE

With the introduction in the past 12 months of the new 929, RX-7, MX-3, MX-6 and 626, Mazda's lineup has moved upscale. Upscale and sporty segments are traditionally viewed as male-dominated, but Mazda identified upscale professional women as a target for the new vehicles, and it appears to be having some success.

The clinics are marketed directly to the target audience. Mazda invites about 300 women to each one, getting their names from the National Association of Women Business Owners. It also advertises the clinics in local newspapers and *Golf for Women* magazine. The clinics include instruction and exhibitions by pros of the Ladies Professional Golf Association.

Laurel Rolls, a 40-year-old accountant from Los Angeles, looked at it more pragmatically. "From a product or marketing perspective, it makes a lot of sense. Most companies are only trying to sell us cheap economy cars or minivans. They don't seem to realize that we're interested in a lot more than that," she said.

Mazda follows up the clinic with a letter from Thompson to each participant along with a survey and a test-drive incentive — a $75 gift certificate for golf merchandise for taking a test drive, $500 if the woman buys a new Mazda. The names also go into a data base and Mazda tracks them against purchases in each market.

Mazda's advertising is aimed about a 50-50 split between men and women, a change from the past. In 1988, said Kim Adams, advertising manager, Mazda had no ads in women's magazines; now it buys a schedule in 12.

At other companies, Nissan and Mitsubishi, for example, the marketing approach is different.

Both those importers say they don't have any programs specifically designed to attract women buyers. Both suggest that instead of trying to target women directly, they simply hope to capture more women by broadening their appeal. In other words, by moving from sports to prime time, they will automatically pick up more women because they are reaching a bigger, more varied audience.

"Our strategy is product-focused. If the product has attributes that will appeal to women buyers, then we'll make sure to mention those attributes," said Jules Clavadetscher, general marketing manager at Nissan Motor Corp. in U.S.A. He doesn't think women want to be hit over the head with a message tailored just to them.

"I don't think we need to send out free lipstick samples to get women into our showrooms."

At Mitsubishi Motor Sales of America Inc., even though the director of advertising is a woman, the approach is closer to Nissan's.

Frances Oda said that when her company wanted to increase sales of the Eclipse, it knew women would be a key target.

"We didn't set out to get more women, but to get more buyers. But we knew that women were an untapped market for the Eclipse," she said. "So, we moved away from the concerted emphasis on performance and more onto value and styling."

Both Clavadetscher and Oda believe that products, more than programs, will bring women into their showrooms. Clavadetscher is counting on the Quest minivan and the new Altima. Oda is betting on the new Galant, due next year.

It is not surprising that at Mazda, Thompson has spearheaded a lot of its efforts toward women. But she is not alone. Of the 14 managers in the marketing division, 7 are women, including the ad manager and head of merchandising and market planning.

"We're not trying to have any certain number of women," Thompson said. "But you can't tell me that a department of all men is going to come up with the same ideas as a group that's half men and half women."

FEMALE BUYERS, BY COMPANY

Some companies track their customers by principal driver, some by buyer and some by primary decision maker, so figures may not be precisely comparable.

Company	Percent
Mazda	52.3
Honda/Acura	51.3
Chrysler	50.0
Nissan/Infiniti	49.0
Toyota/Lexus	48.0
General Motors	45.0
Mitsubishi	43.0
Ford	32.0

Source: Companies

Lawmakers tweak trade bill

MAX GATES
Staff Reporter

WASHINGTON — House Democrats were trying to put more teeth into their anti-Japan trade bill last week, circulating an amendment that would cap Japanese-car imports to Japan's current limit of 1.65 million vehicles a year.

The new version, authored by House Majority Leader Rep. Richard Gephardt, D-Mo., specifically exempts Japanese transplants from the limits. A previous proposal, which was dropped from the bill approved in committee two weeks ago, would have held imports and transplant production at current levels for the next seven years.

The bill would force the Japanese to keep their pledges to buy more U.S. autos and auto parts, made during President Bush's trip to Tokyo last January.

A vote by the full House on the trade bill is expected this week.

Meanwhile, Senate Finance Committee Chairman Lloyd Bentsen, D-Texas, has scheduled hearings on a Senate version of the trade bill for late July.

In other issues:

- The House vote on a tariff bill, which includes a reclassification of Japanese multipurpose vehicles, is not expected until late July, after the Democratic National Convention. The reclassification would raise the tariff on imported minivans and four-door sport-utilities from 2.5 percent to 25 percent.
- The House was expected to approve a tax bill that dropped the luxury tax on everything but cars. The 10 percent tax is applied to the price of a new car in excess of $30,000. The House bill would index the tax, raising the $30,000 base to keep pace with inflation.

The Senate Finance Committee approved similar legislation last month. Importers, who have argued the tax cut into sales, have been hoping for total repeal. ■

Consultants evaluate GM parts divisions

JACK KEEBLER
Staff Reporter

General Motors' Inland Fisher Guide and Delco Remy divisions confirmed last Thursday that they are under scrutiny by independent financial consultants A.T. Kearney.

Patricia Molloy, a spokeswoman for Inland Fisher Guide, said it was not unusual to hire an outside firm to examine GM products, processes and plants.

"They're evaluating us against the competition," said Molloy. "It's a continuous process of benchmarking with the emphasis on evaluating the products we produce like bumpers, seats, body hardware and interiors."

Delco Remy spokesman Keith Pitcher agreed that it was normal operating procedure.

"They're looking at each of our product lines," said Pitcher. "It's a worldwide study that will probably take about six months to be completed.

"But no, it is not at all unusual to call on outsiders. We've had a number of outside consulting firms come in here in the six years I've been here."

The Wall Street Journal reported last week that the Kearney examination was part of the parts-supplier shake-up GM is conducting under the company's worldwide purchasing chief J. Ignacio Lopez.

The newspaper said the study is due to be completed early next year.

Pitcher said he knew of no direct connection between the Kearney review and anything Lopez is doing. ■

'93 Capri and Festiva get Ford rebates

ARLENA SAWYERS
Staff Reporter

Ford Motor Co. announced a new consumer rebate program that includes payments on more 1993 cars and revisions on 1992 vehicles. The program is effective July 1 through Sept. 23.

The rebates range from $400 to $2,000 on Ford, Lincoln and Mercury cars and $300 to $1,300 on Ford trucks. Some rebates vary by region.

In lieu of rebates, consumers may choose finance rates of 2.9 percent to 7.9 percent.

New to the program are the 1993 Mercury Capri and 1993 Ford Festiva at $500. They join the 1993 Ford Escort and Mercury Tracer.

On 1992 models, Ford increased the Lincoln Mark VII rebate from $1,250 to $2,000. In addition, the rebates on the Ford Thunderbird and Mercury Cougar were bumped from $1,000 to $1,500.

The rebate on F-series pickups was reduced from $400 to $300.

Mercedes-Benz's special "Win-Win" lease program on 1992 cars, which was to expire June 30, was extended. Under the program, for example, the monthly payment for the 300SE is $865.98 for 36 months and the monthly payment for a 500SEL is $1,232.42 for 36 months. The program runs indefinitely. ■

incentive
WATCH

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 6)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
NISSAN (1992 models, expires July 6)	
Stanza	$1,500-2,000
240SX (exclude convertible)	$1,300
Maxima GXE	$1,000
Sentra	$700-1,000
Pickups	$1,000-1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
VOLKSWAGEN (no expiration date)	
Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
LeBaron coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and conv.	$1,000
N.Y. Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit Dynasty	$1,000
Daytona (1992-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr,(excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, 1991-93)	$1,500
Ram wagon Van/ conversion (1991-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4-dr.	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans	
Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase (Calif. and Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F-series	$300
Lincoln Mark VII	$2,000
Town Car, Continental	$1,250
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,500
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products)	$1,000
GENERAL MOTORS	
1992 models	
Expires Sept. 23 unless otherwise noted. In leu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac (expires June 30)	
DeVille, Brougham	$1,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30) .	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates vary by regions	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet	
Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires July 6)	
Excel (1991)	$1,200
Excel (1992)	$500
Elantra (1992)	$1,000
Scoupe (1991)	$1,000
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500
MAZDA (1992 models, expires July 6)	
Protege, MX-6	$1,400
626	$1,200
Navajo	$500-1,500
Pickups	$500-1,400
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expires Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

Mazda names new sales president

LOS ANGELES — After overseeing the launch of eight all-new products as president of Mazda Motor of America Inc., Yoshinori Taura, 53, has returned to Japan to become assistant to the senior managing director in charge of all foreign sales and marketing.

The new president of the U.S. sales arm is Toshio Wakiya. The 51-year-old Wakiya is familiar to the staff at Mazda's Irvine, Calif., headquarters, where he was senior vice president and deputy general manager from 1988 to 1990. Most recently, Wakiya was general manager of Mazda Motor Corp.'s North American sales and marketing division.

Taura: back to Japan

Taura was the first president of Mazda's consolidated U.S. operations, which were formed by the merger of eastern and western distributorships in 1988. He first worked in the United States on the task force that prepared Mazda to enter the market in 1970. He has also worked for Mazda in Europe and Japan.

Under Taura, Mazda has introduced the MPV, Miata, Navajo, MX-3 and new editions of the MX-6, 626, 929 and RX-7.

— *Kristine Stiven Breese*

Fiat anticipates profit for '92

LUCA CIFERRI
Staff Correspondent

TURIN, Italy — Fiat Group, the parent of Fiat Auto S.p.A., said last week that it expects to remain profitable this year with the boost of an 860 billion lira (about $705 million) capital gain from the sale of its remaining telecommunications units.

Although the special gain will enable the company to close 1992 with an operating profit, net income will still be below the $714 million earned in 1991, Chairman Giovanni Agnelli told shareholders at the annual meeting.

While sales this year are expected to rise slightly from 1991, to about $50 billion, the company is getting less return from every sale. According to officials, the company's first-half profit margin slid to 0.5 percent from 1.5 percent last year and net debt — which stood at $221 million at the end of 1991 — is rising.

Despite the razor-thin profits, Agnelli confirmed the group will invest some $39.1 billion in capital projects in the next five years, including $25 billion for autos. ■

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Sterling Heights, Mich.	7/6, 7/13	*
Dodge Daytona		
Dodge Shadow		
Chrylser LeBaron J		
FORD		
Edison, N.J.		**
Ford Ranger		
Twin Cities (St. Paul, Minn.)		**
Ford F-series		
Ford Ranger		
Atlanta	7/6	***
Chicago	7/6	***
Dearborn, Mich.	7/6	***
Kansas City, Mo.	7/6	***
Lorain, Ohio	7/6	***
Louisville, Ky.	7/6	***
Michigan Truck (Wayne, Mich.)	7/6	***
Norfolk, Va.	7/6	***
St. Louis	7/6	***
Wayne, Mich.	7/6	***
Wixom, Mich.	7/6	***
Oakville, Ont.	7/6, 7/13	***
GENERAL MOTORS		
Lordstown, Ohio	7/6	
Chevrolet Cavalier		4,700
Pontiac Sunbird		1,800
SUBARU-ISUZU		
Laylayette, Ind.	7/6	
Subaru Legacy		1,100
Isuzu pickup		500
Isuzu Rodeo		900
Total U.S. car		9,000
Total units lost week of 7/6		9,000

*Model changeover
**Plant closed until September for model changeover
***Vacation
Source: Automotive News Data Center

Saab exec to run Opel

David Herman, president and chief executive officer of Saab Automobile AB, was expected to be named Friday as chairman and managing director of General Motors' Adam Opel AG subsidiary in Germany.

Opel's Supervisory Board was scheduled to meet to confirm Herman's appointment, according to sources in the United States and Europe. Herman, who is 46, will assume his new post on Aug. 1.

Herman: takes over Aug. 1

Opel, GM's biggest subsidiary in Europe, is headquartered in Russelsheim, a suburb of Frankfurt.

Herman replaces Louis Hughes, who was named group executive and president of GM Europe earlier this year. A replacement for Herman will be named "in the next several weeks," a source said.

Herman, who received a law degree from Harvard Law School in 1971, joined GM in 1973 as an attorney with the legal staff in New York.

He was named to his present post in January 1990. Saab Automobile AB is a 50-50 joint venture between GM and Sweden's Saab-Scania AB.

Under Herman, Saab has shut an assembly plant and shed more than 7,000 jobs in an effort to stanch a flood of red ink. The venture now employs about 8,000 workers.

The company reported in May that its first-quarter loss narrowed to $49.5 million from $160.7 million a year earlier.

— Phil Frame

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 6/29-7/4/92	Actual 6/22-6/27/92	June Est.	Year 1/1-7/4/92	Year 1/1-7/6/91
Concorde (Can.)	0	0	0	0	0
LeBaron J	1,200	1,533	6,571	30,866	18,697
New Yorker	400	467	1,790	9,061	4,417
Fifth Avenue	1,080	1,213	5,466	20,499	19,011
Imperial	16	112	413	2,707	4,234
Town & Country (trk.)	460	569	1,883	8,275	1,773
Total Chrysler Div.	3,156	3,894	16,123	71,408	48,132
Sundance	1,200	1,353	6,601	31,550	24,622
Acclaim	1,200	1,595	7,051	40,256	46,212
Voyager (trk.)	1,460	2,271	10,035	50,703	50,206
Voyager (Can. trk.)	1,838	3,630	11,762	69,282	57,444
Total Plymouth	5,698	8,849	35,449	191,791	178,484
Intrepid (Can.)	0	0	0	0	0
Daytona	0	348	1,531	6,874	4,936
Shadow	2,100	2,643	12,021	52,475	29,575
Dynasty	1,720	2,316	10,561	45,176	63,978
Spirit	1,300	1,831	7,682	38,988	41,448
Viper	8	7	29	65	0
Monaco (Can.)	0	0	0	0	5,526
Caravan (trk.)	2,000	3,081	13,101	66,177	57,227
Caravan (Can. trk.)	2,148	5,003	15,843	92,096	76,636
Caravan C/V (trk.)	24	89	549	1,853	2,109
Caravan C/V (Can. trk.)	57	246	742	4,452	11,834
Dakota (trk.)	2,700	3,621	16,231	74,145	42,341
Ram pickup (trk.)	920	1,172	5,356	31,814	42,396
Ram wagon (Can. trk.)	300	703	2,217	12,846	12,241
Ram van (Can. trk.)	1,269	2,423	7,879	36,338	22,079
Total Dodge	14,546	23,483	93,741	463,299	412,326
Vision (Can.)	75	0	30	75	0
Premier (Can.)	0	0	0	0	5,544
Cherokee (trk.)	0	0	7,013	66,961	70,025
Comanche (trk.)	0	0	0	915	2,848
Grand Cherokee (trk.)*	1,280	2,595	9,793	34,473	1,560
Briarwood (trk.)	0	0	0	325	1,489
Wrangler (Can trk.)	0	0	0	29,026	31,130
Total Jeep-Eagle	1,355	2,595	16,836	131,775	112,596
Total U.S. car	10,224	13,418	59,717	278,517	257,130
Total Can. car	75	0	30	75	11,070
Total U.S. truck	8,844	13,398	63,961	335,641	271,974
Total Can. truck	5,612	12,005	38,443	244,040	211,364
CHRYSLER CORP.	24,755	38,821	162,150	858,273	751,538
Escort	0	0	17,305	91,821	101,375
Mustang	0	2,820	11,193	50,762	42,542
Tempo	0	2,816	11,634	69,766	56,929
Tempo (Can.)	2,700	3,319	14,564	68,397	60,003
Taurus	0	9,728	38,674	201,971	173,772
Thunderbird	0	2,527	9,933	45,938	40,373
Crown Victoria (Can.)	2,554	3,077	12,440	58,359	45,369
Aerostar (trk.)	0	4,077	16,702	94,833	82,391
Bronco (trk.)	0	713	2,164	11,982	7,133
Explorer (trk.)	0	6,206	25,779	159,586	139,883
Mazda Navajo (trk.)	0	133	587	2,982	5,871
Econoline (trk.)	0	4,489	17,907	100,792	69,083
Heavy (trk.)	0	956	3,815	23,431	18,234
Light truck (trk.)	0	9,808	38,952	231,851	148,360
Light truck (Can. trk.)	2,448	3,080	13,255	76,312	51,760
Ranger (trk.)	0	1,640	20,689	150,388	130,994
Total Ford Division	7,702	55,389	255,593	1,439,171	1,174,072
Topaz	0	1,505	5,961	30,959	25,067
Topaz (Can.)	1,140	1,418	6,220	27,236	19,184
Cougar	0	1,096	4,408	30,212	29,666
Sable	0	3,411	13,671	66,882	56,265
Grand Marquis (Can.)	2,250	2,779	11,319	54,952	46,366
Mercury Villager (trk.)	0	348	1,202	2,248	0
Nissan Quest (trk.)	0	232	785	1,272	0
Total Mercury	3,390	10,789	43,566	213,760	176,548
Continental	0	849	3,374	19,922	29,153
Mark VII	0	0	0	2,375	5,099
Town Car	0	2,541	10,143	59,688	68,603
Total Lincoln	0	3,390	13,517	81,985	102,855
Total L-M Division	3,390	14,179	57,083	295,745	279,403
Total U.S. car	0	27,293	126,296	670,296	628,844
Total Can. car	8,644	10,593	44,543	208,943	170,922
Total U.S. truck	0	28,602	128,582	779,365	601,949
Total Can. truck	2,448	3,080	13,255	76,312	51,760
FORD MOTOR CO.	11,092	69,568	312,676	1,734,916	1,453,475
Skylark	1,036	1,935	6,551	32,850	27,510
Century	1,788	2,193	10,531	46,339	47,439
Regal (Can.)	2,400	3,052	13,217	54,699	64,952
Riviera	219	290	1,254	6,672	13,409
Park Avenue	1,217	778	3,558	31,973	59,724
LeSabre	3,366	4,275	18,303	85,766	25,724
Roadmaster sedan	634	933	3,451	23,047	11,738
Roadmaster wagon	160	204	884	6,340	15,928
Reatta	0	0	0	0	1,206
Total Buick	10,820	13,660	57,749	287,686	267,630
Eldorado	491	612	2,716	20,343	6,395
Seville	1,093	1,374	6,037	29,026	13,909
Brougham	0	0	0	2,170	10,319
DeVille	1,427	3,863	11,696	64,066	75,449
Allante	51	64	276	971	1,625
Total Cadillac	3,062	5,913	20,725	116,576	107,697
Cavalier	0	4,872	20,430	118,258	141,323
Camaro	1,288	1,777	7,998	37,285	26,531
Corsica-Beretta	3,720	4,073	19,150	107,787	140,581
Lumina (Can.)	5,000	6,332	27,193	129,135	118,624
Caprice	2,968	5,006	16,835	64,362	75,720
Corvette	377	575	2,569	11,699	12,285
Astro (trk.)	2,445	3,071	12,607	80,119	49,605
Blazer (trk.)	581	725	2,678	12,707	4,368
Lumina APV (trk.)	967	879	4,917	24,737	22,009
Mediums (trk.)	168	200	776	3,589	244
P-model (trk.)	476	627	2,780	13,109	9,965
Pickup (trk.)	5,089	5,146	25,631	142,158	151,506
Pickup (Can. trk.)	3,200	3,906	17,291	101,369	72,481
S10 (trk.)	3,791	3,631	16,040	97,711	135,895
S10 Blazer (trk.)	1,906	2,989	11,942	68,941	13,548
Sportsvan (trk.)	0	0	0	11,405	22,408
Sportsvan (Can. trk.)	1,600	2,033	8,687	41,833	27,839
Suburban (trk.)	1,344	1,689	6,728	27,858	14,778
Total Chevrolet	34,920	47,533	205,162	1,094,062	1,039,710
Achieva/Calais	2,178	2,980	12,526	66,244	34,616
Cutlass Ciera	2,337	2,812	13,519	70,691	41,997
Cutlass Ciera (Can.)	0	0	0	0	37,604
Cutlass Supreme	1,920	2,384	10,362	46,044	57,537
Toronado	84	91	419	3,278	2,778
Eighty Eight	1,170	957	4,234	38,448	35,133
Custom Cruiser wag.	0	0	122	1,927	5,316
Ninety Eight	309	826	2,544	17,525	41,502
Silhouette (trk.)	205	187	1,052	8,399	11,696
Bravada (trk.)	58	132	492	6,939	9,043
Total Oldsmobile	8,261	10,369	45,270	259,495	277,222
Sunbird	0	1,846	8,018	49,098	65,555
Grand Am	4,544	5,048	24,960	132,010	87,061
Firebird	456	508	2,284	13,213	8,926
Grand Prix	2,032	2,523	11,446	59,555	55,093
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,131	1,311	6,199	52,132	25,448
Trans Sport (trk.)	1,096	1,006	5,599	21,745	14,384
Total Pontiac	10,259	12,242	58,507	327,753	276,070
Yukon-Jimmy (trk.)	105	223	616	3,759	1,065
Medium (trk.)	280	353	1,101	11,559	234
P-model (trk.)	74	59	233	1,316	1,517
Pickup (trk.)	1,814	2,476	10,126	55,626	67,727
Pickup (Can. trk.)	1,100	1,483	6,302	36,923	28,459
Syclone-Sonoma (trk.)	798	1,048	4,435	25,700	32,001
Typhoon-S15 Jimmy (trk.)	548	1,008	3,664	21,925	5,540
Safari (trk.)	852	1,419	5,544	33,446	21,460
Suburban (trk.)	662	800	3,462	17,029	12,581
Vandura (trk.)	0	0	0	5,803	10,678
Vandura (Can. trk.)	560	675	2,927	18,380	12,364
Total GMC	6,793	9,544	38,410	231,466	193,626
Total Saturn•	3,496	4,370	18,876	101,860	40,780
Total U.S. car	40,492	58,480	247,759	1,340,988	1,228,140
Total Can. car	7,400	9,384	40,410	183,834	221,180
Total U.S. truck	23,259	27,868	121,324	695,580	612,252
Total Can. truck	6,460	8,099	35,207	198,505	141,143
GENERAL MOTORS	77,611	103,631	444,700	2,418,907	2,202,715
Can. car	1,840	2,389	10,060	58,042	64,724
Can. trk.	1,120	1,443	6,180	35,806	28,844
CAMI†	2,960	3,832	16,240	93,848	93,568
DIAMOND-STAR†	585	0	9,319	76,627	80,193
Civic	0	2,180	8,655	49,168	46,573
Civic (Can.)	0	2,093	8,646	55,920	54,845
Accord	0	7,680	30,743	195,068	181,152
Total U.S. car	0	9,860	39,398	244,236	227,725
Total Can. car	0	2,093	8,646	55,920	54,845
HONDA	0	11,953	48,044	300,156	282,570
HYUNDAI Sonata (Can.)	20	20	621	6,755	16,049
MAZDA†	3,200	0	12,151	45,543	79,317
U.S. trk.	1,258	1,530	6,679	34,935	38,560
Can. trk.	180	222	947	4,591	3,786
NAVISTAR	1,438	1,752	7,626	39,526	42,346
Sentra	0	0	7,471	63,279	72,649
Pickup (trk.)	0	0	7,926	65,703	71,478
NISSAN	0	0	15,397	128,982	144,127
Geo Prizm	1,294	1,526	6,848	45,528	51,034
Toyota Corolla	2,016	2,460	10,835	61,523	55,569
Toyota Pickup (trk.)	1,440	1,757	7,461	29,059	0
NUMMI	4,750	5,743	25,144	136,110	106,603
Legacy	1,097	1,179	5,202	30,829	29,607
Pickup (trk.)	472	495	2,248	12,116	0
Rodeo (trk.)	878	1,016	4,268	21,822	0
Total U.S. car	1,097	1,179	5,202	30,829	29,607
Total U.S. trk.	1,350	1,511	6,516	33,938	26,704
SUBARU-ISUZU	2,447	2,690	11,718	64,767	56,311
Camry	0	4,910	22,067	121,724	111,538
Corolla (Can.)	1,120	1,483	6,443	38,411	35,398
TOYOTA	1,120	6,393	28,510	160,135	146,936
VOLVO 740,940 (Can.)	120	150	646	3,631	4,605
AM GENERAL (trk.)	300	375	1,620	9,600	10,530
MISCELLANEOUS (trk.)**	1,820	2,400	10,368	61,440	69,250
Total U.S. car	58,908	119,126	547,063	2,979,090	2,821,746
Total Canada car	19,219	26,112	111,599	555,611	578,793
Total U.S.-Canada Car	78,127	145,238	658,662	3,534,701	3,400,539
Total U.S. truck	38,371	77,241	354,436	2,045,261	1,702,697
Total Canada truck	15,820	24,849	94,032	559,254	436,897
Total U.S.-Canada truck	54,191	102,090	448,468	2,604,515	2,139,594
TOTAL U.S.	97,279	196,367	901,499	5,024,351	4,524,443
TOTAL CANADA	35,039	50,961	205,631	1,114,865	1,015,690
TOTAL U.S.-CANADA CAR & TRUCK	132,318	247,328	1,107,130	6,139,216	5,540,133

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Double holiday cuts build

GWENDOLYN ZONGHETTI
Special Correspondent

With two holidays and several plants down for vacation or model change, car and truck production in the United States and Canada fell 46.5 percent last week.

All U.S. plants were closed last Friday for Independence Day, and Canadian plants were closed Friday and today in observance of Canada Day.

U.S. automakers' estimated car production last week was 58,908, a decline of 50.5 percent from the prior week, but up 12.2 percent over the 1991 holiday week.

Year-to-date U.S. car production is 2,979,090, up 5.6 percent over 1991.

In Canada, car production was estimated at 19,219, down 26.4 percent from the prior week, but up 48.7 percent from last year.

Canadian carmakers have assembled 555,611 units, down 4.0 percent from last year.

Last week, truck production in the United States was scheduled at 38,371, a 50.3 percent drop from the prior week, but an 11.2 percent hike above the year-ago week.

Truck producers in the United States have assembled 2,045,261 vehicles this year, up 20.1 percent over 1991 at this point.

In Canada, last week's estimated truck production was 15,820, a decline of 36.3 percent from the prior week but an increase of 10.9 percent over last year.

Year-to-date Canadian truck production is 559,254, up 28.0 percent over the same point in 1991.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 33,080, down 33.1 percent from the prior week but up 15.9 percent over the year-ago week.

Chevrolet built its one-millionth Corvette last Thursday at the Bowling Green, Ky., plant. Chevrolet said the milestone car was assembled three weeks earlier than expected because of a surge in Corvette sales.

General Motors slated daily overtime last week at its Janesville, Wis. and Moraine, Ohio, plants. Both plants work a four-day week and scheduled overtime Thursday because of the holiday.

GM's Lordstown, Ohio, plant is closed this week for conversion of the body shop.

Chrysler's Bramalea, Ontario, plant began production of the new LH sedans. An estimated 75 Eagle Visions were scheduled for assembly last week.

Three Honda plants were on vacation last week. They are Marysville, Ohio; East Liberty, Ohio; and Alliston, Ontario. Production resumes today.

Mazda's Flat Rock, Mich., plant resumed production last week after a one-week vacation.

The Subaru-Isuzu Automotive plant in Lafayette, Ind., is down this week for plant maintenance.

All of Ford Motor Co. U.S. assembly plants are in the second week of a two-week vacation. Production is scheduled to resume July 13.

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NEWSPAPER

JULY 13, 1992

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late news

Olds requires NADA class

LANSING, Mich. — Oldsmobile now is requiring National Automobile Dealers Association certification as a prerequisite for membership in its Oldsmobile Vanguard Certification Program for salespeople.

NADA officially launched its certification program in February during its convention in Dallas. Oldsmobile becomes the first General Motors division to require NADA certification as a part of the division's own certification program, said General Manager John Rock.

Rock, who said he made the move as one of his first acts at Oldsmobile, said he endorses the NADA certification program because it helps instill a higher level of professionalism in dealership operations.

— Phil Frame

Dems' ticket has CAFE flavor

WASHINGTON — Bill Clinton's selection of Sen. Albert Gore, D-Tenn., as his vice presidential running mate gives the Democratic ticket two candidates who have favored higher corporate average fuel economy standards.

Clinton has endorsed a 45-mpg CAFE standard in campaign speeches, and Gore was a co-sponsor of a bill that would have required a 40 percent improvement in fuel

see LATE NEWS, 2

Ford leads Chevy at the half

Industrywide sales rise 5.1%; Japan share drops 1.5 points

PHIL FRAME, JIM HENRY and KATHY JACKSON
Staff Reporters

In a remarkable seesaw, Ford Division snared the car sales lead from cross-town rival Chevrolet during the first six months of 1992.

Ford stretched its lead over Chevrolet in truck sales, too. The twin conquests put Ford a huge 185,790 vehicles ahead of a division it trailed just a year ago. And the switch at the top set the tone for other dramatic sub-battles over 6,491,196 first-half sales.

The Honda Accord's lead as the industry's best-selling car shrank to about a week's worth of Ford Taurus sales, now in second place. Saturn has climbed from next to nowhere to rank behind Cadillac in the standings. Chrysler's minivans annexed yet a bigger chunk of the minivan market. Lexus and Infiniti gained 20,015 sales; Lincoln lost 18,047.

June, six-month sales tables > 34, 35

On a national scale — in a half-year that rang with trade disputes and "Buy American" pitches — the Japanese lost 1.5 points of market share. The Big 3 reclaimed that and more, while the Europeans slipped a hair. Trucks did better than cars.

By June 30, overall car and truck sales had risen 5.1 percent above their dismal year-ago levels. June itself provided the year's biggest sign of promise for a recession-weary industry. The seasonally adjusted annual sales rate for June was nearly 14.0 million cars and trucks, higher than any month in 1992 or 1991.

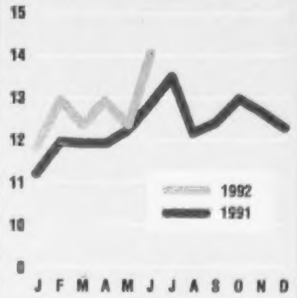
FORD TAKES THE LEAD

Ford Division spurred much of the month's gain by selling more than a quarter million cars and trucks, a 26.6 percent increase from June 1991. Chevrolet gained, too, but by just 1.2 percent. June's surge gave Ford its 185,790 mid-year lead over Chevrolet. Half-

see SALES, 34

Sales rate

Seasonally adjusted annual rate of sales, by month, in millions of units.



Source: Automotive News Data Center

MARTHA GRATTAN / AUTOMOTIVE NEWS

HANS G. LEHMANN/HIDDEN IMAGE

Chrysler's PL breaks cover

While the hoopla rages over the LH sedans, Chrysler engineers are testing prototypes of the new compact sedan, code-named PL. This spy shot shows the car's design is similar to the Dodge Neon concept car. True to the cab-forward design philosophy, the wheels are pushed toward the ends of the platform with short front and rear overhangs. Power will come from a 2.0-liter four-cylinder engine in single- and double-overhead-camshaft versions. The PL is due to be introduced in late 1993 as a 1994 model.

Rock will put Olds' future in dealers' hands

PHIL FRAME
Staff Reporter

Oldsmobile dealers will have a major role in deciding what products to sell and how many outlets the division has as it reshapes its image for the late 1990s, General Manager John Rock said.

In his first interview since taking the job April 24, Rock said he would like Oldsmobile to be more like Saturn Corp., possibly including a one-price policy.

He also believes Oldsmobile's lineup has too many models, and that Oldsmobile and its dealers can learn something from McDonald's business philosophy.

Rock said one key question is how many dealers and outlets the division needs.

"Your distribution channel has to be competitive — the same as your products. So it begs a lot of questions. Do you need 3,000 dealers, or do you need 1,000 dealers in 3,000 locations or some number in between? I don't think the factory can make that decision unilaterally," he said.

Rock wouldn't reveal his choice: "What I want or think is best is not within my power to dictate."

THOMAS GENNARA

John Rock lauds McDonald's for its quality. He helped dedicate a restaurant with an Oldsmobile theme.

What he plans to do is gather the key leaders of the dealer body, share the division's business plans and let them say what type of organization is needed.

"You could go to the extremes: Shelf space, no exclusive dealers, just thin the product line down and give me a little space on the lot and two stalls in the showroom," Rock said.

"The other (extreme) is a few dealers with a lot of locations and have them exclusive. Or, what the hell, business as usual — just become the company of

see ROCK, 33

Makers try to bottle up Calif. air rules

MAX GATES
Staff Reporter

WASHINGTON — Domestic and foreign automakers have launched a two-pronged attack to prevent the spread of California-style clean cars to other states.

The automakers are trying to block the EPA from approving California's plan to implement a 10-year phase-in of progressively tighter emissions standards beginning in the 1993 model year. And last Thursday, the two major import and domestic automaker associations filed suit in federal court to stop New York from adopting California rules.

The suit, filed by the Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers, claims that New York's new car

see AIR RULES, 33

Ford will fix paint defects

Program to cover all truck problems

KATHY JACKSON
Staff Reporter

Ford Motor Co. is embarking on a large and potentially expensive customer satisfaction program, but it doesn't satisfy a consumer watchdog agency in Washington. The watchdog says Ford is turning its back on paint problems with F-series trucks.

Beginning later this month, Ford will go national with Owner Dialogue, a program it began in five cities last March to communicate with owners of 1987 to 1991 F-series trucks.

Tom Wagner, general manager of Ford's Parts and Service Division, said the company will notify all but large fleet owners, about 2 million owners in all.

If the customers identify any legitimate problems, paint or otherwise, the company will fix the problem at no cost to the owner. Ford will write to about 200,000 customers each month until all have been contacted.

"There's no way we can guess the cost of this program," Wagner said. "We're doing this as an effort to improve customer satisfaction."

Last month, the Center for Auto Safety charged that there are serious paint defects on F-series trucks, and that Ford is repainting some of the vehicles under a secret warranty. The center said peeling occurs over all areas of the trucks, and complaints range from chipping and flaking to large areas of paint falling off the vehicles.

Dealers say the cost to strip down and repaint an entire truck — if necessary — can range from $1,800 to $2,300.

Clarence Ditlow, executive director of the watchdog agency,

see FORD, 33

inside Automotive News

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Subaru of America's top exec resigns. PAGE 4

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UAW locals want pension cost of living allowance. PAGE 6

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NO GOOD NEWS
Sales in Japan still mired in slump. PAGE 31

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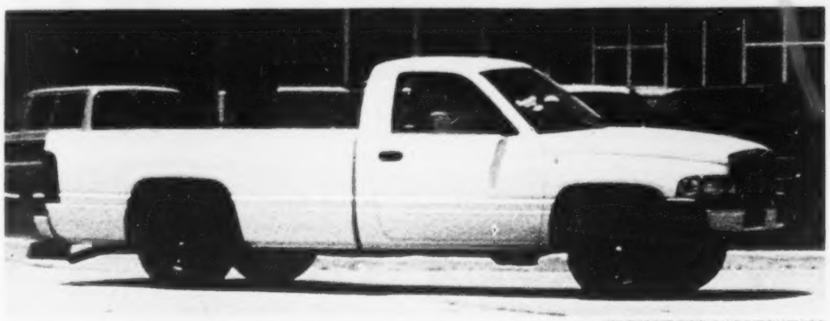
corrections

- The name of John Kalsbeek, Nissan Canada Inc.'s director of satisfaction, was misspelled in a June 22 story on Page 21.
- A June 24 article on Page 8 incorrectly reported Mazda Motor of America Inc. pickup truck sales for the January to May period. The company actually retailed 19,988 pickups during the period, compared with 21,027 a year earlier.
- A Mexican production table on Page 42 of the June 1 issue had incorrect numbers for "other truck makers." The corrected April numbers, and revised industry car and truck totals for the month, are:

	April 1992	April 1991
Trucks for Mexico...	1,564	2,243
Trucks for export....	0	1
Other truck makers .	**1,564**	**2,244**
Total industry	**88,458**	**82,920**


JIM DUNNE/POPULAR MECHANICS

Full-sized Dodge pickup gets new look

Dodge's new full-sized pickup, due for the 1994 model year, was photographed during hot-weather testing. It mimics the styling of 18-wheelers with a tall center hood and separate fenders. The new design creates room for an 8.0-liter V-10 engine in the top-line version. To free up production capacity for the T-300 at the Dodge City plant in Warren, Mich., the Dodge Dakota pickup will be moved to Chrysler's Toledo, Ohio, Jeep facility. Story on Page 37.

latenews

CONTINUED *from* PAGE 1

economy by 2001. Gore also offered a 45-mpg CAFE proposal in his comprehensive global warming bill in an earlier session of Congress.

Gore, an outspoken environmentalist, also supported the 1990 Clean Air Act amendments, which set new emission control standards, and a comprehensive energy bill, which included a CAFE increase to 37 mpg by 2006. None of the CAFE measures has become law.

Nissan and Saturn have auto plants in Gore's home state of Tennessee.

— Max Gates

Chrysler cuts Cherokee price

HIGHLAND PARK, Mich. — Chrysler Corp. has cut the base price of the 1993 Jeep Cherokee sport-utility an average of 5.1 percent from 1992 models.

The 1993 Cherokee is available in three models: base, Sport and Country. Chrysler said it raised equipment levels also. Base prices range from $12,137 for a two-door, two-wheel drive base model to $18,533 for a four-door, four-wheel-drive Country model.

Chrysler said the base prices are $647 to $2,209 less than 1992 models.

Chrysler lowered prices to distance it from the Jeep Grand Cherokee introduced this spring.

First LH cars now go to fleet

HIGHLAND PARK, Mich. — The majority of the first 1,000 LH cars to roll off the assembly line at Chrysler Corp.'s Bramalea, Ontario, assembly plant are going to the Disney World area.

A fleet of Chrysler Concordes, Dodge Intrepids and Eagle Visions will be available later this month at rental car companies in Orlando, Fla., a Chrysler spokesman said.

Chrysler engineers and technicians will be on hand for at least a month to gather feedback and to monitor performance.

A lesser number of the cars are destined for rental car fleets in Denver.

Earlier this month, Chrysler said it would put most early-production LHs in dealer inventory.

— Arlena Sawyers

Mazda, M-B eye hydrogen

TOKYO — Mazda Motor Corp. disclosed last week that it is talking to Mercedes-Benz AG about cooperating on development of a hydrogen-powered car.

Both companies have developed hydrogen-burning prototypes and are testing methods to store large quantities of hydrogen in a gaseous form. BMW AG also has developed a prototype.

"We are talking about communicating and exchanging ideas, not a technological tie-up," a Mazda spokesman said.

— Mary Ann Maskery

Trenton picked for PL engine

HIGHLAND PARK, Mich. — Chrysler Corp. will invest $110 million in its Trenton, Mich., engine plant for the production of a new 2.0-liter, 16-valve, four-cylinder engine.

Production of the engine will begin next fall for a new small car, code-named PL, due in early 1994.

Once production of the new engine begins, the 2.2- and 2.5-liter engines currently built at the plant will be phased out.

June sales slide in Canada

TORONTO — Canadian sales of cars and trucks fell 11.82 percent in June, the country's third straight month of double-digit decline.

As usual, cars fared worse than trucks. Car volume slipped 14.9 percent, while trucks slipped nearly 5.0 percent. Total Canadian sales reached 639,298 in the first half of the year, 8.2 percent behind 1991 levels.

Chrysler, led by light trucks, was the only Big 3 maker to increase sales in June. Mazda was the only Japanese importer to post a sizable gain for the month, up 19.2 percent.

Toyota expects fewer sales

TOKYO — Toyota Motor Corp. last week lowered its own domestic sales forecast for the year by 4.1 percent to 2.3 million units.

Similar announcements came from Honda Motor Co. and Mazda Motor Corp. in response to a 4.8 percent drop in Japanese new-car sales in the first half.

Toyota sales for the first half fell 3.8 percent to 1.17 million units.

Toyota said it is still bullish on the second half. Citing government moves to stimulate the economy, Toyota said it expects its second-half sales to rise 5 percent from last year to 1.19 million units.

— Mary Ann Maskery

Green group works with GM

NEW YORK — General Motors and the Environmental Defense Fund have agreed to work together to find ways to cut car emissions.

The environmental group supports programs to replace inflexible regulations with schemes to allow pollution "credits" trading.

GM and the group have already given the EPA a proposal for retiring older, more polluting cars from the nation's highways.

— The Associated Press

Fruehauf opens Canadian deals

DETROIT — Fruehauf Trailer Corp. said it signed 14 dealer locations as part of its program to re-establish a major marketing presence in Canada, said Arthur Rowe, Fruehauf president and chief executive officer.

Fruehauf licensed Trail Mobile Inc. to produce and sell trailers in Canada under its name in 1988.

In 1989 the Gemala Group, an Indonesian-based firm, bought marketing rights to the Fruehauf name in Canada. In 1991 the Gemala Group purchased Trail Mobile U.S.A. It terminated the licensing agreement with Fruehauf and discontinued production of all trailers in Canada, opening the door for Fruehauf to return.

— Joseph Bohn

briefly

Illness foils Mazda plan

Toshio Wakiya was all set to take over as president of **Mazda Motor of America** this month when he learned he was seriously ill. Now Wakiya will remain in his former job in Japan, keep the board seat he was just promoted to and receive medical treatment near his home in Hiroshima. Kazuo "Sonny" Sonoguchi, who had been just been promoted from senior vice president to a job in Japan, instead gets promoted to president of Mazda Motor of America. Sonoguchi has been at the California sales arm since 1990.

Wakiya is seriously ill

IRS NAME GAME — If the Black **Ford** and **Lincoln Mercury** Dealers Association changes the word "black" to "minority," it stands a better chance of securing non-profit status from the Internal Revenue Service, says the group's attorney. With non-profit status, the group can recover more than $60,000 in 1989 and 1990 taxes. The change is being considered.

OVERHEARD AT GM — Did you hear about Ross Perot? If he becomes president, there won't be enough money in the Treasury to buy him out.

TOUGH PICKINS — Joseph Gorman, chairman of supplier TRW Inc., says **General Motors** parts king Ignacio Lopez will find it tougher to slash costs here than in Europe: "There was waste in Europe. He could pick a lot of low-hanging fruit that doesn't exist in the United States. We've been through that."

'I'M OUTTA HERE' — Did John Rock think twice about moving from staff vice president to **Oldsmobile** general manager this spring? Rock says he was feeling the frustration of "a field guy . . . shuffling papers." Then Executive Vice President Alan Smith "called me in and looked me in the eye and said, 'Rock: You're going to Oldsmobile.' I said, 'Thank you — I'm outta here." '

DUN'S DELIGHT — Dun & Bradstreet Information Services says that even though they were losing money, the Big 3 assembly plants took only 14 days to pay bills in December 1991, compared with 12 days a year earlier. The analysts credit the Big 3 with maintaining adequate working capital and positive cash flow.

DRIVER TRAINING — GE Capital Fleet Services of Canada and **General Motors** are footing the bill this week to teach 12 of GE's fleet manager customers how to drive better, including ABS and non-ABS braking sessions. The John Powell Performance Driving School is the teacher. Fleet managers will likely share their new expertise with their own drivers, except maybe the part about how to enter Turn 2 on Mosport race track at maximum speed.

GRAVE CONCERN — A family cemetery, enveloped in a clump of trees and surrounded by blackberries, is on the land being sold for the new **BMW** automobile plant in South Carolina. It's not clear what will happen to the cemetery, the 12 unmarked headstones, and the remains buried there. Margaret Barnett, whose ancestors are there, said, "I'd hate to see cement poured over it."

Toyota center to train suppliers

LINDSAY CHAPPELL
Staff Reporter

Japanese automakers, fighting an uphill battle to source more U.S. parts and materials, raised their efforts to another level last week.

Toyota Motor Corp. said it will open a supplier-assistance center this September in Lexington, Ky., where it plans to remake a handful of U.S. suppliers each year. Even non-Toyota suppliers will be taught the vaunted "Toyota production system." The effort, Toyota hopes, will help create a more competitive U.S. supply industry.

The move comes amid enormous political pressure for Japanese automakers to use more U.S. parts. Just last week, the House of Representatives passed a measure that would force Japanese transplants to source 70 percent of their parts and materials from North American suppliers.

The Japanese say they are going as fast as they can without sacrificing quality and compromising standards. In the meantime, efforts to boost spending have been hampered by a decline in Japanese automakers' U.S. vehicle sales and output from their U.S. transplants, which account for most of Japan's U.S. parts buying.

Still, the five largest Japanese automakers increased their U.S. spending by $698 million in the fiscal year ended March 30. During the current fiscal year, the companies say they will spend an additional $2.5 billion among U.S. suppliers.

Japanese industry has targeted U.S. purchases of $19 billion by fiscal year 1994 — a jump of more than $7.5 billion from this year's level.

MORE COMPLEX PARTS

But future spending could be harder to come by. The carmakers are beginning to source more and more critical parts, like engine components. Those components require closer involvement with U.S. companies during the early design stages of a vehicle.

"Initially, the work is somewhat easy because they purchase common parts, like audio speakers and tires," explains Tomoyuki Okusa, a spokesman for Mitsubishi Motors America Inc. "Now it becomes very difficult. Critical components require more early design, more testing and evaluation."

Toyota emphasizes that the Kentucky center will not be used to qualify parts makers for new business. The company says there is no guarantee that a supplier who converts to the Toyota system will ever receive any new business from Toyota.

"We don't need the center to reach our 1994 target of sourcing $5.2 billion from U.S. companies," said Tim Andree, spokesman for the project. "But if you aim those projections farther out into the future, then yes it will help us continue to source more from American suppliers. If it helps create a more competitive and efficient U.S. supplier industry, that has to make it easier for us to do business here."

Toyota's Lexington center will move to Georgetown, Ky., which is home of the firm's Camry plant, in spring 1994.

The operation will guide six to eight U.S. firms a year through a complete make-over, including production techniques and human resources issues. The Toyota production system relies on such lean-production tenets as low parts inventories, constant quality improvement and minimal waste.

COMPLETE MAKE-OVER

"The Japanese don't just want to see the part," says Shahid Kahn, owner of Bumper Works in Danville, Ill., a bumper supplier who underwent a Toyota make-over two years ago in an early test case for the project.

"They want to see how you make the part. If you're not producing it efficiently, with the flexibility to change when necessary, then how competitive can you help them be?"

Kahn was already selling bumpers to Toyota Motor Sales U.S.A. Inc. for installation on imported cars at the port. But the conversion to Toyota's way of running shop helped him become a more attractive supplier, he says.

After the year-long process, the company slashed absenteeism from 16 percent to 2 percent and brought on-the-job accidents down by 70 percent. It cut the average time required to change stamping dies from 90 minutes to 11 minutes. Inventories were reduced by 70 percent and manufacturing defects by 80 percent.

A year ago, Bumper Works landed a new contract to supply California-built Toyota pickups. Kahn says there was no direct connection between the make-over and the contract. But he says he's now in a better position to land future Toyota contracts.

"We're more competitive now," Kahn says. "But that makes us more attractive to other customers, too."

U.S. suppliers brought in early

In the past year, the Japanese have stepped up efforts to involve U.S. firms early in the new-product design process:

- **Honda Motor Co. brought 41 U.S. suppliers in to work on its 1994 Accord project.**
- **Nissan Motor Co. Ltd. took 50 "high-potential" U.S. suppliers to Japan for design-in work.**
- **Toyota Motor Corp. said U.S. design-in efforts helped it add an additional $300 million to its original 1992 spending target for U.S. sourcing.**

JAPANESE CARMAKERS' U.S. SOURCING

Figures in billions of dollars for fiscal years

Company	1992*	1991	1990
Toyota	$3.80	$2.83	$2.54
Honda	3.00**	2.89	2.49
Nissan	2.30	1.50	1.30
Mazda	1.41	0.95**†	1.18
Mitsubishi	0.86	0.70	0.68
TOTAL	11.37	8.87	8.19

* Target figures; 1992 fiscal year ends March 30, 1993
** Estimate
† Production dropped because of model changeover.
Source: Companies

Pontiac to add 'value' to excitement ads

Grand Am approach serves as a model

ARLENA SAWYERS
Staff Reporter

Pontiac's excitement image created in the 1980s is evolving to include good basic value in the 1990s, say Pontiac marketing and advertising executives.

Without disclosing Pontiac's 1993 advertising plans, Lynn Myers, Pontiac general marketing manager, said the current crop of Pontiac Bonneville and Grand Am advertising is a good indication of the company's approach to advertising in the 1990s.

"ABS (anti-lock brake system) has been a major portion of our advertising," said Myers, who took over Pontiac's marketing in January. "Comparative advertising tells a strong story relative to other cars. We feel that Pontiac as the excitement division is still valid for the '90s."

Pontiac began its "excitement" theme in 1982 and crafted it with ads dominated by performance shots of the cars, pulsating music and scantily clad women.

Performance and handling still are the focal points in the ads for the redesigned 1992 Bonneville and Grand Am, but product attributes such as active safety and comparisons to the competition are a major portion of the advertising.

But don't expect dull, said Mark Gjovik, executive vice president and group account director at Pontiac's ad agency, DMB&B in Bloomfield Hills, Mich.

"You can have a car that represents improved engineering and good value for the money," he said. "Part of that value is the fact that it's exciting, it performs well, it looks good, you feel good behind the wheel."

The average buyer of the 1992 Pontiac Bonneville SE (rear) is 47 years old; for the predecessor SE, it was 57. The average SSEi buyer is in the mid-40s.

This approach seems to be working. Pontiac sold 74,090 Bonnevilles from Oct. 1, 1991, to June 30, compared with 41,970 units in the same period a year earlier. Grand Am sales in the same period were 149,885 units, compared to 128,208 a year earlier.

Myers also points out that the average age of the Bonneville SE buyer dropped 10 years, from about 57 for the 1991 model to 47 for the redesigned car.

The average age of Bonneville SSE and SSEi buyers remain in the mid 40s.

Pontiac has had good response to one particular Bonneville spot that broke in the spring, Myers said. It features two executives standing near a green Bonneville who are discussing the virtues of various luxury cars.

In the spot, the owner of the car admits that he could have purchased a Lexus or a BMW, but that he got style, performance and value for a lot less. It is not revealed until the end of the spot that the car is a Bonneville.

"We're taking a rational approach," said Michael Wright, Pontiac advertising manager. "We're saying, 'Here's what you get and you get it for less.' "

Dealers help Jaguar claw its way into Power top 10

Getting cozy with customers

JIM HENRY
Staff Reporter

MAHWAH, N.J. — Jaguar Cars Inc. — yes, Jaguar — made a surprising climb among the elite in the latest Customer Satisfaction Index from J.D. Power & Associates.

Jaguar was No. 10 on the list, outscoring Porsche and BMW. That's quite a leap for a marque burdened by a reputation for unreliability. Jaguar was in 25th place last year, and even that was improvement over previous years.

Michael H. Dale, the straight-shooting president of the U.S. subsidiary, once said that the silver lining in making such finicky cats was that Jaguar owners had low expectations. "With a Mercedes owner, their expectations are so high that the slightest problem is a big crisis," he said. "But with a Jaguar, if it started up on a rainy day, it was a 'bloody miracle.' "

What happened? The short answer is: hustling dealers, sharper competition and better product quality under parent company Ford Motor Co.

"The marque is awake again," Dale said.

Sales through June were up 10.8 percent to 4,809. But that's still 49.1 percent below two years ago.

"It's going to take years, not months, to change the perception," Dale said.

He credits others for the turnabout, especially Jaguar's dealers.

He even has good words for Lexus, which raised everyone's quality expectations. "Lexus deserves all their success, they really do. They just work at it *so hard*, such incredible attention to detail," Dale said.

If he takes any credit, it's for Jaguar's decision in 1984 to cut its dealer body by 35 and to encourage the rest to upgrade their dealerships. Jaguar had about 180 dealers when the "dealer rationalization program" began, compared with a high of 250. Today, Jaguar has 136 dealers.

"With the dealers we have today, give them half a chance, a marketing program and a better car, and they'll succeed," Dale said. His advice to other companies with too many dealers? "They should terminate half of them tomorrow, of course," he says, only half-joking.

Jaguar's top 10 finish was largely based on a fourth-place tie with Acura in the customer-handling component of the study. Jaguar's vehicle repair/reliability score showed a 20-point improvement over the previous year, but was still 18th out of 36 — compared with 33rd in 1991.

Dale said Ford, which acquired Jaguar in 1990, has fundamentally improved product quality. He said he can take one look at a car and tell if it's post-Ford.

"I was visiting a dealer the other day, and we were looking at the rear end of two cars side by side," Dale recalled. "I told him, 'You know, I just can't get used to how the chrome lines up straight!' "

He said by Ford's quality measures, the cars coming off the line have one-fifth the problems they had two years ago.

"You've got to remember there are fewer than a dozen Ford guys at the plant," Dale said. "It's management, that's what it is. In other words, the same guys who screwed it up are now the ones who are fixing it."

Strong sales keep inventories low

JOSEPH BOHN
Truck Editor

The upswing in the van conversion market has converters predicting the cleanest buildout in the past several years.

The only question is how smoothly General Motors can get up to speed on full-sized van production in Flint, Mich. The Flint facility is being converted to G-van production. Job 1 for the 1993 model is scheduled Aug. 10, according to converters.

Converters attending a GMC Truck Division bailment pool meeting last month were told that Flint will have a long production acceleration. The plant will not reach full production until Jan. 25, 1993.

"As long as the plant starts up with the schedule they've got, it'll be OK," said Gary Soos, general sales manager for Custom Craft Vehicles in Milwaukee. "If there's any hiccup, there could be a shortage. Clearly, there won't be big numbers on G vans at the start of '93."

Custom Craft and Glaval Inc., located in Elkhart, Ind., both have a comfortable supply of full-sized GM van chassis. But Kevin Slater, vice president of sales for Glaval, said his company has perhaps a month's oversupply of compact Chevrolet Astro and full-sized Ford van chassis.

Glaval bought an unusually heavy supply of both chassis, anticipating stronger summer sales. Wholesale demand during March and April was so strong that converters had trouble keeping up with orders.

As dealers filled their inventories — and wholesale demand caught up to retail sales — conversion activity slowed. Now, with the strong upturn in the truck market, retail conversion sales again are rebounding.

Glaval has consistently been short of Dodge van chassis and is seeking a doubling of its current allotment. Slater said he would like to get 500 to 600 Dodge van chassis a month.

Dodge has been very aggressive in the marketplace with consumer and dealer incentives, and it probably hasn't been taken as seriously as it should have by Ford and General Motors, Slater said.

Glaval has signed up 75 of Dodge's top 100 dealers and plans to sign all 100, Slater said.

Glaval, now Dodge's No. 2 converter, wants to overtake Mark III Industries Inc. of Ocala, Fla., as the top Dodge converter. The company wants to ensure a steady high volume of business, even if the overall conversion market softens. Glaval is currently producing 75 conversion vans of all makes daily, Slater said.

Custom Craft, a high-line van converter, is currently producing nine units daily, Soos said. That is up from the previous six units earlier this year. Custom Craft has been operating on steady overtime for the past four months, Soos said.

"Retail traffic's coming back now," Slater said. "That depletes dealers' inventory on '92s."

Chupp & Sons Conversions in Elkhart, Ind., also sees an upturn. "We've seen a turnaround in the last two to three weeks," said Jim Funkhouser, director of international sales and marketing.

Funkhouser attended one of Ford's regional dealer shows in Pittsburgh last week where Ford has been training and encouraging dealers to become more involved in conversion sales. The Pittsburgh show drew about 75 Ford dealers, Funkhouser said.

Chupp & Sons is producing between 10 and 13 conversion vans per day, he said, a number that has been fairly consistent.

Generally speaking, the truck market has been one of the industry's few bright spots. With the prime rate dropping and more favorable interest rates, converters are enthused about the outlook for summer and fall. ■

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Apr. 1992	Apr. 1991	% change	4 mos. 1992	4 mos. 1991	% change
Travel trailers	7,200	6,200	+ 16.1	21,900	17,100	+ 28.1
Park Trailers	700	600	+ 16.7	2,400	2,000	+ 20.0
Travel trailers-fifth wheel	4,000	3,000	+ 33.3	13,700	9,000	+ 52.2
Folding camping trailers	5,100	4,000	+ 27.5	15,400	11,700	+ 31.6
Truck campers	1,300	1,300	0.0	3,900	3,300	+ 18.2
Towable RV total	**18,300**	**15,100**	**+ 21.2**	**57,300**	**43,100**	**+ 32.9**
Conventional (type A)	2,700	2,500	+ 8.0	9,700	7,400	+ 31.1
Van Campers (type B)	200	400	− 50.0	900	1,300	− 30.8
Chopped vans (all)	2,300	1,700	+ 35.3	6,600	4,800	+ 37.5
Motor home total	**5,200**	**4,600**	**+ 13.0**	**17,200**	**13,500**	**+ 27.4**
Van conversions	17,700	11,900	+ 48.7	65,400	33,400	+ 95.8
TOTAL ALL RVs	**41,200**	**31,600**	**+ 30.4**	**139,900**	**90,000**	**+ 55.4**

Source: Recreation Vehicle Industry Association

Ford to elminate non-pool van converters

JOSEPH BOHN
Truck Editor

Ford Division is tightening restrictions on non-consignment pool van converters for the 1993 model year and will eliminate all non-pool business by 1994.

Jerome Mittman, in a letter to dealers and converters, said non-pool converters working on 1993-model Econoline E-150, E-250 or Aerostar vans will be subject to engineering reviews, customer quality surveys and all other pool company requirements, except the financial ones of Ford Motor Credit Co. and the minimum volume requirements imposed by Ford Division.

Pool companies are required to convert at least 150 Ford vans a year. A non-pool company is only required to convert about 50 Ford vans.

If a firm hasn't done that many, it may still qualify for raw factory chassis by showing its capability to do so. If, for example, a non-pool firm converted only 25 Ford vans last year, but converted 100 of all different makes, it could still qualify, Mittman said.

Most importantly, every van conversion, whether done by a pool or non-pool company, must be retailed by a Ford Division dealer.

That is to prevent units from going to used-car, RV, General Motors or other non-Ford lots.

The new restrictions are preparatory to Ford eliminating non-pool converters.

"In 1994, to continue to receive an E-150 or Aerostar with the prep package, you have to be a pool account. Converters have one more year to qualify for converter status," Mittman said.

Ford now has 77 converters in its consignment pool and expects to have about 90 when the program is fully implemented.

DODGE IS HAPPY

Dodge Division has no plans to change its current rules for non-pool companies, said Jim Lynch, Dodge manager of special vehicle sales.

The estimated 30 non-pool companies converting full-sized Dodge van chassis are free to convert vans for Dodge dealers on a drop-ship basis.

"We have provided converters with our 20-step van conversion quality improvement program several years ago. We've had people calling on them since and are comfortable with the quality of their conversions in most cases," Lynch said.

Dodge currently has about 70 pool van converters, who together handle about 80 percent of its conversions, Lynch said.

He said the company's van conversion sales are running at their strongest level in two years for retail and wholesale.

He estimated 1992 model retail sales of Dodge van conversions would total 28,000 to 32,000, up 25 percent from last year.

The new 1994 model van, due in January 1993 after a short run of 1993 models, is expected to boost next year's sales by at least another 10 percent.

Dodge's van conversion sales are also being helped by the growing number of dealers, even smaller ones, who are stocking and selling conversion vans, Lynch added.

For the 1993 model year the converter package for full-sized chassis, called Customer Preferred Order Specs, will continue to have the same equipment and similar discounts as before.

Lynch said the company hasn't decided whether to offer a similar package for Caravan C/V minivans.

Chrysler's incentives, which have also been a big part of its success, continue, though in slightly reduced amounts.

From July 1 through Sept. 30, Chrysler reduced its previous $2,000-per unit maximum dealer cash incentive on conversion sales to $1,500, said Jim Zalansky, sales manager for Louis Dodge in Avondale, Ariz.

Under the program, dealers get $500 per unit for the first two sales, $1,000 per unit for the next two and $1,500 per unit starting with the fifth sale.

Credits for sales start over each month.

Louis Dodge is one of the smaller dealerships that has become more involved in conversions. Zalansky said his dealership normally sells one or two a month, but sold five in June. ■

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in brief

RECREATIONAL VEHICLES

Ford adds five converters

DETROIT — Ford Division has admitted five new converters to its consignment pool, said Jerome Mittman, RV sales manager.

They are Holiday Vans in Ypsilanti, Mich.; Showcase Travel in Arlington, Texas; Trans Aire and Unique Motor Coach, both in Elkhart, Ind., and Van Versions in Adel, Ga.

Ford has 77 converters in its pool account.

Computer Design fields new chassis

PAXTON, Ill. — Computer Design Chassis has a new premium RV chassis based on its commercial and ambulance chassis.

The new diesel-powered chassis features a 13,200-pound gross vehicle weight and wheelbase lengths of 145 to 176 inches.

It has a front-engine design, unusual for diesel models. It uses Cummins Engine Co.'s 5.9-liter turbodiesel and Chrysler's four-speed automatic overdrive transmission for its powertrain, according to a company spokesman.

New RV shows air in July

RESTON, Va. — Thirteen new episodes of the RV travel series, "Going Our Way," began airing July 4 on The Nashville Network.

The 30-minute program visits interesting destinations while offering useful RV travel information and advice.

The show airs on Saturdays and Thursdays and has averaged over 500,000 viewers weekly the past two years, according to the Recreation Vehicle Industry Association.

Converter ranks still thinning

DETROIT — The van conversion industry is still receding as it moves toward a manageable size.

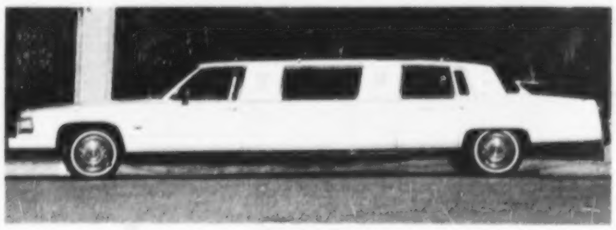
From literally hundreds of converters a few years ago, there are now fewer than 150.

Chevrolet has 128 converters in its consignment pool, according to Tom Pfingst, assistant director of fleet and RV sales.

Ford expects to end up with 90 to 100 by the 1994 model year when its stops doing business with non-pool converters, according to Jerome Mittman, RV sales manager. Dodge anticipates having about 80 to 90, according to Jim Lynch, special vehicle sales manager.

Converters have faced increasing pressure from governmental safety standards, manufacturers' quality requirements and the capital investments required to remain competitive.

Chevrolet has lost 14 converters since January. Tern Industries Inc. in Syracuse, Ind., is one of its most recent casualties, Pfingst said. ■



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U.S. VEHICLE TRADE

(x $1,000)

Country	Trade	1st Qtr. '91	1st Qtr. '90	Annualized trade April '91-March '92	Annualized trade April '90-March '91
Japan	from U.S.	$ 142,098	$ 148,544	$ 492,576	$ 582,803
	to U.S.	5,730,887	6,059,495	22,023,193	22,157,428
Canada	from U.S.	1,503,857	2,000,308	7,463,871	7,101,610
	to U.S.	5,105,069	3,840,349	20,724,765	18,357,570
Germany	to U.S.	1,067,380	1,195,887	4,657,300	5,456,896
S. Korea	to U.S.	166,689	294,728	942,200	1,178,147
Sweden	to U.S.	339,370	318,124	1,149,547	1,356,148
Mexico	to U.S.	728,538	565,268	2,942,621	2,687,729
Yugoslavia	to U.S.	0	2,501	2,316	10,179
United Kingdom	to U.S.	69,124	169,803	418,857	831,055
Italy	to U.S.	25,992	43,706	134,134	267,088
France	to U.S.	500	13,094	8,475	35,597
Brazil	to U.S.	14,272	21,688	54,233	59,362
Others	from U.S.	1,313,729	783,727	4,247,913	2,828,571
	to U.S.	61,540	158,287	473,777	695,437
Car and truck total	from U.S.	2,959,684	2,932,579	12,204,360	10,512,984
	to U.S.	13,309,367	12,682,929	53,531,420	53,092,635
VEHICLE TRADE BALANCE		(10,349,683)	(9,750,350)	(41,327,060)	(42,579,651)
Car total	from U.S.	2,587,724	2,389,683	10,083,754	8,806,312
	to U.S.	11,103,429	11,150,182	45,517,239	45,921,509
CAR TRADE BALANCE		(8,515,705)	(8,760,499)	(35,433,485)	(37,115,197)
Truck total	from U.S.	371,960	542,896	2,120,606	1,706,672
	to U.S.	2,205,938	1,532,747	8,014,181	7,171,126
TRUCK TRADE BALANCE		(1,833,978)	(989,851)	(5,893,575)	(5,464,454)
TOTAL U.S. Merchandise trade	from U.S.	110,097,000	102,104,800	429,722,200	399,186,900
	to U.S.	125,005,000	118,653,100	493,480,900	491,588,900
U.S. TRADE BALANCE		(14,908,000)	(16,548,200)	(63,758,700)	(92,402,000)

Canada creeps up on Japan as U.S. auto import leader

LINDSAY CHAPPELL
Staff Reporter

A surge in truck imports from Canada early this year created an automotive trade deficit with that country that was in the same multi-billion-dollar league as the U.S. deficit with Japan.

The value of U.S. vehicle imports from Canada rose 32.9 percent in the first quarter of this year, and U.S. exports to Canada fell 24.8 percent.

The U.S. vehicle deficit with Canada was $3.6 billion. The deficit with Japan was $5.6 billion.

The surge in imports from Canada was due primarily to large increases in truck production at the Big 3's Canadian plants from January through March. The Big 3 built nearly 95,000 more light trucks there than they did during the same period last year. Canadian car production during the period fell by about 13,000 units.

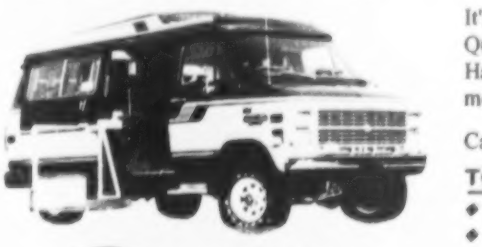
The $3.6 billion quarterly trade deficit with Canada compared with a $1.8 billion deficit in the year-ago period. The $5.6 billion deficit with Japan compared with $5.9 billion a year earlier.

The widened Canadian trade gap is not likely to create the commotion caused by the U.S.-Japan imbalance. U.S.-Canadian automotive trade traditionally has been relatively balanced, with the United States maintaining a surplus in auto parts exports to Canada. Moreover, most of the vehicles imported from Canada are made in Big 3 factories, and the two countries have a free-trade pact.

The United States' net deficit with Japan is substantially larger than that with Canada because the United States exports relatively few vehicles to Japan every year but sends more than 1 million into Canada.

But the situation does challenge U.S. trade critics who single out Japan for its export volume. Japan has been the leading vehicle exporter to the United States since the late 1970s, but for the first quarter, Canada was just $600 million behind.

Japan exported $5.7 billion in cars and trucks to the United States, a decline of 5.4 percent, while Canada shipped $5.1 billion in vehicles. AN



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Britain supports recycling plan

LONDON — The British government's Department of Trade and Industry plans to provide $524,000 to support an automotive plastics recycling project.

The grant, to a consortium including ICI Chemicals and Polymers Ltd., Enimont S.p.A., ICI Europe Ltd. and Fiat Auto S.p.A., will assist work on recycling waste plastics from car manufacture and and on redesign of components for easier recycling.

The project has various phases: study of feasibility of reusing plastics from existing production and, and pilot projects leading toward full industrial application.

— Crain News Service

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U.S. CAR AND LIGHT-TRUCK SALES, JUNE — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	119,969	93,810	14.5	12.2	138,465	110,376	30.6	28.5	258,434	204,186	20.2	17.6	2.6	26.6
Chevrolet/Geo†	114,657	127,624	13.9	16.5	117,295	101,641	25.9	26.2	231,952	229,265	18.2	19.8	-1.6	1.2
Dodge	26,222	30,971	3.2	4.0	55,107	45,065	12.2	11.6	81,329	76,036	6.4	6.6	-0.2	7.0
Toyota	55,341	56,193	6.7	7.3	20,835	21,634	4.6	5.6	76,176	77,827	6.0	6.7	-0.8	-2.1
Honda	64,396	67,569	7.8	8.8	—	—	—	—	64,396	67,569	5.0	5.8	-0.8	-4.7
Pontiac	52,848	49,360	6.4	6.4	3,383	2,484	0.7	0.6	56,231	51,844	4.4	4.5	-0.1	8.5
Nissan	41,192	34,340	5.0	4.4	13,518	13,954	3.0	3.6	54,710	48,294	4.3	4.2	0.1	13.3
Buick	50,616	50,210	6.1	6.5	—	—	—	—	50,616	50,210	4.0	4.3	-0.4	0.8
Oldsmobile	45,530	40,482	5.5	5.2	2,661	3,150	0.6	0.8	48,191	43,632	3.8	3.8	0.0	10.4
Mercury	40,721	36,336	4.9	4.7	—	—	—	—	40,721	36,336	3.2	3.1	0.1	12.1
Plymouth	15,796	17,602	1.9	2.3	21,343	17,104	4.7	4.4	37,139	34,706	2.9	3.0	-0.1	7.0
GMC	—	—	—	—	32,377	27,097	7.1	7.0	32,377	27,097	2.5	2.3	0.2	19.5
Mazda	22,323	16,093	2.7	2.1	8,668	12,158	1.9	3.1	30,991	28,251	2.4	2.4	0.0	9.7
Jeep	—	—	—	—	23,406	17,109	5.2	4.4	23,406	17,109	1.8	1.5	0.4	36.8
Mitsubishi	19,808	15,141	2.4	2.0	1,965	2,078	0.4	0.5	21,773	17,219	1.7	1.5	0.2	26.4
Saturn	21,038	6,666	2.6	0.9	—	—	—	—	21,038	6,666	1.6	0.6	1.1	215.6
Cadillac	18,758	16,497	2.3	2.1	—	—	—	—	18,758	16,497	1.5	1.4	0.0	13.7
Chrysler	12,773	11,130	1.5	1.4	1,987	346	0.4	0.1	14,760	11,476	1.2	1.0	0.2	28.6
Lincoln	12,960	16,247	1.6	2.1	—	—	—	—	12,960	16,247	1.0	1.4	-0.4	-20.2
Acura	12,891	13,800	1.6	1.8	—	—	—	—	12,891	13,800	1.0	1.2	-0.2	-6.6
Subaru	11,364	11,013	1.4	1.4	—	—	—	—	11,364	11,013	0.9	1.0	-0.1	3.2
Hyundai	10,804	10,322	1.3	1.3	—	—	—	—	10,804	10,322	0.8	0.9	0.0	4.7
Isuzu	877	2,333	0.1	0.3	9,791	10,783	2.2	2.8	10,668	13,116	0.8	1.1	-0.3	-18.7
Volvo	8,968	7,013	1.1	0.9	—	—	—	—	8,968	7,013	0.7	0.6	0.1	27.9
VW	7,941	8,759	1.0	1.1	40	581	0.0	0.1	7,981	9,340	0.6	0.8	-0.2	-14.6
Mercedes	7,123	4,806	0.9	0.6	—	—	—	—	7,123	4,806	0.6	0.4	0.1	48.2
BMW	6,623	4,006	0.8	0.5	—	—	—	—	6,623	4,006	0.5	0.3	0.2	65.3
Lexus	6,260	6,547	0.8	0.8	—	—	—	—	6,260	6,547	0.5	0.6	-0.1	-4.4
Eagle	4,967	5,913	0.6	0.8	—	—	—	—	4,967	5,913	0.4	0.5	-0.1	-16.0
Infiniti	4,287	4,188	0.5	0.5	—	—	—	—	4,287	4,188	0.3	0.4	0.0	2.4
Saab	4,026	1,549	0.5	0.2	—	—	—	—	4,026	1,549	0.3	0.1	0.2	159.9
Suzuki	517	397	0.1	0.1	1,666	1,295	0.4	0.3	2,183	1,692	0.2	0.1	0.0	29.0
Audi	947	1,335	0.1	0.2	—	—	—	—	947	1,335	0.1	0.1	0.0	-29.1
Jaguar	924	891	0.1	0.1	—	—	—	—	924	891	0.1	0.1	0.0	3.7
Daihatsu	447	739	0.1	0.1	164	298	0.0	0.1	611	1,037	0.0	0.1	0.0	-41.1
Porsche	428	407	0.1	0.1	—	—	—	—	428	407	0.0	0.0	0.0	5.2
Range Rover	—	—	—	—	330	191	0.1	0.0	330	191	0.0	0.0	0.0	72.8
Alfa Romeo	272	402	0.0	0.1	—	—	—	—	272	402	0.0	0.0	0.0	-32.3
Peugeot	37	343	0.0	0.0	—	—	—	—	37	343	0.0	0.0	0.0	-89.2
Sterling	0	286	0.0	0.0	—	—	—	—	0	286	0.0	0.0	0.0	-100.0
Yugo	0	228	0.0	0.0	—	—	—	—	0	228	0.0	0.0	0.0	-100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**824,818**	**771,715**	**100.0**	**100.0**	**453,001**	**387,344**	**100.0**	**100.0**	**1,277,819**	**1,159,059**	**100.0**	**100.0**	**0.0**	**10.2**
TOTAL BIG 3	**536,855**	**502,848**	**65.1**	**65.2**	**396,024**	**324,372**	**87.4**	**83.7**	**932,879**	**827,220**	**73.0**	**71.4**	**1.6**	**12.8**
TOTAL JAPAN	**239,703**	**228,353**	**29.1**	**29.6**	**56,607**	**62,200**	**12.5**	**16.1**	**296,310**	**290,553**	**23.2**	**25.1**	**-1.9**	**2.0**
TOTAL EUROPE	**37,456**	**30,192**	**4.5**	**3.9**	**370**	**772**	**0.1**	**0.2**	**37,826**	**30,964**	**3.0**	**2.7**	**0.3**	**22.2**
GM	303,447	290,839	36.8	37.7	155,716	134,372	34.4	34.7	459,163	425,211	35.9	36.7	-0.8	8.0
Ford	173,650	146,393	21.1	19.0	138,465	110,376	30.6	28.5	312,115	256,769	24.4	22.2	2.3	21.6
Chrysler	59,758	65,616	7.2	8.5	101,843	79,624	22.5	20.6	161,601	145,240	12.6	12.5	0.1	11.3
Toyota/Lexus	61,601	62,740	7.5	8.1	20,835	21,634	4.6	5.6	82,436	84,374	6.5	7.3	-0.8	-2.3
Honda/Acura	77,287	81,369	9.4	10.5	—	—	—	—	77,287	81,369	6.0	7.0	-1.0	-5.0
Nissan/Infiniti	45,479	38,528	5.5	5.0	13,518	13,954	3.0	3.6	58,997	52,482	4.6	4.5	0.1	12.4
VW/Audi	8,888	10,094	1.1	1.3	40	581	0.0	0.1	8,928	10,675	0.7	0.9	-0.2	-16.4
†Geo	*26,773*	*27,509*	*3.2*	*3.6*	*4,127*	*3,540*	*0.9*	*0.9*	*30,900*	*31,049*	*2.4*	*2.7*	*-0.3*	*-0.5*
*Made by Japan***	*283,399*	*277,770*	*34.4*	*36.0*	*60,313*	*65,209*	*13.3*	*16.8*	*343,712*	*342,979*	*26.9*	*29.6*	*-2.7*	*0.2*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies, excludes vehicles sold by Japanese but made in Big 3 plants

U.S. CAR AND LIGHT-TRUCK SALES, 6 MONTHS — 1992 vs. 1991

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	601,328	541,336	14.3	13.1	692,925	588,239	30.3	28.8	1,294,253	1,129,575	19.9	17.4	2.5	14.6
Chevrolet/Geo†	547,526	615,405	13.0	14.9	560,937	536,374	24.5	26.3	1,108,463	1,151,779	17.1	17.7	-0.7	-3.8
Toyota	335,495	323,160	8.0	7.8	125,051	126,556	5.5	6.2	460,546	449,716	7.1	6.9	0.2	2.4
Dodge	139,454	170,884	3.3	4.1	288,035	233,930	12.6	11.5	427,489	404,814	6.6	6.2	0.3	5.6
Honda	312,797	327,553	7.4	7.9	—	—	—	—	312,797	327,553	4.8	5.0	-0.2	-4.5
Pontiac	287,632	263,114	6.8	6.4	16,515	11,035	0.7	0.5	304,147	274,149	4.7	4.2	0.5	10.9
Buick	266,962	274,455	6.3	6.6	—	—	—	—	266,962	274,455	4.1	4.2	-0.1	-2.7
Nissan	180,676	178,331	4.3	4.3	76,674	80,591	3.4	3.9	257,350	258,922	4.0	4.0	0.0	-0.6
Oldsmobile	222,223	210,602	5.3	5.1	15,386	13,988	0.7	0.7	237,609	224,590	3.7	3.5	0.2	5.8
Mercury	199,773	192,076	4.8	4.6	—	—	—	—	199,773	192,076	3.1	3.0	0.1	4.0
Plymouth	92,113	97,037	2.2	2.3	105,961	86,005	4.6	4.2	198,074	183,042	3.1	2.8	0.2	8.2
Mazda	131,594	123,357	3.1	3.0	44,834	58,241	2.0	2.9	176,428	181,598	2.7	2.8	-0.1	-2.8
GMC	—	—	—	—	162,486	139,882	7.1	6.9	162,486	139,882	2.5	2.2	0.3	16.2
Jeep	—	—	—	—	121,856	84,128	5.3	4.1	121,856	84,128	1.9	1.3	0.6	44.8
Cadillac	112,053	104,946	2.7	2.5	—	—	—	—	112,053	104,946	1.7	1.6	0.1	6.8
Saturn	95,410	25,320	2.3	0.6	—	—	—	—	95,410	25,320	1.5	0.4	1.1	276.8
Mitsubishi	79,573	83,768	1.9	2.0	10,387	14,541	0.5	0.7	89,960	98,309	1.4	1.5	-0.1	-8.5
Lincoln	78,270	96,317	1.9	2.3	—	—	—	—	78,270	96,317	1.2	1.5	-0.3	-18.7
Chrysler	68,933	64,476	1.6	1.6	7,880	1,926	0.3	0.1	76,813	66,402	1.2	1.0	0.2	15.7
Acura	64,293	71,567	1.5	1.7	—	—	—	—	64,293	71,567	1.0	1.1	-0.1	-10.2
Hyundai	55,062	57,090	1.3	1.4	—	—	—	—	55,062	57,090	0.8	0.9	0.0	-3.6
Subaru	52,599	55,158	1.3	1.3	—	—	—	—	52,599	55,158	0.8	0.8	0.0	-4.6
Isuzu	5,523	7,381	0.1	0.2	43,402	50,526	1.9	2.5	48,925	57,907	0.8	0.9	-0.1	-15.5
Lexus	43,769	28,298	1.0	0.7	—	—	—	—	43,769	28,298	0.7	0.4	0.2	54.7
VW	40,444	49,400	1.0	1.2	546	2,928	0.0	0.1	40,990	52,328	0.6	0.8	-0.2	-21.7
Volvo	38,715	39,257	0.9	0.9	—	—	—	—	38,715	39,257	0.6	0.6	0.0	-1.4
Mercedes	34,977	28,419	0.8	0.7	—	—	—	—	34,977	28,419	0.5	0.4	0.1	23.1
BMW	31,309	23,939	0.7	0.6	—	—	—	—	31,309	23,939	0.5	0.4	0.1	30.8
Eagle	27,469	29,473	0.7	0.7	—	—	—	—	27,469	29,473	0.4	0.5	0.0	-6.8
Infiniti	20,133	15,589	0.5	0.4	—	—	—	—	20,133	15,589	0.3	0.2	0.1	29.1
Saab	13,791	13,903	0.3	0.3	—	—	—	—	13,791	13,903	0.2	0.2	0.0	-0.8
Suzuki	3,060	2,561	0.1	0.1	8,984	8,884	0.4	0.4	12,044	11,445	0.2	0.2	0.0	5.2
Audi	6,777	6,244	0.2	0.2	—	—	—	—	6,777	6,244	0.1	0.1	0.0	8.5
Daihatsu	4,274	3,222	0.1	0.1	2,096	1,651	0.1	0.1	6,370	4,873	0.1	0.1	0.0	30.7
Jaguar	4,809	4,342	0.1	0.1	—	—	—	—	4,809	4,342	0.1	0.1	0.0	10.8
Porsche	2,214	2,427	0.1	0.1	—	—	—	—	2,214	2,427	0.0	0.0	0.0	-8.8
Alfa Romeo	1,795	2,082	0.0	0.1	—	—	—	—	1,795	2,082	0.0	0.0	0.0	-13.8
Range Rover	—	—	—	—	1,687	1,399	0.1	0.1	1,687	1,399	0.0	0.0	0.0	20.6
Yugo	1,412	1,229	0.0	0.0	—	—	—	—	1,412	1,229	0.0	0.0	0.0	14.9
Peugeot	315	2,102	0.0	0.1	—	—	—	—	315	2,102	0.0	0.0	0.0	-85.0
Sterling	0	1,439	0.0	0.0	—	—	—	—	0	1,439	0.0	0.0	0.0	-100.0
Other*	1,002	1,002	0.0	0.0	—	—	—	—	1,002	1,002	0.0	0.0	0.0	0.0
TOTAL	**4,205,554**	**4,138,261**	**100.0**	**100.0**	**2,285,642**	**2,040,824**	**100.0**	**100.0**	**6,491,196**	**6,179,085**	**100.0**	**100.0**	**0.0**	**5.1**
TOTAL BIG 3	**2,739,146**	**2,685,441**	**65.1**	**64.9**	**1,971,981**	**1,695,507**	**86.3**	**83.1**	**4,711,127**	**4,380,948**	**72.6**	**70.9**	**1.7**	**7.5**
TOTAL JAPAN	**1,233,786**	**1,219,945**	**29.3**	**29.5**	**311,428**	**340,990**	**13.6**	**16.7**	**1,545,214**	**1,560,935**	**23.8**	**25.3**	**-1.5**	**-1.0**
TOTAL EUROPE	**177,560**	**175,785**	**4.2**	**4.2**	**2,233**	**4,327**	**0.1**	**0.2**	**179,793**	**180,112**	**2.8**	**2.9**	**-0.1**	**-0.2**
GM	1,531,806	1,493,842	36.4	36.1	755,324	701,279	33.0	34.4	2,287,130	2,195,121	35.2	35.5	-0.3	4.2
Ford	879,371	829,729	20.9	20.1	692,925	588,239	30.3	28.8	1,572,296	1,417,968	24.2	22.9	1.3	10.9
Chrysler	327,969	361,870	7.8	8.7	523,732	405,989	22.9	19.9	851,701	767,859	13.1	12.4	0.7	10.9
Toyota/Lexus	379,264	351,458	9.0	8.5	125,051	126,556	5.5	6.2	504,315	478,014	7.8	7.7	0.0	5.5
Honda/Acura	377,090	399,120	9.0	9.6	—	—	—	—	377,090	399,120	5.8	6.5	-0.6	-5.5
Nissan/Infiniti	200,809	193,920	4.8	4.7	76,674	80,591	3.4	3.9	277,483	274,511	4.3	4.4	-0.2	1.1
VW/Audi	47,221	55,644	1.1	1.3	546	2,928	0.0	0.1	47,767	58,572	0.7	0.9	-0.2	-18.4
Geo†	*26,773*	*27,509*	*0.6*	*0.7*	*17,209*	*16,111*	*0.8*	*0.8*	*43,982*	*43,620*	*0.7*	*0.7*	*0.0*	*0.8*
*Made by Japan***	*1,324,766*	*1,327,901*	*31.5*	*32.1*	*310,016*	*338,312*	*13.6*	*16.6*	*1,634,782*	*1,666,213*	*25.2*	*27.0*	*-1.8*	*-1.9*

*Includes 1992 estimated sales of 400-Ferrari, 135-Lotus, 110-Rolls/Bentley, 100-Maserati, 65-Lamborghini, and 25-Aston Martin.

**Incudes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

SALES

Big 3 reclaim share from Japan

continued from PAGE 1

way through 1991, Ford trailed by 22,204.

Ford's redesigned Taurus, red-hot Explorer and upgraded entry-level Escort with a national one-price program have Chevrolet gasping.

"It's Ford's encompassing devotion to the Escort that has been its success," said Jim Wangers, owner of Automotive Marketing Consultants Inc. in Warren, Mich.

"Ever since Chevy killed the Chevette and stepped away from the true low-end market, Chevy has compromised the whole name of what Chevy means."

Every Ford car line but Probe and Festiva was up in sales through the first half of the year.

Chevrolet's car results were dismal. Through June 30, the Lumina was the only high-volume car even close to breaking even with last year, down 1.6 percent.

Chevrolet trucks fared better. The redesigned Blazer and Suburban did well, while the older S-10 Blazer, S-10 pickup, C/K pickup and Astro had healthy increases.

The only problem for Chevrolet trucks was that Ford's increases — led by F-series, Ranger and Explorer — were bigger.

Through June 30, Ford outsold Chevrolet by 131,988 trucks, more than double its 51,865-unit lead from last year.

In cars, Chevrolet had sold 615,405 units in the first half of 1991, compared with 541,336 for Ford. This year, the number have almost reversed: 601,328 for Ford vs. 547,526 for Chevrolet.

"Our dealers are on a roll," said Ross Roberts, Ford Division general manager.

RENTALS BOOST JUNE

Despite a 10.2 percent increase in June sales, analysts cautioned that sales to daily rental fleets played a big role. Fleets stocked up for a summer travel boom spurred by airline price wars.

Those June fleet sales might depress car sales somewhat in late July and early August, but the fall-off won't be drastic, said Joel Pitcoff, Ford Motor Co.'s research and analysis manager.

"In the truck market, on the other hand, there aren't any daily rentals in there, and we haven't seen a seasonal rate for trucks like that since July 1990," he said.

The seasonal rate for light trucks was 5.0 million, according to *Automotive News*. The Big 3 posted solid market share gains at the expense of the Japanese.

The Big 3 had 87.4 percent of the light-truck market in June, 3.7 points higher than in the year-ago month. After six months, Big 3 truck share was up 3.2 points to 86.3 percent. Its car share was about the same. Overall, Big 3 car and truck sales rose 7.5 percent.

Light trucks accounted for 35.2 percent of the light-vehicle market year-to-date, up from 33.0 percent.

CHRYSLER

Chrysler Corp.'s new LH sedans due this fall won't arrive any too soon. The automaker's passenger car sales were down 9.4 percent for the six months. The only real success stories were the low-margin Sundance/Shadow duo and the-Mexican-built Chrysler LeBaron four-door sedan.

But Chrysler's truck sales — spurred by minivan incentives and strong sales of the new Grand

Continued on next page

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Cherokee and existing Cherokee — tracked well ahead of year-ago levels. Chrysler sold 246,838 minivans through June, up 24 percent.

Overall Chrysler sales rose 10.9 percent from 1991 levels.

FORD

Ford Division's gains helped offset sluggish Lincoln sales as Ford Motor Co. reported a 10.9 percent sales increase for the half-year.

The national one-price Escort program and regional programs, offering loaded Tempos and Thunderbirds at cut-rate prices, kept sales of those models brisk. The Crown Victoria got a boost from recently introduced police vehicles. The F-series truck continues as the best-selling vehicle in the United States.

Results were mixed at Mercury, with the Topaz and Sable up and the Cougar and Grand Marquis down. All three Lincolns lost sales.

GENERAL MOTORS

For the first six months of the year, GM sold nearly 2.29 million vehicles, up 4.2 percent. Though trucks were up 7.7 percent and cars gained 2.5 percent, overall marked share dropped 0.3 points to 35.2 percent.

Still, GM had much to cheer about. GMC Truck, Pontiac, Cadillac, Oldsmobile and Saturn all had healthy sales gains in the first half. They more than offset declines at Chevrolet and Buick.

Saturn reached the 20,000 sales mark for the first time in its history in June. For the six months, Saturn sold 95,410 cars, 70,000 more than in the year-ago period.

EUROPEANS

Mercedes-Benz and BMW have rebounded from a terrible first half last year, armed with new products and money for special lease deals.

But overall, European imports were down 0.2 percent.

BMW, which added its new, entry-level 3 series after the first half of 1991, saw its sales jump 30.8 percent through June. Mercedes-Benz introduced its new, high-end S class last fall and cut-rate leases this spring. Its sales climbed 23.1 percent in the first half.

But car sales for the European volume leader, Volkswagen United States Inc., slipped 18.4 percent for six months. Yugo, Sterling and Peugeot all dropped out of the U.S. market since last June 30.

ASIANS

Only four Asian makes — Lexus, Infiniti, Suzuki and Daihatsu — outperformed the U.S. market's 5.1 percent gain through June.

Lexus and Infiniti climbed on the strength of new products, and Suzuki was helped by its Sidekick. For Daihatsu, the gain is bittersweet. It announced in February that it is quitting the U.S. market this year.

As a group, Japanese sales were down 1.0 percent, and their market share dropped to 23.8 percent. The other Asian player, Korean importer Hyundai, held its sales slide to 3.6 percent.

Competition between the two Japanese leaders, Toyota Motor Sales U.S.A. Inc. and American Honda Motor Co., continues to heat up. Toyota's Lexus Division is rapidly gaining ground on Honda's Acura Division. Acura leads Lexus by just 20,524 units this year, down from 43,269 halfway through 1991.

The Toyota Camry also is gunning at the Accord. Last year's lead of 88,078 has been cut to 53,776 units. The Accord is also just hanging onto its spot as industry sales leader, a mere 10,493 units ahead of the Ford Taurus.

The jury is still out on whether the "new Mazda" will be a bigger Mazda. While the company was down 2.8 percent for the first six months, much of its new product is just getting to dealerships.

Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

TOP TEN VEHICLE SELLERS, JUNE 1992

	Sales
1. Ford F-series pickup	47,758
2. Chevrolet C/K pickup	43,619
3. Honda Accord	39,894
4. Ford Taurus	36,015
5. Ford Explorer	28,296
6. Ford Ranger	26,651
7. Chevrolet Lumina	26,134
8. Dodge Caravan	25,239
9. Ford Escort	23,384
10. Ford Tempo	23,199

Source: Automotive News Data Center

LIGHT-TRUCK SALES, JUNE & YTD

	June 1992	June 1991	6 Mos., 1992	6 Mos., 1991
Town & Country	1,987	346	7,880	1,926
Total Chrysler	**1,987**	**346**	**7,880**	**1,926**
Vans	6,019	4,599	29,304	24,346
Ram Wagon	2,108	2,073	12,462	10,488
Caravan	25,239	21,225	128,415	105,163
Caravan C/V	1,021	1,215	4,582	5,864
Ram 50**	405	375	2,407	2,274
Ramcharger	386	547	2,171	3,236
Dakota	12,972	7,832	65,486	40,316
Pickups	6,957	7,199	43,208	42,243
Total Dodge	**55,107**	**45,065**	**208,035**	**233,930**
Voyager	21,343	17,104	105,961	86,005
Total Plymouth	**21,343**	**17,104**	**105,961**	**86,005**
Wrangler	5,392	5,431	28,933	23,390
Cherokee	10,459	10,621	69,683	55,191
Grand Cherokee†	7,252	442	20,994	2,050
Comanche	303	615	2,246	3,497
Total Jeep	**23,406**	**17,109**	**121,856**	**84,128**
CHRYSLER CORP.	**101,843**	**79,624**	**523,732**	**405,989**
Vans	11,436	9,515	60,657	50,737
Aerostar	18,191	15,495	88,240	75,562
Club Wagon	3,785	2,421	18,425	11,381
Ranger	26,651	22,398	136,956	122,972
Bronco	2,348	2,420	12,606	13,144
Explorer	28,296	23,321	151,973	122,579
Pickups	47,758	34,806	224,068	191,864
FORD MOTOR CO.	**138,465**	**110,376**	**692,925**	**588,239**
Vans	8,903	8,452	42,274	39,974
Sportsvan	1,009	1,152	4,382	5,220
Geo Tracker (domestic)	4,127	3,537	17,209	16,096
Geo Tracker (import)	0	3	0	15
Astro	13,564	12,559	62,928	59,275
Lumina APV	4,794	5,357	24,677	25,229
S10	18,864	19,426	95,593	105,608
S10 Blazer	15,322	10,415	67,736	59,933
Blazer	1,861	936	8,404	5,582
Suburban	5,232	4,299	22,571	19,840
Pickups	43,619	35,505	215,163	199,602
Total Chevrolet	**117,295**	**101,641**	**560,937**	**536,374**
Vans	3,258	3,540	16,873	15,946
Safari	4,436	3,827	20,899	17,030
S1/Sonoma	4,251	4,161	24,296	22,593
S15 Jimmy	3,946	2,419	17,708	14,402
Jimmy	496	269	2,389	1,458
Suburban	2,124	1,787	9,069	7,950
Pickups	13,527	10,654	69,173	58,681
P Model	213	300	895	1,157
W4	126	140	1,184	665
Total GMC	**32,377**	**27,097**	**162,486**	**139,882**
Silhouette	1,684	2,174	8,525	9,011
Bravada	977	976	6,861	4,977
Total Oldsmobile	**2,661**	**3,150**	**15,386**	**13,988**
Trans Sport	3,383	2,484	16,515	11,035
Total Pontiac	**3,383**	**2,484**	**16,515**	**11,035**
GENERAL MOTORS	**155,716**	**134,372**	**755,324**	**701,279**
DAIHATSU Rocky	**164**	**298**	**2,096**	**1,651**
Pickup (domestic)	3,218	3,307	8,875	9,449
Pickup (import)	748	1,602	6,339	12,046
Amigo	928	737	4,217	4,004
Trooper	1,352	2,362	4,901	11,863
Rodeo (domestic)	3,545	2,775	19,070	13,164
ISUZU	**9,791**	**10,783**	**43,402**	**50,526**
Pickup	4,527	5,931	24,515	26,958
MPV	3,315	5,321	16,500	26,331
Navajo (domestic)	826	906	3,819	4,952
MAZDA	**8,668**	**12,158**	**44,834**	**58,241**
Pickup	1,456	1,258	7,016	9,429
Montero	509	817	3,369	5,055
Van	0	3	2	57
MITSUBISHI	**1,965**	**2,078**	**10,387**	**14,541**
Pickup (domestic)	10,886	10,841	60,807	61,728
Pathfinder	2,469	3,094	14,279	17,769
Axxess	0	18	0	304
Van	0	1	0	5
Hawaii	163	0	1,588	785
NISSAN	**13,518**	**13,954**	**76,674**	**80,591**
RANGE ROVER	**330**	**191**	**1,687**	**1,399**
Samurai	335	407	1,798	2,644
Sidekick (domestic)	389	351	2,762	1,832
Sidekick (import)	942	537	4,424	4,408
SUZUKI	**1,666**	**1,295**	**8,984**	**8,884**
Pickup (domestic)	5,159	0	17,912	0
Pickup (import)	8,386	12,779	63,680	75,726
Previa	3,681	4,604	22,312	26,487
4Runner	3,100	3,614	17,613	20,331
Land Cruiser	509	637	3,534	4,012
TOYOTA	**20,835**	**21,634**	**125,051**	**126,556**
VOLKSWAGEN Vanagon	**40**	**581**	**546**	**2,928**
DOMESTIC TOTAL	**419,642**	**342,174**	**2,082,819**	**1,784,343**
IMPORT TOTAL	**33,359**	**45,170**	**202,823**	**256,481**
INDUSTRY TOTAL	**453,001**	**387,344**	**2,285,642**	**2,040,824**

† 1991 figures include Jeep Grand Wagoneer

Sales charts compiled by Karen Detkowski

Source: Automotive News Data Center

DOMESTIC CAR SALES, JUNE & YTD

	June 1992	June 1991	6 Mos., 1992	6 Mos., 1991
Summit	685	686	3,220	3,515
Talon	3,003	2,905	15,519	16,008
Premier	127	1,474	1,937	5,839
Total Eagle	**3,815**	**5,065**	**20,676**	**25,362**
Horizon	0	31	0	383
Laser	2,415	2,931	13,086	14,923
Sundance	6,845	4,540	34,205	21,706
Acclaim*	4,903	8,495	36,010	52,331
Total Plymouth	**14,163**	**15,997**	**83,301**	**89,343**
LeBaron A*	1,878	1,711	15,895	9,139
LeBaron J	5,628	3,610	23,124	22,250
Fifth Avenue	3,620	3,537	18,170	19,771
Imperial	522	1,014	3,362	5,404
New Yorker	1,125	1,183	8,382	7,159
Total Chrysler	**12,773**	**11,055**	**68,933**	**63,723**
Omni	0	35	0	413
Shadow*	10,178	7,476	44,992	37,154
Monaco	56	1,809	716	3,910
Daytona	1,053	1,294	6,616	7,867
Spirit*	4,652	7,420	30,526	44,566
Dynasty	7,562	9,252	41,165	57,865
Viper	3	0	3	0
Total Dodge	**23,504**	**27,286**	**124,018**	**151,775**
CHRYSLER CORP.	**54,255**	**59,403**	**296,928**	**330,203**
Escort*	23,384	20,288	124,212	116,810
Mustang	9,739	8,135	45,969	39,162
Tempo	23,199	13,752	115,370	93,500
Taurus	36,015	27,634	181,189	155,952
Thunderbird	8,532	5,480	41,601	38,290
Probe	5,317	9,173	28,114	41,843
Crown Victoria	10,648	6,374	46,919	36,599
Total Ford Div.	**116,834**	**90,836**	**583,374**	**522,156**
Topaz	9,176	5,624	38,785	30,472
Sable	11,741	11,613	58,969	51,497
Cougar	5,023	5,040	26,038	28,726
Grand Marquis	10,090	8,809	48,024	49,319
Total Mercury	**36,030**	**31,086**	**171,816**	**160,014**
Continental	2,825	4,306	17,328	27,474
Town Car	9,773	11,081	58,203	64,053
Mark VII	362	860	2,739	4,790
Total Lincoln	**12,960**	**16,247**	**78,270**	**96,317**
Total L-M Div.	**48,990**	**47,333**	**250,086**	**256,331**
FORD MOTOR CO.	**165,824**	**138,169**	**833,460**	**778,487**
Roadmaster	4,981	5,523	23,102	13,765
Skylark	7,099	3,918	33,327	43,657
Century*	10,998	13,284	60,403	62,214
Regal	11,561	11,018	46,953	55,131
LeSabre	10,151	6,233	67,943	48,797
Reatta	0	215	95	1,429
Park Avenue	4,730	8,888	29,156	41,687
Riviera	1,096	1,131	5,983	7,775
Total Buick	**50,616**	**50,210**	**266,962**	**274,455**
Allante	208	322	1,106	1,496
Seville	2,666	2,027	18,188	17,136
DeVille	13,235	11,480	74,684	66,929
Brougham	597	1,574	5,688	11,118
Eldorado	2,052	1,094	12,387	8,267
Total Cadillac	**18,758**	**16,497**	**112,053**	**104,946**
Geo Metro	8,905	5,162	46,935	33,409
Geo Prizm	8,897	11,617	38,365	42,486
Cavalier	21,196	25,701	116,453	151,171
Camaro	6,870	5,289	34,121	25,410
Celebrity	0	30	1	611
Corsica-Beretta	18,473	28,802	92,045	119,800
Lumina	26,134	26,333	114,327	116,134
Caprice	13,320	12,262	53,803	68,924
Corvette	1,891	1,698	10,132	9,227
Total Chevrolet	**105,686**	**116,894**	**506,182**	**567,172**
Calais	115	2,382	3,401	33,576
Achieva	7,519	0	39,419	0
Cutlass Ciera	15,245	19,644	66,895	64,915
Cutlass Supreme	9,446	9,123	47,653	47,280
Eighty Eight	6,368	3,291	38,667	29,972
Custom Cruiser Wgn.	429	699	2,614	4,034
Ninety Eight	5,924	4,845	20,975	26,320
Toronado	484	498	2,599	4,505
Total Oldsmobile	**45,530**	**40,482**	**222,223**	**210,602**
Sunbird	7,076	9,140	39,342	48,866
Firebird	2,457	2,436	12,247	11,368
Grand Am	21,969	13,223	120,059	90,836
Pontiac 6000	0	5,333	708	18,096
Grand Prix	11,152	11,534	56,908	50,930
Bonneville	8,726	4,131	49,294	25,450
Total Pontiac	**51,380**	**45,797**	**278,558**	**245,546**
Total Saturn	**21,038**	**6,666**	**95,410**	**25,320**
GENERAL MOTORS	**293,008**	**276,546**	**1,481,388**	**1,428,041**
Civic	14,435	15,816	70,014	67,739
Accord	34,675	39,423	158,306	169,858
HONDA	**49,110**	**55,239**	**228,320**	**237,597**
MX-6	2,962	1,518	12,553	16,079
626	4,203	3,174	25,339	32,656
MAZDA	**7,165**	**4,692**	**37,892**	**48,735**
Eclipse	5,193	4,985	31,140	28,136
Mirage	3,480	1,918	7,212	9,813
MITSUBISHI	**8,673**	**6,903**	**38,352**	**37,949**
NISSAN Sentra	**13,055**	**9,947**	**57,705**	**61,022**
Corolla	14,322	11,448	68,874	57,780
Camry	18,462	18,811	103,231	92,889
TOYOTA	**32,784**	**30,259**	**172,105**	**150,669**
SUBARU Legacy	**5,647**	**6,416**	**27,526**	**24,159**
SUZUKI Swift	**3**	**57**	**109**	**365**
DOMESTIC TOTAL	**629,524**	**587,631**	**3,173,785**	**3,097,227**
IMPORT TOTAL	**195,294**	**184,084**	**1,031,769**	**1,041,034**
INDUSTRY TOTAL	**824,818**	**771,715**	**4,205,554**	**4,138,261**

*Includes units produced in Mexico.

Source: Automotive News Data Center

TOYODA

Tatsuro to succeed Shoichiro at Toyota

continued from PAGE 3

helm. But the company seems caught in both a family and a generational squeeze, with no clear succession in sight.

OTHER CANDIDATES

After Tatsuro, the next likely candidates include Hiroshi Okuda and Iwao Isomura, both 60 years old.

But both are senior managing directors and would need to be named vice presidents before any further promotion.

The next generation in the Toyoda family includes one son of Shoichiro and three sons of Eiji.

Eiji's eldest son, 50-year-old Kanshiro Toyoda, is vice president of Aishin Seiki, a parts maker in the Toyota group. He is far too young to have a shot at the presidency in this round.

Despite the shortage of other qualified managers, Tatsuro has not been the most popular candidate for the job.

Among company and industry executives here, he has a "softer" image than his brother and uncle, and has not been as close to the business.

Indeed, Eiji and Shoichiro have run Toyota as a close-knit, two-man team for much of last decade, giving rise to the widespread perception that the company had become increasingly insular and provincial in its decision making.

But Nobuyoshi Yoshida, president of the Automotive Business Practice Institute, a private research company, lauded the younger Toyoda's qualifications for the job.

"He is a very serious and gentle man," Yoshida said. "He has a good command of English and is a very internationalized person."

Although he earned a degree in mechanical engineering from the University of Tokyo, Tatsuro — unlike most Toyota presidents — has not worked in the company's engineering sectors. Most of his career has been in marketing and product planning.

Since becoming executive vice president in 1988, he has worked closely on international projects and has overseen production and logistics, quality control activities and public affairs.

Toyoda began studying English as a junior high school student in the middle of World War II — an indication of a rather liberal education. After the war, he took English lessons at home from an American teacher.

He continued his English studies in college and added French and German before putting his language skills to practice overseas. In addition to his extensive American experience, he has been closely associated with Toyota's expansion in the United Kingdom.

In recent years, he has assumed a more public profile in the Japanese business community, serving as vice chairman of the Japan Automobile Manufacturers Association and vice president of Doyukai, the Japan Association of Corporate Executives. AN

Staff Reporter Lindsay Chappell contributed to this report.

The Prince and the Toyoda girl

According to observers in Japan, one wild-card factor could keep Tatsuro Toyoda out of the presidency: His 28-year-old California-educated daughter, Yukiko, is considered to be a prime candidate in the Imperial Palace's search for a bride for the crown prince, the eldest son of Emperor Akihito.

If Toyoda's daughter agreed to accept the prince's hand, these observers say, he could be obliged to forego the presidency of Toyota. This is because it would be considered highly unseemly for the head of Japan's most powerful corporation to be linked to the emperor through marriage. It is not known if Toyoda, a widely travelled, internationally-oriented executive, subscribes to this thinking.

The emperor's staff has imposed a news blackout on the search for a crown princess until mid-August.

— *Mary Ann Maskery*

Mazda, Isuzu, Mitsubishi offer new incentive plans

ARLENA SAWYERS
Staff Reporter

Consumer and dealer rebates and free roadside assistance are among the incentive programs announced last week.

Mazda Motor of America Inc. announced a new round of consumer rebates that are in effect through Sept. 8. They are $1,200 to $1,400 on selected 1992 cars and $1,000 on the MPV. Rebates on the 1992 Navajo are $750 to $1,000 depending on model and region; 1992 truck rebates are $750 to $1,500 depending on model and region.

Through Sept. 30, **American Isuzu Motors Inc.** offers dealer incentives that vary by region. The Pickup and Rodeo programs allow dealers to choose a fixed per-vehicle amount or a program based on the number of vehicles.

Depending on region and option, 1991 and 1992 Pickup incentives range from $800 to $1,600; 1991 and 1992 Rodeo, $400 to $1,400; 1991 and 1992 cars, $500 to $2,500.

Mitsubishi Motor Sales of America's factory-to-dealer incentive program has been extended through July 31. Incentives range from $500 to $3,000 on selected 1991 and 1992 cars and $1,000 to $1,500 on 1991 and 1992 pickups. Some payments are based on the number of vehicles sold and others are based on factory-set quotas.

Also extended were the two separate incentive programs on 1991 and 1992 Eclipse. One earns dealers seven percent of the sticker price beginning with the second sale, while the other is a special consumer lease plan of $500 down and $149 a month for 60 months on the base Eclipse.

Lincoln-Mercury canceled its owner loyalty program on the 1992 Lincoln and increased national consumer rebates on the cars.

Through Sept. 23, Continental and Town Car incentives are $2,000, up from $1,250; the Mark VII's is $3,000, up from $2,000.

Ford Motor Credit Co. is providing free Ford Auto Club roadside service assistance with every leased car and light-truck.

The benefits include emergency travel expense reimbursement of up to $500 for Ford and Mercury lessees and up to $1,000 for Lincoln lessees. AN

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAM

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.
Dealer has the option to sharing rebate with buyer.

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1991-92 models, expires July 31)

Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (1992 models, expires Aug. 3)

Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

TOYOTA (expires Aug. 3)

Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.

(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
LeBaron coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
N.Y. Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit Dynasty	$1,000
Daytona (1992-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr,(excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, 1991-93)	$1,500
Ram wagon Van/ conversion (1991-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4-dr.	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans	
Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase (Calif. and Hawaii only)	$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,500
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products)	$1,000

GENERAL MOTORS

1992 models

Expires Sept. 23 unless otherwise noted. In leu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates vary by regions	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750
Rebates vary by geographical areas.	

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

MAZDA (1992 models, expires Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

SUBARU (1992 models, expires Aug. 3)

Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

TRADE

House vote backs protectionists

continued from PAGE 3

when they're worse. The American people want us to fix what is broken," Levin said.

Not all of the Big 3 agree — at least on this measure.

The bill sends a message that Congress won't accept "empty promises" from the Japanese, said Chrysler Corp.

Ford Motor Co. said the bill "will work to improve the U.S. trade deficit" with Japan, now about $43 billion a year, three-quarters of it in automobiles and auto parts.

But General Motors repeated its opposition to import restrictions, which it says can have "unintended consequences."

The bill is opposed by the American International Automobile Dealers Association, the National Automobile Dealers Association and the Association of International Automobile Manufacturers.

Action now shifts to the Senate. Finance Committee Chairman Lloyd Bentsen, D-Texas, has scheduled hearings on the Senate version of the trade bill for late July and early August.

And the House is expected to vote later this month on a tariff bill that includes a provision to reclassify imported minivans and four-door sport-utilities as trucks. That would subject those vehicles to a 25 percent import tariff, instead of the current 2.5 percent.

The Big 3 have lobbied hard for the tariff reclassification.

During the House trade debate, Rep. Philip Crane, R-Ill., called the bill another Detroit-sponsored round of protectionism. AN

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Sterling Heights, Mich.	7/13	*
Dodge Daytona		
Dodge Shawdow		
Chrylser LeBaron J		
Windsor, Ontario	7/13	*
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
Jefferson North (Detroit)	7/13	*
Belvidere, Ill.	7/13, 7/20	*
Chrysler Fifth Avenue		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Warren, Mich.	7/13, 7/20	*
Dodge full-sized pickup		
Dodge mid-sized pickup		
Pillette Rd. (Windsor, Ontario)	7/13, 7/20	*
Dodge Ram Van		
Dodge Ram Wagon		
FORD		
Edison, N.J.		**
Ford Ranger		
Twin Cities (St. Paul, Minn.)		**
Ford F series		
Ford Ranger		
Oakville, Ont.	7/13	***
St. Thomas, Ontario	7/13, 7/20	***
GENERAL MOTORS		
Lake Orion, Mich.	7/13, 7/20, 7/27	*
Cadillac DeVille		
Oldsmobile Ninety Eight		
NAVISTAR		
Springfield, Ohio	7/13	***
Medium trucks		
Heavy trucks		
Chatham, Ontario	7/13	***
Medium trucks		
Heavy trucks		

*Model changeover
**Plant closed until September for model changeover
***Vacation
Source: Automotive News Data Center

Warren picked to make new Dodge pickup

GWENDOLYN ZONGHETTI
Special Correspondent

Chrysler Corp. will begin production of its redesigned full-sized pickup next summer at the Dodge City plant in Warren, Mich.

To make room for the new truck, code-named T-300, the automaker will transfer part of the production of the Dakota pickup from the Warren Truck Assembly plant to its Toledo, Ohio, facility. Chrysler will use its Toledo Parkway and Stickney plants at the facility for Dakota production.

Dakota production will be moved to Toledo in mid-1993; the specific date has not been determined. The automaker will spend over $100 million to prepare the Ohio complex.

"We are not sure what percentage of production will be moved to Toledo. That will depend on the demand for each different model," said Chris Hosford, Chrysler spokesman.

Chrysler expects the T-300, which will replace the Dodge Ram pickup, to have a big impact on the full-sized truck market. (A photo of the truck is on Page 2.)

The addition of Dakota production was good news for the quivering Jeep plant, which ended Comanche pickup production on May 18. Chrysler said no jobs will be lost at either the Warren or Toledo locations.

Dakota production in Toledo will begin in fall 1993. The facility also assembles the Jeep Cherokee and will start building the 1993 Wrangler on July 22.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 7/6-7/11/92	Actual 6/29-7/4/92	June Total	Year 1/1-7/11/92	Year 1/1-7/13/91
Concorde (Can.)	0	14	25	14	0
LeBaron J	1,550	1,273	6,770	32,489	18,697
New Yorker	250	262	1,787	9,173	4,758
Fifth Avenue	1,400	1,056	5,575	21,875	20,785
Imperial	5	69	429	2,765	4,596
Town & Country (trk.)	625	540	1,977	8,980	1,846
Total Chrysler Div.	**3,830**	**3,214**	**16,563**	**75,296**	**50,682**
Sundance	0	968	6,717	31,318	26,596
Acclaim	1,600	1,339	7,222	41,995	48,951
Voyager (trk.)	1,925	1,487	10,242	52,655	51,116
Voyager (Can. trk.)	0	2,000	0	69,444	59,075
Total Plymouth	**3,525**	**5,794**	**24,181**	**195,412**	**185,738**
Intrepid (Can.)	290	141	0	431	0
Daytona	0	0	1,548	6,874	4,936
Shadow	0	1,838	12,299	52,213	32,234
Dynasty	2,400	1,926	10,796	47,782	66,539
Spirit	1,650	1,355	7,828	40,693	43,618
Viper	12	4	30	73	0
Monaco (Can.)	0	0	0	0	6,083
Caravan (trk.)	2,360	1,980	13,272	68,517	60,497
Caravan (Can. trk.)	0	2,112	16,128	92,060	79,309
Caravan C/V (trk.)	10	20	550	1,859	2,109
Caravan C/V (Can. trk.)	0	0	716	4,395	11,834
Dakota (trk.)	3,425	2,729	16,515	77,599	44,316
Ram pickup (trk.)	1,100	920	5,454	32,914	44,390
Ram wagon (Can. trk.)	319	358	2,287	13,223	12,695
Ram van (Can. trk.)	1,517	1,249	7,973	37,835	23,067
Total Dodge	**13,083**	**14,632**	**95,396**	**476,468**	**431,627**
Vision (Can.)	380	168	0	548	0
Premier (Can.)	0	0	0	0	5,824
Cherokee (trk.)	1,400	0	7,013	68,361	69,622
Comanche (trk.)	0	0	0	915	2,827
Grand Cherokee (trk.)*	1,850	1,592	11,012	36,635	1,560
Briarwood (trk.)	0	0	0	325	1,451
Wrangler (Can trk.)	0	0	0	29,026	32,630
Total Jeep-Eagle	**3,630**	**1,760**	**18,025**	**135,810**	**113,914**
Total U.S. car	**8,867**	**10,090**	**61,001**	**287,250**	**271,710**
Total Can. car	**670**	**323**	**25**	**993**	**11,907**
Total U.S. truck	**12,695**	**9,268**	**66,035**	**348,760**	**279,734**
Total Can. truck	**1,836**	**5,719**	**27,104**	**245,983**	**218,610**
CHRYSLER CORP.	**24,068**	**25,400**	**154,165**	**882,986**	**781,961**
Escort	0	0	17,289	91,821	101,375
Mustang	0	0	11,211	50,762	42,542
Tempo	0	0	11,675	69,766	56,929
Tempo (Can.)	0	2,695	14,876	68,392	60,003
Taurus	0	0	38,732	201,971	173,772
Thunderbird	0	0	9,928	45,938	40,373
Crown Victoria (Can.)	2,925	2,532	12,690	61,262	45,369
Aerostar (trk.)	0	0	16,703	94,833	82,391
Bronco (trk.)	0	0	2,172	11,982	7,133
Explorer (trk.)	0	0	25,779	159,586	139,883
Mazda Navajo (trk.)	0	0	587	2,982	5,871
Econoline (trk.)	0	0	17,892	100,792	69,083
Heavy (trk.)	0	0	3,815	23,431	19,066
Light truck (trk.)	0	0	38,899	231,851	148,360
Light truck (Can. trk.)	0	2,464	13,539	76,328	51,760
Ranger (trk.)	0	0	20,669	150,388	130,994
Total Ford Division	**2,925**	**7,691**	**256,456**	**1,442,085**	**1,174,904**
Topaz	0	0	5,949	30,959	25,067
Topaz (Can.)	0	1,145	6,328	27,240	19,184
Cougar	0	0	4,402	30,212	29,666
Sable	0	0	13,683	66,882	56,265
Grand Marquis (Can.)	3,081	2,242	11,608	58,025	46,366
Mercury Villager (trk.)	0	0	1,207	2,248	0
Nissan Quest (trk.)	0	0	0	1,272	0
Total Mercury	**3,081**	**3,387**	**43,177**	**216,838**	**176,548**
Continental	0	0	3,379	19,922	29,153
Mark VII	0	0	0	2,375	5,099
Town Car	0	0	10,163	59,688	68,603
Total Lincoln	**0**	**0**	**13,542**	**81,985**	**102,855**
Total L-M Division	**3,081**	**3,387**	**56,719**	**298,823**	**279,403**
Total U.S. car	**0**	**0**	**128,411**	**670,296**	**628,844**
Total Can. car	**6,006**	**8,614**	**45,502**	**214,919**	**170,922**
Total U.S. truck	**0**	**0**	**127,723**	**779,365**	**602,781**
Total Can. truck	**0**	**2,464**	**13,539**	**76,328**	**51,760**
FORD MOTOR CO.	**6,006**	**11,078**	**313,175**	**1,740,908**	**1,454,307**
Skylark	688	1,184	6,758	33,686	27,510
Century	2,189	1,869	10,792	48,609	50,155
Regal (Can.)	2,550	2,531	13,523	57,380	67,874
Riviera	380	220	1,275	7,053	13,409
Park Avenue	1,513	1,171	3,638	33,440	61,890
LeSabre	4,221	3,387	18,650	90,008	27,036
Roadmaster sedan	1,181	673	3,535	24,267	12,562
Roadmaster wagon	200	158	802	6,538	16,254
Reatta	0	0	0	0	1,206
Total Buick	**12,922**	**11,193**	**58,973**	**300,981**	**277,896**
Eldorado	616	482	2,755	20,950	6,395
Seville	1,371	1,105	6,144	30,409	13,909
Brougham	116	0	31	2,286	10,677
DeVille	0	1,374	12,499	64,013	78,656
Allante	64	51	281	1,035	1,689
Total Cadillac	**2,167**	**3,012**	**21,710**	**118,693**	**111,326**
Cavalier	4,770	3	20,433	123,031	145,959
Camaro	1,859	1,305	8,178	39,161	28,277
Corsica-Beretta	4,650	3,663	19,511	112,380	148,056
Lumina (Can.)	4,900	4,887	27,604	133,922	125,024
Caprice	3,957	2,877	16,083	66,228	78,434
Corvette	480	370	2,606	12,172	12,756
Astro (trk.)	2,919	2,497	16,703	83,090	49,605
Blazer (trk.)	639	609	2,172	13,374	4,560
Lumina APV (trk.)	1,366	1,092	25,779	26,228	23,274
Mediums (trk.)	229	174	567	3,824	545
P-model (trk.)	631	478	17,892	13,742	10,689
Pickup (trk.)	7,027	5,305	3,815	149,401	157,750
Pickup (Can. trk.)	2,900	2,878	17,459	103,947	76,468
S10 (trk.)	4,906	3,595	38,899	102,421	141,650
S10 Blazer (trk.)	2,786	1,934	20,669	71,756	17,439
Sportsvan (trk.)	0	0	1,207	11,405	23,492
Sportsvan (Can. trk.)	1,300	1,279	8,680	42,812	29,562
Suburban (trk.)	1,502	1,224	786	29,240	15,524
Total Chevrolet	**46,821**	**34,178**	**249,063**	**1,140,133**	**1,089,064**
Achieva/Calais	2,770	2,055	12,744	68,891	34,616
Cutlass Ciera	2,860	2,492	13,876	73,706	44,635
Cutlass Ciera (Can.)	0	0	0	0	39,440
Cutlass Supreme	0	1,940	10,564	46,064	60,048
Toronado	0	80	424	3,274	2,778
Eighty Eight	1,458	1,155	4,340	39,891	37,376
Custom Cruiser wag.	0	0	122	1,927	5,483
Ninety Eight	0	324	2,744	17,540	43,519
Silhouette (trk.)	287	223	674	8,704	12,386
Bravada (trk.)	90	39	1,170	7,010	9,219
Total Oldsmobile	**7,465**	**8,308**	**46,658**	**267,007**	**289,500**
Sunbird	1,790	1	8,019	50,889	67,482
Grand Am	6,310	4,128	25,328	137,904	87,061
Firebird	741	454	2,334	13,952	9,385
Grand Prix	2,399	2,062	11,640	61,984	57,644
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,648	2,124	6,378	54,773	26,162
Trans Sport (trk.)	1,551	1,220	5,788	23,420	15,225
Total Pontiac	**15,439**	**9,989**	**59,487**	**342,922**	**282,562**
Yukon-Jimmy (trk.)	190	115	13,539	3,959	1,162
Medium (trk.)	351	276	2,869	11,906	522
P-model (trk.)	69	545	5,089	1,856	1,568
Pickup (trk.)	2,191	1,584	820	57,587	70,318
Pickup (Can. trk.)	1,200	1,158	6,474	38,181	29,164
Syclone-Sonoma (trk.)	1,193	996	2,940	27,001	33,590
Typhoon-S15 Jimmy (trk.)	839	497	27,367	22,713	6,102
Safari (trk.)	920	941	18,176	34,455	21,460
Suburban (trk.)	887	709	11,844	17,963	13,273
Vandura (trk.)	0	0	7,124	5,803	10,973
Vandura (Can. trk.)	600	559	2,976	18,979	12,853
Total GMC	**8,440**	**7,380**	**99,218**	**240,493**	**200,965**
Total Saturn•	**5,339**	**5,339**	**21,357**	**109,051**	**42,684**
Total U.S. car	**54,570**	**42,046**	**253,931**	**1,397,112**	**1,273,306**
Total Can. car	**7,450**	**7,418**	**41,127**	**191,302**	**232,338**
Total U.S. truck	**30,573**	**24,053**	**225,909**	**726,947**	**640,326**
Total Can. truck	**6,000**	**5,874**	**35,589**	**203,919**	**148,047**
GENERAL MOTORS	**98,593**	**79,391**	**556,556**	**2,519,280**	**2,294,017**
Can. car	1,800	1,840	10,980	59,842	64,270
Can. trk.	1,100	1,120	6,740	36,906	28,673
CAMI†	**2,900**	**2,960**	**17,720**	**96,748**	**92,943**
DIAMOND-STAR†	**2,162**	**495**	**9,490**	**78,699**	**83,031**
Civic	1,680	0	8,678	50,848	48,283
Civic (Can.)	1,500	0	8,621	57,420	56,945
Accord	6,043	0	30,765	201,111	188,597
Total U.S. car	**7,723**	**0**	**39,443**	**251,959**	**236,880**
Total Can. car	**1,500**	**0**	**8,621**	**57,420**	**56,945**
HONDA	**9,223**	**0**	**48,064**	**309,379**	**293,825**
HYUNDAI Sonata (Can.)	**20**	**20**	**840**	**6,775**	**16,463**
MAZDA†	**3,000**	**0**	**14,321**	**45,343**	**82,134**
U.S. trk.	0	1,258	6,800	34,935	38,560
Can. trk.	0	180	967	4,591	3,786
NAVISTAR	**0**	**1,438**	**7,767**	**39,526**	**42,346**
Sentra	2,760	0	7,024	66,039	69,989
Pickup (trk.)	2,310	0	8,401	68,013	68,818
NISSAN	**5,070**	**0**	**15,425**	**134,052**	**138,807**
Geo Prizm	1,300	1,281	6,963	46,815	53,126
Toyota Corolla	2,000	2,061	11,053	63,568	57,636
Toyota Pickup (trk.)	1,440	1,415	7,589	30,474	0
NUMMI	**4,740**	**4,757**	**25,605**	**140,857**	**110,762**
Legacy	0	1,097	5,202	30,829	29,629
Pickup (trk.)	0	470	2,250	12,114	0
Rodeo (trk.)	0	880	4,270	21,824	0
Total U.S. car	**0**	**1,097**	**5,202**	**30,829**	**29,629**
Total U.S. trk.	**0**	**1,350**	**6,520**	**33,938**	**27,550**
SUBARU-ISUZU	**0**	**2,447**	**11,722**	**64,767**	**57,179**
Camry	4,850	0	20,611	126,574	115,788
Corolla (Can.)	1,200	1,176	6,591	39,667	36,517
TOYOTA	**6,050**	**1,176**	**27,202**	**166,241**	**152,305**
VOLVO 740,940 (Can.)	**150**	**60**	**658**	**3,721**	**4,785**
AM GENERAL (trk.)	**300**	**300**	**1,620**	**9,900**	**10,850**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**10,368**	**63,360**	**71,370**
Total U.S. car	**87,232**	**57,070**	**565,450**	**3,064,484**	**2,902,073**
Total Canada car	**18,796**	**19,451**	**114,344**	**574,639**	**594,147**
Total U.S.-Canada Car	**106,028**	**76,521**	**679,794**	**3,639,123**	**3,496,220**
Total U.S. truck	**49,238**	**39,564**	**460,965**	**2,095,692**	**1,739,989**
Total Canada truck	**8,936**	**15,357**	**83,939**	**567,727**	**450,876**
Total U.S.-Canada truck	**58,174**	**54,921**	**544,904**	**2,663,419**	**2,190,865**
TOTAL U.S.	**136,470**	**96,634**	**1,026,415**	**5,160,176**	**4,642,062**
TOTAL CANADA	**27,732**	**34,808**	**198,283**	**1,142,366**	**1,045,023**
TOTAL U.S.-CANADA CAR & TRUCK	**164,202**	**131,442**	**1,214,698**	**6,302,542**	**5,687,085**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center

Six-month truck output soars 30%

GWENDOLYN ZONGHETTI
Special Correspondent

First-half vehicle output in the United States and Canada totaled 6,205,008 units, topping 1991 by 14.6 percent. Cars rose 4.7 percent and trucks jumped 30.4 percent.

Second quarter U.S. and Canada car and truck production was 3,393,347 units, up 13.4 percent from 1991 and up 20.7 percent from the first quarter in 1992.

U.S. truck output in the second quarter was 1,233,960 units — the highest second-quarter production figure on record. Canada truck output was 251,827, the highest volume since 1989 when 262,180 trucks were produced.

In June, U.S. and Canadian car and truck production was 1,214,698, up 21.5 percent from June 1991 and the highest since June 1988 when 1,304,288 vehicles were assembled. Canadian car production in June was 144,344 units, the highest since 1978 when 117,848 cars were made.

U.S. truck production was 460,965, the highest for any June on record and the highest monthly output for 1992.

Car production in the United States totaled 87,232 units last week, up 52.9 percent over the prior week and an increase of 2.1 percent over the year-ago week.

So far this year, makers produced 3,064,484 cars in the United States, up 5.6 percent over the year ago period. In Canada last week, 18,796 cars were assembled, down 3.4 percent from the prior week but up 19.2 percent over the year-ago week.

Year-to-date Canadian car production is 574,639, down 3.3 percent from the 1991 period.

Truckmakers in the United States produced 49,238 vehicles last week, 24.5 percent above the prior week and 21.7 percent above the same period last year.

Year-to-date truck production in the United States is 2,095,692, up 20.4 percent from the same period in 1991.

Truck production in Canada was 8,936 last week, a decline of 41.8 percent from the prior week and down 37.6 percent from the year-ago week.

The week's scheduled car production is shared as follows: GM, 41.1 percent; Ford, 28.1 percent; Chrysler, 12.3 percent; Honda, 4.9 percent; New United Motor Manufacturing Inc., 2.7 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.6 percent; Toyota Motor Manufacturing U.S.A. Inc., 2.5 percent; Diamond-Star Motors Corp., 1.5 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; other manufacturers, 1.2 percent; Mazda Motor Manufacturing Corp. U.S.A., 0.9 percent; Navistar International Corp., 0.7 percent; and AM General, 0.2 percent.

GM scheduled Saturday overtime at the Arlington, Texas, and Van Nuys, Calif., car plants. The Janesville, Wis., and Moraine, Ohio, truck plants worked Friday overtime, and the Janesville plant worked an additional shift on Saturday.

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Automotive News

NEWSPAPER

JULY 20, 1992

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late news

BMW shifts Flesher to S.C.

NEW YORK — BMW AG plans to announce today that Carl W. Flesher Jr., the marketing boss at BMW of North America Inc., will become vice president of public relations for the automaker's South Carolina assembly plant.

He will join construction and manufacturing engineers from the parent company as the first managers at the plant, which is scheduled to open in 1995.

For the last five years, Flesher has been vice president of marketing for the U.S. subsidiary. He has been with BMW for 17 years. The U.S. marketing group will now report to Victor Doolan, vice president of sales and marketing.

Flesher will report for now to Helmut Panke, director of corporate planning at BMW AG in Munich. He will be a member of the permanent plant organization once the rest of the team is in place.

— Jim Henry

UAW unaware of Lopez plan

DETROIT — UAW officials say they are unaware of any specific General Motors proposal to use laid off

see LATE NEWS, 2

'93 price hike looks like 3%

Ford takes lead on moderate rise

JOHN K. TEAHEN JR.
Senior Editor

1993 PRICES

Ford Motor Co. last week presented a preview of the auto industry's price increases on 1993 cars and light trucks.

If Ford has guessed right, 1993 cars will be about 3 percent higher than the final 1992 stickers after adjusting for year-to-year equipment changes.

Automotive News estimates that a 3 percent increase for the Big 3 would be about $525. The Big 3's introductory boost on 1992 models also was about 3 percent.

Chrysler Corp. lifted the curtain on the prices of its new LH midsized sedans last week, and Saturn checked in with a new coupe and two new wagons and hikes of $800 to $900 on its carryover sedans and coupe. Most of the boost resulted from making a driver-side airbag standard for 1993. It was $625 extra on 1992 Saturns.

CHECKING THE '93 STICKERS
LH prices mirror Taurus ➤ 3
Ford hikes car prices 2.9% ➤ 3
Saturn set prices ➤ 25

Aside from Saturn and the LH cars, General Motors and Chrysler Corp. have not priced any 1993 models. Ditto for the imports, except for 1993-designated cars that were introduced during the 1992 season.

Ford said its pre-introduction hike averaged 2.9 percent on the Ford Mustang, Tempo, Taurus and Crown Victoria; the Mercury Capri, Topaz, Sable and Grand Marquis; and the Lincoln Town Car and Continental.

The Ford Festiva, Escort and Probe and the Mercury Tracer and Villager were priced earlier; the Ford Thunderbird, Mercury Cougar and Lincoln Mark VIII will be priced later.

Ford didn't supply a list of equipment made standard for 1993, but it appears to average about $175 per car. *Automotive News* estimates Ford's increase at $505 on comparably equipped cars. On a straight sticker-to-sticker

see PRICES, 25

Minivans rolling, but limit is in view

DAVID VERSICAL
National Editor

In less than a decade, Americans have gone from taking their first taste of minivans to gobbling up 1 million a year. Now, finally, the limits of the feast are in sight.

Analysts say that the U.S. minivan market will peak between 1.2 million and 1.5 million units around mid-decade. This year, they project, sales will top 1 million for the first time.

The segment's leader, Chrysler Corp., is marketing minivans aggressively, and new players have entered the market for the first time in three years: the Mercury Villager and the Nissan Quest. The Nissan-developed/Ford-built twins will add about 125,000 U.S. sales annually.

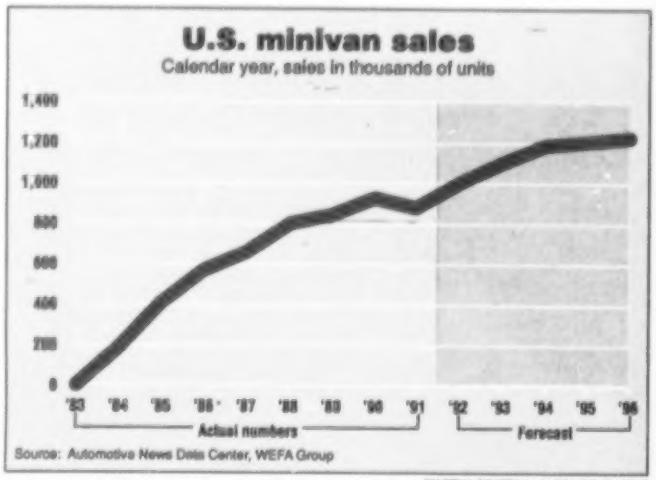
A few new players — most notably Honda — are expected to join the fray in the next few years, and minivan offshoots will be explored. But the fact that minivans appeal mainly to one group — married with children — will keep the market potential in check.

"We see it starting to tail off," says Dick Winter, general product manager for minivans at Chrysler, which invented the modern minivan in 1983. "Obviously, it won't grow forever." Chrysler's forecast: 1.4 million to 1.5 million sales by 1995.

But even a rise before the plateau would counter some conventional wisdom, which says that people will drop minivans as quickly as they embraced them.

"The standard research was that vans would take a beating," says George Magliano, director of automotive research at the WEFA

see MINIVANS, 27



Source: Automotive News Data Center, WEFA Group

MARTHA GRATTAN / AUTOMOTIVE NEWS

New GM central staff audits dealers on spiffs

PHIL FRAME
Staff Reporter

General Motors this month created a dealer audit section as part of its central office staff to improve consistency in financial reviews, especially for dealers who represent more than one division.

Director of the new dealer audit section is Lee Boettcher, who had headed operations analysis at Chevrolet. Boettcher reports to Eugene Flegm, head of the GM audit staff.

The new teams of auditors have been working already, and some dealers say they have been subject to chargebacks of tens of thousands of dollars for past incentive payments. Those dealers did not want to speak on the record or reveal specifics of their audits.

The audited dealers said the review teams seem to have focused on tiered dealer incentive programs keyed to achievement of sales goals, but all transactions with GM are being verified.

GM confirmed that it created the Corporate Audit Staff and its dealer audit section on July 1 as part of a continuing company restructuring and consolidation.

In creating the section, GM removed the dealer auditing function from the car divisions and consolidated it in the corporation, a spokeswoman said.

Boettcher: heads audit section

"The purpose is not only to reduce our cost of administering audits, but also to increase the efficiency and consistency of the audits," said spokeswoman Toni Simonetti.

She said GM informed dealers of the change in late June, but several GM dealers contacted last week were unaware of the move.

However, dealers generally welcomed the idea of an audit staff charged with consistently enforcing rules of incentive programs.

"If we can bring some ethics back into the business, that would be a good place to start, with some audit procedure that puts dealers on the same footing," said Frank Anderson Jr., president of Sir

see AUDIT, 25

HANS G. LEHMANN/HIDDEN IMAGE

New Toyota Supra

This prototype of the 1994 Toyota Supra was caught prowling the California highways. Due to go on sale next spring, the rear-wheel-drive coupe is expected to move upmarket in price to match the Mazda RX-7. Engine offerings are likely to include a twin-turbo 3.8-liter inline six and a 4.0-liter, 40-valve V-8.

Trucks pick up more share in first half

JOSEPH BOHN
Staff Reporter

The light-truck share of overall U.S. vehicle sales increased 2.2 percentage points to 35.2 percent during the first half of calendar 1992 as the crossover of car buyers continues.

Among cars, the subcompact and standard-sized segments increased their market shares to 16.9 percent and 5.2 percent, respectively. Market shares for five of the seven car categories in the *Automotive News* segmentation were down for the period.

Subcompacts benefitted from the introduction of the new Honda Civic and the rising popularity of Saturn.

Both subcompact and standard-sized car segments benefitted from the heavier percentage of retail as opposed to fleet sales this year, said Joel Pitcoff, Ford Motor Co. manager of research and analysis.

see SHARES, 28

Automotive News

EPA RULES BENEFIT SHOPS
The EPA's emissions-test rules put duty on car owners. PAGE 6

GM OVERHAULS PR
GM's N. American Operations gets PR department. PAGE 6

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New Ford department oversees electric test fleet. PAGE 7

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Moves free up Alex Trotman for possible rise. PAGE 8

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GM's Lopez eyes Spain for a new assembly plant. PAGE 8

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▲ Audi gives 90 series more of everything. PAGE 15

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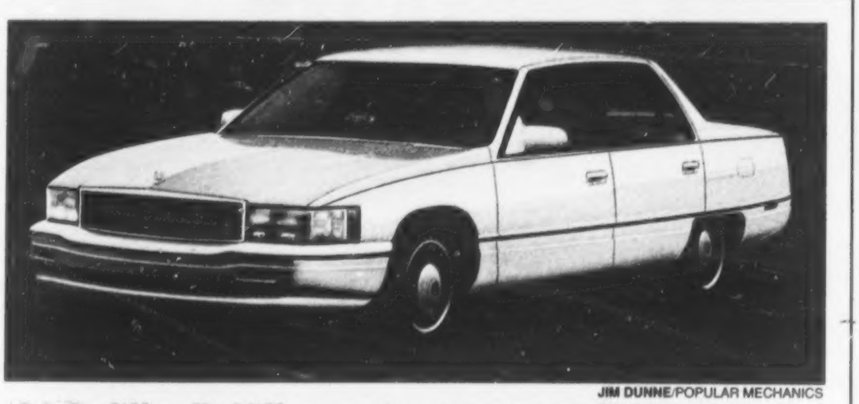
correction

In the weekly production chart on Page 37 of the July 13 issue, June totals for most General Motors trucks were incorrect. A table showing correct figures is on Page 29.



JIM DUNNE/POPULAR MECHANICS

'94 Cadillac DeVille remains true to traditions

Cadillac will wrap its 1994 C-bodies in all-new sheet metal. This spy shot of prototype, which has been retouched, shows a design for the Sedan DeVille that is similar to the current model. Styling changes include soft curves replacing the sharp edges, flush-mounted door handles and larger headlamp units with integrated turn signals. Rear styling is marked by vertical taillamps.

latenews

CONTINUED *from* PAGE 1

workers in a work agreement with suppliers using empty GM factories, either in the United States or Europe.

It was reported last week that J. Ignacio Lopez de Arriortua, GM's vice president for worldwide purchasing, told suppliers in Europe that space inside empty U.S. factories would be available for global suppliers to lease.

According to reports, his plan also advocated the use of laid-off UAW workers at no cost to suppliers. The workers are already receiving full pay under the GM/UAW contract through September 1993.

GM spokeswoman Toni Simonetti said GM is looking at "any and all creative or innovative approaches to fully utilize our people and our facilities," but would not confirm or deny any plan.

— Liz Pinto

FBI links Texan to Ford thefts

ODESSA, Texas — The FBI named the owner of an Odessa body shop as a co-conspirator in a scheme involving more than $1.4 million worth of automobile parts stolen from the Ford Assembly Plant in Lorain, Ohio.

An affidavit filed July 15 in federal court identified Lupe Munguia, owner of Lupe's Body Shop, as being involved in the scheme. The body shop was raided June 26 by FBI agents who seized about $140,000 in cash, transmissions and "other items related to the investigation," according to the affidavit.

— The Associated Press

'20-20' attacks auto rollovers

NEW YORK — A report on ABC's *20-20* program says 10,000 persons are killed annually in vehicle rollover accidents and that stronger roofs could save thousands of of lives.

The report, which was scheduled to be aired July 17, said the American and Japanese auto industries, as well as the National Highway Traffic Safety Administration, have done little to correct the problem. By some estimates, it said, reinforcing a vehicle frame and roof would cost about $50 per vehicle.

Automakers declined to comment on-camera, but said in written responses that their cars were safe.

— The Associated Press

GM revamps dealer activities

DETROIT — Michael Losh, General Motors vice president and group executive in charge of North American Operations, announced last week that dealer-related activities would be consolidated under the NAO umbrella.

Effective Aug. 1, William Powell will assume the expanded duties of general manager of Motors Holding, Minority Dealer and Dealer Network Development.

Powell's duties expanded

Powell, who had been general manager of GM's Motors Holding Division, will report to Losh. Joseph Vasquez, general director of the GM Minority Dealer Development Department, will report to Powell.

Powell is to coordinate with NAO vehicle divisions and be responsible for strengthening the dealer network.

— Jack Keebler

Ontario peeved by U.S. probe

TORONTO — Ford Motor Co. and Toyota Motor Corp. are downplaying a U.S. Customs investigation of local content at two more Ontario auto plants, but many Canadians are furious.

The furor was sparked by reports that Customs had asked the automakers how North American content is calculated at Toyota's Corolla plant in Cambridge and Ford's Crown Victoria/Grand Marquis plant, located in St. Thomas.

Ontario Premier Bob Rae called the move "cheap trade harassment" and demanded that Canada withdraw from free-trade talks with Mexico.

But Ford and Toyota called the queries routine.

— Jeremy Sinek

VW signs marketing pact

HUNTSVILLE, Ala. — Volkswagen AG has signed a letter of intent with Control Data Systems Inc. and Intergraph Corp. to jointly develop and market simultaneous engineering solutions for the automotive and other markets.

The German automaker will be the first to use technology developed as a result of the agreement.

Big '91 GM wagons recalled

DETROIT — General Motors is recalling all 1991 Oldsmobile Custom Cruiser, Buick Roadmaster and Chevrolet Caprice wagons to correct a defect that could cause seat belt failure in a crash.

The plastic covering for the shoulder belt guide loop may crack and expose the steel subplate, GM said in a letter to customers and dealers. In an accident, the exposed steel subplate could cut the seat belt webbing, possibly resulting in greater severity of injury to passengers.

GM exports rise in '92

DETROIT — General Motors said its exports of North American-produced cars and light truck increased in the first half of the year.

GM's exports to the Middle East totaled 31,979 in the first six months of the year, compared with the 28,781 units in 1991. GM said exports to Europe totaled 9,922, compared with 8,988 for the first six months of 1991.

Shipments to the Far East totaled 3,552, up 23 percent over the same period a year ago. Car and truck shipments to Puerto Rico were 5,064, a 40 percent increase over the first half of 1991. GM said its Saturn subsidiary began selling cars in Taiwan in June and sales figures indicate strong interest.

briefly

What does a boss know?

Luxury carmaker **BMW AG** strenuously denied a report in the London *Sunday Times* that said it was interested in bidding for **Rolls-Royce Motors Ltd.** Although a spokesman stopped short of saying that BMW Chairman Eberhard von Kuenheim was misquoted, he said von Kuenheim's remarks were "misinterpreted." Von Kuenheim told the *Times* he was interested in acquiring the famed British marque from **Vickers PLC**, but said, "The question is how much we would have to pay. Rolls-Royce needs a lot of investment . . . this could run into hundreds of millions of pounds."

NO MORE MILLION — John Rock isn't pretending that **Oldsmobile** will be able to return to the million sales a year level it enjoyed as recently as 1986. "We need to carve ourselves out something that will give us half a million units of sales on the down side of the market and 650,000 to 700,000 units on the up side of the market. I don't want much variance between the down and the up. This going from a million units to 450,000 units, that's too hard on everybody."

SHOULD IT BE A SIT-IN? D.C. area dealers with a subtle streak could build business for the back shop Friday by helping push retrofit shoulder belts for the back seat. Ben Kelley, president of the Institute for Injury Reduction, which is sponsoring the retrofit rally, says adding shoulder belts in older cars could save 6,000 lives a year. The affair will last all day July 24 at the Omni Shoreham Hotel.

JUST US CHICKENS — A crowd of fired-up Democrats held a noisy protest outside the Women's National Republican Club in New York last week, thumping a drum and chanting anti-Bush slogans. By coincidence, the **International Motor Press Association** was meeting inside. Luncheon speaker Philip Guarascio, the marketing and advertising czar for **General Motors**, took note of the crowd and joked: "That's my bosses outside. They want me to get back to Detroit."

VIP TREATMENT — During the Democratic convention, **Cadillac**, **Oldsmobile** and **Chevrolet** offered a variety of vehicles to VIP Democrats. Bill Clinton must have had a C/K truck, because in his acceptance speech, he said his party is for people who drive pickups, and the Republicans are the party of limousines. **GM** furnished 200 vehicles; 300 are planned for the GOP convention.

VIP, EUROPE STYLE — When the leaders of the world's seven richest democracies gathered in Germany for the G-7 summit, they were followed by journalists. To move the VIPs around, cars were provided by **Mercedes, Audi** and **BMW**, said Udo Corts of the federal government's press office. Journalists were ferried around in **Volkswagen** buses.

Show that crown

King Harald V of Norway can tool around in style in his Cadillac Brougham limousine convertible, but the driver stays inside. The ragtop, by Florida's Coach Builders Ltd. Inc., is padded, insulated and powered.

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Sales in Canada fall 8% in 1st half

Economy is rough; buyers are cautious

JEREMY SINEK
Staff Correspondent

TORONTO — In recession-wracked 1991, when new-vehicle sales in the United States declined 11.2 percent, the Canadian market dipped just 1.8 percent as sales fell to 1.27 million units.

But in the supposed recovery year of 1992, the U.S. market grew 5.1 percent in the first half, and Canada's sales were down 8.2 percent. As in the United States, trucks are outperforming cars, but both show declines in Canada. Cars are down 10.9 percent; trucks are off 2.2 percent.

Canada's market was off just 1.4 percent in the first quarter but has posted double-digit declines each month since then.

That has led General Motors of Canada to revise its projection for 1992: "We were looking to come in at, or slightly above, the levels of 1990 and 1991," said spokeswoman Tayce Wakefield. "Now, we're looking more at 1.25 million."

Canadian car and truck sales totaled 1.29 million in 1990 and 1.27 million in 1991.

The Canadian economy is being buffeted by many of the same forces as the U.S. economy, only more so. Canada's unemployment rate climbed from 10.3 percent on Jan. 1 to 11.6 percent in June.

Although interest rates have tumbled — the benchmark bank rate is down from 14 percent in April 1990 to under 6 percent — they are still high in real terms, with inflation at only 1.6 percent.

Consumer confidence is further eroded by Canada's continuing constitutional crisis, in which the unity of the country is said to be at stake.

But there is plenty of morale-boosting news from the manufacturing side. Production of Chrysler Corp.'s LH sedans has begun in Bramalea, Ontario, and its minivan plant in Windsor, Ontario, is running at full tilt.

Ford Motor Co. recently announced a $1.7 billion (U.S.) investment to re-equip its Oakville, Ontario, plant to build a new minivan in 1993 and to re-open Windsor engine plant No. 2 for a new family of truck engines in 1995.

GM's Ste. Therese plant in Quebec will reopen in the fall to build the new Chevrolet Camaro and Pontiac Firebird, and uncertainty over the future of the Oshawa No. 2 plant in Ontario has been allayed by news of continued product for the 1994 model year.

The export sector of Canada's overall economy has been looking more robust, helped by a decline in the Canadian dollar, now trading around for around 83 cents after peaking at 89 cents last year. If the U.S. economy continues to recover, it will help Canada, its largest trading partner. ■

CANADIAN CAR AND TRUCK SALES

	June 1992	June 1991	6 mos. 1992	6 mos. 1991
BMW (imported car)	**423**	**420**	**2,248**	**2,070**
N.A. car	6,839	8,795	40,169	53,345
Imported car	2,252	1,752	12,513	10,158
N.A. truck	11,816	10,028	57,591	51,388
Imported truck	65	154	410	714
CHRYSLER	**20,972**	**20,729**	**110,683**	**115,605**
N.A. car	12,789	16,165	66,934	75,790
Imported car	714	583	4,123	4,060
N.A. truck	9,223	10,901	54,440	52,925
FORD	**22,726**	**27,649**	**125,497**	**132,775**
N.A. car	29,054	35,207	134,737	153,992
Imported car	1,206	2,064	6,0 4	7,992
N.A. truck	13,720	15,159	68,251	74,694
Imported truck	325	261	1,862	2,267
GM	**44,305**	**52,691**	**210,924**	**238,945**
N.A. car	2,528	2,339	14,029	12,737
Imported car	6,653	8,000	31,513	42,977
HONDA	**9,181**	**10,339**	**45,542**	**55,714**
N.A. car	673	449	2,409	2,627
Imported car	1,637	1,669	7,643	8,828
HYUNDAI	**2,310**	**2,118**	**10,052**	**11,455**
JAGUAR (imported car)	**60**	**70**	**315**	**371**
Imported car	92	31	398	229
Imported truck	28	9	139	86
LADA	**120**	**40**	**537**	**315**
LAND ROVER (imported truck)	**6**	**12**	**60**	**69**
N.A. car	625	797	1,770	3,545
Imported car	4,425	2,843	21,989	16,311
Truck*	2,790	2,936	12,015	12,787
MAZDA	**7,840**	**6,576**	**35,774**	**32,643**
MERCEDES-BENZ (imported car)	**311**	**373**	**1,742**	**1,903**
N.A. car	884	1,058	5,816	4,474
Imported car	1,943	2,000	11,033	11,117
Truck*	1,201	1,161	5,687	6,426
NISSAN	**4,028**	**4,219**	**22,536**	**22,017**
PEUGEOT (imported car)	**0**	**20**	**15**	**89**
SUBARU (imported car)	**593**	**588**	**3,607**	**4,337**
N.A. car	2	149	96	721
Imported car	480	316	3,893	2,707
N.A. truck	289	231	1,929	2,110
Imported truck	83	347	1,109	2,085
SUZUKI	**854**	**1,043**	**7,027**	**7,623**
N.A. car	1,690	2,468	10,275	11,648
Imported car	4,339	5,317	27,374	27,683
Imported truck	1,511	2,101	7,639	10,583
TOYOTA	**7,540**	**9,886**	**45,286**	**49,914**
Imported car	1,983	3,148	14,607	17,857
Imported truck	216	131	740	480
VOLKSWAGEN	**2,199**	**3,279**	**15,347**	**18,337**
N.A. car	116	105	714	961
Imported car	201	227	1,290	1,398
VOLVO	**317**	**332**	**2,104**	**2,359**
N.A. car	**55,200**	**67,532**	**276,949**	**319,840**
Imported car	**27,312**	**29,421**	**150,477**	**160,087**
TOTAL CAR	**82,512**	**96,953**	**427,426**	**479,927**
N.A. truck	**35,048**	**36,319**	**182,211**	**181,117**
Imported truck	**6,225**	**7,112**	**29,661**	**35,497**
TOTAL TRUCK	**41,273**	**43,431**	**211,872**	**216,614**
TOTAL CANADA SALES	**123,785**	**140,384**	**639,298**	**696,541**

*Includes Passport and Saab sales.

**Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

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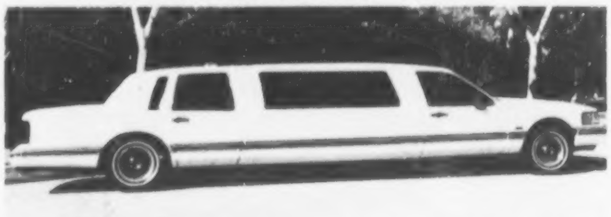

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New cars, marketing fuel Mazda sales in Canada

JEREMY SINEK
Staff Correspondent

TORONTO — Mazda seems to have hit the sweet spot in Canada. While June's 11.8 percent decline was another downer for the industry as a whole, Mazda Canada Inc. posted a 19.2 percent gain.

And it wasn't a flash in the pan. For the first half, Mazda was 9.6 percent ahead of the year-ago period, with a 19.7 percent gain in car sales offsetting a 6 percent dip in trucks.

Marketing director Peter Whaley says the firm is on target to meet its goal of 63,000 sales in 1992. That would be a 12.7 percent gain over 1991 and would be the sixth growth year in a row since 1986, when 30,077 Mazdas were sold in Canada.

Whaley attributes the gain to competitive products, an expanded and effective dealer network and more advertising and publicity for Mazda in Canada.

The introduction of five new cars since October (MX-3, 929, RX 7, MX-6 and 626) was accompanied by a substantially increased marketing budget. "And there was a lot of automotive press on Mazda during that period," says Whaley. "That certainly got the name in front of people who may not even have known about Mazda before."

Mazda's unprecedented win in the 1991 LeMans 24-hour race also helped: "We did a campaign on the LeMans win that went from right after the race (in June) through the end of December, and that tested out very well."

In addition, says Whaley, "The new dealers we've appointed now have a lot of experience with Mazda, and they're starting to come on strong for us." The dealer count has grown from about 135 in 1987 to 182. ■

Moody's predicts credit rating drop

NEW YORK — The credit quality of American, European and Asian automakers will likely decline slightly over the next year or two, according to a Moody's Investors Service forecast.

The firm cites slow demand for new cars, shortening product life cycles and stiffening global competition for the expected decline to an average of A3 from the current A2. That means higher interest rates to borrowers.

American automakers will have particular difficulty, Moody's said, because of "mammoth" health care and retiree benefit costs.

European automakers are vulnerable to Japanese competition, especially those who depended on the previously protected markets of Italy, France and Spain.

Moody's said the problem for Japanese is cash for plant investments, which "could constrain the financial flexibility of auto manufacturers, particularly if domestic demand . . . remains weak." ■

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	June Total	May Total
Saturn	137	—	137	119
Honda	66	—	66	56
Toyota	47	18	64	69
Ford	27	32	59	53
Infiniti	51	—	51	45
Lexus	50	—	50	56
Chevrolet	24	25	50	43
Nissan	37	12	49	40
Mitsubishi	39	4	43	25
Acura	43	—	43	38
Mazda	25	10	35	28
Dodge	9	19	28	27
Hyundai	25	—	25	25
Volvo	22	—	22	17
Pontiac	18	1	19	20
Isuzu	1	16	18	16
BMW	18	—	18	16
Mercedes	18	—	18	16
Buick	17	—	17	16
Oldsmobile	15	1	16	12
Subaru	16	—	16	13
Mercury	15	—	15	13
Jeep	—	15	15	15
GMC	—	14	14	12
Plymouth	5	7	13	13
Saab	12	—	12	5
Cadillac	12	—	12	13
VW	11	0	11	10
Lincoln	8	—	8	7
Suzuki	2	5	7	7
Jaguar	7	—	7	8
Chrysler	4	1	5	5
Range Rover	—	4	4	3
Eagle	3	—	3	3
Audi	3	—	3	2
Daihatsu	2	1	3	4
Porsche	2	—	2	1
Alfa Romeo	1	—	1	1

Saturn keeps sales per dealer lead; Toyota slips

KAREN DETKOWSKI

taff Statistician

A drop in Toyota sales put Honda dealers in second place behind Saturn in June's sales-per-dealer tabulations and shuffled other Top 10 place holders.

According to *Automotive News'* ales-per-dealer calculations, 25 makes reported increases for the month of June. This was the highst number reported for the second quarter, and the third-highest total or the first six months of the year.

The Mitsubishi car increase of 17 units per dealer was the largest or the month. The company reported its best sales month in more han a year and a 72.0 percent inrease above May. The Diamante had its most successful month ince February 1991.

Saab dealers posted their highest ales month since August 1987, delivering 4,025 cars. The dealer sales verage rose to 12 units, up from ive per dealer in May. Contributng to Saab's 140 percent sales inrease were special lease and retail inance programs. AN

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GM begins ad campaign in China

Target audience includes government officials

ARLENA SAWYERS

Staff Reporter

A half-page newspaper ad featuring a 1992 Buick Park Avenue opened General Motors' first ad campaign in China.

The print-only campaign began June 24 in three national Chinese newspapers to coincide with the 1992 Beijing International Automotive Industry Exhibition, held in the capital city in late June.

While GM vehicles have been available in China for several years, this year's auto show was less component- and auto parts-oriented than it has been in the past and more akin to the sophisticated shows held in the United States and Europe, said Sheri Perelli, GM director of marketing communications in Asia.

In the past, GM reached its Chinese market one-on-one.

"There were product displays, video walls and press activities," said Perelli. "In the past, manufacturers had one or two cars. GM had six cars (this year). This marked a new era in automobile sales in China. It was a more comprehensive marketing experience."

The ads appeared in the Chinese language *People's Daily* and *Economic Daily* and the official English-language publication, *China Daily*. They will run periodically throughout 1992.

The campaign targets government officials, worker cooperatives and joint-venture participants because private-car ownership is virtually non-existent in China.

Though China has the world's largest population — about 1.2 billion — last year it had the world's third lowest rate of car ownership, 0.27 per 1,000. But GM, like other manufacturers, believes it's only a matter of time before the vast China market opens.

The headline underneath the picture of the car reads: "One out of every six new vehicle buyers in the world chooses GM. Now you can too."

The copy explains that several GM cars were on display at the auto show and that last year GM sold more than 7 million cars and trucks worldwide. The ad points out that Cadillac, Buick, Pontiac and Chevrolet vehicles are available through Sofrasia Ltd., GM's only authorized dealer in China.

The campaign was created by McCann-Erickson-China, which set up shop two months ago. McCann also handles GM advertising in Hong Kong, Taiwan, Singapore, Malaysia and Thailand.

James Moore, director of GM coordination in McCann's Asia/Pacific region, said the campaign will later include billboards in Shanghai and Beijing.

He said the agency is also looking at the possibility of doing a direct-mail campaign. AN

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trucks

in brief

TRUCKS

Kenworth K300 widens choices

KIRKLAND, Wash. — Kenworth Truck Co.'s new K300 series low cabovers, replacing its previous Brazilian-built Mid-Rangers, have 1,000 pounds more payload, a choice of seven wheelbases and major chassis and powertrain changes.

Production began at Ste. Therese, Quebec, in July. The 30,000- and 33,000-pound gross vehicle weight trucks use Cummins B- and C-series engines and Eaton as the sole supplier of transmissions, clutches, axles and brakes. Allison's automatic transmissions are also available.

Kenworth expects 100 dealers, twice the current number, to sell the trucks by early 1993. Cabovers account for 10 percent of total medium-duty sales. Kenworth and Peterbilt had about 8 percent of the market in 1991.

Peterbilt picks Cat engines

NEWARK, Calif. — Peterbilt Motors Co. selected Caterpillar to supply standard engines for all its trucks as of July 1.

Caterpillar's 3176 is now standard on all Peterbilt Class 8s and the Caterpillar 3306C on its medium-duty 320 low cabover.

Body builders parley with Big 2

The National Truck Equipment Association in Livonia, Mich., will hold its Annual Truck Product Conference with Chevrolet and Ford on Sept. 14-15.

The conference provides a forum for open communication between body builders and chassis engineering, sales and marketing personnel from the auto companies.

Chevrolet and Ford plan to discuss powertrain and fuel system changes, CFC replacements, power takeoff and pickup box removal on their 1993 model commercial trucks and chassis.

Truck sales gain speed

Class 8 orders rise 52.4% in first half

JOSEPH BOHN
Truck Editor

The medium- and heavy-truck market continued to percolate in June with all segments except tiny Class 5 showing increases.

Equally encouraging were new-truck orders including vehicles still to be built in the next few months.

Class 6-8 new-truck orders totaled 131,800 units for the January-June period, up 42.3 percent over the year-earlier period. Class 8 truck orders alone surged 52.4 percent during the first half of the year to 78,500, manufacturers said.

The Motor Vehicle Manufacturers Association said Class 8 sales rose 30.2 percent in June to 10,458. Six-month sales were up 11.9 percent to 53,767, MVMA said.

Ford Motor Co., with the industry's biggest gain in Class 8 for the six-month period, said pent-up demand is now driving the market.

"During the recession, most of the tractors continued to run, even as operators deferred purchases," said John Merrifield, Ford heavy-truck general sales and marketing manager. "Now, those trucks need to be turned" because of high mileage and wear.

The heavily incentivized and more fuel efficient new models are attractive to truckers at a time when their improving income puts them in better a position to buy. Surveys, such as that conducted by *Road King* magazine, show incomes of owners-operators rose 14 percent last year.

Ford's Class 8 sales were up 81.9 percent in June and 58.5 percent for the first six half, according to MVMA. Ford moved from last place among seven major competitors a year ago to fourth for the first half of 1992. It ended the period 492 sales behind third-place Volvo GM Heavy Truck.

The upswing occurred even though Ford's strongest market, severe-duty vehicles (such as dump trucks and garbage trucks), has not recovered as rapidly as the over-the-road segment.

Merrifield credited the growing popularity of the Aeromax 120 model and the Louisville plant's deftness in handling new orders.

While most Class 8 competitors enjoyed first-half sales increases, Navistar International and Mack Trucks continued to struggle, each suffering a sales decline. Mack's slide has taken it almost to the bottom of the market.

Mack is in sixth place, just 272 units ahead of last-place Peterbilt.

Medium-truck sales have not increased at the same pace as Class 8, but they are showing steady improvement. Among medium-duty segments, Class 4 was up 4.5 percent in June; Class 6, up 6.3 percent; and Class 7, up 8.1 percent.

Class 5 had the only decline with a 2.3 percent drop in June from last year. As the industry's smallest segment, it accounted for only 291 sales in June and 1,768 for the first six months of 1992. ■

JUNE 1992 TRUCK SALES BY GVW

	June 1992	June 1991	6 mos., 1992	6 mos., 1991
Class 1-3	136,658	108,417	684,711	577,808
Class 4	1,807	1,959	8,214	10,431
Class 6	416	684	2,777	2,674
Class 7	1,961	1,514	10,167	9,877
Class 8	1,404	772	6,519	4,112
FORD	**142,246**	**113,346**	**712,388**	**604,902**
Class 6	26	0	131	0
Class 7	158	0	650	0
Class 8	2,464	1,709	12,455	10,946
FREIGHTLINER	**2,648**	**1,709**	**13,236**	**10,946**
Class 1-3	116,918	101,494	559,268	535,671
Class 4	377	147	1,669	703
Class 5	6	4	43	55
Class 6	313	229	1,036	1,597
Class 7	721	632	2,806	3,212
CHEVROLET	**118,335**	**102,506**	**564,822**	**541,238**
Class 1-3	32,234	26,978	161,673	139,375
Class 4	143	119	813	507
Class 5	25	37	196	199
Class 6	272	229	6,448	1,892
Class 7	758	1,019	5,589	7,809
GMC	**33,432**	**28,382**	**174,719**	**149,782**
Class 7	20	52	88	144
Class 8	1,093	917	6,104	5,335
KENWORTH	**1,113**	**969**	**6,192**	**5,479**
Class 6	28	41	204	261
Class 7	65	54	430	350
Class 8	1,131	880	5,356	5,468
MACK	**1,224**	**975**	**5,990**	**6,079**
Class 6	20	37	293	170
Class 7	7	89	97	379
MERCEDES-BENZ	**27**	**126**	**390**	**549**
Class 4	0	1	0	14
Class 5	0	1	6	21
Class 6	749	507	3,274	3,616
Class 7	2,595	2,358	13,596	15,234
Class 8	2,033	1,857	10,727	11,947
NAVISTAR	**5,377**	**4,724**	**27,603**	**30,832**
Class 7	9	17	81	129
Class 8	856	732	5,084	4,475
PETERBILT	**865**	**749**	**5,165**	**4,604**
Class 7	97	124	433	423
Class 8	1,351	1,042	7,011	5,202
VOLVO/GM HEAVY	**1,448**	**1,166**	**7,444**	**5,625**
Class 1-3	3	27	10	150
Class 4	30	8	151	16
Class 5	59	56	250	218
Class 6	66	71	308	323
Class 7	50	85	373	352
HINO	**208**	**247**	**1,092**	**1,059**
Class 1-3	99	65	486	282
Class 5	85	72	388	378
Class 6	86	36	422	187
Class 7	22	21	156	176
NISSAN DIESEL	**292**	**194**	**1,452**	**1,023**
Class 1-3	341	552	2,810	3,409
Class 4	168	130	1,051	484
Class 5	44	49	508	503
Class 6	54	95	953	453
Class 7	12	27	111	115
ISUZU TRUCK	**619**	**853**	**5,433**	**4,964**
Class 1-3	207	128	956	832
Class 5	72	55	377	307
Class 6	61	22	319	172
Class 7	28	26	129	178
MITSUBISHI FUSO	**368**	**231**	**1,781**	**1,489**
Class 1-3	0	153	0	908
Class 4	0	52	0	297
Class 5	0	24	0	149
Class 6	0	16	0	96
IVECO TRUCKS*	**0**	**245**	**0**	**1,450**
WESTERN STAR Class 8	**58**	**38**	**327**	**326**
Class 1-3	167,191	148,230	878,735	781,521
Class 6,7,8	68	59	184	249
OTHER TRUCKS	**167,259**	**148,289**	**878,919**	**781,770**
CLASS 1-3	**453,651**	**386,844**	**2,288,649**	**2,039,956**
CLASS 4	**2,525**	**2,416**	**11,898**	**12,452**
CLASS 5	**291**	**298**	**1,768**	**1,830**
CLASS 6	**2,091**	**1,967**	**16,165**	**11,441**
CLASS 7	**6,503**	**6,018**	**34,706**	**38,378**
CLASS 8	**10,458**	**8,006**	**53,767**	**48,060**
TOTAL TRUCKS	**475,519**	**404,749**	**2,406,953**	**2,152,117**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

European truck market headed for second decline

LONDON, England — The West European market for trucks over 13,200 pounds gross vehicle weight is expected to decline 6 percent in 1992 after falling 1.4 percent last year.

West European sales are expected to drop to 258,000 units this year, compared with 275,000 in 1991, according to DRI Europe.

Germany's market, a major source of growth in 1991, is expected to decline later this year, reflecting less economic growth and a weakening of catch-up demand in the eastern part of the country, the research firm said.

But a recovery is anticipated in the United Kingdom and Spain, and the rate of decline is expected to slow in France and Italy.

The longer-term outlook is still clouded, though, by the anticipated continuing fall in German demand. That is due principally to deregulation of road transportation.

The combined light- and medium-truck segment, where sales in Germany account for a large portion of demand, is expected to decline steadily in the 1990s.

In the mid-1990s, that part of the market will be further weakened by new European Community licensing requirements, DRI said. Drivers will be required to have special truck operators' licenses for vehicles of 7,000 to 16,500 pounds gross vehicle weights.

The new regulations are expected to buoy sales of trucks just under 7,000 pounds gvw but reduce overall West European light- and medium-truck sales to 88,000 units by 1997, down from an estimated 95,000 in 1992.

The planned deregulation of Germany's trucking industry is expected to cause operators to postpone purchases. ■

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VW pins revival on 3 new models

Golf, Jetta, Euro arrive this fall

LINDSAY CHAPPELL
Staff Reporter

Battered by two years of dwindling sales for its key products, Volkswagen of America Inc. is counting on a trio of replacements this fall to invigorate the line.

The Euro, a new front-wheel-drive van replacing the Vanagon, will reach the market in August, and all-new Jetta and Golf/GTI models will follow.

"Things will get better for Volkswagen," said company spokesman Larry Nutson. "We're here to stay."

For the first six months of this year, while the overall market rebounded, Volkswagen sales were off by more than 18 percent. For 1991, the carmaker was 29 percent behind 1990.

Its sale total last year of 96,723 VW units was the lowest since 1958, when the company offered only two products. Sales for the first half of this year were just over 40,000.

Sales of all imported cars in June, including imports by the Big 3, were 6 percent ahead of June 1991. Sales for the first half of 1992 remain about 1 percent behind the first half of 1991.

Volkswagen has been hit by a combination of economic recession and aging key products. Its rear-drive Vanagon, for example, sold only 40 units in June — down from 600 a year earlier.

"We're basically out of the car business right now," Nutson said.

The Jetta, the company's sales leader, was off more than 16 percent in the first half of the year. June sales were off only modestly, buoyed by customer response to a new lease program.

The company expects Jetta sales to rebound in November, when the all-new model will be available. Among other new features, the compact will offer a V-6 engine.

In addition to introducing the three new vehicles this fall, Volkswagen is inaugurating a new factory arrangement for North America. It invested $1 billion to make its plant in Puebla, Mexico, the exclusive supplier of Jettas, Golfs and GTIs for the United States, Canada and Mexico.

Plant capacity is 250,000 units. It will build about 100,000 Beetles and a small number of older-model vans for the Mexican market, leaving capacity for about 140,000 units of the other cars.

Last year, the company sold about 52,000 Jettas and Golfs in the United States.

Jaguar XJ220 speculators taking a financial beating

VAUGHAN FREEMAN
Special Correspondent

LONDON — Some would-be buyers and speculators in Britain who paid the equivalent of $95,000 for non-refundable options on the Jaguar XJ220 three years ago are now selling at big losses because the market for exotic muscle cars has collapsed.

Because only 350 of the 200-plus-mph supercars will be built, options to buy one at a firm price of £400,000 (about $750,000) sold out quickly and were often resold at a quick profit. But the recession has hit the British new-car market especially hard.

"When the XJ220 was announced, I was selling Porsche 959s for £500,000 (about $950,000) apiece," said Tom Hartley, who owns a dealership in the English midlands specializing in exotics. "Now, they sell for £165,000 (about $315,000.)"

Hartley said he has brokered three XJ220 contracts since the car was launched.

His first, sold three years ago to a Japanese investor, fetched a premium of about $375,000, he said. The second, sold one year ago, went at a premium of $190,000.

But two weeks ago, Hartley said, he bought a contract for £20,000, about $56,000 *under* its face value of about $95,000.

Robert Brooks, who owns a car auction in London, also has seen the price of the XJ220 and other exotics collapse. "The investment side of the XJ220 is skating on very thin ice."

"A lot of people bought options on the car as an investment. Now, I have to wonder if some won't walk away from the contract on the grounds that a £50,000 loss is the best they'll ever do on the car."

Deliveries of the car began in June. It is built by Jaguar Sport Ltd., a joint venture of Jaguar and Tom Walkinshaw Racing.

The first 100 are scheduled to be delivered this year and the remaining 250 next year. After that, the XJ220 factory will be handed over to Aston-Martin.

Although 250 XJ220s are scheduled to be exported, none will go to the United States. The supercar meets only European standards for emissions and safety.

IMPORTED CAR SALES, JUNE & YTD

(Domestic cars not included in imported totals.)

	June 1992	June 1991	6 Mos., 1992	6 Mos., 1991
Integra	5,864	6,610	30,781	36,665
Legend	4,795	5,517	23,873	30,717
NSX	92	180	681	1,199
Vigor	2,140	1,493	8,958	2,986
ACURA	**12,891**	**13,800**	**64,293**	**71,567**
Milano	0	0	2	2
Spider	134	179	659	865
164	138	223	1,134	1,215
ALFA ROMEO	**272**	**402**	**1,795**	**2,082**
ASTON MARTIN*	**5**	**5**	**30**	**30**
S4	23	0	102	0
80	106	119	829	999
90	27	65	295	670
V8 Quattro	28	27	176	262
Coupe Quattro	3	21	56	179
100/200	593	1,042	4,505	3,673
100/200 Quattro	167	61	812	461
AUDI	**947**	**1,335**	**6,777**	**6,244**
3 series	4,104	1,767	18,068	11,474
5 series	1,821	1,520	9,713	8,687
635 CSi	1	0	1	6
7 series	603	498	2,812	2,269
850i	64	103	487	1,034
M3	1	79	62	253
M5	29	39	166	216
BMW	**6,623**	**4,006**	**31,309**	**23,939**
Geo Storm	6,312	9,613	32,540	41,771
Geo Metro (import)	2,659	1,117	8,804	6,462
Geo Metro (domestic)	*8,905*	*5,162*	*46,935*	*33,409*
CHEVROLET/GEO	**8,971**	**10,730**	**41,344**	**48,233**
Colt	1,936	2,976	10,267	13,544
Stealth	1,608	1,558	9,364	9,549
Summit (import)	1,152	848	6,793	4,111
Summit (domestic)	*685*	*686*	*3,220*	*3,515*
Vista	807	756	4,617	3,710
TC	0	75	0	753
CHRYSLER CORP.	**5,503**	**6,213**	**31,041**	**31,667**
DAIHATSU	**447**	**739**	**4,274**	**3,222**
FERRARI*	**80**	**80**	**480**	**480**
FORD Festiva	**3,135**	**2,974**	**17,954**	**19,180**
Civic/CRX (import)	6,744	5,426	32,024	34,267
Civic (domestic)	*14,435*	*15,816*	*70,014*	*67,739*
Accord (import)	5,219	4,684	33,376	43,574
Accord (domestic)	*34,675*	*39,423*	*158,306*	*169,858*
Prelude	3,323	2,220	19,077	12,115
HONDA	**15,286**	**12,330**	**84,477**	**89,956**
Excel	3,205	5,161	21,303	31,354
Sonata	2,108	2,035	7,744	10,765
Scoupe	1,979	3,126	9,584	14,971
Elantra	3,512	0	16,431	0
HYUNDAI+	**10,804**	**10,322**	**55,062**	**57,090**
M30	478	469	2,676	2,708
Q45	855	2,059	5,644	6,059
G20	1,420	1,660	7,075	6,822
J30	1,534	0	4,738	0
INFINITI	**4,287**	**4,188**	**20,133**	**15,589**
I-Mark	0	10	4	74
Impulse	336	399	2,454	2,038
Stylus	541	1,924	3,065	5,269
ISUZU	**877**	**2,333**	**5,523**	**7,381**
XJ6	760	621	3,548	3,076
XJS	164	270	1,261	1,266
JAGUAR	**924**	**891**	**4,809**	**4,342**
LAMBORGHINI*	**13**	**13**	**78**	**78**
ES250/300	2,846	1,547	17,411	9,463
LS400	2,135	3,442	15,216	17,277
SC400/300	1,279	1,558	11,142	1,558
LEXUS	**6,260**	**6,547**	**43,769**	**28,298**
LOTUS*	**27**	**27**	**162**	**162**
MASERATI*	**20**	**20**	**120**	**120**
323	1,466	1,148	8,942	9,601
Protege	5,007	4,149	41,327	23,462
626 (import)	24	837	403	9,171
626 (domestic)	*4,203*	*3,174*	*25,339*	*32,686*
MX-6 (import)	5	335	111	987
MX-6 (domestic)	*2,962*	*1,518*	*12,553*	*16,079*
MX-5 Miata	3,142	3,212	14,104	20,352
MX-3	2,979	0	14,438	0
929	1,825	1,073	11,245	7,243
RX-7	710	647	3,132	3,776
MAZDA	**15,158**	**11,401**	**93,702**	**74,622**
190 class	1,654	1,009	8,830	7,360
300 class	3,050	1,164	13,094	8,844
S class	1,903	1,854	10,151	7,675
SL Coupe/Roadster	443	691	2,627	4,262
Tourist	73	68	275	278
MERCEDES-BENZ	**7,123**	**4,806**	**34,977**	**28,419**
Tracer	3,707	3,351	20,111	22,168
Capri	984	1,899	7,846	9,894
MERCURY	**4,691**	**5,250**	**27,957**	**32,062**
Diamante	3,817	2,085	11,041	3,773
Mirage (import)	963	512	3,783	14,294
Mirage (domestic)	*3,480*	*1,919*	*7,212*	*9,813*
Galant	3,693	4,393	12,922	19,451
Sigma	0	22	2	132
Precis	89	93	676	1,153
3000GT	969	1,120	5,706	6,844
Expo LRV	437	0	2,565	0
Expo	1,167	0	4,519	0
Wagon	0	13	5	172
MITSUBISHI	**11,135**	**8,238**	**41,221**	**45,819**
Sentra (import)	5,614	2,582	25,827	11,564
Sentra (domestic)	*13,055*	*9,947*	*57,705*	*61,022*
Pulsar	0	5	0	30
NX	816	675	4,485	2,688
Stanza	9,369	5,658	31,811	32,784
Maxima	7,156	10,985	40,998	46,714
240SX/200SX	4,039	3,171	14,474	15,904
300ZX	1,123	1 117	5,118	6,987
Hawaii	0	0	258	1,102
NISSAN	**28,137**	**24,393**	**122,971**	**117,309**
PEUGEOT	**37**	**343**	**315**	**2,102**
PONTIAC LeMans	**1,466**	**3,563**	**9,074**	**17,566**
944S/Cabriolet	185	116	662	475
911 Carrera 2	180	158	916	1,193
911 Turbo	21	50	234	249
911 Carrera 4	21	62	305	385
928S4/GT	21	21	97	135
PORSCHE	**428**	**407**	**2,214**	**2,427**
ROLLS/BENTLEY	**22**	**22**	**132**	**132**
900	292	205	2,134	2,864
900S	1,182	410	4,415	3,838
900 Turbo	555	261	2,159	2,753
9000S	981	308	2,495	2,013
9000CD	637	198	1,600	1,385
9000 Turbo	362	156	919	1,010
Tourist	17	11	69	40
SAAB	**4,026**	**1,549**	**13,791**	**13,903**
STERLING	**0**	**286**	**0**	**1,439**
Legacy (import)	848	1,877	5,165	10,374
Legacy (domestic)	*5,647*	*6,416*	*27,526*	*24,159*
Loyale	4,394	2,244	16,127	15,922
XT/XT6	0	84	0	926
Justy	246	392	1,991	3,777
SVX	229	0	1,790	0
SUBARU	**5,717**	**4,597**	**25,073**	**30,999**
Swift (import)	514	340	2,951	2,196
Swift (domestic)	*3*	*57*	*109*	*365*
SUZUKI	**514**	**340**	**2,951**	**2,196**
Corolla (import)	3,070	3,617	34,015	33,682
Corolla (domestic)	*14,322*	*11,448*	*68,874*	*57,780*
Paseo	3,195	2,847	19,995	4,098
Tercel	7,332	9,052	47,441	53,710
Celica	3,559	4,504	21,306	35,680
Supra	89	312	653	1,859
Camry (import)	4,408	4,150	34,675	32,465
Camry (domestic)	*18,462*	*18,811*	*103,231*	*92,889*
Cressida	412	737	1,943	5,077
MR2	492	715	3,270	5,920
TOYOTA	**22,557**	**25,934**	**163,398**	**172,491**
Cabriolet	808	667	4,458	3,124
Corrado	233	259	1,830	3,067
Jetta	4,035	4,331	17,004	20,323
Golf/GTI	1,051	1,396	6,185	7,316
Passat	1,114	1,187	5,741	7,990
Fox	700	909	5,226	7,570
VOLKSWAGEN	**7,941**	**8,759**	**40,444**	**49,400**
240 series	2,843	1,657	13,628	15,800
700 series	2,183	4,466	9,600	17,029
940 series	3,833	701	15,229	6,203
Tourist	109	99	258	225
VOLVO+	**8,968**	**7,813**	**38,715**	**39,257**
YUGO	**0**	**228**	**1,412**	**1,229**
IMPORT TOTAL	**195,294**	**184,884**	**1,031,769**	**1,041,034**

*Estimate + Includes units produced in Canada

Compiled by Karen Dethowski

Smyrna cost-cutting added to Nissan's surprise profitability

LINDSAY CHAPPELL
Staff Reporter

Flipping off light switches and reducing cardboard waste at Nissan Motor Manufacturing Corp. U.S.A.'s auto plant in Tennessee helped boost corporate profits for its Japanese parent last year.

No one seemed more surprised than local officials by comments from Tokyo last month crediting Smyrna's cost-cutting efforts for helping Nissan pocket a $675 million profit.

Analysts at the time were predicting gloomier results.

Nissan officials won't say how much their aggressive waste reduction program contributed toward the profit, but the payoff has been real.

"We didn't know it would help as much as it did, but we far outperformed even our own productivity targets," said Emil Hassan, vice president of operations at Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn.

During the fiscal year that ended March 31, Smyrna built 262,000 Sentras and light pickups, an increase of more than 23,000 vehicles over the previous year. Even while putting out more vehicles, Nissan aimed at reducing controllable labor and overhead expenses — everything but fixed costs — for the year by 7 percent. In fact, the savings exceeded 10 percent, Hassan said.

"This year, we've targeted 7 percent again," he said. "You cannot expect to make a 7 percent gain year after year, but we will try."

Hassan said the company looked for better efficiency throughout the plant. Workers were asked to turn off lights when the assembly line stopped for lunch breaks and to avoid waste of indirect materials, such as sandpaper and buffing pads.

Some of the tactics have been decidedly low-tech — such as improving shop-floor cleanliness. The renewed emphasis on housekeeping meant less clutter and better organization at work stations.

Nissan saw results from a two-year effort to have suppliers ship their parts in returnable containers. That meant fewer cardboard boxes around the work place, less waste to contend with and lower labor and handling costs.

"No idea was too small to consider," said Hassan, who declined to reveal how much money the campaign saved.

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply July 1, 1992	Days' Supply June 1, 1992
ALFA ROMEO (imp.)	1,000	96	118
Acura (imp.)	35,800	72	77
Domestic car	90,800	53	60
Imported car	33,900	58	77†
Honda	124,700	54	62
AMERICAN HONDA	160,500	57	81
BMW (imp.)	17,100	67	62
Summit	4,700	178	255
Talon	9,400	81	95
Premier	300	61	52
Wrangler (trk.)	8,300	40	56
Cherokee (trk.)	22,200	56	69
Grand Wagoneer (trk.)	10,300	37	31
Comanche (trk.)	900	77	85
Total Jeep-Eagle	14,400	98	116
Total Jeep-Eagle (imp.)	5,400	132	138
Total Jeep-Eagle (trk.)	41,700	46	55
Laser	9,400	101	100
Sundance	16,300	62	69
Acclaim	16,400	67	49
Voyager (trk.)	37,400	46	46
Total Plymouth	42,100	77	85
Total Plymouth (trk.)	37,400	46	48
LeBaron A	6,500	90	67
LeBaron J	13,900	64	87
Fifth Avenue	8,000	57	56
Imperial	1,400	70	86
New Yorker C	3,500	81	67
Town & Country (trk.)	1,800	24	23
Total Chrysler	33,300	68	71
Total Chrysler (imp.)	13,300	126	154
Total Chrysler (trk.)	1,800	24	23
Shadow	16,500	47	59
Monaco	200	93	73
Daytona	5,000	123	89
Spirit	16,000	80	65
Dynasty	10,600	36	40
Vans (trk.)	16,000	73	72
Ram Wagon (trk.)	1,700	21	17
Caravan (trk.)	30,200	40	41
Caravan C/V (trk.)	1,300	38	42
Ram 50 (imp. trk.)	3,600	231	240
Ramcharger (trk.)	800	54	44
Dakota (trk.)	37,900	76	75
Pickups (trk.)	22,300	83	79
Total Dodge	48,300	56	68
Total Dodge (imp.)	7,100	115	128
Total Dodge (trk.)	123,700	58	57
Total domestic car	138,100	67	67
Total imported car	25,800	125	143
Total domestic truck	204,700	52	54
CHRYSLER CORP.	370,200	60	68
Imported car	0	0	24
Imported truck	0	0	19
DAIHATSU	0	0	23
Escort	70,800	79	88
Mustang	22,000	59	60
Tempo	32,900	37	40
Taurus	57,500	42	59
Thunderbird	18,500	56	61
Probe	15,000	73	84
Crown Victoria	27,400	67	71
Vans (trk.)	46,200	108	107
Aerostar (trk.)	25,300	36	41
Club Wagon (trk.)	5,200	38	44
Ranger (trk.)	77,300	75	86
Bronco (trk.)	5,300	59	65
Explorer (trk.)	56,400	51	55
Pickups (trk.)	144,100	78	85
Total Ford Div.	244,100	58	61
Total Ford Div. (imp.)	16,100	84	128
Total Ford Div. (trk.)	359,800	67	74
Topaz	17,200	49	61
Sable	22,300	49	50
Cougar	13,500	70	75
Grand Marquis	23,600	61	76
Total Mercury	76,600	55	63
Total Mercury (imp.)	12,300	187	198
Continental	8,200	75	70
Town Car	17,300	46	43
Mark VII	1,900	136	134
Total Lincoln	27,400	55	51
Total L-M Div.	104,000	55	68
Total domestic car	348,100	55	61
Total imported car	28,400	98	116
Total domestic truck	359,800	67	74
FORD MOTOR CO.	736,300	61	66
Somerset/Skylark	14,200	92	95
Century	16,800	40	37
Regal	26,000	80	75
LeSabre	33,000	85	56
Roadmaster	13,000	68	106
Reatta	0	0	107
Electra/Park Ave	16,900	93	106
Riviera	3,800	90	91
Total Buick	123,700	64	69
Allante	1,300	163	130
Seville	13,200	129	88
DeVille	17,000	33	43
Brougham	5,700	248	154
Eldorado	12,700	161	130
Total Cadillac	49,900	60	68
Geo Prizm	20,700	90	94
Cavalier	46,400	57	68
Camaro	14,600	55	54
Corsica/Beretta	21,600	30	38
Lumina	54,500	54	67
Caprice	23,400	48	71
Corvette	5,600	77	69
Vans (trk.)	40,200	117	149
Sportvan (trk.)	1,500	39	26
Geo Tracker (trk.)	13,300	84	95
Astro (trk.)	35,000	67	86
Lumina APV (trk.)	10,100	56	60
S10 (trk.)	60,100	80	92
S10 Blazer (trk.)	38,100	65	67
Blazer (trk.)	3,900	54	63
Suburban (trk.)	4,800	24	25
Pickups (trk.)	124,500	74	82
Total Chevrolet	186,800	48	56
Total Chevrolet (imp.)	61,900	178	244
Total Chevrolet (trk.)	331,500	73	81
Achieva/Calais	28,700	90	81
Cutlass Ciera	19,600	33	49
Cutlass Supreme	20,000	57	54
Eighty Eight	25,000	102	105
Ninety Eight	12,600	55	123
Toronado	2,400	129	101
Silhouette (trk.)	3,800	59	83
Bravada (trk.)	2,000	60	67
Total Oldsmobile	108,300	62	71
Total Oldsmobile (trk.)	5,800	63	76
Sunbird	14,400	53	58
Firebird	6,500	69	77
Grand Am	30,600	36	38
Pontiac 6000	0	0	0
Grand Prix	19,200	45	46
Bonneville	24,100	72	79
Trans Sport	7,300	56	56
Total Pontiac	94,800	48	51
Total Pontiac (imp.)	5,200	92	97
Total Pontiac (trk.)	7,300	56	55
Vans (trk.)	18,400	147	153
Safari (trk.)	13,300	76	85
S15/Sonoma (trk.)	17,000	104	99
S15 Jimmy (trk.)	12,000	80	81
Jimmy (trk.)	2,000	136	134
Suburban (trk.)	4,400	54	65
Pickups (trk.)	47,200	91	98
Total GMC (trk.)	114,300	93	97
Total Saturn	16,700	23	36
Total domestic car	580,200	41	56
Total imported car	66,700	166	218
Total domestic truck	460,400	77	84
GENERAL MOTORS	1,118,400	63	69
HYUNDAI (imp.)	24,900	68	56
Imported car	2,500	74	80
Truck (dom./imp.)	43,500	116	128
ISUZU	46,000	112	123
JAGUAR (imp.)	1,400	48	42
Domestic car	13,600	40	40
Imported car	37,300	64	69
Truck (dom./imp.)	37,300	112	96
MAZDA	88,200	74	78
MERCEDES-BENZ (imp.)	8,200	28	34
Domestic car	22,300	67	65
Imported car	34,200	80	163
Imported truck	9,300	123	140
MITSUBISHI	65,800	79	146
Infiniti (imp.)	7,800	48	58
Domestic car	30,700	61	95
Imported car	68,000	60	97
Truck (dom./imp.)	40,200	95	111†
Nissan	138,900	71	100
NISSAN MOTOR CORP.	146,700	69	96
PEUGEOT (imp.)	0	0	38
PORSCHE (imp.)	1,500	91	127
RANGE ROVER (imp. trk.)	1,100	88	86
SAAB (imp.)	5,800	37	35
Domestic car	29,400	135	154
Imported car	21,700	99	111
SUBARU	51,100	117	130
Car (dom./imp.)	2,400	123	105
Truck (dom./imp.)	6,400	100	90
SUZUKI	8,800	105	95
Lexus (imp.)	5,300	22	19
Domestic car	34,000	27	26
Imported car	40,900	47	42
Imported truck	37,700	47	44
Toyota	112,600	38	35
TOYOTA MOTOR SALES	117,900	37	34
Audi (imp.)	6,300	173	196
Volkswagen (imp.)	31,000	101	114
Volkswagen (trk.)	100	65	202
VWoA	37,400	109	121
VOLVO (imp.)	14,000	41	62
Domestic car	1,178,200	49	61
Imported car	523,400	70	86
TOTAL CAR	1,701,600	54	65
Domestic truck	1,022,900	63	72
Imported truck	184,400	84	83
TOTAL TRUCK	1,207,300	66	73
TOTAL STOCK	2,908,900	59	68

†Revised

Inventories drop to 59 days

GWENDOLYN ZONGHETTI
Special Correspondent

Strong June sales cut the industry's inventory of cars and light trucks to a 59-day supply on July 1, down from 68 days June 1.

Domestic car inventories declined to a 49-day supply on July 1 from 61 days a month earlier. Imported-car stockpiles dropped to 70 days from 86 days.

Domestic light-truck supplies fell to 63 days from 72 days on June 1, and import truck inventories rose slightly to 84 days from 83 a month earlier.

"Import trucks simply are not selling as well as American trucks," said auto analyst Wendy Beale-Needham of the New York brokerage Smith Barney, Harris Upham & Co.

Chrysler Corp. held steady at a 60-day supply, and General Motors' stockpile fell to 63 days from 69 a month earlier.

"I think Chrysler is doing a good job handling its inventories especially with the uncertainty of introducing its new models," said Beale-Needham. "Chrysler now has to start building a responsible inventory of new cars."

Carefully tailored production schedules for Ford Motor Co. resulted in a decline in days' supply to 61 from 66 on June 1.

Inventories also fell for the most of the major Japanese-based companies. U.S.-built Honda Accords had their best sales month of the year at 35,000 units, and American Honda Motor Co.'s inventory fell to 57 days down from an 81-day supply on June 1.

NISSAN

The trend favors Michigan

continued from PAGE 7

the Akebono Brake Systems Engineering Center and Asahi Glass are near Nissan's facility.

SPACIOUS DIGS

The Farmington Hills facility consists of two interconnected buildings with 340,000 square feet of floor space sitting on approximately 50 acres.

In one building are the prototype testing labs and a styling studio. This building houses a shower chamber, chassis alignment machines, a salt-spray booth, a four-post shaker, a metal analysis lab, a lateral shaker and an anechoic chassis dynamometer.

The second building is home to research and development. The first floor houses design and test engineering for prototypes. The first floor also has a large fitness center equipped for aerobics classes or fitness machine workouts.

The second floor is the vehicle engineering area where everything from interiors and safety systems to chassis and fuel systems are handled. The third floor has the executive offices, technical planning and service parts engineering.

The building also has an 11,500-square-feet atrium with 50-foot ceiling. It is used as a multipurpose gathering area and cafeteria. The building also includes conference rooms and private dining rooms.

TOP TALENT POOL

Other foreign carmakers have built research and engineering centers in the Detroit metropolitan area. They have discovered what

> ❛It is not easy to hire such people (as auto engineers) and even more difficult to move them.❜
>
> **KAZUMASA KATOH**
> NISSAN R&D

Nissan's Kazumasa Katoh, director of the technical planning and the corporate planning offices, described as a rich strata of automotive engineering and technical talent.

Katoh said a Nissan survey conducted in 1989 revealed that about 90 percent of America's auto design engineers were located in the Detroit area. No surprise.

"That really represents about 20,000 to 30,000 individuals with these highly specialized skills," said Katoh. "But it is not easy to hire such people and even more difficult to move them."

What the initial survey did not reveal is the difficulty and expense of getting seasoned, well-paid engineers with deep community roots to leave Michigan.

Nissan and others quickly discovered that those individuals would require enormous salary increases to already healthy pay and benefits to duplicate their lifestyles in other locations. So Asian manufacturer mountains moved to the engineering Mohammeds.

"In the 1970s and early 1980s, it was almost the fashion to establish design facilities in California," said Katoh. "But the current trend is to style, design and engineer in Detroit. For dream cars, California is fine. But for real vehicles, Detroit is it."

Nissan's drive to purchase U.S.-made componentry is part of the company's desire to transfer increasing responsibility to its design, engineering, manufacturing and marketing operations in North America and Europe, in addition to its Japanese facilities.

Nissan requires that its suppliers have engineering and testing capabilities for their parts.

Traditionally, carmakers would design and engineer the part. Then, engineering drawings would be delivered to the supplier. Nissan engineers say this allowed no time for changes that might enhance quality, reduce cost or simplify manufacturing.

Nissan's "design-in" approach to parts procurement requires component supplier engineers and supplier development engineers to work with Nissan to enhance quality and reduce cost. To facilitate the close working relationship, the center features small rooms in which suppliers can set up temporary offices when working with the company. ■

Big 3 to develop new crash dummies

ARLENA SAWYERS
Staff Reporter

In the spirit of safety cooperation, the Big 3 have joined forces to develop crash dummies that more closely duplicate human body response in vehicle crashes.

Billing itself as the Occupant Safety Research Partnership, General Motors, Ford Motor Co., and Chrysler Corp. announced the partnership last week.

The alliance allows the auto companies to reduce their individual investment and avoid duplication by pooling technical and financial resources.

Ultimately, the goal of the consortium is to provide technology for safer vehicles.

"We're very excited about what the consortium can do," said Robert Munson, director of the automotive safety office at Ford.

"We're going to develop a more human-like dummy and share the information through seminars and papers. We won't hold it close to the vest."

GM developed the Hydrid III crash-test dummy in 1989 to study the issue of lap belt submarining.

Jack Dinan, spokesman for GM's research and environmental staffs, said a "superior human surrogate" will allow researchers to study vehicle crashes as they relate to closed head and neck injuries; injuries to lower extremities that include the feet, ankles and lower legs; and injuries to the midsection, which includes the heart, lungs, liver and bowels.

"Our goal is to reduce and mitigate injury and reduce fatalities," said Dinan. "The ultimate benefit is to the consumer."

Dinan and Munson said the group has not received any federal funding, but they did not rule out the possibility. They said the group will work closely with the National Highway Traffic Safety Administration.

"The United States government has a vested interest in this," said Dinan.

The alliance is the ninth such effort by the Big 3. Among the other joint projects are battery research for electric vehicles and cleaner vehicle emissions. ■

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 1-10, 1992	July 1-10, 1991
ALFA ROMEO (imp. car)*	**54**	**80**
Acura (imp. car)	**1,630**	**2,988**
Domestic car	6,166	8,803
Imported car	2,790	3,024
Honda	**8,956**	**11,827**
AMERICAN HONDA	**10,586**	**14,815**
ASTON MARTIN		
Imported car*	1	1
BMW (imp. car)*	**1,325**	**801**
Domestic car*	2,297	2,071
Imported car*	0	15
Domestic truck*	112	108
Chrysler Division*	**2,409**	**2,1[illegible]**
Domestic car*	6,468	5,8[illegible]
Imported car*	544	7[illegible]
Domestic truck*	12,700	12,189
Imported truck*	81	75
Dodge*	**19,793**	**18,831**
Domestic car*	673	607
Imported car*	230	170
Eagle*	**904**	**777**
Domestic truck*	4,906	4,709
Jeep*	**4,906**	**4,709**
Domestic car*	3,762	3,392
Imported car*	327	321
Domestic truck*	4,682	4,494
Plymouth*	**8,770**	**8,206**
Domestic car*	13,200	11,899
Imported car*	1,101	1,243
Domestic truck*	22,400	21,500
Imported truck*	81	75
CHRYSLER CORP.*	**36,782**	**34,717**
Imported car*	89	148
Imported truck*	33	60
DAIHATSU*	**122**	**207**
FERRARI (imp. car)*	**16**	**16**
Domestic car	33,135	27,986
Imported car	678	734
Domestic truck	32,388	31,972
Ford Division	**66,201**	**60,692**
Domestic car	4,121	5,208
Lincoln	**4,121**	**5,208**
Domestic car	10,909	8,099
Imported car	1,215	1,670
Mercury	**12,124**	**9,769**
Domestic car	48,165	41,293
Imported car	1,893	2,404
Domestic truck	32,388	31,972
FORD MOTOR CO.	**82,446**	**75,669**
Domestic car	15,095	15,427
Buick	**15,095**	**15,427**
Domestic car	3,374	3,901
Cadillac	**3,374**	**3,901**
Domestic car	25,438	38,437
Imported car	1,686	4,018
Domestic truck	27,449	32,628
Imported truck	58	20
Chevrolet	**54,631**	**75,103**
GMC	**9,677**	**7,685**
Domestic car	11,292	15,256
Domestic truck	469	969
Oldsmobile	**11,761**	**16,225**
Domestic car	11,755	12,368
Imported car	283	1,049
Domestic truck	569	577
Pontiac	**12,607**	**13,994**
Domestic car	6,674	2,370
Saturn	**6,674**	**2,370**
Domestic car	73,628	87,759
Imported car	1,969	5,067
Domestic truck	38,164	41,859
Imported truck	58	20
GENERAL MOTORS	**113,819**	**134,705**
HYUNDAI*†	**2,161**	**2,064**
Imported car*	175	467
Domestic truck	866	410
Imported truck*	1,958	2,157
ISUZU*	**3,000**	**3,033**
JAGUAR (imp. car)*	**185**	**178**
LAMBORGHINI (imp. car)*	**3**	**3**
LOTUS (imp. car)*	**5**	**5**
MASERATI (imp. car)*	**4**	**4**
Domestic car	1,099	781
Imported car*	3,032	2,280
Domestic truck	179	180
Imported truck*	1,734	2,432
MAZDA*	**6,043**	**5,673**
MERCEDES-BENZ		
Imported car*	**1,425**	**961**
Domestic car	1,387	1,987
Imported car*	2,227	1,648
Imported truck*	393	416
MITSUBISHI*	**4,007**	**4,050**
Infiniti	**857**	**838**
Domestic car	1,939	2,036
Imported car*	5,627	4,879
Domestic truck	1,677	2,473
Imported truck*	2,704	2,791
Nissan*	**11,947**	**12,178**
NISSAN MOTOR CORP.	**12,804**	**13,016**
PEUGEOT (imp. car)*	**7**	**69**
PORSCHE (imp. car)*	**86**	**81**
RANGE ROVER		
Imported truck*	**66**	**38**
ROLLS/BENTLEY		
Imported car*	**4**	**4**
SAAB (imp. car)*	**805**	**310**
STERLING (imp. car)*	**0**	**57**
Domestic car	778	1,089
Imported car*	1,143	919
SUBARU*	**1,921**	**2,008**
Imported car	103	68
Imported truck	333	259
SUZUKI†	**436**	**327**
Lexus (imp. car)	**1,507**	**1,316**
Domestic car	8,162	8,411
Imported car	5,701	6,425
Domestic truck	1,667	0
Imported truck	4,086	5,189
Toyota	**19,616**	**20,025**
TOYOTA MOTOR SALES	**21,123**	**21,341**
Audi (imp. car)*	**189**	**267**
Imported car*	1,588	1,752
Imported truck*	8	116
Volkswagen*	**1,596**	**1,868**
VWoA*	**1,786**	**2,135**
VOLVO*†	**1,794**	**1,403**
YUGO (imp. car)*	**0**	**46**
Domestic car	**154,524**	**164,058**
Imported car	**39,497**	**41,815**
TOTAL CAR	**194,021**	**205,873**
Domestic truck	**97,341**	**98,394**
Imported truck	**11,453**	**13,552**
TOTAL TRUCK	**108,794**	**111,946**
TOTAL CAR & TRK.	**302,815**	**317,819**

*Estimated †Breakdown of North American built and imported car sales not available.

There were 8 selling days in the period this year and 8 last year.

Early July sales drop

JIM HENRY

Staff Reporter

NEW YORK — Mostly because of a decline at General Motors, light-truck sales for early July slipped below the year-ago period for only the second time in 1992.

Combined car and truck sales slipped 4.7 percent to 302,815, including estimates for Chrysler Corp. and for most imports, which report sales only once a month. There were eight selling days for the period this year and last.

Truck sales, including pickups, minivans and sport-utilities, fell 2.8 percent to 108,794. Early May was the last time that 10-day truck sales slid below 1991.

GM accounted for most of the decline, reporting a drop in light-truck sales of 8.7 percent. Chevrolet trucks were 15.7 percent below last year. On the other hand, GMC Trucks had a 25.9 percent increase, mostly because of a 52.8 percent leap for the R/V pickup.

Car sales for July 1-10 fell 5.8 percent to 194,021. The decline follows an increase in rental-car sales last month as fleets stocked up for a summer travel boom.

Ford Motor Co. saw its 10-day car sales rise 14.6 percent. That includes a 34.7 percent jump for Mercury's domestic-built cars, which are popular with rental fleets.

Ford truck sales were about even with last year, up 1.3 percent to 32,388.

Automotive News estimated Chrysler Corp. gained 6.0 percent to 36,782 units, with an improvement in both cars and trucks.

Japanese nameplates fell 6.9 percent overall.

American Honda Motor Co. Inc. plunged 28.6 percent to 10,586.

Nissan Motor Corp. in U.S.A. dropped slightly, down 1.6 percent.

Toyota Motor Sales U.S.A. Inc. also posted a small decline compared to a strong year-ago period, off 1.0 percent to 21,123 cars and trucks.

MINIVANS

Sales keep rising, but limit is in view

continued from PAGE 1

Group. His studies now "point to a slowing in the van market, not a beating." He sees 1.2 million minivan sales in 1995.

One reason for the change is that makers have been trying to broaden their minivans' appeal by making them more like cars. What whetted people's appetites for minivans in the 1980s — cargo space and seven seats — is simply basic fare today, says Bill Bivens, manager of truck and utility vehicle marketing at Nissan Division.

Now, customers want their minivans to be like sedans — with all the safety and convenience that goes with them, Nissan says. The company likes to compare the Quest to its own Maxima. The Quest's 3.0-liter V-6 comes from the Maxima. Though the Quest/Villager is classified as a truck, it has 5-mph bumpers and meets more-stringent passenger-car safety standards. One glaring omission for 1993 — an airbag — will arrive next year.

Still, there are limits to what you can do with what Nissan's design vice president Jerry Hirshberg calls a "large, flexible volume on four wheels."

Given those constraints, and not wanting to make it too big, Nissan has tried to make the Quest/Villager more versatile by jockeying the back seats.

The middle and rear seats can seat five, or be removed, or slide into new positions, or fold into shin-high tabletops.

Nissan hopes such features will help people overcome their reluctance to buy minivans. As Nissan sees it, people don't really *want* to buy minivans, they *need* to. And the more style and performance and handling the makers can provide, the less people will regret moving out of a sedan.

Some possibilities for minivan spinoffs will also address the apologists. One industry analyst says several automakers are exploring concepts in the upper-$20,000 range.

Chrysler also sees brighter prospects for luxury minivans. Chrysler's Town & Country, whose priciest version is the market's most expensive at $26,611, has begun to show some sales life. Its 7,880 sales through June have already passed the total for all of 1991, thanks in part to juicy incentives.

The growing availability of long-wheelbase versions has also created room for movement within minivans.

Chrysler's Winter says that entry-level buyers tend to buy short-wheelbase versions. As they become more affluent, they switch to the longer wheelbase.

Still, there may be limits to how much people will spend on a vehicle that will be subject to the daily ravages of muddy sneakers and toppled ice cream cones. "I don't envision $50,000 to $60,000 minivans," Winter says.

But demographics show more room for growth. By 2000, the biggest chunk of the adult population will 35 to 44 years old — the ripest time for minivan purchasers, according to Nissan's data. The number of U.S. families with children is projected to rise through the end of the decade.

Automakers also bank on some current minivan owners to buy again once their nests are empty — there will be grandkids to haul around.

Even now, Lincoln-Mercury expects about a fourth of its Villager buyers to be folks whose kids have grown. The median age for a Mercury customer is 55 years old.

Beyond age, there are other limits on growth.

William Pochiluk, president of the Autofacts Inc. consulting firm, thinks prices will become more of a barrier once minivans are required to meet passenger-car safety standards later in this decade.

In addition, he says, minivans will have to compete for sales with another part of the truck world that is becoming more and more like cars: sport-utilities.

Altima, Quest to test Nissan boss

DAVID VERSICAL

National Editor

DEL MAR, Calif. — No one was more surprised than Earl Hesterberg when he was appointed head of Nissan Division's U.S. sales arm last summer.

After all, at 37, he was far younger than most division general managers in the industry.

He had spent most of his career in parts and service — not sales — first at Ford Motor Co., then at Nissan Motor Corp. in U.S.A

And he had only 18 months under his belt in a national car sales position, as the No. 2 man at Nissan's Infiniti Division.

Hesterberg: a new Nissan

"This job was probably as far from my mind as it was from anyone else's," Hesterberg admitted in an interview last week. But Nissan tapped him for his youth and his smarts. Now, after a sales year that's been "a little tougher than expected," Nissan's general manager faces his biggest tests:

- Sell the 50,000 Nissan Quest minivans that Ford Motor Co. will build for Nissan annually. Only once has an import minivan (Toyota Previa in 1991) done that.
- Double the sales for Altima, this fall's successor to the Stanza. That would make Nissan a contender in the heart of the market, the family intermediate segment.

To add a twist to the challenge, Hesterberg took over just as Nissan was beginning a massive overhaul of its regions. Under the program, the heart of Nissan's field operations has been shifted away from its Gardena, Calif., headquarters to 97 "dealer operations managers" who serve six to 15 dealers.

The switch from 11 to seven regions is now finished. Now, all that remains is the execution. At stake is another element in Hesterberg's plan: to elevate Nissan's brand image to a level with Honda and Toyota.

"We still have quite a distance to travel," he says.

His journey will be watched closely. Sales and profits at Nissan Motor Co. Ltd. in Japan are suffering, and U.S. sales of Nissan models slipped from a 1985 peak of 830,767 to 548,460 in 1991.

Hesterberg says he doesn't feel any extra pressure because of the parent company's struggles. "I always felt a different kind of pressure — and that was the kind of pressure that you put on yourself."

As a kid, he spent more time playing sports than dreaming about cars. He played center on a football scholarship at Davidson College in North Carolina. He later earned a master's in business administration at Xavier University in Cincinnati, his home town.

His first job at Ford was answering phone calls from angry parts and service customers. He says the auto business has consumed him ever since.

And while he struggles to describe his management style, he says his biggest problem is wanting to know everything that's going on. That can lead to overmanaging. "I have to work hard to stay out of things," he says. "You have to trust your people."

Dealers say that while the localization plan is a good long-term strategy, it has disrupted the entire organization. Eight hundred people have shifted jobs already, and many have been more focused on where and what their next job would be than on selling and servicing Nissans.

With that distraction and the wait for new products, Nissan sales have slipped a bit this year while the overall market has improved.

But the program represents Nissan's plan to rank with Lexus and Infiniti and Saturn in customer satisfaction. While Hesterberg says his 18 months at Infiniti were invaluable, "you can only learn so much from people who started dealerships from scratch and have brand new facilities."

The dealer operations managers will live in the community where they work and will be Nissan's eyes for that market's needs. They'll also be Nissan's conduit to the showroom.

He concedes that the company must do far more talking to its dealers about how it does business. Hesterberg wants to codify a few crucial processes — such as delivering parts and taking a service order — and have them done the "Nissan way."

He plans to deliver the first process, on vehicle delivery, to dealers at their meeting next month in Nashville, Tenn.

The Quest and the Altima will play key roles in expanding Nissan's image another way. Nissan officials point out that the 1985 sales peak was an artificial high because the company was pushing low-profit Sentras and pickups from its U.S. assembly plant.

Since then, cars like the 240SX and 300ZX have helped give Nissan an image as a go-fast company. Now, Nissan wants to broaden its following to the sales mainstream.

The Quest will help by bringing new shoppers into the showroom. Nissan now sells fewer than a third of its cars to families with children. Three-fourths of Quest buyers are expected to fit that mold.

The Altima, too, will stretch Nissan's reach. Nissan has never sold more than 100,000 Stanzas in a year. Hesterberg wants to reach 150,000 Altimas by 1995, and Nissan has built a 200,000-unit plant in Smyrna, Tenn. to provide them.

As with the rest of his challenges, Hesterberg says he's not wasting energy worrying about the scope of this one.

"Are we too high in our expectations?" he asks.

"I guess we're going to find out.

Automakers tinker with incentive deals

ARLENA SAWYERS
Staff Reporter

Cadillac, Hyundai Motor America, American Honda Motor Co. Inc., Volkswagen United States, and Saab Cars USA Inc. are among the manufacturers making incentive changes.

Cadillac increased the customer rebate on 1992 DeVille, Brougham and Fleetwood from $1,500 to $2,000. The plan expires Sept. 23.

incentive WATCH

Hyundai is paying customer rebates of $1,000 to $2,000 on 1991 cars and $500 to $2,000 on 1992 cars until Oct. 2.

Honda is paying dealers from $250 to $1,500 on 1992 Accords based on quota, and $400 on 1992 Civics.

Honda's **Acura** division is paying a $500 dealer incentive on 1992 Integra. Honda and Acura programs expire Aug. 3.

Through July 31, **Volkswagen** is paying factory-to-dealer incentives of $500 to $1,500 on most of its cars.

Saab extended its special lease and retail finance plans through Aug. 3 on 1992 Saab 900 and 9000 models.

The lease plan requires no money down and payments as low as $317 a month for 48 months on the 900 model and $348 a month for 48 months on 9000.

The retail finance program offers finance rates as low as 2.1 percent for the 9000 and 3.9 percent for the 900. The retail finance program requires a 25 percent down payment.

Special Correspondent Charles E. Ramirez contributed to this report.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAM

ACURA (1992 models; expires Aug. 3)	
Integra	$500
HONDA (1992 models; expires Aug. 3)	
Accord	$200-1,500 based on quota
Civic	$400

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 31)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota
VOLKSWAGEN (1992 models; expires July 31)	
Corrado (exclude V-6), Cabriolet	$1,500
Passat	$750
Jetta, GL and Carat	$500
Golf (exclude diesel), Fox	$500

SHARES

Trucks load up more of market

continued from PAGE 1

Subcompacts make up only about 10 percent of fleet purchases, whereas they normally account for 20 to 25 percent of retail purchases, Pitcoff said.

The full-sized segment also benefitted from new models such as the Pontiac Bonneville and from 1992 being the first full year of availability for the Ford Crown Victoria and Mercury Grand Marquis. Those cars were out of the market for a good part of 1991 due to model changeover, Pitcoff said.

U.S. CAR AND LIGHT TRUCK MARKET SHARES

Car	6 Mos., 1992	Pct. share	6 Mos., 1991	Pct. share
Subcompact	1,097,460	16.9	993,711	16.1
Compact	601,279	9.3	654,700	10.6
Luxury	314,299	4.8	308,977	5.0
Near luxury	164,772	2.5	158,242	2.6
Intermediate	1,589,767	24.5	1,616,223	26.2
Standard	370,546	5.7	319,590	5.2
Specialty	67,431	1.0	86,818	1.4
TOTAL	**4,205,554**	**64.8**	**4,138,261**	**67.0**
Light-truck	**6 Mos., 1992**	**Pct. share**	**6 Mos., 1991**	**Pct. share**
Compact pickup	518,054	8.0	493,386	8.0
Full-sized pickup	553,614	8.5	494,212	8.0
Minivan	507,982	7.8	452,207	7.3
Full-sized van	184,377	2.8	158,092	2.6
Compact sport utility	452,323	7.1	381,329	6.3
Full-sized sport utility	69,292	1.0	61,598	0.9
TOTAL	**2,285,642**	**35.2**	**2,040,824**	**33.0**

TRUCK SALES GROWING

All light-truck segments are still growing except for compact pickups, which, with 8.0 percent of the market, were dead even with last year.

Light trucks, with their roominess, versatility, car-like comforts and V-8 engine power, have been gaining ground over downsized cars for the past decade.

Compact sport-utilities and minivans were the fastest-growing segment of the truck market in the first half of the year.

Compact sport-utilities, with 7.0 percent of the market, had an 18.6 percent sales increase during the first half.

Chrysler also expanded the entry-level end of the market by re-pricing and repositioning its Cherokee.

The Ford Explorer outsold its next two closest competitors, the Jeep Cherokee and Chevrolet S10 Blazer, by more than 2 to 1

Full-sized pickups, with 8.5 percent of the market, had a 12.0 percent increase during the half.

Ford's F-series truck held a slight 8,982-unit margin over the Chevrolet C/K.

Minivans, with 7.8 percent of the market, are up 12.3 percent. Chrysler, which used retail rebates on minivans for much of the first half, boosted its share of the segment by 4.6 percentage points to 48.6 percent.

Intermediates, the largest car segment, shrank 1.7 percentage points to 24.5 percent of the market.

Subcompacts, the second-biggest car segment, recorded a 10.4-percent increase.

The Ford Escort was the best-selling subcompact. The second-place Toyota Corolla had a 12.5-percent increase, but the third-place Honda Civic lost share.

The compact-car segment, third-largest, accounted for 9.3 percent of industry sales.

Here, there were more losers than gainers. Essentially, longer trade-in cycles and fewer sales of lease and daily rental cars had their biggest impact.

"It hits mid-sized and compact cars the hardest. That's where most of the business is," said Pitcoff.

The luxury segment was dominated by Cadillac gains, including the segment leader DeVille, fourth-place Seville and eighth-place Eldorado. The Mercedes 300 class and S class had strong gains, but the Lexus SC400/SC300, with a 615.1-percent gain, was the fast-growing nameplate.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

HYUNDAI (expires Oct. 2)	
Sonata (1991)	$2,000
Excel (1991)	$1,200
Scoupe SE (1991)	$1,000
Other Scoupe (1991)	$1,500
Sonata (1992)	$1,500-2,000
Elantra (1992)	$750-1,000
Excel (1992)	$500-750
Scoupe (1992)	$500-750

CONTINUING PROGRAMS

CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker Fifth Avenue	$1,500
LeBaron coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
N.Y. Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit Dynasty	$1,000
Daytona (1992-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr.,(excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, 1991-93)	$1,500
Ram wagon Van/ conversion (1991-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4-dr.	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans	
Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase (Calif. and Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,500
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products)	$1,000
GENERAL MOTORS	
1992 models	
Expires Sept. 23. In leu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates vary by regions	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
MAZDA (1992 models, expires Sept. 8)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expires Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

Video instructs dealers on cash reporting rules

LIZ PINTO
Staff Reporter

The National Automobile Dealers Association and Alert International Inc. have produced a video to help dealers comply with IRS federal cash reporting regulations.

In February, new IRS regulations for reporting cash transactions on Form 8300 became effective, increasing penalties from $100 to $25,000 for those caught violating the law.

The video, *Cash Reporting and Money Laundering Controls — an NADA Compliance Guide*, clarifies the issue of what transactions have to be reported to the IRS.

As before, any purely cash transaction over $10,000 must be reported on Form 8300, including those made in foreign currency.

But the new regulations have expanded the definition of cash to include some cashiers checks, bank drafts, travelers checks and money orders.

For example, personal checks are not considered cash under new IRS rules so transactions, even those of more than $10,000, do not have to be reported.

Also, if a cashier's check is used to pay for a car in an amount of more than $10,000 it also is not treated as cash under the rules, so no Form 8300 is required.

But if a dealer sells a car, say for $13,200, and the customer pays cash of $6,200 plus a cashier's check for $7,000, it must be reported to the IRS.

NADA and Alert say car dealers are easy targets for criminals and their money laundering schemes and many car dealers have already been hit with severe IRS penalties.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
St. Louis (No. 2)	7/20	*
Newark, Del.	7/20, 7/27	*
Belvidere, Ill.	7/20	*
Warren, Mich.	7/20	*
Pillette Rd. (Windsor, Ont.)		***
FORD		
Edison, N.J. Ford Ranger		**
Twin Cities (St. Paul, Minn.) Ford F-series Ford Ranger		**
St. Thomas, Ontario	7/20	***
GENERAL MOTORS		
Lake Orion, Mich.	7/20, 7/27	*
Detroit-Hamtramck, Mich.	7/20, 7/27	*
Arlington, Texas	7/20, 7/27	***
Bowling Green, Ky.	7/20, 7/27	***
Doraville, Ga.	7/20, 7/27	***
Fairfax, Kan.	7/20, 7/27	***
Buick City (Flint, Mich.)	7/20, 7/27	***
Lake Orion, Mich.	7/20, 7/27	***
Lansing, Mich. (C plant)	7/20, 7/27	***
Lansing, Mich. (M plant)	7/20, 7/27	***
Lordstown, Ohio	7/20, 7/27	***
Oklahoma City	7/20, 7/27	***
Spring Hill, Tenn.	7/20, 7/27	***
Van Nuys, Calif.	7/20, 7/27	***
Wentzville, Mo.	7/20, 7/27	***
Willow Run, Mich.	7/20, 7/27, 8/3, 8/10, 8/17	***
Wilmington, Del.	7/20, 7/27	***
Oshawa, Ontario (No. 1)	7/20, 7/27	***
Oshawa, Ontario (No. 2)	7/20, 7/27	***
Baltimore	7/20, 7/27	***
Detroit	7/20, 7/27	***
Fort Wayne, Ind.	7/20, 7/27	***
Janesville, Wis.	7/20, 7/27	***
Lordstown, Ohio	7/20, 7/27	***
Moraine, Ohio	7/20, 7/27	***
Pontiac, Mich. (East)	7/20, 7/27	***
Pontiac, Mich. (West)	7/20, 7/27, 8/3	***
Shreveport, La.	7/20, 7/27	***
Tarrytown, N.Y.	7/20, 7/27	***
Oshawa, Ontario	7/20, 7/27	***
Scarborough, Ontario	7/20, 7/27	***
CAMI		
Ingersoll, Ontario	7/20, 7/27	***
HYUNDAI		
Bromont, Ontario Hyundai Sonata	7/20, 7/27	***

*Model changeover
**Plant closed until September for model changeover
***Vacation.
Source: Automotive News Data Center

CORRECTED GENERAL MOTORS TRUCK PRODUCTION

The production table in the July 13 issue had incorrect numbers for GM's U.S. truck production for June. Revised totals for the month are:

	June Total
Astro	13,539
Blazer	2,869
Lumina APV	5,089
Mediums/Heavies	820
P-Model	2,940
Pickups	27,367
S10	18,176
S10 Blazer	11,844
Sportsvan/Van	0
Suburban	7,124
Total Chevrolet	**89,768**
Jimmy	674
Mediums/Heavies	1,170
P-Model	261
Pickups	10,390
S15/Sonoma	4,801
S15 Jimmy	3,704
Safari	5,970
Suburban	3,732
Vandura/Rally Vans	0
Total GMC	**30,702**
Silhouette	1,090
Bravada	501
Total Oldsmobile	**1,591**
Pontiac Trans Sport	**5,787**
GENERAL MOTORS	**127,848**
TOTAL TRUCKS, U.S.	**362,690**
TOTAL U.S.-CANADA CAR & TRUCK PROD.	**1,116,423**

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 7/13-7/18/92	Actual 7/6-7/11/92	7/1 7/18	Year 1/1-7/18/92	Year 1/1-7/20/91
Concorde (Can.)	0	0	8	14	0
LeBaron J	1,350	1,576	3,690	33,865	18,697
New Yorker	0	200	357	9,123	4,773
Fifth Avenue	0	995	1,629	21,470	20,697
Imperial	0	0	41	2,760	4,563
Town & Country (trk.)	50	639	1,013	9,044	1,936
Total Chrysler Div.	**1,400**	**3,410**	**6,738**	**76,276**	**50,666**
Sundance	0	0	581	31,318	27,067
Acclaim	1,250	1,591	3,644	43,236	48,338
Voyager (trk.)	2,000	1,883	4,775	54,613	53,219
Voyager (Can. trk.)	0	0	1,200	69,444	59,174
Total Plymouth	**3,250**	**3,474**	**10,200**	**198,611**	**187,738**
Intrepid (Can.)	190	9	284	340	0
Daytona	0	0	0	6,874	4,936
Shadow	0	0	1,103	52,213	32,253
Dynasty	0	1,960	3,116	47,342	66,450
Spirit	1,350	1,758	3,921	42,151	43,369
Viper	10	6	18	77	0
Monaco (Can.)	0	0	0	0	5,343
Caravan (trk.)	2,875	2,583	6,646	71,615	62,786
Caravan (Can. trk.)	0	4	1,271	92,064	79,571
Caravan C/V (trk.)	25	15	52	1,889	2,109
Caravan C/V (Can. trk.)	0	0	0	4,395	11,834
Dakota (trk.)	0	2,871	4,508	77,045	46,353
Ram pickup (trk.)	0	279	831	32,093	46,319
Ram wagon (Can. trk.)	0	300	515	13,204	12,647
Ram van (Can. trk.)	0	1,519	2,268	37,837	23,310
Total Dodge	**4,450**	**11,304**	**24,533**	**479,139**	**437,280**
Vision (Can.)	435	197	733	800	0
Premier (Can.)	0	0	0	0	5,630
Cherokee (trk.)	2,625	2,089	4,714	71,675	69,622
Comanche (trk.)	0	0	0	915	2,827
Grand Cherokee (trk.)*	0	1,658	2,613	36,443	1,560
Briarwood (trk.)	0	0	0	325	1,451
Wrangler (trk.)	0	0	0	0	0
Wrangler (Can trk.)	0	0	0	29,026	32,181
Total Jeep-Eagle	**3,060**	**3,944**	**8,060**	**139,184**	**113,271**
Total U.S. car	**3,960**	**8,086**	**18,100**	**290,429**	**271,083**
Total Can. car	**625**	**206**	**1,025**	**1,154**	**10,973**
Total U.S. truck	**7,575**	**12,017**	**25,153**	**355,657**	**288,182**
Total Can. truck	**0**	**1,823**	**5,254**	**245,970**	**218,717**
CHRYSLER CORP.	**12,160**	**22,132**	**49,532**	**893,210**	**788,955**
Escort	5,767	0	5,767	97,588	107,174
Mustang	0	0	0	50,762	42,542
Tempo	3,443	0	3,443	73,209	59,795
Tempo (Can.)	0	0	1,617	68,392	60,003
Taurus	9,372	0	9,372	211,343	180,717
Thunderbird	2,156	0	2,156	48,094	42,635
Crown Victoria (Can.)	0	2,925	4,444	61,262	47,829
Aerostar (trk.)	4,085	0	4,085	98,918	87,116
Bronco (trk.)	725	0	725	12,707	7,881
Explorer (trk.)	6,454	0	6,454	166,040	144,625
Mazda Navajo (trk.)	5	0	5	2,987	5,871
Econoline (trk.)	4,196	0	4,196	104,988	73,430
Heavy (trk.)	952	0	952	24,383	18,953
Light truck (trk.)	6,291	0	6,291	238,142	157,772
Light truck (Can. trk.)	0	0	1,478	76,328	51,760
Ranger (trk.)	1,658	0	1,658	152,046	136,947
Total Ford Division	**45,104**	**2,925**	**52,644**	**1,487,189**	**1,225,650**
Topaz	1,353	0	1,353	32,312	26,611
Topaz (Can.)	0	0	667	27,240	19,184
Cougar	1,300	0	1,300	31,512	31,724
Sable	3,062	0	3,062	69,944	59,022
Grand Marquis (Can.)	0	3,061	4,426	58,025	48,947
Mercury Villager (trk.)	383	0	383	2,631	0
Nissan Quest (trk.)	269	0	269	1,541	0
Total Mercury	**6,367**	**3,081**	**11,480**	**223,205**	**185,488**
Continental	843	0	843	20,765	30,378
Mark VII	0	0	0	2,375	5,315
Town Car	2,529	0	2,529	62,217	71,478
Total Lincoln	**3,372**	**0**	**3,372**	**85,357**	**107,171**
Total L-M Division	**9,739**	**3,081**	**14,852**	**308,562**	**292,659**
Total U.S. car	**29,825**	**0**	**29,825**	**700,121**	**657,391**
Total Can. car	**0**	**6,006**	**11,174**	**214,919**	**175,963**
Total U.S. truck	**25,018**	**0**	**25,018**	**804,383**	**632,595**
Total Can. truck	**0**	**0**	**1,478**	**76,328**	**51,760**
FORD MOTOR CO.	**54,843**	**6,006**	**67,496**	**1,795,751**	**1,517,709**
Skylark	688	727	2,125	34,413	27,510
Century	189	2,294	3,604	48,903	52,517
Regal (Can.)	2,500	2,446	6,465	59,776	70,365
Riviera	191	382	705	7,246	13,472
Park Avenue	1,330	1,513	3,546	34,770	63,464
LeSabre	3,710	4,271	10,013	93,768	28,646
Roadmaster sedan	1,130	1,109	2,643	25,325	13,592
Roadmaster wagon	120	199	414	6,657	16,124
Reatta	0	0	0	0	1,206
Total Buick	**9,858**	**12,941**	**29,515**	**310,858**	**286,896**
Eldorado	310	631	1,230	21,275	6,480
Seville	690	1,388	2,741	31,116	14,077
Brougham	0	0	0	2,170	10,647
DeVille	0	0	824	64,013	82,122
Allante	64	64	159	1,099	1,753
Total Cadillac	**1,064**	**2,083**	**4,954**	**119,673**	**115,079**
Cavalier	4,524	4,879	9,405	127,664	150,645
Camaro	1,606	1,896	4,287	40,806	29,891
Corsica-Beretta	4,160	4,250	10,608	116,140	150,243
Lumina (Can.)	5,050	5,034	13,016	139,106	130,424
Caprice	2,565	3,917	8,208	70,753	78,711
Corvette	384	480	1,086	12,556	12,752
Astro (trk.)	2,809	2,347	6,654	85,327	49,605
Blazer (trk.)	367	494	1,226	13,596	4,715
Lumina APV (trk.)	1,083	1,354	3,092	27,299	24,541
Mediums (trk.)	194	212	510	4,001	778
P-model (trk.)	618	498	1,403	14,227	11,482
Pickup (trk.)	6,573	5,894	15,650	154,841	163,673
Pickup (Can. trk.)	2,700	2,737	7,164	106,484	79,181
S10 (trk.)	5,168	3,952	11,277	106,635	147,554
S10 Blazer (trk.)	2,332	2,936	6,428	74,237	17,254
Sportsvan (trk.)	0	0	0	11,405	24,536
Sportsvan (Can. trk.)	1,240	1,237	3,244	43,989	30,523
Suburban (trk.)	1,118	1,063	2,915	29,919	16,360
Total Chevrolet	**42,491**	**43,182**	**106,175**	**1,178,985**	**1,122,868**
Achieva/Calais	2,214	2,898	6,345	71,233	34,616
Cutlass Ciera	259	2,981	4,735	74,086	47,269
Cutlass Ciera (Can.)	0	0	0	0	41,128
Cutlass Supreme	1,314	0	2,478	47,378	62,516
Toronado	0	6	54	3,280	2,815
Eighty Eight	1,282	1,443	3,418	41,158	39,405
Custom Cruiser wag.	0	0	0	1,927	5,458
Ninety Eight	0	0	194	17,540	45,690
Silhouette (trk.)	227	294	655	8,938	13,067
Bravada (trk.)	164	82	269	7,166	9,802
Total Oldsmobile	**5,460**	**7,704**	**18,149**	**272,706**	**301,766**
Sunbird	1,706	1,834	3,543	52,641	69,372
Grand Am	6,866	6,489	15,832	144,949	87,061
Firebird	594	762	1,628	14,567	9,962
Grand Prix	2,653	2,522	6,412	64,760	60,160
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,330	2,613	6,217	57,068	28,802
Trans Sport (trk.)	1,226	1,588	3,546	24,683	16,077
Total Pontiac	**15,377**	**15,808**	**37,178**	**358,668**	**291,037**
Yukon-Jimmy (trk.)	212	171	452	4,152	1,291
Medium (trk.)	352	350	868	12,257	921
P-model (trk.)	85	47	459	1,919	1,608
Pickup (trk.)	2,764	1,595	5,309	59,755	73,185
Pickup (Can. trk.)	1,020	1,016	2,731	39,017	30,800
Syclone-Sonoma (trk.)	1,261	859	2,718	28,018	34,967
Typhoon-S15 Jimmy (trk.)	650	946	1,894	23,470	6,515
Safari (trk.)	900	736	2,201	35,171	21,460
Suburban (trk.)	725	756	1,906	18,557	13,921
Vandura (trk.)	0	0	0	5,803	11,208
Vandura (Can. trk.)	570	567	1,472	19,516	13,283
Total GMC	**8,539**	**7,043**	**20,010**	**247,635**	**209,159**
Total Saturn•	**5,340**	**5,339**	**13,882**	**114,391**	**45,009**
Total U.S. car	**46,221**	**54,889**	**126,338**	**1,443,652**	**1,311,670**
Total Can. car	**7,550**	**7,480**	**19,481**	**198,882**	**241,917**
Total U.S. truck	**28,828**	**26,174**	**69,434**	**751,376**	**664,520**
Total Can. truck	**5,530**	**5,557**	**14,611**	**209,006**	**153,787**
GENERAL MOTORS	**88,129**	**94,100**	**229,864**	**2,602,916**	**2,371,894**
Can. car	1,500	1,800	4,404	61,342	64,270
Can. trk.	1,000	1,100	2,772	37,906	28,673
CAMI†	**2,500**	**2,900**	**7,176**	**99,248**	**92,943**
DIAMOND-STAR†	**2,138**	**2,123**	**4,558**	**80,798**	**85,868**
Civic	2,165	1,656	3,821	52,969	50,009
Civic (Can.)	2,200	2,000	4,200	60,120	58,973
Accord	7,440	5,704	13,144	208,212	196,198
Total U.S. car	**9,605**	**7,360**	**16,965**	**261,201**	**246,207**
Total Can. car	**2,200**	**2,000**	**4,200**	**60,120**	**58,973**
HONDA	**11,805**	**9,360**	**21,165**	**321,321**	**305,180**
HYUNDAI Sonata (Can.)	**0**	**0**	**12**	**6,755**	**16,450**
AUTO ALLIANCE†	**2,775**	**3,751**	**6,526**	**48,869**	**86,106**
U.S. trk.	900	0	1,655	35,835	40,205
Can. trk.	100	0	208	4,691	3,951
NAVISTAR	**1,000**	**0**	**1,863**	**40,526**	**44,156**
Altima	448	113	561	561	0
Sentra	2,310	1,834	4,144	67,423	72,649
Pickup (trk.)	2,754	2,177	4,931	70,634	71,478
NISSAN	**5,512**	**4,124**	**9,636**	**138,618**	**144,127**
Geo Prizm	1,260	1,287	3,316	48,062	55,001
Toyota Corolla	2,000	2,028	5,265	65,596	59,986
Toyota Pickup (trk.)	1,450	1,414	3,713	31,898	0
NUMMI	**4,710**	**4,729**	**12,293**	**145,556**	**114,987**
Legacy	1,146	0	1,804	31,975	31,074
Pickup (trk.)	566	0	848	12,680	0
Rodeo (trk.)	914	0	1,442	22,738	0
Total U.S. car	**1,146**	**0**	**1,804**	**31,975**	**31,074**
Total U.S. trk.	**1,480**	**0**	**2,290**	**35,418**	**28,830**
SUBARU-ISUZU	**2,626**	**0**	**4,094**	**67,393**	**59,904**
Camry	4,900	4,584	9,484	131,208	119,956
Corolla (Can.)	1,200	1,146	3,052	40,813	38,199
TOYOTA	**6,100**	**5,730**	**12,536**	**172,021**	**158,155**
VOLVO 740,940 (Can.)	**150**	**150**	**336**	**3,871**	**4,965**
AM GENERAL (trk.)	**300**	**300**	**780**	**10,200**	**11,250**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**4,992**	**65,200**	**74,020**
Total U.S. car	**106,588**	**86,055**	**226,885**	**3,169,895**	**2,996,991**
Total Canada car	**13,225**	**18,780**	**43,684**	**587,856**	**611,710**
Total U.S.-Canada Car	**119,813**	**104,843**	**270,569**	**3,757,751**	**3,608,701**
Total U.S. truck	**70,225**	**44,002**	**137,965**	**2,160,681**	**1,811,080**
Total Canada truck	**6,630**	**8,480**	**24,324**	**573,901**	**456,888**
Total U.S.-Canada truck	**76,855**	**52,482**	**162,290**	**2,734,582**	**2,267,968**
TOTAL U.S.	**176,813**	**130,057**	**364,850**	**5,330,576**	**4,808,071**
TOTAL CANADA	**19,855**	**27,268**	**68,008**	**1,161,757**	**1,068,598**
TOTAL U.S.-CANADA CAR & TRUCK	**196,668**	**157,325**	**432,858**	**6,492,333**	**5,876,669**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

41 plants are idle this week

GWENDOLYN ZONGHETTI
Special Correspondent

Forty-one car and truck assembly plants in the United States and Canada will be idle this week — 33 for vacations and eight for model changeovers.

This week's vacation schedule includes all 31 General Motors assembly plants in the two countries. The GM plants also will be down next week, and all but five will return to work Aug. 3.

Last week's estimated car assembly in the United States was 106,588, up 23.9 percent over the prior week, which included a contractual holiday. Output also was 15.3 percent over last year.

So far this year, U.S. carmakers have produced 3,169,895 autos, up 5.8 percent over 1991.

Canadian automakers scheduled 13,225 cars last week, down 29.6 percent from the prior week and 24.5 percent below the corresponding 1991 week.

Year-to-date Canadian car production is 587,856, a 3.9 percent decline from 1991.

U.S. truck producers built 70,225 vehicles last week, a 59.6 percent jump above the prior week, but a 2.3 percent fall from the year-ago week.

Year-to-date U.S. truck production is 2,160,681, up 19.3 percent over 1991.

Truck production in Canada last week was 6,630, down 21.8 percent from the prior week, but up 1.5 percent over last year.

So far this year, Canadian truck producers have assembled 573,901 units, an increase of 25.6 percent over last year.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 39,334, three more during the prior four-day week. The daily build rate was 4.4 percent above the year-ago week.

At the end of the two-week vacation, General Motors' Willow Run, Mich., plant will be down an additional three weeks due to high inventories.

The plant in Doraville, Ga., will be down an additional two weeks to adjust inventories, and the Pontiac, Mich., facilities will be down one extra week for the same reason.

GM's Orion Township, Mich., and Detroit-Hamtramck plants will be idle an extra week after the vacation for model changeover.

The Lordstown, Ohio, van facility worked its second weekend of overtime last week to fill dealer orders.

GM's Janesville, Wis., facility worked overtime last Friday.

Ford Motor Co. slated daily overtime last week at two car plants and two truck plants:

The car plants are Atlanta and Chicago. The truck plants are Louisville, Ky. and St. Louis. The Kansas City. Mo., car and truck plant also worked daily overtime.

Chrysler Corp. has scheduled overtime today at the Sterling Heights, Mich., car plant and the Toledo, Ohio, truck plant. AN

Automotive

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NEWSPAPER

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latenews

Workers to call Villager buyers

Hourly workers at Ford Motor Co.'s Avon Lake, Ohio, assembly plant will make up the customer relations support team for buyers of Mercury's new Villager minivan, which is built at the plant.

Don Schnur, president of UAW Local 2000, says 20 to 25 of the workers will call Villager owners after they have driven the vehicles at least 5,000 miles.

The objective is to identify any mechanical problems so adjustments can be made in the plant.

"We're pushing the responsibility right down to the level where the vehicles are being built," Schnur said.

If the workers identify problems, Schnur says they have the authority to make changes without the OK of a supervisor.

— Kathy Jackson

Ford to up cash on conversions

DETROIT — Ford Motor Co. is expected to announce a $750 dealer cash incentive on its Econoline van conversions this week, partly in response to Chevrolet's $1,000 dealer cash incentive on G-van conversions during the July 17 to Sept. 24 period.

see LATE NEWS, 2

Amid slump, Honda cuts Accord output

U.S. suppliers told to improve quality

PHIL FRAME
Staff Reporter

Reflecting its changing fortunes in the U.S. marketplace, Honda of America Manufacturing Inc. told suppliers last week that it will cut production at its two U.S. assembly plants by 27,800 units in the next two fiscal quarters and end production of the best-selling Accord at East Liberty, Ohio.

In a letter that was obtained by *Automotive News,* Honda also cautioned its suppliers that its competitors are improving quality at a faster rate, and appealed for across-the-board cost and quality gains. Both Ford Taurus and Saturn are breathing hard on the heels of Honda's two best-selling models, Accord and Civic, in terms of both volume and perceived quality.

"Although we made quality improvements in the 1992 J.D. Power Initial Quality Survey, our competitors made bigger gains," said the letter, signed by Satoshi Imai, Honda's senior vice president of purchasing, and Dave Nelson, vice president of purchasing. "We must do better." A Honda spokesman in Detroit said he had not seen the letter and could not comment.

In the letter dated July 21, the two executives said Honda will cut production at its plants in East Liberty and Marysville, Ohio, by 105 cars per day in the second half of its fiscal year, which ends March 31, 1993. Most of the reduction will occur on Marysville's line No. 2, which builds the Accord.

NO MORE F1? ➤ 36

In all, 27,800 units are being eliminated from Honda's production schedule, about 6 percent of the company's U.S. output of 451,197 units in calendar 1991. The rollback comes on the heels of a 25-car-per-day cut instituted in the fiscal second quarter, which ends July 31.

The company also is trimming production in Japan, where sales are down 7.5 percent in the first six months. The company said it shut its Suzuka plant for five days and the Saiyama plant for four days in the first half to adjust production to sales.

The second-quarter cuts in Ohio

see HONDA, 36

HANS G. LEHMANN/HIDDEN IMAGE

Though Accord production is being reduced in Ohio, Honda's new Civic coupe, snapped here by a spy photographer, isn't expected to be affected. The car goes on sale this fall.

Mazda President Yosihiro Wada has a go-slow strategy for Amati in U.S.

Amati's U.S. plan: stay small, profitable

KRISTINE STIVEN BREESE
Staff Reporter

HIROSHIMA, Japan — When an East Coast dealer offered to erect a palatial 20,000-square-foot building to house his Amati dealership, executives at the Mazda luxury channel had an unusual response.

They said no.

As Amati continues to plan for its spring 1994 launch, Mazda Motor Corp. is distinguishing itself with its less-is-more strategy. It wants a small network of 7,500-square-foot showrooms moving just 50,000 units a year.

While most manufacturers are trying to get dealers to spend

see AMATI, 36

Machining fluids linked to cancer

GM, UAW pay for study by Harvard

KATHY JACKSON
Staff Reporter

A confidential report from Harvard University scientists says there is strong evidence that machining fluids used in auto plants are causing cancers and respiratory problems in workers.

The study concluded that auto workers don't die from cancer more often than Americans in general. But it said there are more deaths than normal from certain cancers, including those of the throat, pancreas, rectum and prostate.

In addition, workers who inhale machining fluids on the job have a higher rate of breathing problems and respiratory illnesses, the report said.

Though the report didn't prove a cause-and-effect relationship, it is the strongest evidence yet of a link between exposure to machining oils and cancer, particularly laryngeal cancer.

"Up until now, there was no strong evidence of cancer" connected to the oils, said Roger Wabeke, former supervisor of industrial hygiene for Ford Motor Co. "The workers should be concerned," said Wabeke, now at Wayne State University in Detroit.

General Motors and the UAW paid $2.2 million for the study. They are concerned enough that they have agreed to spend an additional $2.3 million for a series of follow-up studies during the next three years.

Since cancers and diseases can take several years to show up, GM and the UAW agreed with the Harvard team that much more information will be available with continued follow-up of exposed workers.

The study, which began in 1985, is the most comprehensive look yet at machining fluids and their relation to workers' health, according to Dr. Douglas VanBrocklin, GM's general director of occupational safety and health. The study, which VanBrocklin called "very extensive and very good," was initiated because several smaller studies showed increased rates of cancers among auto and other workers who work with machining fluids.

It also was the first such project

see CANCER, 34

EXPOSURE CATEGORIES BY PLANT

Number of workers at GM plants exposed to various oils.

Exposure:	Hydra-Matic	Gear & Axle	Saginaw
Straight oils	1,500	1,500	3,000
Soluble oils	0	0	5,500
Straight and soluble oils	2,500	6,000	2,500
Straight, soluble and synthetics	6,000	0	0
Never exposed	5,000	2,500	4,000
TOTAL	**15,000**	**10,000**	**15,000**

Source: General Motors and UAW

NADA to spend $1 million on 1992 election

CHARLES M. THOMAS
Staff Reporter

With so much at stake in the November election for the nation's 19,000 new-car dealers, the National Automobile Dealers Association's political action committee will contribute more than $1 million to its favorite candidates for Congress.

NADA hopes to pack Congress with new faces sympathetic to its positions on potent issues like international trade, luxury taxes and federally mandated family leaves.

Candidates who at the very least will listen to the association's opinions on taxes, corporate aver-

see NADA, 37

NADA's campaign issues ➤ 37

Chrysler unveils entire '93 line

The LH trio: Chrysler Concorde, Eagle Vision, Dodge Intrepid, pictured, Page 3

INTRO-'93

Chrysler, Page 33
Dodge, Page 32
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Automotive News

LUXURY BARGAINS
European automakers offering cut-rate lease deals. PAGE 4

CUTTING THE FLEET
Chrysler will sell fewer '93s to rental companies. PAGE 4

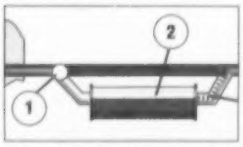
LOOKING FOR NICHES
Postal drivers in Alaska to get Cherokees. PAGE 6

POWER UP
Hughes, Saturn test electric car service strategies. PAGE 6

THE LONG HAUL
Oldsmobile Achieva ads tout cars' durability. PAGE 8

MINI-COMBO
Suzuki, VW to develop new minicar. PAGE 8

SETTING THE TRAP



▲ Device touted as alternative to heated catalysts. PAGE 35

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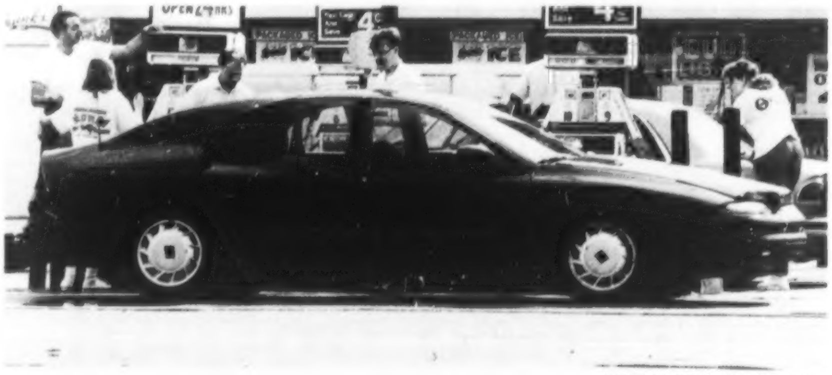
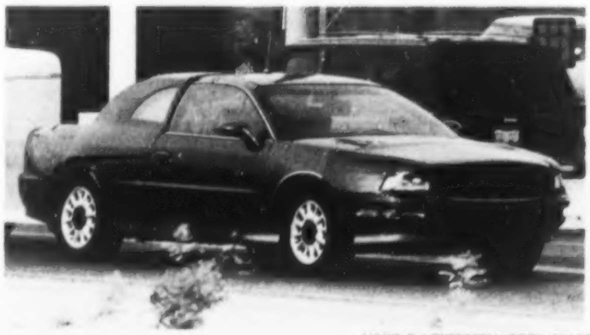
correction

A July 20 story on Page 1 incorrectly said General Motors had created its corporate audit staff on July 1. Actually, on that day the company formed a dealer audit section and made it part of the existing corporate audit staff.



HANS G. LEHMANN/HIDDEN IMAGE



HANS G. LEHMANN/HIDDEN IMAGE

GM's new G-car

Spy photographers caught heavily disguised prototypes of GM's G-body cars being prepared for the 1994 model year. Oldsmobile gets the four-door Toronado, above, while Buick has a two-door Riviera.

latenews

CONTINUED
from PAGE 1

Ford also is expected to continue offering extended free floorplanning to dealers on the chassis, which is why it isn't fully matching Chevrolet.

Both manufacturers already offer $1,300 consumer rebates on the vans in addition to the dealer cash. GMC Truck's version of the July 17-Sept. 24 dealer incentive on conversions pays $750 per unit until a dealer hits a quota and $1,500 per unit on all conversion van sales after that.

— Joseph Bohn

GM announces three recalls

DETROIT — General Motors is recalling 502,000 vehicles.

One recall covers about 250,000 1991 and 1992 model Chevrolet Caprice, Buick Roadmaster and Oldsmobile Custom Cruiser cars to replace a plastic-covered shoulder belt guide loop. The plastic may crack, letting a steel subplate cut the belt.

About 215,000 1990-1992 model Geo Storms are being recalled so dealers can install a reinforcing plate on the steering wheel hub. The hub could break in certain frontal crashes, reducing driver control and the protection of the steering system and driver-side airbag.

A third recall covers about 37,000 1991 and 1992 model Chevrolet Caprice police cars with steel wheels. Cracks may develop around the lug nut mounting circle. Wheels and lug nuts will be replaced.

Toledo OKs aid for Chrysler

TOLEDO, Ohio — Municipal leaders have approved $96 million in tax breaks for Chrysler Corp. to help the automaker move Dodge Dakota production here.

Chrysler plans to invest more than $84 million at its Toledo Jeep plant to prepare it for Dakota production. The company said the move will not necessarily mean new jobs but could save up to 1,130 jobs at the plant, which builds Jeep Cherokees and Wranglers. About 4,500 people work there. Chrysler announced the move two weeks ago. Besides tax abatements, the company asked for infrastructure improvements around the plant.

— The Associated Press

Cadillac offers 2nd Northstar

DETROIT — Cadillac will introduce a second version of its new Northstar 4.6-liter, overhead camshaft, 32-valve V-8 engine with lower horsepower and higher torque for improved fuel economy.

The second Northstar will debut as an option for a new 1993 Eldorado model called the Eldorado Sport Coupe. The standard engine on the Eldorado and Eldorado Sport Coupe will be the 4.9-liter pushrod V-8.

The new version of the Northstar has 270 horsepower and 300 pounds-feet of torque compared with 295 hp and 290 pounds-feet of torque for the full-power Northstar. The full-power Northstar is standard equipment on the 1993 Seville Touring Sedan, Eldorado Touring Coupe and Allante.

— Phil Frame

Infiniti drops top sales post

Infiniti Division of Nissan Motor Corp. in U.S.A. eliminated the position of national sales manager last week when Tom Eastwood left the post to become general manager for Nissan Division's Northwest region.

Eastwood had held the Infiniti job for nearly a year. He followed Earl Hesterberg, who left last August to become general manager of Nissan Division.

Sales managers who reported to Eastwood now report to Infiniti General Manager Bill Bruce.

Infiniti joins Nissan Division in dropping the position of national sales manager.

— Kristine Stiven Breese

Navistar to fix school buses

CHICAGO — Navistar International Transportation Corp. will recall school bus chassis built since Sept. 1, 1978, to fix a fuel system defect.

The company said that as few as 24,000 or as many as 185,000 vehicles in the United States could be affected.

The recall was prompted by a National Highway Transportation Safety Administration crash test of a Navistar bus chassis equipped with a 35-gallon fuel tank. During the test, fuel leakage exceeded allowable levels.

Navistar said it would notify customers next month of plans for fixing the defect. Customers with questions can call 1-800-448-7825.

LH road show set for suppliers

Chrysler Corp. will take its LH sedans on a two-month tour of 15 major suppliers in the Midwest and South beginning Aug. 11.

Suppliers will get to see the new sedans before many are available in showrooms.

Chrysler spokeswoman Kelly Lasecki said this is Chrysler's way of thanking the suppliers on whom it depends for 70 percent of each vehicle it produces.

— Gwendolyn Zonghetti

briefly

Nissan dollars help L.A. rise

Nissan Motor Corp. in U.S.A. has started a $5 million fund to support economic development in Los Angeles neighborhoods that rioted in April. The local Urban League was the first announced recipient, and its president, John Mack, said the new Nissan Foundation's "focus on long-term solutions is the approach necessary to ensure that everyone is included at the table of opportunity."

HAPPY BIRTHDAY . . . NOT — Oldsmobile P.R. guy Gus Buenz admits that special advertising commemorating the division's 95th anniversary is in the works. But it didn't run July 21, as a Chicago newspaper reported. Buenz said a dealer who tipped the paper had the month wrong. Olds celebrates its birthday Aug. 21.

AUTO HISTORY, NO. 415 — When Jim Perkins was a **Chevrolet** field rep in 1962, he called on a dealer named King to sell showroom banners and other promo stuff. The dealer signed up for every item during the first half of the presentation, then said, "It's getting close to lunch," and he signed for the rest without waiting for the pitch. "You ought to make this tougher for me," said Perkins. King answered: "Let me tell you something, son: 85 percent of everything Chevrolet's got in the way of programs and merchandise ain't worth a tinker's damn. But the other 15 percent has made me a multi-millionaire. And I'm not smart enough to know which 15 percent."

OFFICE ON WHEELS — When Michigan Gov. John Engler ran for office in 1990, he said he would travel the state in an **Oldsmobile,** not the jet helicopter favored by the incumbent. Engler won and kept his promise, but now he's ready to break it. The Guv accepted the keys to a 1992 **Ford** Econoline last week that had been modified into a mobile office complete with computer, telephone, desk and reclining armchair.

CORNY — Sioux Falls, S.D., is in the middle of a cornfield that runs three or four states wide, so maybe you knew that it was testing vegetable oil in its diesel trucks (for an 80 percent drop in hydrocarbon emissions) and Mayor Jack White was testing a car burning E85 (85 percent grain alcohol, 15 percent gasoline). Next: The motorcycle patrol is thinking about some E85 Harleys.

GASSY — So is Canada the propane capital? Earlier this summer, **Chrysler Canada Ltd.** signed a deal with the Propane Gas Association of Canada to develop a propane concept vehicle that could lead to a production pickup or minivan by January 1995.

ROSS GETS REAL WORK — Sure, Ross Roberts can sell Fords by the thousands. He's general manager of **Ford Division.** But can he sell them one at a time? Roberts wore a sales hat at Conyers Riverside Ford in Detroit for an all-star celebrity event that gives $500 to charity for each vehicle a VIP sells. Roberts helped close a deal on a 1993 Escort LX, but it wasn't delivered right away so "we haven't put a gold star by his name yet," dealer Nathan Conyers joked.

Roberts: waiting to get his gold

Chrysler cuts rental fleet sales for '93

MARY CONNELLY
Staff Reporter

Chrysler Corp. will reduce its sales to daily rental companies by 28 percent in the 1993 model year.

Theodor Cunningham, Chrysler's executive vice president of sales and marketing, said Chrysler plans to sell 150,000 daily rental units in the 1993 model year. Chrysler expects to sell 208,000 such vehicles in the 1992 model year and sold 256,000 in the 1991 model year, Cunningham said.

Chrysler is trying to reduce its sales of low-margin daily rental vehicles in favor of retail units, which bring higher gross profits to the company and its dealers.

Fleets account for about half the total sales of the Dodge Dynasty.

In addition, Chrysler expects to sell 95 percent of its new LH midsized sedans as retail units in the 1993 model year, said Edwin Brust, general product manager of Chrysler's large-car platform team.

In contrast, about 50 percent of Dodge Dynasty units are fleet sales, Brust said.

The LH cars are the Dodge Intrepid, Eagle Vision and Chrysler Concorde. Chrysler plans to build 180,000 LH cars in the 1993 model year.

Chrysler also is prohibiting the placing of stickers or promotional material on the LH sedans, identifying them as rental cars. Tom Stallkamp, Chrysler's vice president of procurement and supply and general manager of large-car operations, said such identification devalues the vehicle in the mind of the consumer.

Chrysler is releasing to daily rental fleets in two locations the first 1,000 LH units produced at its Bramalea, Ontario, assembly plant. Production began June 30.

Some 850 of those cars are being sent to daily rental fleets in Orlando, Fla., for quick customer feedback and high-mileage accumulation. The remaining 150 will be sent to fleets in Denver for high-altitude evaluation.

Chrysler engineers and technicians will be in Orlando and Denver for up to 30 days to monitor the cars' overall performance.

Eaton tells production team to find world's best

MARY CONNELLY
Staff Reporter

Chrysler Corp. is taking the team approach to the factory floor.

Chairman-designate Robert Eaton has appointed an eight-person production system team, charged with finding and figuring out the world's best production practices. Eaton wants a plan to implement improvements at Chrysler ready by year end.

Eaton: looking for the best

Formation of the production team was reported last week in the company's internal publication, *The Chrysler Times*.

The newsletter described Eaton as "a firm believer in benchmarking," the practice of seeking out and adopting the world's best practices and methods.

Eaton, who will succeed Lee Iacocca as Chrysler chairman on Jan. 1, said the team should recommend an "umbrella program" under which all the quality programs, cost and cultural change ideas can be grouped. He called the team "an important undertaking that will have a major impact on our future competitiveness."

"One of our most important goals is to be among the world's highest-quality and most efficient automotive companies," Eaton said. "We need to provide employees with the tools and management structure needed to accelerate progress on cultural change, quality improvement and greater cost efficiencies."

Members of the eight-person team are: Tom Breneiser and Jeffrey Chiapetta, manufacturing; Ken Francese, personnel, administration and development and employee relations; Jim Holden, sales and marketing; Tom Johnston, quality; Harry Lewis, management information systems; Craig Love, vehicle engineering; and Barry Price, procurement and supply.

The team's work will be reviewed by a steering committee of Eaton, Chrysler President Robert Lutz and the company's four executive vice presidents: Theodor Cunningham, sales and marketing; Thomas Denomme, Corporate Staff Group; Dennis Pawley, manufacturing; and Jerome York, chief financial officer.

Mercedes' Win/Win lease helped double the sales of 300-class cars in May and June.

Euro luxury at low cost

Lease deals help protect share

JIM HENRY
Staff Reporter

NEW YORK — European luxury cars are priced to move these days.

Mercedes will lease you a $50,000 300E for only $23,000 plus a down payment. Jaguar is leasing a $61,000 XJS coupe for only $36,000, with no down payment. BMW has offered leases as low as $33,000 on a $57,000 735iL.

It's costing them money, but after years of complaining about the Japanese buying market share, the Europeans are fighting fire with fire.

"It's very important for them to protect their market share now," said Susan Jacobs of Jacobs Automotive Inc., a consulting firm in Little Falls, N.J.

"They have got to protect their share of the current market. When the market goes up, presumably their sales will go up with the market, and they will make more money to offset what these leases are going to cost them," she said.

Short-term, cut-rate leases are the discount of choice.

For one thing, luxury-car owners are accustomed to the idea of leasing. Lease discounts seem less harmful to a tony image than an out-and-out customer rebate.

At the end of a lease the customer is bound to return to the seller.

"That's a major benefit for us," said Dennis Lassiter, marketing programs manager for Jaguar Cars Inc.

"The (lease) customer is going to come back to see us in two or three years, and we'll be there with our new products," he said. Lassiter said Jaguar's present SuperLease discount is "essentially free money" — interest-free, that is.

Michael Dale, president of Jaguar Cars Inc., said Jaguar forecast its lease business would be around 40 to 50 percent of total volume, but it's running more like 60 to 70 percent.

Leasing lowers monthly payments, since in effect the customer only has to cover the cost of depreciation for the lease term, rather than the entire cost of the car.

To build in a further discount, companies take a risk and set an optimistic resale value at the end of the lease.

Mercedes-Benz has a reputation for being synonymous with high resale value, but its Win/Win leases push the envelope, even for Mercedes.

"When Mercedes moves, everybody else follows. Their main problem is their price positioning is simply too high," Jacobs said. "They're spending what the market is directing they have to spend."

For example, the lease deal for the 300E assumes a residual value of $27,916. That's 56 percent of the suggested retail price of $49,850. But a recent *Automotive Lease Guide*, which tabulates residual values for financial institutions, dealers and leasing companies, pegs the 300E at 47 percent of MSRP after three years.

The difference — in effect, the Mercedes discount — is about $4,500.

Mercedes says with the Win/Win program its lease penetration has jumped from about 40 percent of total volume to around 60 percent. Win/Win began in April. In May and June, 300-class sales nearly doubled over the year-ago period to 5,457. If 60 percent of those were leased, with a $4,500 discount on each one, that's $14.7 million on the 300 class alone.

Cut-rate lease deals have helped boost sales of the Jaguar XJS coupe, top, and the BMW 735iL, above.

Mercedes-Benz Credit Corp. reported last week that its new business grew 40 percent, or more than $1.4 billion, for the first half of 1991, compared to the same six months last year. More than 75 percent of the addition was in leases.

Jaguar, which has a poorer reputation than Mercedes for resale value, is out on a longer limb. The leasing guide pegs a 4-year-old XJS coupe at 31 percent of suggested retail price. After four years, a SuperLease customer will have paid only about 60 percent of MSRP. If Jaguar has to make up the difference, that could be as much as $6,000 per car.

Dale, the Jaguar president, said Jaguar is confident residual values will improve because parent company Ford Motor Co. has improved build quality so much.

"We could've never supported the residuals" before Ford, he said. "The lease deal is a direct result of better quality. We're saying the marketplace as it stands is wrong with regard to where our residual values will be."

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 11-20, 1992	July 11-20, 1991
Acura (imp. car)	2,789	4,438
Domestic car	11,515	13,413
Imported car	3,843	4,367
Honda	15,358	17,780
AMERICAN HONDA	18,147	22,218
Domestic car	39,617	42,323
Imported car	2,340	2,860
Domestic truck	37,071	35,102
FORD MOTOR CO.	79,028	80,285
Domestic car	1,982	1,487
Domestic truck	229	292
MAZDA	2,211	1,779
Domestic car	1,938	1,742
MITSUBISHI	1,938	1,742
Domestic car	3,389	3,298
Domestic truck	2,295	4,120
NISSAN	5,684	7,418
Domestic car	1,144	1,300
Domestic truck	1,611	836
SUBARU-ISUZU	2,755	2,136
Lexus (imp. car)	1,936	2,193
Domestic car	10,811	12,791
Imported car	6,815	9,711
Domestic truck	2,106	0
Imported truck	4,921	9,194
Toyota	24,653	31,696
TOYOTA	26,589	33,889
Domestic car	70,396	76,354
Import car	17,723	23,569
TOTAL CAR	88,119	99,923
Domestic truck	43,312	40,350
Import truck	4,921	9,194
TOTAL TRUCK	48,233	49,544
TOTAL REPORTED CARS & TRUCKS	136,352	149,467

There were 8 selling days in the period this year and 9 last year.

Trucks strong as Ford sales rise in mid-July

JIM HENRY
Staff Reporter

Ford Motor Co.'s sales of new cars and light trucks rose 10.7 percent in mid-July with trucks supplying most of the momentum. Ford truck deliveries jumped 18.8 percent, and cars climbed 4.5 percent.

There were eight days in the period this year vs. nine last year, so comparisons are based on the daily selling rate.

Ford was the only Big 3 maker to report mid-July sales. General Motors is on vacation and did not issue any numbers. Chrysler Corp. does not divulge 10-day results.

Other makes reporting full mid-July deliveries were Acura and Honda and Lexus and Toyota. Sales of U.S.-built cars and trucks were reported for Nissan, Mazda, Mitsubishi, Subaru and Isuzu.

Sales for Ford Motor Co. and the reporting Japanese makes rose 2.6 percent in mid-July on a daily-rate basis. Cars were down 0.8 percent, and trucks climbed 9.5 percent.

Automotive News usually estimates 10-day sales for Chrysler and for many imports, but this report is confined to those companies that announced their sales. The reporting makes represent about 40 percent of the market.

Toyota Motor Sales U.S.A. Inc. sold 26,589 Lexus cars and Toyota cars and trucks, down 11.7 percent from last year.

Honda and Acura sales by American Honda Motor Co. Inc. were down 8.1 percent.

Sales of Nissan's U.S.-built cars and trucks were down for the period, and Mazda, Mitsubishi and Subaru-Isuzu reported gains.

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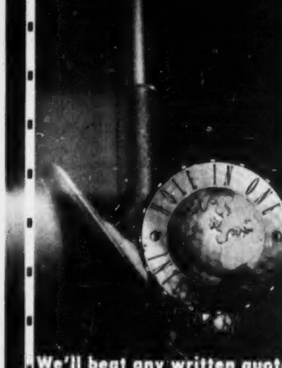

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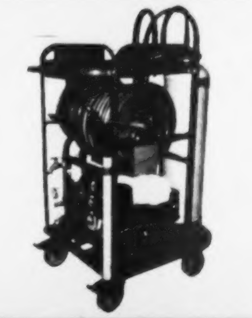

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in brief

SERVICE

Illinois to inspect auto salvage yards

SPRINGFIELD, Ill. — The state will begin auditing salvage yards, repair and rebuilding shops and scrap processors, checking for stolen vehicles and parts.

The secretary of state's office will hire 35 civilian employees to conduct about 3,000 audits and vehicle and parts inspections. Auditors can inspect record books and auto yards, but they cannot make arrests.

There are an estimated 5,700 salvage yards and repair shops in the state.

The program is funded by the $1 annual fee insurance companies pay for each vehicle they insure in the state. Auditors will begin in the Chicago metropolitan area.

Toyota adds to service center

TORRANCE, Calif. — Toyota Motor Sales U.S.A. Inc. has added a body and paint repair area to its Service Development center.

The 17,438-square-foot addition is used for equipment evaluation and training instruction and development. Equipment includes a downdraft paint spraying booth, hydraulic frame straightening equipment, electronic measuring systems and a fully equipped paint mixing laboratory.

GM selling rebuilt steering pumps

DETROIT — General Motors' Service Parts Operations has started marketing remanufactured power steering pumps.

Coverage is provided for GM passenger cars from 1965 through the current model year. Light trucks from the 1961 model year are also covered.

The new product line also includes capsticks and reservoir and seal kits. The pumps carry the same 12-month warranty as new GM replacement parts.

Chrysler LH cars designed with eye on service issues

Early involvement prompts changes

ROGER ROWAND
Staff writer

When Chrysler Corp. takes the wraps off its LH models this fall it will have a great deal to talk about in the area of service.

"We are trying our hardest to get our feet on the floor in serviceability," said Ken Betz, manager of serviceability for large car platform.

Betz told of serviceability specialists getting in on the planning of the cars and following them along to production, working continuously with the post-sale environment in mind.

Betz said the LH serviceability tale is one of small victories, like the use of a better engine oil dipstick and getting alternator hold-down bolts moved so they're readily accessible to repair technicians.

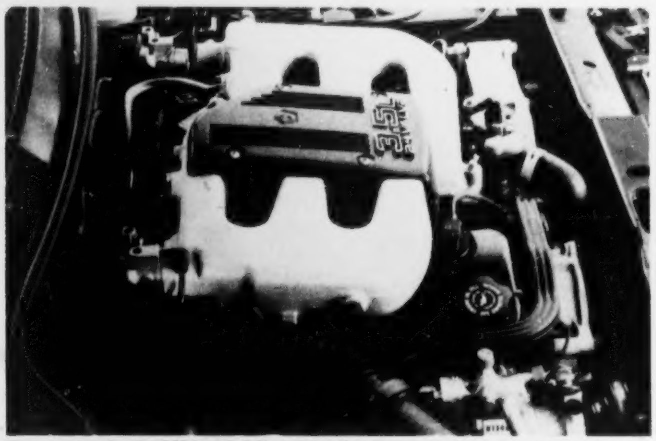
It's also a story of small defeats. Those included unsuccessful attempts to avoid the necessity of removing the instrument panel to do some of the heating, ventilation and air conditioning system service. Removing the instrument panel is necessary because air conditioning ducts are molded as part of the structure.

Occasionally, Betz, said, there were toss-ups and compromises.

One of those was the changed location of the engine coolant thermostat. The device was moved to a spot where it is more accessible than where engineers had put it originally. But, Betz said, the new location means coolant must be drained before the fuel rail can be replaced.

"There are things we are proud of. When we do our job no one seems to know it. But, when it goes the other way, the whole world seems to know it," Betz said.

There even are victories in the instrument panel debate.



Top engine in the LH is a 3.5-liter 24-valve V-6 with dual throttle bodies.

Betz noted that the car-wide panel was originally designed to be larger at the bottom than at the top, which meant technicians couldn't get it out of the car.

Pointing out that fact early in the development process got the problem fixed.

Other gains for serviceability behind the instrument panel were improvements in the quality of heater cores with the use of vacuum brazing during manufacturing, improved corrosion resistance and use of fewer fasteners.

The instrument cluster in the instrument panel is held in place by just two screws, one clip and some plastic push-ins for ease of removal and reinstallation.

The charge in the cars' air conditioning system is derived electronically instead of being observed through a sight glass. The level of charge is accurately calculated with readings from temperature and pressure sensors in the system.

The Concorde, Intrepid and Vision will be the first Chrysler cars to use chlorofluorocarbon-free 134a refrigerant instead of R-12, which damages the earth's ozone layer.

Dealers are required to buy a new refrigerant recovery system to service the air conditioning system. Chrysler is also introducing the refrigerant on the Jeep Grand Cherokee and its minivans for the 1993 model year.

The service group also fought over location of the LH's transmission dipstick. The outcome: "Not perfect, but a lot more accessible," Betz said.

When the LH cars are nearing the end of the assembly line at the Bramalea plant in Brampton, Ontario, the rear shocks are inserted through the backlight opening and the top retaining nuts are torqued all at one time by an automated tool.

The location allows added jounce travel for improved ride and handling. It's fine for the assembler in the factory but not so nifty for the service technician in a dealership because the bolts he has to reach are right under the package shelf and are close to rear shoulder belt locations. Removing and replacing the shock requires a special curved wrench.

But even there, service personnel won reduced torque on the nuts for easier removal. There is no need to go inside the car to service the shocks.

Service work up in June

DETROIT — New-car dealership service departments were busier in June than they were a year ago.

Parts and service business during the month totaled 108.7 percent of that reported in June 1991, according to the *Automotive News* Service Index.

For the first half of the year, parts and service business was 3.5 percent higher than in the first six months in 1991.

In June, all five categories tracked by the index posted gains. Both shop parts sales and sales of all parts and accessories rose 12 percent. Each of those categories was up at least 6 percent for the first half of 1992.

Repair orders written was the only category to decline in the first half, down a scant 0.1 percent from the same period in 1991.

Among dealerships reporting an increase for June, several cited better management practices and aggressive marketing as key factors.

Figures used in the Service Index are compiled from a cross-section of new-car dealerships.

SERVICE INDEX
108.7*

	June, '92 vs June, '91	Jan.-June, '92 vs Jan.-June, '91
Gross Profit on All Labor and P&A Sales	+ 3.6%	+ 1.6%
Repair Orders Written	+ 5.4%	– 0.1%
Total Labor Sales (Customer & Warranty)	+ 6.2%	+ 0.6%
Shop Parts Sales (Customer & Warranty)	+ 12.1%	+ 6.2%
Sales of All P&A...........	+ 12.0%	+ 6.0%

* Survey by Automotive News shows that dealers' service and parts business in June 1992 was 108.7 percent of business in June 1991. Service business in 1992 was 103.5 percent of business in the corresponding period in 1991.

GM adds exhaust program

DALE JEWETT
Service Editor

General Motors dealers are getting into the exhaust system repair business with the Goodwrench Exhaust Program.

The program was started in early June, said Richard Arntzen, general product manager for GM's Service Parts Operations.

Dealers who join the program get mufflers, resonators, pipes, accessories and service tools.

The primary target customers are owners of GM vehicles that are 3 to 7 years old, Arntzen said.

The program covers 1981 through 1990 GM passenger cars and light trucks. Many popular non-GM domestic and import vehicles for the same period are covered by the program.

Replacement mufflers are covered by a lifetime warranty to the original purchaser; exhaust pipes carry a 12-month warranty; labor is covered for 12 months or 12,000 miles.

The program includes advertising that is geared to the individual dealership "to let people know we're in the business," Arntzen said. But neither the ads nor the program are specifically keyed to challenge the independent and franchise exhaust repair shops.

"With the quality, a competitive warranty and a fair price we feel we are competitive enough," Arntzen said. "That's not to say we'll be the highest or lowest priced."

Dealers can get into the program for as little as $3,000, Arntzen said, or spend up to $40,000 if they want to stock a lot of inventory. Stocking racks and service tools are provided free.

The program was tested at GM dealerships in the Columbus, Ohio, area.

Arntzen said one thing learned from the test was not to have the stocking racks and parts arrive at a dealership at the same time because it cluttered the service area. Racks now arrive at a dealership a few days before the parts.

European sales off 4.2% in June

Weighed down by a 17.4 percent slide in Germany, European passenger-car sales in June fell 4.2 percent from a year earlier despite strong gains in Italy, France, Britain and Spain.

The June decline was the sixth consecutive month that sales in Germany, Europe's biggest market, have fallen below the frenzied pace of 1991. Analysts expect the downturn to quicken before the end of the year as high interest rates and economic slowdown further dampen consumer spending.

According to *Automotive News* estimates, sales in the 17-nation European market fell to 1.13 million units last month from 1.18 million a year earlier. But the overall decline masked strong gains in Italy, France, Britain and Spain. They are the four largest markets in Europe after Germany.

Sales in Italy jumped 17.1 percent from a year earlier to 226,700; France rose 7.7 percent to 141,100; Britain rose 4.4 percent to 102,500; and Spain was up 13.3 percent to 93,800.

For the first six months, sales were 7.36 million units, off 1.1 percent from a year earlier. Sales in Germany plunged 9.2 percent.

The drop in Germany dragged down the sales of three of the six major European makers in June. Two had barely measurable gains:

- Volkswagen AG sales surged 7.6 percent in the month to 211,700 units, on continuing strong demand for the Golf III. The company, Europe's biggest carmaker, posted a record market share of 18.8 percent in June.
- Fiat Auto S.p.A. sales slipped 2.1 percent to 142,900 units, yielding a 12.7 percent share of market.
- General Motors Europe slid 10.5 percent to 133,200, for an 11.8 percent share.
- Ford of Europe sales fell 9.8 percent to 127,500 units, for an 11.3 percent share.
- Peugeot SA posted a 1.5 percent gain to 126,200 units, yielding an 11.2 percent share.
- Renault SA sales rose an imperceptible 0.6 percent to 112,800, for a 10 percent share.

Among other European makers, BMW AG slipped 0.8 percent; Mercedes-Benz AG fell 16.7 percent; Rover Group fell 8 percent and AB Volvo was down 4 percent. Saab rose 8.2 percent.

Japanese makers raised their share a full point to 8.6 percent, despite a 16 percent sales drop. AN

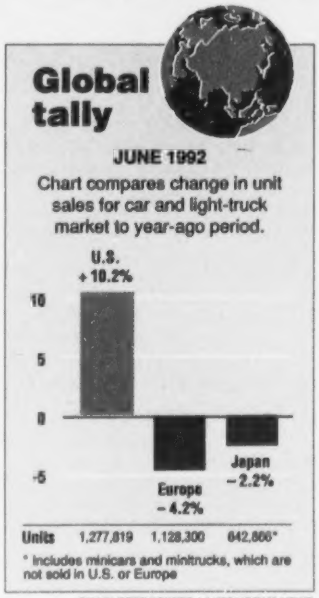
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	6 mos. 1992	% change vs. 1991
Germany	2,186,500	– 9.2
Italy	1,425,700	5.6
France	991,600	0.1
United Kingdom	768,700	– 4.1
Spain	529,200	16.5
Belgium-Lux.	320,600	8.5
Netherlands	293,100	– 7.4
Austria	189,200	7.9
Switzerland	176,300	– 3.2
Portugal	144,200	24.4
Sweden	91,500	– 8.6
Greece	77,700	– 2.3
Denmark	49,900	5.5
Ireland	44,500	– 1.5
Finland	39,900	–26.0
Norway	30,600	11.3
TOTAL	**7,359,200**	**– 1.1**

EUROPEAN SALES BY MANUFACTURER

Manufacturer	6 mos. 1992	% share[1]	6 mos. 1991	% change
Volkswagen[2]	1,289,100	17.5	1,221,900	5.5
General Motors[3]	916,100	12.4	948,400	– 3.4
Fiat Auto[4]	904,900	12.3	970,600	– 6.8
Peugeot S.A.[5]	873,200	11.9	831,700	5.0
Ford[6]	849,200	11.5	901,500	– 5.8
(Jaguar	5,500	0.1	6,700	–17.9)
Renault	762,000	10.4	729,600	4.4
BMW	237,400	3.2	209,600	13.3
Nissan	237,400	3.2	246,500	– 3.7
Mercedes-Benz	232,000	3.2	251,100	– 7.6
Toyota	170,600	2.3	196,600	–13.2
Rover	156,600	2.1	180,300	–13.1
Mazda	147,700	2.0	159,900	– 7.6
Volvo	115,000	1.6	111,900	2.8
Honda	94,100	1.3	90,700	3.7
Mitsubishi	90,700	1.2	105,800	–14.3
Suzuki	56,800	0.8	55,000	3.3
Lada	46,900	0.6	54,200	–13.5
Daihatsu	29,900	0.4	28,500	4.9
Subaru	29,500	0.4	29,900	– 1.3
Skoda	23,800	0.3	25,300	– 5.9
Saab	20,800	0.3	28,400	–26.8
Others	75,500	1.0	66,300	13.9
TOTAL	**7,359,200**	**100.0**	**7,443,700**	**– 1.1**

1 Does not add to 100 because of rounding
2 Includes Volkswagen, Audi and Seat brands
3 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab
4 Includes Fiat, Alfa Romeo and Lancia
5 Includes Peugeot and Citroen
6 Includes Jaguar



CHARLOTTE WINTER / AUTOMOTIVE NEWS

Turnaround seen for ailing Britain

LONDON — Are sales in the United Kingdom — the sick man of the European car industry — finally ready to rebound?

After a 33-month string of consecutive year-on-year declines that was finally broken in May and June, many analysts are starting to think so.

"There's a lot of pent-up demand out there, and the trend is looking good," said Neil Marshall, chief economist of the Retail Motor Industry Federation, Britain's equivalent of the National Automobile Dealers Association. "I think August could be a record month."

British car sales slid 21 percent last year to 1.59 million units, and are down 4.1 percent for the first six months of 1992.

Based on the upticks in May and June, however, analysts say the market now appears ready to take off in August, traditionally the strongest month of the year for British car sales.

"The market should be up as much as 10 percent," said Garel Rhys, a professor at Cardiff University in Wales.

"This stimulation should carry through to September and October, and more than offset the weak first half. I think we're shaping up for a total market of 1.67 million units for the year."

— *Maurice Glover*

Omaha and Little Rock remain good plant sites

LINDSAY CHAPPELL
Staff Reporter

Industrial site consultants who helped BMW AG choose South Carolina for a new car factory last month believe other new factories will locate in sites remote from the existing industry.

Two likely sites will be Omaha, Neb., which BMW considered as an alternative, and Little Rock, Ark., one of the consultants believes.

"Omaha didn't meet BMW's criteria for a site, but it will meet someone's," said James A. Schriner, vice president of PHH Fantus, an international site-search firm. "Little Rock has been considered by other companies, and it will be considered again."

Mazda Motor Co. considered Omaha before building a U.S. plant in Flat Rock, Mich., and a carmaker that Schriner declined to identify considered Little Rock before building elsewhere.

Schriner and Eb Weller, a Fantus director, helped BMW weed through 200 potential U.S. plant sites to select Greer, S.C., for a factory that will build up to 75,000 cars a year.

"The rule of thumb in the old days was that an auto plant must be of a certain size to be profitable," Weller said. "New technology is making it possible to consider smaller plants, and also plants that are farther away from traditional industry centers."

For the past decade, Japanese carmakers have built U.S. plants outside the Detroit-Great Lakes industry hub. Big 3 makers have long operated far-flung plants in places like California and Georgia, but in recent years have phased some out in favor of more Midwest production. The newest Big 3 factory, Chrysler's Jefferson North Assembly plant, opened this year in Detroit.

James M. Rubenstein, a geographer and author of a new book on auto plant locations, suggests that future sites will be determined based on their proximity to customers. He predicts that carmakers will increasingly put greenfield plants closer to their specific markets, with less regard for the proximity of suppliers, technical support or past plant locations.

That will mean more plants outside of the current industry center, he said.

"All cars have a different geographical market-center and it will be advantageous to produce where you can deliver the product quickly and cheaply," said Rubenstein, professor of geography at the University of Miami in Ohio, and author of "The Changing U.S. Auto Industry: A Geographical Analysis."

Half of all BMW's U.S. sales comes from the eastern part of the country, north, south and west of the Greer site. Saturn Corp. selected Spring Hill, Tenn., as a plant site in 1985 because it was central to consumers around the country, Rubenstein notes.

"The move south was already occurring before BMW came along," he said. "BMW has just taken it a little further." AN

Saturn buys $25 million paint shop

LINDSAY CHAPPELL
Staff Reporter

Saturn Corp. has spent $25 million to change paint-shop technology at its Spring Hill plant to comply with Tennessee and federal air emissions regulations.

The company determined in early 1991, less than a year after it began production, that it would not comply with limits on volatile organic compound emissions and began working with state officials to correct the problem.

Saturn has installed a new carbon absorption system for its paint shop that is expected to reduce emissions by one-third.

A company spokeswoman said the plant's overall emission levels have been in compliance with EPA guidelines, but it exceeded certain guidelines.

The carbon absorption system, which is also used at an older General Motors plant in Van Nuys, Calif., removes airborne solvents by passing paint shop exhaust through a filter of carbon traps.

The $25 million system is part of $48 million that Saturn has just invested in its two-year-old factory. Also included are $13 million in new tooling and facilities for a station wagon that enters production in August and $10 million to build new warehouse space.

The warehouse addition triples storage to 310,000 square feet.

The spokeswoman said additional space was necessary to house new parts for the wagon, and also to accommodate increased output. AN

Chrysler CAW wins tax refund

TORONTO — The ship finally came in for more than 8,000 Chrysler Corp. CAW workers who began receiving tax refunds last week averaging about $4,375 Canadian each.

The total is equivalent to about $29.3 million U.S.

In 1979 when Chrysler asked for government loan guarantees to avoid bankruptcy, it was required to obtain wage concessions from its workers and establish an Employee Stock Ownership Plan.

In 1985 the CAW and Chrysler terminated the stock program. Thousands of workers cashed in their shares in 1986 with the benefits taxed at a 30 percent rate.

The CAW began legal proceedings arguing the benefits should have been treated as capital gains. A Canadian court agreed. AN

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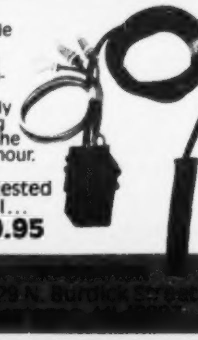

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CANCER

Machining fluids linked to disease

continued from PAGE 1

to be funded by the $4 million occupational health research fund that was established under the 1984 GM/UAW contract.

Results of the study were presented to top GM and UAW officials in April and are circulating within the company and the union. The results have not been made public.

WIDE-RANGING EFFECTS

Metalworking fluids have been a big concern within the industry for a long time because of their widespread use in components plants. "Whatever we do won't affect just General Motors," VanBrocklin said. "The whole machining fluid industry will follow this; that's why we want to do the right thing."

Machining fluids are used in a variety of common industrial metalworking operations to lubricate and cool the tool and the working surfaces.

The earliest machining fluids were straight oils, used for their excellent lubricating properties. Solubles and some synthetics, introduced in the 1940s, are well suited for grinding because of their cooling properties. Widespread use of synthetics began in the mid-1970s.

Until the middle of the century, most exposure was through the skin. With the introduction of high-speed machinery, substantial exposure to the fluids now occurs via inhalation of the mist.

The study said that more than 10 million workers in the United States are exposed to machining and grinding coolants and cutting oils.

GM said currently about 13,000 of the 45,000 workers at its plants where the oils are used come into direct contact with the fluids.

The Harvard study looked at the health records of nearly 50,000 past and present workers at three GM plants in Michigan — Saginaw Gear & Axle in Detroit, Hydra-Matic in Ypsilanti and Saginaw Steering Gear in Saginaw. The three plants were selected because of the widespread exposure of workers to machining fluids.

GUIDELINES OF STUDY

All hourly employees who had worked at least three years prior to 1985 were included in the study, except those who had worked in a large forge operation at Gear & Axle. Forge workers were exposed to other known toxic and cancer-causing agents that could have confused the results, researchers said.

Fewer than 3 percent of the workers were women, not enough to yield meaningful statistics. So the study was limited to exposed and unexposed men. The health records of unexposed workers were used for comparison.

The Harvard team looked at four types of machining fluids — straight mineral oils, soluble oil emulsions, synthetic fluid solutions and semi-synthetic fluids. The machining operations studied were boring/milling/turning, grinding and transfer machines during three time periods — pre-1970, 1970-'79 and 1980-'87.

Predominantly, straight and soluble oils are used at Gear & Axle, which produces gears and axles for rear-wheel-drive vehicles. All types of oils are used at Hydra-Matic, which makes transmissions. Straight oils are used predominantly at Saginaw Steering Gear.

In analyzing cancer death rates, researchers used only Gear & Axle and Hydra-Matic. They said there were too few deaths at Saginaw Steering to be significant.

Overall, workers at the plants had about the same cancer death rate as the U.S. population in general. That isn't especially good news: Groups of employed people often have death rates 10-20 percent below the national rate, since workers in general are not elderly or in poor health.

"The study does not give a clean bill of health," said Stuart Shalat, who worked with the Harvard team and is now an associate professor of epidemiology at Texas A&M University in College Station. "There was some suggestion that exposure (to machining fluids) is causing problems."

FINDINGS SUMMARIZED

In particular, what concerned the Harvard researchers were "glitches" in specific types of cancers, some nearly four times the general population rate.

For example, white males working with synthetic oils at Gear & Axle died of leukemia at 3.8 times the rate of the general population when a 20-year latency period from exposure was considered.

In one form of cancer — the larynx — death rates were higher than the national average at all the plants studied. The study found risks nearly twice the national average for laryngeal cancer among both black and white males, and that risk increased to more than three times the national average when follow-up was extended to 30 years.

"Overall, our findings suggest a positive association of rectal cancer with straight oil; stomach cancer with soluble oils and grinding; laryngeal cancer with straight and soluble oils; lung cancer with all exposure groupings; prostatic cancer with synthetic and soluble machining fluids and with grinding; brain cancer with soluble oils; leukemia with all exposure groupings, and pancreatic cancer with soluble oils," the report said.

The study also concluded that 20 to 30 percent of the exposed workers suffered breathing problems.

Shalat and VanBrocklin said GM has already been taking steps to reduce exposures to machining fluids.

In 1989, the GM/UAW Occupational Health Advisory Board, a six-member panel of university scientists, recommended that exposure levels not exceed 0.5 milligrams per cubic meter total particulate, even though government standards allow 5.0 milligrams. VanBrocklin said GM meets the 0.5 rate in about 80 percent of its plants.

MORE RESEARCH SLATED

GM currently has contractors evaluating the best methods to reduce exposure in its plants.

The 1990 contract between the UAW and the Big 3 automakers established a joint industrial hygiene committee that is studying air quality in the plants.

"We want to protect our workers," VanBrocklin said.

The new studies will focus on five areas: soluble oils and acute respiratory effects; all machining fluids and acute respiratory effects; respiratory effects connected with synthetic fluids; endotoxins used in machining fluids; and chemical components used in machining fluids.

Harvard and the universities of Massachusetts, Michigan, Iowa and Pittsburgh will collaborate on the studies.

"There's no question that metalworking fluids cause one of the biggest concerns in the plants today," said industrial hygienist Wabeke. For example, he noted that conditions in the fluids encourage growth of potentially dangerous bacteria.

Wabeke, who worked for Ford from 1972 to 1987, said, "The big companies are in pretty good shape, but there are always opportunities for improving conditions in the plants."

Shalat said the findings shouldn't be taken as a criticism of GM. "GM is just a massive company," he said. "Some plants are run immaculately, and others are not so clean, but some exposures are causing problems."

The study recommended that better control could be achieved by altering processes, changing coolants or identifying machinery where enclosures or exhaust systems are especially needed. The researchers also recommended reducing recirculation, increasing fresh-air circulation and providing a means to dehumidify workspace air during the winter.

SEX-RACE DISTRIBUTION BY PLANT

	Hydra-Matic	Gear & Axle	Saginaw
White males	9,117	8,626	8,983
Black males	4,398	1,243	847
Males, unknown race	2,318	4,672	1,500
White females	71	1,545	1,052
Black females	455	529	278
Females, unknown race	8	637	105

Source: General Motors and UAW

VW hits campaign trail with lease ad

ARLENA SAWYERS
Staff Reporter

Volkswagen United States is publicizing its lease program with an ad campaign draped in the red, white and blue of the presidential campaign.

The TV spots began during the telecast of the Democratic National Convention in mid-July.

Three 30-second spots were created. One features Passat; another highlights Jetta; and another pairs the two cars.

Dave Schembri, VW director of marketing, said VW chose the political theme because it wanted to capitalize on the excitement generated by the presidential election.

The spots open on a convention floor with a silhouette of crowds and posters in the background. Jetta is in the foreground of one spot.

The voiceover says: "There is nothing in our candidate's past that will prevent him from moving forward." At that point, the Jetta zooms off screen and the crowd explodes in celebration, throwing party hats, streamers and confetti.

The crowd chants "Jetta" as "Otto," the VW stickman, appears on a campaign button and then transforms into the VW logo.

The voiceover of another Jetta spot says: "And unlike many of his colleagues, our candidate would not be bought, he will be leased."

Schembri said consumer feedback indicated that some viewers who watched the convention telecast thought the ad was part of the convention proceedings.

"You cut through the clutter," he said. "It's very complimentary."

The print ads appear in the *Wall Street Journal* and *USA Today*.

The TV commercials also will air during telecasts of the Republican National Convention and the Olympics.

Output and sales rise 20% in Korea

OLES GADACZ
Staff Correspondent

SEOUL — Korean vehicle makers increased first-half output 21.6 percent over a strong period a year earlier.

They built 826,985 vehicles as local demand and exports stayed strong, the Korea Automobile Manufacturers Association reported last week.

Propped by growth at Hyundai Motor Co., the industry's dominant producer, domestic sales grew 20.4 percent, to 610,340 units, the association said. In the first half of 1991, the increase was 15.8 percent over the previous year.

Reflecting a slowdown in the key U.S. market, however, exports rose only 11.9 percent from a year earlier, to 189,247 units. In the first half of 1991, exports had grown 35 percent over the previous year, the association said.

Results from the country's three biggest vehicle makers:

- Hyundai Motor Co.'s sales in the home market rose 9.8 percent from a year earlier, to 274,354, despite an aging model lineup. Exports grew 6.5 percent, to 125,291 units, as shipments to new markets in Europe offset a decline of 35.1 percent, to 30,803, in U.S. exports.
- Kia Motors Corp., a Ford Motor Co. affiliate, said its domestic sales in the first six months jumped 16.1 percent from a year earlier, to 195,161. Exports rose 28.2 percent, to 42,149 units, although shipments to the United States slid 39.4 percent, to 11,576.
- Daewoo Motor Corp., which is 50 percent owned by General Motors, said home-market sales rose 6 percent from a year earlier, to 66,264. Exports rose 9.8 percent, to 17,717 units, but U.S. shipments of the Pontiac LeMans plunged 79.1 percent from a year earlier, to 2,306.

GM is moving to end its role in Daewoo.

ISUZU

GM unlikely to buy more trucks

continued from PAGE 3

truck sales to GM is that Isuzu's joint-venture truck plant in the United States, Subaru-Isuzu Automotive in Lafayette, Ind., is not unionized. Any attempt to source trucks from there would almost certainly be blocked by the UAW.

Another avenue — exporting built-up trucks from Japan — would be prohibitively expensive, Seki said.

"We have to consider the 25 percent (U.S.) duty on built-up trucks if we export, and also the exchange rate," Seki said.

In the meantime, he said, the two are discussing the potential for supplying GM with Isuzu engines. Isuzu would like to replace a GM engine now used in the Rodeo with its own double-overhead-cam V-6 engine used in the Big Horn.

Seki and Sullivan are now overseeing a top-to-bottom cost-slashing plan throughout the company, which posted a consolidated pretax loss of about $415 million for the fiscal year that ended last October.

The goal is to cut the deficit in half in the current fiscal year and return to profitability in the year beginning in November.

The company plans to cut its temporary work force 40 percent by 1993 and is reducing capital investment from about $622 million last year to $545 million. But it will maintain r&d expenditures at the current level of about $480 million.

Seki would not give specifics of the cost-savings target, but said the goal for the current fiscal year ending this October is to cut costs by 15 percent and increase productivity by 13 percent.

Although analysts consider GM's support to be vital to Isuzu's near-term survival, Seki said he took a long-term view toward his relationship with GM.

"Mr. Sullivan's joining us will help us tremendously in making a better appeal to General Motors," Seki said. "But having him on board does not have any immediate effect in real terms."

Hummer maker picks N.M. ad group

SOUTH BEND, Ind. — AM General, maker of the High-Mobility Multipurpose Wheeled Vehicle, or Hummer, awarded its advertising account to The Competitive Edge in Albuquerque, N.M.

AM General is a division of LTV Missiles and Electronics Group. Hummer was created originally for military use and attracted attention during the Persian Gulf war last year.

Civilian versions of the all-wheel-drive vehicle are to go on sale in October.

Lee Galles, president of The Competitive Edge, said his agency plans to plow "some brand-new ground with a brand-new product. . . It will be a revolutionary experience with a revolutionary vehicle."

Galles said the launch campaign will include network and cable TV and national print ads.

Hummer is built at AM General's plant in Mishawaka, Ind.

JAPANESE LUXURY BRANDS

Sales per dealer based on 1992 projections except for Amati, which is based on 1995-96 expectations.

	Number of dealers Today	Number of dealers At start-up	Number of dealers Ideal	1992 Sales	Sales/dealer (month)
Acura	296	60	300	128,000	36
Lexus	159	73	200	90,500	47
Infiniti	112	52	160	45,000	33
Amati	41	75	130	0	30

Source: Companies, Automotive News Data Center

AMATI
No dealer palaces planned for U.S.

continued from PAGE 1

more money on their facilities, executives at Amati sent the East Coast dealer back to the drawing board. They suggested he retrofit an existing facility and dual Amati service with one of his other lines, cutting his capital investment by more than $1 million.

"It might be nice to have those big Taj Mahals that some dealers have, but we just don't need it," said Frank Beniche, dealer development manager for Amati Division of Mazda Motor of America Inc. "We don't want to take the risk, and we don't want the dealer to take the risk that kind of facility would represent. And we just don't need a building that big."

Amati's 120 to 130 U.S. dealers are expected to sell 25 to 35 cars a month when the network is up and running. Even when it's fully mature, Amati's volume will not top 50,000 units, said Mazda Motor Corp. President Yoshihiro Wada.

NOT TOO OPTIMISTIC

"We are not too optimistic about development of the U.S. market in the future as a whole," Wada said. "We consider this Amati a challenge for Mazda, so we'd rather go for a steady and sound growth."

Amati cars will be built at a new, highly automated $478 million plant in Japan with a capacity of about 160,000 units of as many as 12 models. Besides the units going to the United States, the plant will make cars for Europe, Australia, Hong Kong and Japan.

The go-slow strategy befits Wada, a finance man who became president last December. Before joining Mazda in 1983, Wada spent 28 years with Sumitomo Bank Ltd. Mazda has had a long relationship with Sumitomo, and the financial giant still holds a lot of sway at Mazda.

From its announcement last August, Amati has stressed that dealer profitability will be one of its highest priorities. Wada's comments suggest that the message comes straight from the top.

"Our major attention is for dealers to be able to do this as a business," Wada said. "We are trying to make a setup where there's not a lot of investment for dealers."

In that regard, Wada said Mazda will "not follow the same methods as Nissan, Toyota or Honda" in setting up its luxury channel.

Amati calculates that the average dealer investment will be $700,000, considerably less than the estimated $2 million to $5 million many Lexus and Infiniti dealers spent.

Most of the savings will come from allowing dealers to dual their service shop or locate it on premises separate from the showroom. Most Acura, Lexus and Infiniti dealerships are single-line sales and service outlets.

More savings come from retrofitting an existing building rather than starting from scratch. While Acura, Lexus and Infiniti were reluctant early on to let their dealers use retrofit facilities, Amati estimates that 15 to 20 percent of its initial dealers will have retrofits, and that percentage will likely increase as Amati rolls out to smaller markets.

MODEST NETWORK

Key to Amati's low volume expectations is the modest dealer network it plans. Amati has signed 41 dealers, and it expects to launch with about 75 in 60 markets.

While 75 would be more dealers than Acura, Lexus or Infiniti had at introduction, Amati would slow down substantially after that. Wada said that in its first three years, Amati will add only 45 to 55 dealers.

Lexus, on the other hand, grew from 73 at launch in 1989 to 159 dealers today and plans to expand to 200. After almost three years, Infiniti has 112 dealers and hopes to add 40 to 50. Acura grew in 6½ years to almost 300 dealers, where it would like to remain.

Amati says keeping dealer numbers low is key to keeping dealer profits high. The thinking is that fewer dealers mean a bigger sales territory and higher volume for each dealer.

"We're really conscious about what a market can support in terms of sales and dealers," said Amati spokesman Jack Nerad. "We'll be as careful as we can be, and we'll err on the side of too few, rather than too many."

Nerad said Amati "will always have fewer dealers than Lexus" in each market where they compete.

Wada's projection that Amati will grow to about 50,000 units annually means the dealers would average 400 units a year, which would be in line with Infiniti at this year's pace.

Based on sales for the first half, Acura is on course to sell 128,000 cars this year; Lexus could sell 90,000; and Infiniti 45,000.

THE PRODUCTS

While Wada said it is too early to discuss how Amati will distinguish itself, he is confident the cars will stand out.

"(Mazda has) introduced a number of products, all of which are highly acclaimed in the market. So we're quite confident about producing quality cars that are well accepted," he said.

Regarding product, Amati has said only that it will introduce an entry-level and flagship sedan in 1994. The entry-level sedan will go on sale in Japan next spring.

The flagship will likely be a large, rear-wheel-drive, V-12 model. Some have suggested "Jaguar-esque" styling. The entry-level car is expected to be a stretched version of the Eunos 500/Xedos 6 that is currently being built at the new plant in Hofu City, Japan. The car will be front-wheel drive and likely carry a 3.0-liter, 24-valve, V-6, although some are suggesting it will have a V-8.

Amati will probably add another model by the fall of 1995. ■

Honda poised to quit F1; decision expected by Sept.

MARY ANN MASKERY
Staff Reporter

TOKYO — In a move that seems to underscore its declining sales and worsening profit picture, Honda Motor Co. confirmed last week that it is "seriously considering" withdrawing from Formula One racing after this year.

President Nobuhiko Kawamoto, who had hinted at the possibility for several years while still executive vice president, said he will make a decision by September.

Analysts said the decision is overdue.

"It's about time to pull out," said Koji Endo, industry analyst for S.G. Warburg Securities in Tokyo.

"The company is now cutting costs and wants to save money as much as possible. But the real reason for quitting is that it has achieved all of its targets."

Honda's fearsome reputation of 66 wins in the top global circuit since 1984 has fostered an image as a youth-centered carmaker, particularly in Europe and Japan.

It also has been a magnet for attracting some of Japan's best young engineers, many of whom — like Kawamoto himself — have gone on to the company's uppermost ranks.

Formula One research also provided spinoffs for Honda's production lineup, particularly in engine research. Racing technical developments led to Honda's new computer-controlled VTEC engine and four-valve engine technology.

Honda insisted last week that its decision will not be dictated by flagging sales or earnings. The company said it spends "less than" $80 million a year on Formula One, although outsiders estimate the cost to be more than double that.

Honda spokesman Shin Tanaka said the company's 100 engineers allotted to the program might better be used in environmental research.

Honda withdrew from Formula One once before, from 1967 to 1984. It used the respite to develop its CVCC engine, which set new industry benchmarks for cleanliness and fuel efficiency.

Analysts say the company has already gotten as much benefit as it can out of the program. After leading Formula One racing for the better part of eight years and winning 15 out of 16 races in 1988, the company has claimed only two wins this season out of nine.

"They should have retreated from F1 last year," said Noriyuki Matsushima, senior analysts at Nikko Research Center.

"That way they could have shown a seriousness in their restructuring efforts, both inside and outside the company. They should quit, prepare a better engine, and come back." ■

HONDA
U.S. Accord output to be cut

continued from PAGE 1

included a non-production day on July 6 and scheduled non-production hours on each of the three auto production lines at its two Ohio plants. Non-production days are scheduled at Marysville on Nov. 6 and at both plants on March 31. After the adjustments are made, Marysville line No. 1 will build 750 cars per day, Marysville line No. 2, 550 per day, and East Liberty line No. 3, 470 per day.

Production at the Anna, Ohio, engine plant also will be affected. Fewer Accord engines will be built, while production of Civic engines will increase by 170 units per day, the letter said. Accord production at East Liberty will end after the 1992 model year run, leaving the plant to build the Civic.

The actions come as Honda's facade of seeming invincibility in the United States is beginning to show stress lines. Although it still possesses the best-selling car in the country with the Accord, Honda's first-half sales were off 4.5 percent in an overall market that was up 5.1 percent. And market share slipped a half point, to 7.4 percent, while inventories of unsold cars rose to 57 days on July 1 from 40 days a year earlier, according to *Automotive News* estimates.

Analysts said Honda's production adjustment reflects fundamental changes underway in the American marketplace.

"The domestic manufacturers are taking share away from foreign manufacturers as customers realize they have a price-value advantage and have caught up in quality," said Ronald Glantz, San Francisco-based securities analyst for Dean Witter Reynolds.

"Honda, in particular, has suffered because its product quality had been able to justify a premium price, but it's fallen back into the pack."

Honda's nemesis increasingly has become the Ford Taurus, which has made inroads into Accord's sales lead this year. Taurus outsold Accord in March and May. But Accord led Taurus by a narrow 3,879 units in June and by 10,473 units for the six months.

The Civic was the ninth best-selling car in June, but Saturn was only slightly more than 100 units behind — representing just a few hours worth of sales.

In their letter to suppliers, Imai and Nelson stressed that the reductions will not result in layoffs of Honda workers, or "associates" as they are called.

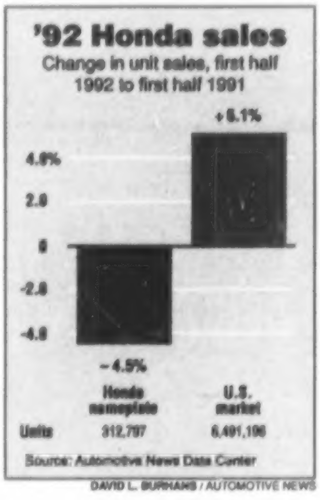
They said the company's underlying philosophy has not changed: To keep production as stable as possible so that quality and cost competitiveness are not affected.

But much of the letter is devoted to Honda's slipping levels of quality relative to its competitors.

"Throughout our history together, (Honda) associates and suppliers have concentrated on improving our quality and cost competitiveness in order to produce the best quality products for our customers," the letter said. "We must focus on improving our efficiency and competitive strength now more than ever."

'92 Honda sales

Change in unit sales, first half 1992 to first half 1991



Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

The letter said Honda will be investing in more training for assembly line workers during its fiscal third quarter, and will involve more workers earlier in new model development to help reduce cost and raise quality.

Suppliers were urged to step up their quality and cost efforts as well. In September, the letter says, Honda will be building the cars that will be surveyed in the 1993 J.D. Power and Associates Initial Quality Survey, and special attention should be given to recover ground lost to competitors in 1992.

> "Although we made quality improvements in the 1992 J.D. Power Initial Quality Survey, our competitors made bigger gains. We must do better."
>
> **SATOSHI IMAI**
> HONDA

Honda overall placed fourth on the 1992 Power survey, moving up two places when Acura and Mercedes dropped out of the top five. Honda's score improved about 5 percent from 111 problems per 100 cars to 105 problems per 100 cars.

Meanwhile, the industry average improved 11 percent from 141 problems per 100 cars to 125 problems per 100 cars. And one of Honda's most successful rivals, Saturn Corp., improved its IQS score 28 percent, from 151 problems per 100 cars in 1991 to 109 problems per 100 cars in 1992. That moved Saturn into sixth place overall.

Dave Conant, president of the Honda dealer council and general manager of Norm Reeves Honda Superstore in Cerritos, Calif., said Honda is using good judgement by cutting production.

"I think that to their credit they're paying attention to the market," he said.

"Honda's never had to be so concerned with inventory in the past, it was just a matter of how many they could build. For Honda and most Honda dealers, this is a new experience. But I still say this is absolutely the best franchise out there." ■

Staff Reporters Kristine Stiven Breese in Los Angeles and Mary Ann Maskery in Tokyo contributed to this report.

BMW has expansion plans for S.C. plant

PETER BROWN
Editor

BMW AG hopes to expand its proposed South Carolina assembly plant by the end of the decade to reach its planned capacity of 60,000 to 70,000 cars a year.

The second phase will cost $175 million and will nearly double the size of the plant. The $300 million first phase will enclose 1.9 million square feet. BMW officials say production will begin in 1995.

Timing of phase two "is based on how well we are doing with our new plant" in Greer, S.C., said Carl Flesher, BMW's vice president for public relations for the South Carolina project.

BMW has not disclosed what car it will build in South Carolina, but last week officials did comment on several aspects of the project:

- While BMW plans to keep the 400-person headquarters of its U.S. sales arm in Woodcliff Lake, N.J., it intends eventually to move some operations from there to South Carolina.

"Take purchasing or engineering: They're definitely functions which we have to combine, and which are better located there than here," said Karl Gerlinger, president of BMW of North America. He said the company hasn't even begun to assess how many jobs might be shifted.

- An American with experience in the U.S. auto industry has been chosen to manage the Spartanburg County factory. Flesher said the manager will be announced soon.
- BMW will resist efforts to unionize the plant, BMW Chairman Eberhard von Kuenheim said in an interview with American journalists in Munich. "We don't need an outside, third party between management and our employees. We think a third party would only disturb these relations," von Kuenheim said.

He said workers will receive relatively high wages and benefits for the area.

- BMW will use a building in Spartanburg for temporary headquarters.
- The first 80 to 100 production employees will be hired early next year and will spend three to six months in Germany learning the BMW system. The employees will return to train others and become the supervisory team at the plant.
- About 50 Germans will establish permanent residence in the Greenville-Spartanburg area.
- In 1995 and 1996, car production will rise from 50 cars a day to 300 cars a day.

The Associated Press contributed to this report.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1992 models; expires Aug. 3)	
Integra	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
HONDA (1992 models; expires Aug. 3)	
Accord	$200-1,500 based on quota
Civic	$400
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1991-92 models, expires July 31)	
Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota
VOLKSWAGEN (1992 models; expires July 31)	
Corrado (exclude V-6), Cabriolet	$1,500
Passat	$750
Jetta, GL and Carat	$500
Golf (exclude diesel), Fox	$500

incentive WATCH

Nissan pays $250-$2,000

Nissan Motor Corp. in U.S.A. is paying rebates of $250 to $2,000 to dealers for sales of 1992 models. The program continues until the end of September.

On cars, **Nissan** is paying dealers $250 on the Maxima SE; $800 on the Sentra two-door; $950 on other Sentras; $1,000 on the Maxima GXE; $1,000 on all 240SX models except the convertible; and $2,000 on Stanzas.

The importer also is paying dealers $1,750 on pickup trucks. The Pathfinder sport-utility does not carry a rebate.

— Charles E. Ramirez

Inspections will save money, EPA says

The Associated Press

The new nationwide program to take vehicle emissions inspections out of the local service station and into centralized, state-run test centers won't result in long lines, an EPA inspection official says.

He says it's also likely to save car owners some money as well.

Studies have shown that centralized inspection sites charge lower prices and move cars through faster than smaller shops, according to the EPA.

"There's a lot of mythology about the convenience of a decentralized program. But the truth is, dropping in for an emissions test at the local service station is a myth," said Gene Tierney, inspection and maintenance chief at EPA's Office of Mobile Sources in Ann Arbor, Mich.

The EPA has issued new rules requiring the centralized programs. They are likely to put many smaller, independent shops out of the test business in the 29 states that currently have decentralized inspection programs. But the new regulations also prohibit test centers from doing repairs. That work will presumably go to the shops that no longer do testing.

Fourteen states already have centralized programs, and seven have mixed programs.

"In a centralized system, for the 85 percent of motor vehicles that passed their initial test, it's much more convenient," Tierney told *The Denver Post*. "Those owners may have to drive a little farther, but they're in and out in 15 minutes."

A 1991 Riter Research survey found the average waiting time in contract-run, centralized programs is 22 minutes, compared with 90 minutes in decentralized programs.

The average decentralized inspection cost is $17.70 per vehicle, compared with $7.16 in a government-run centralized program and $8.47 in a contractor-run centralized program, EPA said.

EPA officials say decentralized inspections cost more because quality control and training in a dispersed system cost more.

Another plus, according to the EPA, is that centralized programs are 20 to 40 percent more effective in catching cars that violate air pollution standards. The agency bases its conclusion on undercover audits in which agents pose as motorists with cars rigged to fail.

"In decentralized programs, about 50 percent of the time the stations pass you when they should fail you," Tierney said. "In centralized programs, that occurs only about 2 percent of the time."

EPA attributes the discrepancy to a lack of mechanic training, failure to follow procedures and deliberate falsification.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit, Dynasty	$1,000
Daytona ('92-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
GENERAL MOTORS	
1992 models	
Expires Sept. 23. In lieu of rebates, financer rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750
MAZDA (1992 models, expire Sept. 8)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expire Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd sedans)	$500

Saturn wins lawsuit over use of name

GWENDOLYN ZONGHETTI
Special Correspondent

DETROIT — Saturn Corp. is finally free of a 6-year-old lawsuit challenging its right to the Saturn name.

The U.S. District Court for the Eastern District of Michigan upheld a 1988 dismissal of a suit brought by Saturn Tire and Rubber, maker of specialty tires for tractors.

The suit, filed in 1986, charged that Saturn Tire and Rubber had first rights to the Saturn logo and that Saturn Corp. had no right to assemble cars bearing the name.

In 1988, the case was dismissed when federal Judge Robert DeMascio ruled that Saturn Corp. had not yet produced a single automobile.

Just prior to the start of Saturn automobile production, Saturn Tire and Rubber said it would try to halt production of the car.

Earlier this month, DeMascio refused to overturn the 1988 dismissal because the tiremaker has not sold any products bearing the Saturn name since 1983.

"Most troublesome to me was the realization that GM was being held for ransom," said General Motors attorney Ken Enborg.

"Their company was going out of business with no help from us. They thought they would be able to get millions out of us. This took six years and a lot of money in legal expenses to resolve," Enborg said.

Saturn Tire and Rubber declined to comment on the case.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Newark, Del.	7/27	*
Dodge Spirit		
Plymouth Acclaim		
Chrysler LeBaron J		
FORD		
Wayne, Mich.	7/27, 8/3	5,700
Ford Escort		
Ontario Truck (Oakville, Ontario)	7/27	3,000
Edison, N.J.		*
Ford Ranger		
Twin Cities (St. Paul, Minn.)		**
Ford F-series		
Ford Ranger		
GENERAL MOTORS		
Lake Orion, Mich.	7/27	*
Detroit-Hamtramck, Mich.	7/27	*
Arlington, Texas	7/27	***
Bowling Green, Ky.	7/27	***
Doraville, Ga.	7/27	***
Fairfax, Kan.	7/27	***
Buick City (Flint, Mich.)	7/27	***
Lake Orion, Mich.	7/27	***
Lansing, Mich. (C plant)	7/27	***
Lansing, Mich. (M plant)	7/27	***
Lordstown, Ohio	7/27	***
Oklahoma City	7/27	***
Spring Hill, Tenn.	7/27	***
Van Nuys, Calif.	7/27	***
Wentzville, Mo.	7/27	***
Willow Run, Mich.	7/27, 8/3, 8/10, 8/17	***
Wilmington, Del.	7/27	***
Oshawa, Ontario (No. 1)	7/27	***
Oshawa, Ontario (No. 2)	7/27	***
Baltimore	7/27	***
Detroit	7/27	***
Fort Wayne, Ind.	7/27	***
Janesville, Wis.	7/27	***
Lordstown, Ohio	7/27	***
Moraine, Ohio	7/27	***
Pontiac, Mich. (East)	7/27	***
Pontiac, Mich. (West)	7/27, 8/3	***
Shreveport, La.	7/27	***
Tarrytown, N.Y.	7/27	***
Oshawa, Ontario	7/27	***
Scarborough, Ontario	7/27	***
CAMI		
Ingersoll, Ontario	7/27	
HYUNDAI		
Bromont, Ontario	7/27	***
Sonata		
Total U.S. car		5,700
Total Canada truck		3,000
Total units lost week of 7/27		8,700

*Model changeover
**Plant closed until September for model changeover
***Vacation.
Source: Automotive News Data Center

Judge changes mind to settle Porsche suit

A federal judge in Idaho has vacated his own ruling of two years ago so a tentative settlement between a plaintiff and Porsche AG can become final.

The case was sent back from the U.S. Court of Appeals for the 9th Circuit.

In October 1990, Judge Marion J. Callister said that Craig Neilsen could not sue Porsche over an allegedly defective seat back because the 1966 motor vehicle safety law pre-empted any state regulation unless it was identical.

He noted that the car complied with federal Safety Standard 207.

Nielsen had argued the seat back should have been stronger than the standard because the Porsche is a rear-engine vehicle.

He appealed, and the Trial Lawyers for Public Justice, the Center for Auto Safety and Motor Voters filed a friend-of-the-court brief.

They pointed to the exception made in the law for suits brought under common law.

Last March, Callister told the federal appellate court he would vacate his earlier ruling for Porsche if the case were remanded.

— Helen Kahn

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 7/20-7/25/92	Actual 7/13-7/18/92	7/1-7/25/92	Year 1/1-7/25/92	Year 1/1-7/27/91
Concorde (Can.)	0	0	8	14	0
LeBaron J	0	1,228	3,566	33,743	18,697
New Yorker	0	0	357	9,123	4,773
Fifth Avenue	0	0	1,629	21,470	20,697
Imperial	0	0	41	2,760	4,563
Town & Country (trk.)	0	47	1,010	9,041	1,988
Total Chrysler Div.	**0**	**1,275**	**6,613**	**76,151**	**50,718**
Sundance	1,200	0	1,781	32,518	27,007
Acclaim	0	1,199	3,593	43,185	48,338
Voyager (trk.)	0	1,861	4,636	54,474	54,852
Voyager (Can. trk.)	2,274	0	3,474	71,718	59,174
Total Plymouth	**3,474**	**3,060**	**13,484**	**201,895**	**189,371**
Intrepid (Can.)	440	384	918	974	0
Daytona	350	0	350	7,224	4,936
Shadow	1,200	0	2,303	53,413	32,253
Dynasty	0	0	3,116	47,342	66,450
Spirit	0	1,246	3,817	42,047	43,369
Viper	6	10	24	83	0
Monaco (Can.)	0	0	0	0	5,343
Caravan (trk.)	0	2,746	6,517	71,486	65,372
Caravan (Can. trk.)	2,271	0	3,542	94,335	79,571
Caravan C/V (trk.)	0	11	38	1,875	2,109
Caravan C/V (Can. trk.)	0	0	0	4,395	11,834
Dakota (trk.)	0	0	4,508	77,045	46,032
Ram pickup (trk.)	0	0	831	32,093	46,082
Ram wagon (Can. trk.)	0	1	516	13,205	12,647
Ram van (Can. trk.)	0	50	2,318	37,887	23,310
Total Dodge	**4,267**	**4,448**	**28,798**	**483,464**	**439,368**
Vision (Can.)	395	0	693	760	0
Premier (Can.)	0	0	0	0	5,630
Cherokee (trk.)	2,800	2,655	7,544	74,505	69,622
Comanche (trk.)	0	0	0	915	2,827
Grand Cherokee (trk.)*	1,700	0	4,313	38,143	1,560
Briarwood (trk.)	0	0	0	325	1,451
Wrangler (trk.)	−175	0	175	175	0
Wrangler (Can trk.)	0	0	0	29,026	32,181
Total Jeep-Eagle	**5,070**	**2,655**	**12,725**	**143,849**	**113,271**
Total U.S. car	**2,756**	**3,683**	**20,579**	**292,908**	**271,083**
Total Can. car	**835**	**384**	**1,619**	**1,748**	**10,973**
Total U.S. truck	**4,675**	**7,320**	**29,573**	**360,077**	**291,895**
Total Can. truck	**4,545**	**51**	**9,850**	**250,566**	**218,717**
CHRYSLER CORP.	**12,811**	**11,438**	**61,621**	**905,299**	**792,668**
Escort	5,783	5,792	11,575	103,396	112,957
Mustang	2,792	0	2,792	53,554	46,212
Tempo	3,426	3,350	6,776	76,542	62,924
Tempo (Can.)	0	0	1,617	68,392	63,089
Taurus	9,840	9,358	19,198	221,169	184,354
Thunderbird	2,150	2,200	4,350	50,288	44,022
Crown Victoria (Can.)	0	0	4,444	61,262	47,541
Aerostar (trk.)	4,100	4,106	8,206	103,039	91,652
Bronco (trk.)	727	715	1,442	13,424	8,545
Explorer (trk.)	6,564	6,464	13,028	172,614	148,673
Mazda Navajo (trk.)	0	0	0	2,982	5,871
Econoline (trk.)	4,480	4,196	8,676	109,468	77,509
Heavy (trk.)	966	961	1,927	25,358	19,991
Light truck (trk.)	9,920	6,301	16,221	248,072	166,658
Light truck (Can. trk.)	0	0	1,478	76,328	54,685
Ranger (trk.)	1,714	1,648	3,362	153,750	143,918
Total Ford Division	**52,462**	**45,091**	**105,093**	**1,539,638**	**1,278,601**
Topaz	1,494	1,454	2,948	33,907	27,908
Topaz (Can.)	0	0	687	27,240	20,473
Cougar	1,440	1,298	2,738	32,950	34,441
Sable	2,844	3,076	5,920	72,802	60,820
Grand Marquis (Can.)	0	0	4,426	58,025	48,631
Mercury Villager (trk.)	455	344	799	3,047	0
Nissan Quest (trk.)	286	255	541	1,813	0
Total Mercury	**6,519**	**6,427**	**18,059**	**229,784**	**192,273**
Continental	837	847	1,684	21,606	31,632
Mark VII	0	0	0	2,375	5,541
Town Car	2,529	2,543	5,072	64,760	74,444
Total Lincoln	**3,366**	**3,390**	**6,756**	**88,741**	**111,617**
Total L-M Division	**9,885**	**9,817**	**24,815**	**318,525**	**303,890**
Total U.S. car	**33,135**	**29,918**	**63,053**	**733,349**	**685,255**
Total Can. car	**0**	**0**	**11,174**	**214,919**	**179,734**
Total U.S. truck	**29,212**	**24,990**	**54,202**	**833,567**	**662,817**
Total Can. truck	**0**	**0**	**1,478**	**76,328**	**54,685**
FORD MOTOR CO.	**62,347**	**54,908**	**129,908**	**1,858,163**	**1,582,491**
Skylark	0	688	2,125	34,413	27,510
Century	0	189	3,604	48,903	52,092
Regal (Can.)	0	2,500	6,465	59,776	70,437
Riviera	0	191	705	7,246	13,558
Park Avenue	0	1,330	3,546	34,770	64,715
LeSabre	0	3,710	10,013	93,768	30,614
Roadmaster sedan	0	1,130	2,643	25,325	13,592
Roadmaster wagon	0	120	414	6,657	16,848
Reatta	0	0	0	0	1,206
Total Buick	**0**	**9,858**	**29,515**	**310,858**	**290,572**
Eldorado	0	310	1,230	21,275	6,616
Seville	0	690	2,741	31,116	14,271
Brougham	0	0	0	2,170	10,857
DeVille	0	0	824	64,013	84,522
Allante	0	64	159	1,099	1,817
Total Cadillac	**0**	**1,064**	**4,954**	**119,673**	**118,083**
Cavalier	0	4,524	9,405	127,664	155,024
Camaro	0	1,606	4,287	40,806	29,600
Corsica-Beretta	0	4,160	10,608	116,140	152,384
Lumina (Can.)	0	5,050	13,016	139,106	130,684
Caprice	0	2,565	8,208	70,753	79,466
Corvette	0	384	1,086	12,556	13,135
Astro (trk.)	0	2,809	6,654	85,327	52,861
Blazer (trk.)	0	367	1,226	13,596	4,794
Lumina APV (trk.)	0	1,083	3,092	27,299	24,370
Mediums (trk.)	0	194	510	4,001	960
P-model (trk.)	0	618	1,403	14,227	12,122
Pickup (trk.)	0	6,573	15,650	154,841	167,483
Pickup (Can. trk.)	0	2,700	7,164	106,484	78,860
S10 (trk.)	0	5,168	11,277	106,635	150,290
S10 Blazer (trk.)	0	2,332	6,428	74,237	19,255
Sportsvan (trk.)	0	0	0	11,405	24,593
Sportsvan (Can. trk.)	0	1,240	3,244	43,989	31,986
Suburban (trk.)	0	1,118	2,915	29,919	17,265
Total Chevrolet	**0**	**42,491**	**106,175**	**1,178,985**	**1,145,152**
Achieva/Calais	0	2,214	6,345	71,233	34,616
Cutlass Ciera	0	259	4,735	74,086	46,785
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	1,314	2,478	47,378	62,007
Toronado	0	0	54	3,280	2,870
Eighty Eight	0	1,282	3,418	41,158	41,359
Custom Cruiser wag.	0	0	0	1,927	5,513
Ninety Eight	0	0	194	17,540	46,645
Silhouette (trk.)	0	227	655	8,938	12,990
Bravada (trk.)	0	164	269	7,166	9,878
Total Oldsmobile	**0**	**5,460**	**18,149**	**272,706**	**303,752**
Sunbird	0	1,708	3,543	52,641	71,222
Grand Am	0	6,866	15,832	144,949	87,061
Firebird	0	564	1,628	14,567	9,828
Grand Prix	0	2,653	6,412	64,760	60,104
Pontiac 6000	0	0	0	0	19,603
Bonneville	0	2,330	6,217	57,068	31,151
Trans Sport (trk.)	0	1,226	3,546	24,683	15,961
Total Pontiac	**0**	**15,377**	**37,178**	**358,668**	**294,930**
Yukon-Jimmy (trk.)	0	212	452	4,152	1,445
Medium (trk.)	0	352	868	12,257	1,241
P-model (trk.)	0	85	459	1,919	1,654
Pickup (trk.)	0	2,764	5,309	59,755	73,639
Pickup (Can. trk.)	0	1,020	2,731	39,017	31,121
Syclone-Sonoma (trk.)	0	1,261	2,718	28,018	36,016
Typhoon-S15 Jimmy (trk.)	0	650	1,894	23,470	6,656
Safari (trk.)	0	900	2,201	35,171	22,842
Suburban (trk.)	0	725	1,906	18,557	14,325
Vandura (trk.)	0	0	0	5,803	11,209
Vandura (Can. trk.)	0	570	1,472	19,516	13,944
Total GMC	**0**	**8,539**	**20,019**	**247,635**	**214,092**
Total Saturn+	**0**	**5,340**	**13,882**	**114,391**	**47,494**
Total U.S. car	**0**	**46,221**	**126,338**	**1,443,652**	**1,334,085**
Total Can. car	**0**	**7,550**	**19,481**	**198,882**	**242,210**
Total U.S. truck	**0**	**28,828**	**69,434**	**751,376**	**681,869**
Total Can. truck	**0**	**5,536**	**14,611**	**209,006**	**155,911**
GENERAL MOTORS	**0**	**88,129**	**229,864**	**2,602,916**	**2,414,075**
Can. car	0	1,500	4,404	61,342	64,270
Can. trk.	0	1,000	2,772	37,906	28,673
CAMI†	**0**	**2,500**	**7,176**	**99,248**	**92,943**
DIAMOND-STAR†	**2,241**	**2,135**	**6,796**	**83,836**	**88,718**
Civic	2,115	2,071	5,842	55,010	51,534
Civic (Can.)	2,107	2,098	6,205	62,125	61,122
Accord	7,485	7,151	20,340	215,408	203,703
Total U.S. car	**9,600**	**9,222**	**26,182**	**270,418**	**255,237**
Total Can. car	**2,107**	**2,098**	**6,205**	**62,125**	**61,122**
HONDA	**11,707**	**11,320**	**32,387**	**332,543**	**316,359**
HYUNDAI Sonata (Can.)	**0**	**0**	**12**	**6,755**	**16,450**
AUTO ALLIANCE†	**5,107**	**4,671**	**13,529**	**55,872**	**89,755**
U.S. trk.	1,553	0	2,308	36,488	41,778
Can. trk.	205	0	313	4,796	4,111
NAVISTAR	**1,758**	**0**	**2,621**	**41,284**	**45,889**
Altima	700	463	1,276	1,276	0
Sentra	2,310	2,307	6,451	69,730	75,286
Pickup (trk.)	2,834	2,710	7,721	73,424	74,134
NISSAN	**5,844**	**5,480**	**15,448**	**144,430**	**149,420**
Geo Prizm	1,600	1,527	5,183	49,929	56,721
Toyota Corolla	2,500	2,462	8,227	68,558	62,306
Toyota Pickup (trk.)	1,800	1,799	5,862	34,047	0
NUMMI	**5,900**	**5,768**	**19,271**	**152,534**	**119,027**
Legacy	1,200	1,178	3,036	33,207	32,194
Pickup (trk.)	575	488	1,345	13,177	0
Rodeo (trk.)	925	753	2,206	23,502	0
Total U.S. car	**1,200**	**1,178**	**3,036**	**33,207**	**32,194**
Total U.S. trk.	**1,500**	**1,241**	**3,551**	**36,679**	**30,042**
SUBARU-ISUZU	**2,700**	**2,419**	**6,587**	**69,886**	**62,236**
Camry	4,900	4,827	14,311	136,035	124,254
Corolla (Can.)	1,500	1,488	4,840	42,601	39,590
TOYOTA	**6,400**	**6,315**	**19,151**	**178,636**	**163,844**
VOLVO 740, 940 (Can.)	**44**	**150**	**380**	**3,915**	**5,145**
AM GENERAL (trk.)	**300**	**300**	**1,090**	**10,590**	**11,650**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**6,912**	**67,200**	**76,670**
Total U.S. car	**66,049**	**108,614**	**294,960**	**3,237,970**	**3,074,894**
Total Canada car	**4,486**	**13,170**	**48,115**	**592,287**	**619,494**
Total U.S.-Canada Car	**70,535**	**121,784**	**343,075**	**3,830,257**	**3,694,388**
Total U.S. truck	**43,794**	**69,108**	**180,642**	**2,203,358**	**1,870,855**
Total Canada truck	**4,750**	**6,581**	**29,025**	**578,602**	**462,097**
Total U.S.-Canada truck	**48,544**	**75,689**	**209,668**	**2,781,960**	**2,332,952**
TOTAL U.S.	**109,843**	**177,722**	**475,602**	**5,441,328**	**4,945,749**
TOTAL CANADA	**9,236**	**19,751**	**77,140**	**1,170,889**	**1,081,591**
TOTAL U.S.-CANADA CAR & TRUCK	**119,079**	**197,473**	**552,742**	**6,612,217**	**6,027,340**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Wrangler rolls at Toledo

GWENDOLYN ZONGHETTI
Special Correspondent

Chrysler Corp. began production of the 1993 Jeep Wrangler last week at the revamped Toledo, Ohio, facility. The Wrangler was previously produced at the Brampton, Ontario, plant.

With General Motors on vacation last week, car and truck production plunged in the United States and Canada.

U.S. car production was estimated at 66,049, down 39.2 percent from the prior week and 16.8 percent below last year.

Year-to-date car assembly in the United States is 3,237,970, down 5.3 percent from this point in 1991.

Canadian auto production last week was scheduled at 4,486, dropping 65.9 percent from the prior week and 63.0 percent from the year-ago week.

So far in 1992, Canada has built 592,287 cars, down 4.4 percent from 1991.

Truck production in the United States last week was scheduled at 43,794 units, down 36.6 percent from the prior week and 26.8 percent from the corresponding week last year.

Year-to-date, U.S. truck production exceeds 1991 by 25.4 percent.

Last week's truck production in Canada was 4,750, down 27.8 percent from the prior week and up 8.2 percent from the year-ago week.

This year, 578,602 trucks have been assembled in Canada, up 25.2 percent from last year.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 23,816, down 39.7 percent from the prior week and 23.6 percent from the year-ago week.

Last week's estimated vehicle build in the United States was shared as follows: Ford Motor Co., 56.8 percent; Honda of America Manufacturing Inc., 8.7 percent; Chrysler Corp., 6.8 percent; New United Motor Manufacturing Inc., 5.4 percent; Nissan Motor Manufacturing Corp. U.S.A., 5.3 percent; Auto Alliance International Inc., 4.6 percent; Toyota Motor Manufacturing (U.S.A.), 4.5 percent; Subaru-Isuzu Automotive Inc., 2.5 percent; Diamond-Star Motors Corp.; 2.0 percent; Miscellaneous, 1.7 percent; Navistar International Corp., 1.4 percent; and AM General, 0.3 percent;

Ford Motor Co. slated daily overtime at three car plants and three truck plants last week.

The car plants were: Wayne, Mich.; Atlanta and Chicago. The truck plants were: Michigan Truck (Wayne, Mich.); Louisville, Ky.; and St. Louis.

The Kansas City, Mo., car and truck plant also worked daily overtime.

Ford's St. Thomas, Ontario, plant worked daily overtime last Monday.

The facility assembles the Ford Crown Victoria and the Mercury Grand Marquis. ■

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Automotive News

AUGUST 3, 1992

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NEWSPAPER

latenews

Mazda prices up $422 for '93

IRVINE, Calif. — Mazda Motor of America last week became the first of the Japanese makers to price its full line of 1993 vehicles in the United States.

The company announced an average increase of $422, or 2.9 percent, on cars. Truck prices were not changed.

The car price hike follows an increase of $732, or 5.1 percent, last spring. That boost included the pricing of its new 1993 MX-6, RX-7 and 626 lines. The 1993 prices of those three lines will go up another $280 to $750 Aug. 1.

The 1993 Mazda Miata convertible will be $15,300, an increase of $500.

MPV minivans have been increased $265 to $340. They went up $625 to $675 last spring.

Isuzu delays Gemini/Storm

TOKYO — Isuzu Motors Ltd., General Motors' Japanese affiliate, acknowledged last week that it has "postponed" development of the next-generation Gemini subcompact, sold in America as the Geo Storm. But the company denied that it is getting out of the car business.

Isuzu produced 130,447 passenger cars last year, including 89,000 for GM, but the company is known

see LATE NEWS, 2

New president at Toyota gets plenty of help

MARY ANN MASKERY

Staff Reporter

TOKYO — Toyota Motor Corp. President Shoichiro Toyoda last week annointed his younger brother Tatsuro to succeed him in September, but set up a new management structure that keeps the new chief executive on an exceedingly short leash.

The succession — in all likelihood the last time that a member of the founding family will head the world's third largest automaker — had been widely expected. But many observers voiced surprise at how little management control was ceded to the president-designate.

Under the plan, the 63-year-old Tatsuro will be surrounded by a newly created palace guard consisting of his brother, who moves up to chairman; his 79-year-old cousin, Eiji, who becomes honorary chairman; a new vice chairman, Masami Iwaskai; and five new ex-

see TOYOTA, 37

VW locks out Mexico workers

Request made to disband union at Golf-Jetta plant

ARLENA SAWYERS

Staff Reporter

In a move that has the potential to derail Volkswagen AG's recovery in the U.S. market, the German carmaker last week shut out 14,000 workers at its plant in Puebla, Mexico, and petitioned the government to disband the union.

The plant is the sole source of the new generation Golf and Jetta for the American market, two cars that analysts say are essential to turning around the company's fortunes in the United States.

VW's U.S. sales fell 29 percent last year from a year earlier and are off 21.7 percent for the first six months of 1992, to 40,444 units.

Sales of the Jetta, the company's top-seller in the United States, are down 16 percent in the first half to 17,004 units.

A Volkswagen of America Inc. spokeswoman, Maria Leonhauser, said last week the Puebla plant was closed because an internal dispute within the workers' union had created work stoppages on July 23, 24 and 27. "Some workers tried to enter the plant, but were blocked by a small group of individuals," she said. "There was some intimidation going on."

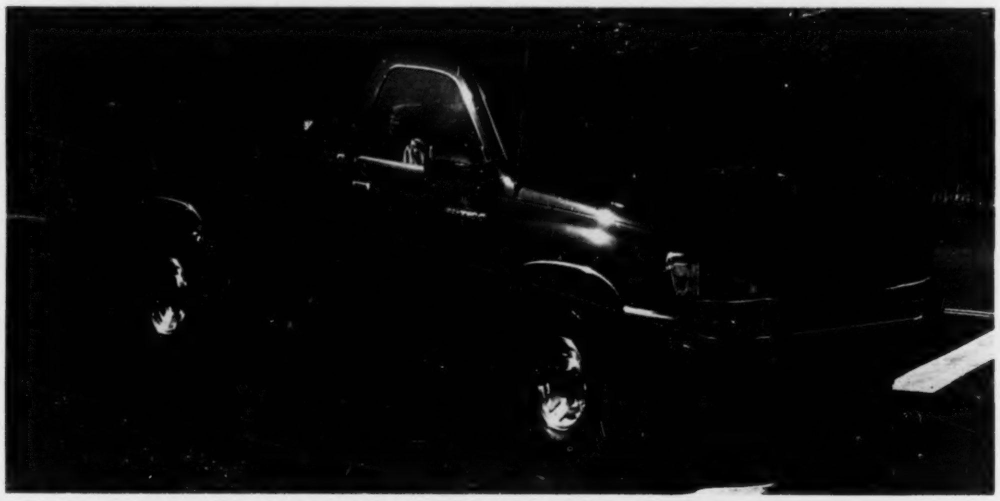
Volkswagen AG's only plant in North America has a history of violent labor problems.

In recent years, workers have been shot, teargassed and even kidnapped from the line as rival union factions have vied for control of the sprawling complex.

Production at the plant has been halted since July 21.

The Mexican Federal Arbitration and Conciliation Council will hold a hearing Aug. 7 to

see LABOR, 36



Toyota's new T100 pickup will initially be available with only a 3.0-liter V-6 engine.

Toyota rolls out big truck

'93 fits between Dakota and F-150

KRISTINE STIVEN BREESE

Staff Reporter

LOS ANGELES — Although it may not be the exact vehicle they asked for, Toyota Motor Corp.'s American executives finally have their large pickup truck.

After months of often-heated debate between Toyota Motor Sales U.S.A. and Toyota Motor Corp. in Japan, Toyota's U.S. executives began showing the all-new pickup truck to the press last week in Oregon and announced an on-sale date of Nov. 13.

Toyota executives project first-year sales of 50,000 to 60,000 units.

Despite the rollout and formal introduction date, parent-company officials in Japan still refused Friday to acknowledge that the controversial pickup truck exists or that Toyota has any plans to build one.

Toyota officials in America said they would not comment on details about the truck until Nov. 10.

The truck has been viewed as a political hot potato by Toyota officials in Japan because it will compete head-on in the last market segment owned by the Big 3, the full-sized pickup. The Ford F-series and Chevrolet's C/K pickups are the best-selling vehicles in America. Together with trucks from Dodge and GMC, the segment is about 1 million all-American units annually.

Called the T100, Toyota's new truck is smaller than the full-sized pickups and larger than the mid-sized Dodge Dakota. Toyota labels the truck an "intermediate."

Toyota dealers have wanted a truck bigger than their compact pickup so they could move customers up.

In exterior and interior dimensions, the T100 probably matches their wish list fairly closely. Three people can sit on bench seats, and the bed can carry a 4-by-8 sheet of building material between the wheel wells.

But Toyota made one major concession: There's no V-8 engine. The Big 3 trucks have V-8 options.

Toyota's new truck will enter the market this year with the same V-6 that is optional in its compact truck.

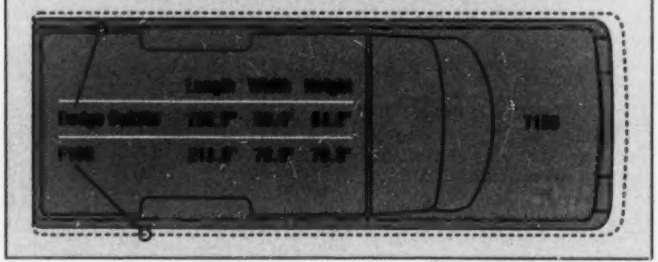
"It's very clear that this truck doesn't fulfill all the requirements that the Americans had about what they wanted it to be," said an auto analyst who has seen the truck. "There are some compromises. The engine is one of them."

The T100 will be offered in two-wheel-drive and four-wheel-drive versions and is about four inches shorter, narrower and lower than the Ford F-150, the leader in the full-sized pickup segment. Conversely, it is about six inches longer and wider than the Dodge Dakota, the only mid-sized truck

see PICKUP,36

How Toyota T100 sizes up

Graphic compares size of Toyota's new T100 pickup to Ford F150 and Dodge Dakota with long beds.



DAVID L. BURHANS / AUTOMOTIVE NEWS

Suppliers buzz over 100 days of Lopez

AL FLEMING

Industry Editor

The man who won't be there — J. Ignacio Lopez — is bound to be the hottest topic of conversation among auto suppliers in Traverse City, Mich., this week.

Suppliers are buzzing over what many consider the 100 days of terror as they gather for the University of Michigan's Management Briefing Seminars.

Since becoming GM's vice president of worldwide purchasing three months ago, Lopez has been the most cussed and discussed Big 3 auto executive, and maybe the most controversial Detroit automotive figure since John Z. DeLorean.

The cussing comes over Lopez's unorthodox tactics, particularly his command that supplier contracts with GM be reopened and possibly renegotiated at bargain-basement prices.

Although many suppliers complain, none has yet confronted GM. Suppliers complain anonymously about broken contracts, but none has sued.

Some suppliers embrace Lopez as a savvy industrialist and fresh thinker, but more believe he is naive about the U.S. auto business and economically vicious. They say his tactics contradict GM's stated intention to cultivate harmony, teamwork and partnership with suppliers.

Other than an introductory meeting with chief executives of GM's top supplier companies in June, Lopez has shunned the pub-

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Automotive News

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$900 million more slated for product development. PAGE 4

AD ASSOCIATION LURE
Mazda to match dealer group expenditures. PAGE 6

UAW V.P. BLAZES TRAILS
Women's issues a priority for Carolyn Forrest. PAGE 8

CHINA PACT
$150 million deal made for Big 3 cars, parts. PAGE 16

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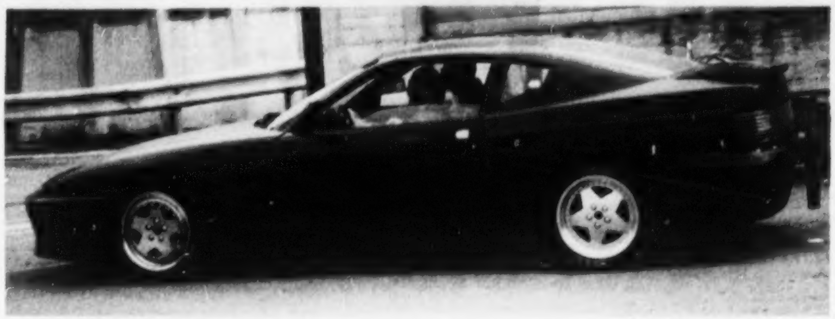
corrections

- A July 20 story on Page 16 about Volkswagen of America misquoted spokesman Larry Nutson. His comment should have read: "We're basically out of the van business right now." The story also misidentified VW's new Eurovan.
- Passenger-side airbags will be standard equipment on all 1993 Mercury Sable models and will be included in the base price. Based on information provided by Ford Motor Co., *Automotive News* incorrectly reported in a July 20 story on Page 3 that passenger side airbags are optional on the 1993 Sable. Ford Division last week said the passenger-side bag remains optional on the 1993 Taurus.
- The July 27 editorial incorrectly reported the site of this month's Republican National Convention. It will be held in Houston.



HANS G. LEHMANN/HIDDEN IMAGE

A Ferrari for America

This spy photo shows a lightly disguised prototype of the new Ferrari 512 coupe, which will wear the America badge. The Pininfarina-designed replacement for the Ferrari 412 is expected to debut this fall at the Paris auto show. A convertible version, badged the 512 GT California, is set to launch a year later. Power will come from a new 400-horsepower V-12 engine.

latenews

CONTINUED
from PAGE 1

primarily for its trucks and light sport-utilities.

Isuzu reported a $381 million pre-tax loss for its fiscal year ended last October, and analysts consider the car sector a drain on the company's ability to recover.

— Mary Ann Maskery

Big 3 to appeal dumping ruling

The Big 3 may not be ready to accept defeat in their minivan dumping case against Toyota and Mazda. They have decided to appeal the June 24 decision by the International Trade Commission, which in effect ruled in favor of the Japanese automakers, a source familiar with the case said.

That appeal will probably be filed this week, the source said.

In a 4-2 vote, commissioners ruled the Big 3 did not suffer financial harm from Japanese pricing practices in the minivan market. Thus, no penalties were assessed against Japanese minivan importers, despite the fact that the U.S. Commerce Department had earlier found that Toyota and Mazda had "dumped" minivans at unfairly low prices.

The Big 3 have until Aug. 14 to begin the appeal process in New York at the U.S. Court of International Trade.

— Max Gates

House OKs hike of import tariff

The U.S. House of Representatives passed a tariff bill last Friday that includes a 25 percent duty on imported minivans and four-door sport-utilities.

The bill changes the classification of the vehicles from cars to trucks, and thus raises the duty 10-fold from the current 2.5 percent.

The higher tariff, championed by Rep. Sander Levin, D-Mich., is aimed exclusively at Japanese automakers because it exempts the only non-Japanese importers of multipurpose vehicles — Range Rover and Volkswagen.

Congress expects the higher tariff to produce an additional $215 million in revenues.

The Senate has not yet acted on tariff reclassification.

— Max Gates

Sales rep Bradley dies

DETROIT — Michael J. Bradley, 51, an *Automotive News* sales representative since 1984, died July 28.

Bradley's accounts included General Motors and Volkswagen of America.

"Mike Bradley was a wonderful human being and a terrific asset to *Automotive News*," said Keith Crain, *Automotive News* publisher. "He touched all of our lives and will be missed greatly."

Bradley was sales and marketing vice president of Suburban Communications Corp. in Livonia, Mich., before joining *Automotive News*. He also held advertising positions with the *Detroit Free Press* and had worked at several Detroit advertising agencies.

Bradley was involved in a number of community and professional activities and lectured on advertising to students at Northwood Institute in Midland, Mich.

Mike Bradley handled the GM and VWoA ad accounts.

"I've always called him the Pied Piper of enterprise," said Bob Ellis, chairman of the school's advertising department. "He wanted to encourage young people to aim for the kind of career they wanted."

Bradley is survived by his wife, Carol, two sons and one daughter. ■

Navistar seeks to cut benefits

Navistar International has filed suit in federal court, seeking to reduce benefits for some 40,000 retirees. The company says those benefits result in a cost disadvantage that threatens its solvency.

The UAW, which represents Navistar workers and retirees, has vowed to take "appropriate action."

An internal Navistar memo said the company has a $200 million cost disadvantage against competitors — $150 million of it in health care costs.

Navistar has a three-to-one ratio of active to retired employes. It also wants active employees to accept a new health plan with co-pays and deductibles. The UAW represents 7,000 Navistar employees.

— Joseph Bohn

Renault loses rights to Jeeps

Chrysler Corp. will terminate on Jan. 1, 1993, the agreement under which Renault distributes Jeep products in France.

Chrysler said last week that Sonauto, Chrysler's distributor of passenger cars and Voyager minivans in France, will begin selling the Jeep Grand Cherokee 4x4 in October and the Jeep Wrangler and Cherokee after Dec. 31.

Chrysler described the parting as "amicable." The change reflects Chrysler's decision to use only one distributor for Chrysler and Jeep vehicles in European markets, Chrysler said.

Renault will continue to service the Cherokee and Wrangler, Chrysler said.

Ford vans get $1,000 cheaper

DETROIT — Ford Motor Co. initiated a higher-than-anticipated $1,000 dealer cash incentive on E-150 van conversions for Aug. 1 to Sept. 23.

The program is in addition to a $1,300 consumer rebate and an extended 150-day free floorplanning the company has been offering on van conversions to Sept. 23.

For more on incentives, see Page 38.

— Joseph Bohn

briefly

A headache in the making

Now comes U.S. Rep. Charles Schumer, (D-N.Y.) with a modest proposal for legislation requiring that all major parts on cars and trucks produced carry a code number (or maybe a vehicle identification number) to deter car thieves and chop shops. It has manufacturers and dealers trembling because there are so many major parts. If you count fasteners, there are 10,000 parts in a typical car. The proposal also calls for establishment of a data base of all those parts and their numbers, and rules about checking the data base when replacing a part or junking a car. If car thieves would quit, we could save a lot of trouble.

SPEAKING OF STEALING — The California State Automobile Association is warning its 3 million members about curbside car sellers who bill themselves as "free-lance" dealers. They specialize in good-looking vehicles that are ready to fall apart, or they salvage cars built from the junk yard. "Typically, the seller works for a dealer but is 'curbing' on the side," says an association press release.

MORE FOR L.A. — General Motors and its Hughes Aircraft Co. subsidiary announced $18 million in support for the Rebuild L.A. effort. The package includes loans for businesses that rebuild in the riot areas and a pledge to buy $15 million more in parts from minority-owned supplier firms.

ALCOHOL FUELS LUMINAS — The state of Illinois took delivery last week of 12 **Chevrolet** Lumina sedans that run on E85 (15 percent gasoline/85 percent ethanol) for the state motor pool. Illinois ranks first in the nation in the production of ethanol, frequently referred to as corn alcohol, and second in production of corn. Corn whiskey, by the way, is something else entirely.

BANKER JOY — Chrysler Corp. Chairman Lee Iacocca, in talking about his company's renegotiated $6.8 billion credit line, said the Jeep Grand Cherokee production is sold out, and units are fetching $2,000 over list in California. "That's the kind of thing that gives a banker great solace," a beaming Iacocca told journalists.

50 HIGH FIVES — Toyota Motor Sales U.S.A. Inc. sent 50 needy Detroit youngsters to the Isiah Thomas basketball camp last week. At the camp, the kids learn good things about hoops and bad things about drugs.

STEMPEL'S PROMISE — General Motors Chairman Robert Stempel said all the right things at the National Urban League's 1992 Conference in San Diego last week. He said the downsizing and restructuring at GM "are not going to affect our continuing commitment to education or diversity in the work force, our dealer body or our suppliers." He said that GM hired 7 percent of all black engineering grads last year; that 21 percent of all GM's college hires were minorities, and that GM will increase minority-owned dealerships from 192 in December 1991 to 260 by December 1993.

COMPANY CARS — Some tidbits from a Runzheimer International Survey and Analysis of Business Car Policies and Practices: ☞ 76 percent of firms permit employees with company cars to use them for personal driving. ☞ In 1991, the average was 22,068 business miles, 4,405 personal miles. ☞ 30 percent of the time, employees buy their own gasoline for personal use of company cars.

Mazda lures dealers to ad association fold

KRISTINE STIVEN BREESE
Staff Reporter

IRVINE, Calif. — To get its dealers to join advertising associations and adopt company-approved marketing programs, Mazda Motor of America Inc. says it will match all association advertising expenditures dollar for dollar — with no limits.

Beginning Sept. 1, when the company launches its new regional marketing program, Mazda will assess a fee that is 1.25 percent of each vehicle's invoice. Money generated from that fee will be used for regional marketing efforts.

Participating dealer groups now are assessed a flat fee, usually $100 per unit sold, that goes into a fund Mazda matches on a program-by-program basis.

Balsiger: Dealers will benefit.

Under the new program, the 1.25 percent assessment will go into two funds.

One fund, the dealer marketing allowance, will be based on 0.25 percent of the car's invoice. All dealers will get that money back quarterly, regardless of what they association is doing.

The biggest chunk, 1 percent of invoice, will go into a local advertising fund. That money will be allocated to dealer ad associations depending on whether they are participating in the formal association program. For those that are, the money will be paid out monthly.

In areas where dealers have been unwilling or unable to form an association, Mazda will reimburse ad costs, but it will not match the funds to increase the overall advertising effort. Non-association dealers will also have to provide tear sheets and invoices.

For the dealers that join the new program, Mazda will also pay all creative production costs and meet quarterly with its dealer Supergroups to get their input on the advertising strategies.

While Mazda stresses that the association program is voluntary, the company is clearly making it a lot more attractive for dealers to sign on than to be left out in the cold.

Rick Balsiger, director of advertising, says he expects most dealers will opt to join the program. In fact, 350 of Mazda's 907 dealers have already been told about the program, and all have signed on.

Balsiger says the co-op funds will increase media buying power and improve Mazda's advertising coverage in each market by 45 percent on average.

Balsiger says the program proves the "new Mazda is more than just five new products — it is a new way of doing business."

Because the ad dollars will be tied to sales and there is no limit to what Mazda will pay in matching funds, he says it will be an incentive for dealers to sell more cars.

Chevy 1st in latest Power truck tally

ARLENA SAWYERS
Staff Reporter

The addition of all full-sized light trucks — vans, sport-utilities and pickups — to a highly regarded consumer survey put Chevrolet and its dealers in the driver's seat for sales satisfaction.

Chevrolet took first place in J.D. Power and Associates' New Light Truck Sales Satisfaction Index, which was released last week. Arch-rival Ford tied for fourth place in the survey with Toyota and Plymouth.

For the second year in a row, Lexus leads Power's New Car Sales Satisfaction Index, followed by Infiniti and Cadillac.

J.D. Power and Associates is an automotive marketing information firm headquartered in Agoura Hills, Calif.

About 36,000 car owners and 9,000 light-truck owners participated in the survey. Consumers rated their buying experiences in terms of salesperson performance, the delivery process and the initial condition of the vehicle.

The study was conducted after the first 90 days of ownership.

Power assigns points based on consumer response. The Power industry average is 115 for cars and 107 for trucks. Among the leaders, Lexus earned 151 points and Chevrolet truck earned 118.

Power does not disclose the scores of makes that rank below the industry average.

For the first time, the light-truck survey included owners of all full-sized light trucks as well as owners of compact trucks, vans and sport-utilities.

General Motors, Ford Motor Co., and Chrysler Corp. are the only manufacturers that sell full-sized pickups.

Joan McConnell, Power account executive, said owners of full-sized trucks were added to the survey to better reflect personal use in the total light-truck market.

As a group, owners of full-sized light trucks rated their sales experience higher than did buyers of compact trucks, McConnell said.

Evaluations of their sales experience by buyers of Chevrolet full-sized light trucks were 14 percent higher than the truck industry average.

"Had full-sized trucks not been involved, the industry average would have increased two points," McConnell said. "With full-sized trucks, the average went up six points."

Other GM products and dealers fared well in the truck Sales Satisfaction Index survey. Oldsmobile finished second with 117 points, and GMC was third with 116. Ford, Toyota and Plymouth tied for fourth with 111 points.

Although only seven points separated Chevrolet trucks from fourth place, Chevrolet General Manager Jim Perkins was elated.

"If I could, I'd give every one of our 4,500 dealers a Texas-size hug," Perkins said.

He said the latest survey results coupled with Power's earlier Initial Quality Study, which ranked Chevrolet the full-sized pickup leader, represent a "one-two punch" for Chevrolet.

Until 1991, Mercedes-Benz held the top spot in the car Sales Satisfaction Index survey. Mercedes tumbled to fifth place in 1991 and to sixth place in 1992.

In 1992, Lexus topped second-place Infiniti by only one point. Cadillac slipped from second place in 1991 to third place in 1992. Saturn moved up from sixth place in 1991 to fourth place this year.

While no domestic has achieved the top position in the car Sales Satisfaction Index survey, they lead the industry in sales satisfaction as a group with a score of 120. European makes have an overall score of 111, followed by Asian makes at 107.

1992 NEW LIGHT-TRUCK SSI LEADERS

Chevrolet	118
Oldsmobile	117
GMC	116
Toyota	111
Ford	111
Plymouth	111
Industry average	**107**

Source: J.D. Power and Associates

1992 NEW CAR SSI LEADERS

Lexus	151
Infiniti	150
Cadillac	145
Saturn	137
Lincoln	134
Mercedes-Benz	132
Buick	131
Oldsmobile	127
Mercury	127
Audi	125
Chrysler	121
Jaguar	118
Volvo	116
Industry average	**115**

Source: J.D. Power and Associates

FORD AND CHRYSLER NET EARNINGS

(in millions)

	Second Quarter 1992	Second Quarter 1991	First Quarter 1992
Ford Motor Co.			
Sales	$26,800	$23,850	$24,500
Net Income (Loss)	502	(324)	338
Chrysler Corp.			
Sales	9,310	7,800	8,190
Net Income (Loss)	178	(212)	(13)

Source: Manufacturers

Ford and Chrysler profitable but wary

CHARLES M. THOMAS
Staff Reporter

Despite robust second quarter profits at Ford Motor Co. and Chrysler Corp. that were driven by reduced costs and high-margin truck sales, officials at both companies remain cautious about the third quarter — normally the weakest — and the economy's persistent malaise.

Chrysler boasted surprisingly stronger earnings than securities analysts expected, giving the company its best quarter in two years.

The automaker reported net earnings of $178 million for the quarter, compared with a net loss of $212 million for the same period a year ago. Higher production, lower incentive costs and improved sales of minivans, trucks and Jeeps bolstered earnings.

Iacocca: holds line on LH

"We achieved these results despite the second quarter launch costs for the new LH mid-sized sedans and the Jeep Grand Cherokee, which by the way, is starting to give us some real bite in the retail market," said Chrysler Chairman Lee Iacocca.

Ford posted second quarter net earnings of $502 million, compared with a loss of $324 million in the second quarter of 1991.

"Although we are pleased with the improvements achieved by Ford so far this year, we recognize the rest of 1992 will remain challenging," said Chairman Harold Poling. "The U.S. economy, while improving, is still fragile, as are the economies in many of Ford's key overseas markets."

General Motors will report its profits this week. Securities analysts say earnings could be as high as $479 million, but will be erased by a $749.4 million restructuring cost at its Hughes Aircraft subsidiary.

Vehicle production was a key to the rise in earnings. Production for

units in the second quarter, compared with 2.9 million units for the same period in 1991.

Incentive costs fell slightly at Chrysler to $1,250 per vehicle in the second quarter compared with $1,300 per vehicle for the same period in 1991.

Chrysler's ongoing cost cutting — $1 billion this year — also helped earnings.

Apparently, the automaker also held the line on costs associated with launching its LH models.

Truck and minivan sales soared as traditional car buyers crossed over to minivans and sport-utilities.

Chrysler Financial Corp. posted second quarter earnings of $49 million after a $24 million writeoff on assets the company is selling.

Ford's Financial Services Group buoyed company earnings by contributing $289 million in the second quarter, up $46 million from the same quarter in 1991.

Both companies also reduced sales to daily rental car fleets as retail sales began climbing. Automakers make more money on retail sales than fleet sales.

McCammon: fewer fleet sales

David McCammon, Ford vice president of finance, said incentive costs dropped to $900 per vehicle in the second quarter from $1,000 per vehicle for the same period in 1991. "Dealer orders are good so we will be able to maintain plant schedules," he said.

But McCammon stopped short of saying the auto industry is the bright spot in an overall lethargic economy, and that it could lead the recovery. "The outlook is encouraging and consumer confidence for autos is up," he said.

But he noted that "the economy is growing at a slow rate, unemployment is high at 7.8 percent, the commercial real estate market is overbuilt and the housing mar-

Alaska finds Nissan dealer's ad fishy

IAN MADER
The Associated Press

ANCHORAGE, Alaska — A car dealer who drove his trucks into a salmon stream to film a commercial pulled the ad off the air after the state warned him that he could face imprisonment and a $200,000 fine.

The dealer, Don Reed of Fairbanks Nissan-Volkswagen-Honda Inc., said the advertisement has been withdrawn from all local television stations.

The dealer also issued a public statement that the operation of vehicles in designated important waters where fish spawn is prohibited.

As a result, Cameron Leonard, an assistant attorney general, said the state will not pursue a criminal case against Reed.

It was illegal for the company to drive trucks into the Chatanika River, a state-designated salmon

Weber, the habitat biologist at the state Department of Fish and Game. "It's clearly against the law, and (the commercial gave) the public the idea that this is a fun thing to do — to drive through salmon rivers."

Driving a truck into the Chatanika could crush eggs and disrupt migrations, Weber said.

Biologists from the Department of Fish and Game got involved when an Alaska State Trooper saw the truck ad, recognized the stream and reported the apparent violation to authorities.

Reed, who narrates and stars in the commercial, said he was trying to promote the all-terrain capability of his Nissan trucks.

The ad showed three trucks sitting in a few inches of water.

"The gist of the commercial is there are a lot of beautiful places to go in Alaska, and Fairbanks Nissan will get you there," he said.

we were doing anything illegal. Then again, there are little, bitty salmon in the rocks."

Said Reed, "We had a Ph.D. come over here and explain everything to us, and she told us to pull the ads, and we've pulled the ads."

The incident left Reed and his ad agency somewhat baffled.

"I don't understand why they made such a big deal about it," said Reed.

Environmental groups found it less trivial.

"We think it is really irresponsible to encourage that kind of behavior," said Kevin Harun, executive director of the Alaska Center for the Environment. "Just think of what would happen if everyone would take Nissan up on their vision of driving their vehicles through salmon habitat."

Automotive News Special Correspondent Gwendolyn Zonghetti contributed

TOYOTA

New structure gives advisors to president

continued from PAGE 1

ecutive vice presidents.

All including Eiji, the family patriarch, will retain active management roles, Shoichiro said.

"Future management should not depend on a single leader," Toyoda said at a news conference to announce the change.

"Rather, there should be a group. Three plus five — all eight — will be consulted in decisions of the company, so fields of responsibility may not be clearly defined."

Shoichiro and his cousin have jointly run Toyota with an iron hand since 1982, when Eiji stepped aside as president and became chairman. Thus, although the titles will change in September, the new management structure seems to guarantee that the Shoichiro-Eiji reign will continue.

"I don't think there will be any major change in management," said industry analyst Koji Endo of S.G. Warburg Securities in Tokyo. "For the first few years at least, Shoichiro will still be making the big decisions."

Toyoda said he selected his brother to succeed him "because of his broad experience in production, sales and overseas operations. He is the best qualified person."

Toyoda said the new environment for the auto industry, with its emphasis on globalization, provided the background for selecting the new management team.

DAVID NELSON

Shoichiro Toyoda, left, at the press conference last week in Japan announcing that his brother, Tatsuro, right, has been named the new president of Toyota Motor Corp.

"We are fully cognizant of the tides of the age," he said.

Fluent in English and widely considered to be the most internationally sensitive member of Toyota's founding family, the younger Toyoda served as the first president of Toyota's joint venture with General Motors in California, New United Motor Manufacturing Inc., from 1984-1986.

Altogether, he has spent 12 years in the United States, and holds a master's degree in business from New York University.

The new president will thus present a more international face for a company that has been tied to a provincial base in central Japan since its founding by Kiichiro Toyoda in 1937.

Tatsuro himself, however, softly deferred any questions on what he planned to do as president.

"I will consult with the new chairman and honorary chairman to formulate new policy," he said.

The appointment triggered several questions about the role of family management.

But Shoichiro, pointing out that the family owns less than 2 percent of Toyota's shares, rejected intimations of a dynasty.

"Corporate management is not handed over from one generation to another," he said.

Indeed, he said, Tatsuro likely will be the last Toyoda to head the automaker.

"We are the last generation," he said. "We will be exhausting the family."

The next president is expected to come from the new corps of executive vice presidents. Two likely candidates are Iwao Isomura, who has experience in personnel, and Hiroshi Okuda, who has spent much of his career in finance.

Mexico sales rise 12.6% for first six months of '92

ANNE E. WRIGHT
Chief Statistician

New-vehicle sales in Mexico rose 17.5 percent in June, the sixth consecutive month of increases in 1992.

Each of the five large automakers posted increases for the month:

- Chrysler lead with a 40.4 percent increase.
- Ford rose 30.4 percent.
- General Mctors gained 15.3 percent.
- Nissan was up 14.4 percent.
- Volkswagen was up 1.9 percent.

Overall sales of cars and trucks for the five companies rose 18.3 percent in June. Other truck makers gained 1.6 percent from 1991.

Through the first half of 1992, new vehicle sales are up 12.6 percent. The nation's five automakers were up 12.2 percent and sales by other truck firms were up 21.9 percent at the half-year mark.

Mexico vehicle production mimicked sales with the sixth month of consecutive increases in 1992.

The Big Five produced 101,176 vehicles in June, 26.6 percent more vehicles than the year-ago month, while other truckmakers slipped 10.4 percent to 2,213. For the year, the other truckmakers are up 9.2 percent.

For the first six months of 1992, total vehicle production in Mexico was 566,686, 20.9 percent above the same period in 1991.

Export car production in Mexico for the first half of the year was 211,486, an increase of 36.7 percent from 1991. Most vehicles produced for export in Mexico are headed for the United States.

MEXICO CAR AND TRUCK SALES

	June 1992	June 1991	6 mos. 1992	6 mos. 1991
Cars	7,261	5,214	42,204	28,346
Trucks	4,717	3,315	26,266	22,831
Imports	7	9	337	539
CHRYSLER	**11,985**	**8,538**	**68,807**	**51,716**
Cars	6,148	4,297	31,822	29,388
Trucks	5,528	4,766	30,311	29,330
Imports	196	44	196	1,660
FORD	**11,872**	**9,107**	**62,329**	**60,378**
Cars	4,242	3,540	27,278	19,946
Trucks	7,173	6,179	37,461	34,898
Imports	4	184	1,674	2,623
GM	**11,419**	**9,903**	**66,413**	**57,467**
Cars	8,549	7,494	45,744	42,677
Trucks	3,455	2,987	18,030	17,125
Imports	5	20	1,359	682
NISSAN	**12,009**	**10,501**	**65,133**	**60,484**
Cars	12,664	12,814	75,135	71,679
Trucks	1,484	1,066	7,051	5,670
Imports	0	2	2	58
VOLKSWAGEN	**14,148**	**13,882**	**82,188**	**77,407**
Cars	38,864	33,359	222,183	192,036
Trucks	22,357	18,313	119,119	109,854
Imports	212	259	3,568	5,562
TOTAL BIG 5	**61,433**	**51,931**	**344,870**	**307,452**
OTHER TRUCK MAKERS	**2,539**	**2,500**	**15,679**	**12,864**
TOTAL INDUSTRY	**63,972**	**54,431**	**360,549**	**320,316**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	June 1992	June 1991	6 mos. 1992	6 mos. 1991
Cars for Mexico	7,321	5,187	42,448	28,265
Cars for export	7,952	5,246	43,681	32,731
Trucks for Mexico	4,736	3,443	26,740	22,930
Trucks for export	2,878	735	14,303	3,175
CHRYSLER	**22,887**	**14,611**	**127,172**	**87,101**
Cars for Mexico	6,161	4,866	32,244	30,032
Cars for export	13,678	8,402	69,508	42,911
Trucks for Mexico	5,272	4,931	30,737	29,295
FORD	**25,111**	**18,199**	**132,489**	**102,238**
Cars for Mexico	4,516	3,608	28,197	19,372
Cars for export	7,612	7,480	36,774	37,594
Trucks for Mexico	6,728	5,937	38,123	35,020
GM	**18,856**	**17,025**	**103,094**	**91,986**
Cars for Mexico	8,619	7,517	45,813	42,781
Cars for export	2,368	1,486	10,325	8,397
Trucks for Mexico	3,457	2,982	18,038	17,307
Trucks for export	1,179	431	5,648	3,013
NISSAN	**15,623**	**12,416**	**79,824**	**71,498**
Cars for Mexico	11,023	12,043	70,988	70,427
Cars for export	6,335	4,630	31,247	26,851
Trucks for Mexico	1,341	987	7,636	5,622
VOLKSWAGEN	**18,699**	**17,660**	**109,871**	**102,900**
Cars for Mexico	37,640	33,221	219,690	190,877
Cars for export	37,945	27,244	191,535	148,484
Trucks for Mexico	21,534	18,280	121,274	110,174
Trucks for export	4,057	1,166	19,951	6,188
TOTAL BIG 5	**101,176**	**79,911**	**552,450**	**455,723**
Trucks for Mexico	2,213	2,469	14,236	13,031
Trucks for export	0	0	0	2
OTHER TRUCK MAKERS	**2,213**	**2,469**	**14,236**	**13,033**
TOTAL INDUSTRY	**103,389**	**82,380**	**566,686**	**468,756**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Scoupe has first Hyundai engine

KRISTINE STIVEN BREESE
Staff Reporter

FOUNTAIN VALLEY, Calif. — Hyundai Motor America President D.O. Chung says that beginning with the 1994 model year, the company will have one new product every year for five years.

INTRO-'93

In the meantime, the 1993 Scoupe sport coupe will have the first engine ever developed and built by South Korea's Hyundai Motor Corp., and the Elantra will have a new engine from Mitsubishi Motors Corp.

SCOUPE: The Scoupe's new Alpha engine is a 1.5-liter, 12-valve, multiport-fuel-injection four-cylinder. It produces 92 horsepower at 5,500 rpm. It has a cast iron block with aluminum head, cast iron crankshaft and carbon steel connecting rods. Hyundai's engineers in Korea have been working on the Alpha engine for six years.

Hyundai says it will still buy engines from Mitsubishi "when it makes sense." But as the name of the new engine suggests, the Alpha is the first of a series of Hyundai-engineered and built engines the company is planning.

The Alpha engine has 14 percent more horsepower and torque than the engine it replaces. The new powerplant will be used in both the base and LS models.

A turbo version of the engine will be Hyundai's first turbo.

For 1993, the Scoupe has styling updates and the first engine designed and built by Hyundai.

Even with the new engine, Hyundai says it plans to keep prices close to 1992 stickers. The base model is expected to be about $8,999, compared with $8,799 for 1992. The turbo option has not been priced yet.

Also new for 1993 are the front fenders and flush-mounted reflector headlights.

ELANTRA: Introduced in the United States as a 1992 model, the Elantra has a new engine after only one year. The base five-speed model retains the 1.6-liter, inline four-cylinder engine, but other models have a 1.8-liter, double-overhead-camshaft 16-valve engine as standard equipment.

The new engine has dual counter-rotating balance shafts to reduce vibration, and it generates 124 hp and 116 pounds-feet of torque.

The Elantra again is offered in two trim levels, base and GLS. Hyundai says it will be able to keep pricing "essentially the same" for 1993, meaning it will start around $8,999. Dealers will begin receiving the 1993 Elantras in October.

SONATA: With the Sonata due to be replaced next year, Hyundai is leaving it unchanged for the 1993 model year except for a new grille and the addition of full wheel covers.

EXCEL: For 1993, the Excel has new wheel covers and a black grille.

HYUNDAI FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Scoupe	93.8	165.9	63.9	52.1	1,987	1.5L, I-4	fwd	2-dr.
Elantra	98.4	171.6	65.9	54.5	2,452	1.6L, I-4	fwd	4-dr.
Sonata	104.3	184.3	68.9	55.4	2,723	2.0L, I-4	fwd	4-dr.
Excel	93.8	161.4	63.3	54.5	2,147	1.5L, I-4	fwd	3-dr.

Southeast Toyota suit settled

LINDSAY CHAPPELL
Staff Reporter

Toyota Motor Corp.'s independent distributor for the southeastern United States has agreed to settle a $22.3 million lawsuit brought by a former Toyota dealer in Anniston, Ala

Carl Ivy, former owner of three Toyota dealerships in Alabama, had accused Southeast Toyota Distributors Inc. of forcing him out of business by denying him adequate inventory in the late 1980s.

Ivy charged that the company pressured him to sell his dealership in order to award it to more aggressive owners.

Southeast Toyota denied the charges.

The parties in the suit agreed not to disclose the settlement amount.

The exclusive distributor is facing about a dozen lawsuits from former and current dealers around its five-state territory of Florida, Georgia, Alabama, North Carolina and South Carolina.

The settlement is a departure from Southeast Toyota's strategy in dealing with the litigation.

The company has vowed to fight the suits, most of which allege that Southeast Toyota engaged in predatory business practices by misallocating vehicles.

Earlier this year, a South Carolina jury ordered the company to pay a current dealer in that state $16.5 million. In North Carolina, state officials also ordered the distributor to pay $3 million in fines for obstructing justice.

A spokeswoman for the distributor said the company intends to fight the remaining lawsuits, not settle them.

The Ivy case went to trial earlier this year, but the judge ordered a mistrial after a witness speculated about the personal wealth of Southeast Toyota owner James Moran.

Under Alabama law, juries are not allowed to consider a defendant's wealth.

The suit was settled three days before a new trial with a new jury was scheduled to start.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1992 models; expires Aug. 3)	
Integra	$500
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
HONDA (1992 models; expires Aug. 3)	
Accord	$200-1,500 based on quota
Civic	$400
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)	
911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000
SUBARU (1992 models, expires Aug. 3)	
Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500
SUZUKI (expires Aug. 3)	
Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000
TOYOTA (expires Aug. 3)	
Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

Battery firm offers warranty

SALT LAKE CITY — A Utah company has announced a 100,000-mile warranty on its battery pack for a retrofitted electric pickup truck.

B.A.T. Technology Inc. said that in the 1993 model year, it will retrofit about 500 new Ford Ranger pickups with its Ultra Force lead-acid battery pack and DC electric motors.

The company, a subsidiary of October Associates of West Valley, Utah, says it will escrow the price of a replacement battery pack for three years in the customer's name to back up the battery warranty. The company also said it will warranty the trucks to achieve at least a 100-mile range per charge.

Company President Joseph LaStella, a former power company engineer, said B.A.T. Technology has developed a catalyst additive for the electrolyte that retards sulfation of battery plates and has a lower impedence, allowing for faster recharges and deeper discharges.

He said the batteries hold 20 kilowatts of power, equal to about 27 horsepower.

LaStella said the first 25 Rangers will be sold for $22,900. He did not announce subsequent pricing.

The company's plant in Springville, Utah, has an annual capacity of more than 1,000 units, hesaid.

The DC motor will be linked to Ford's five-speed manual transmission, he said. He added that with the battery pack, the truck's payload is reduced from about 1,600 pounds to 800 pounds.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit, Dynasty	$1,000
Daytona ('92-'93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
GENERAL MOTORS	
1992 models	
Expires Sept. 23. In lieu of rebates, financer rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750
MAZDA (1992 models, expire Sept. 6)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	
SUBARU (1992 models, expire Aug. 3)	
Loyale (fwd sedans)	$500
Loyale (awd sedans)	$500

calendar

GENERAL — '92

Aug. 5-7 — University of Michigan Automotive Management Briefing, University of Michigan and *Automotive News*, Grand Traverse Resort, Traverse City, Mich., (313) 764-5592

Aug. 10-13 — Future Transportation Technology Conference & Exposition, Westin South Coast Plaza Hotel, Costa Mesa, Calif., (313) 649-0420

Aug. 11-15 — Glass Management Institute, National Glass Association, Georgetown University, Washington, (703) 442-4890

Aug. 25-27 — Auto-Tech '92, Automotive Industry Action Group, Cobo Conference and Exhibition Center, Detroit, (313) 358-3570

Sept. 8-13 — Automechanika (trade fair for automobile workshop and service station equipment and auto parts and accessories), Messe Frankfurt GmbH, Frankfurt Fair and Exhibition Centre, Frankfurt, (069) 75 75 6320

Sept. 9-10 — LP-Gas Alternative Fuel Symposium, National Propane Gas Association and LP-Gas Clean Fuels Coalition, Sheraton International at O'Hare, Chicago, (708) 515-0600.

Sept. 9-16 — Manufacturing '92, Society of Manufacturing Engineers, McCormick Place, Chicago, (800) 733-4SME

Sept. 9-17 — International Machine Tool Show, Association for Manufacturing Technology, McCormick Place, Chicago, (703) 827-5288

Sept. 14-17 — SAE International Off-Highway & Powerplant Congress & Exposition, Milwaukee Exposition Convention Center & Arena, Milwaukee, (412) 776-4842, Ext. 456

Sept. 16-19 — National Association of Fleet Resale Dealers, annual conference, World Center Hotel, Orlando, Fla., (310) 203-0907

Sept. 19-24 — International Corrosion Congress, National Association of Corrosion Engineers, Westin Galleria Hotel, Houston, (713) 492-0535

Sept. 26 — Second Annual Walter Mitty Motors Mini-Grand Prix, Grand Rapids, Mich., (616) 942-7866

Sept. 28-Oct. 1 — Passenger Car Meeting & Exposition, Hyatt Regency, Dearborn, Mich., (313) 649-0420

Sept. 29-Oct. 2 — Natural Gas Vehicles Conference, American Gas Association and Natural Gas Vehicle Coalition, Walt Disney World, Orlando, Fla., (703) 841-8574

Oct. 2-4 — Consumer Automotive Products & Services Exposition, Automotive Parts & Accessories Association, McCormick Place West, Chicago

Oct. 5-7 — Quality Upstream conference and exposition, Engineering Society and American Society for Quality Control, Chrysler Technology Center, Auburn Hills, Mich., (313) 995-4440

Oct. 18-31 — Automotive Dismantlers and Recyclers Association Convention, Hyatt Regency, Phoenix, (703) 385-1001

Oct. 19-21 — Convergence '92, SAE and Institute of Electrical and Electronics Engineers, Hyatt Regency, Dearborn, Mich., (313) 594-7648

Oct. 21-23 — National Electric Vehicle Infrastructure Conference, Electric Power Research Institute and Pacific Gas and Electric Co., Mark Hopkins Hotel, San Francisco, (415) 855-2010

Oct. 27-28 — Tyretech '92, *European Rubber Journal* and Rapra Technology Limited, Novotel le Bagnolet, Paris, 44(0)71 608 1116

Oct. 27-29 — Regional Technical Conference of The Society of Plastics Engineers Chicago Section, Sheraton O'Hare, Rosemont, Ill., (312) 463-6150

Oct. 27-30 — 15th World Energy Engineering Congress, Georgia World Congress Center, Atlanta, (404) 446-0007

Oct. 28-31 — Automotive Dismantlers & Recyclers Association 49th Annual Convention and Exposition, The Phoenix Civic Plaza, Phoenix, (703) 385-1001.

Nov. 1-4 — Stapp Car Crash Conference, SAE, Stouffer Madison Hotel, Seattle, (412) 776-4841

Nov. 3-6 — Automotive Aftermarket Industry Week; Automotive Service Industry Association, Motor and Equipment Manufacturers Association, Specialty Equipment Market Association and Automotive Parts & Accessories Association; Las Vegas, (619) 284-9268 or (708) 850-7779

Nov. 18-19 — Auto Recycle '92 Conference, Schotland Business Research Inc., Radisson Plaza Hotel, Southfield, Mich., (609) 520-0100

DEALER CONVENTIONS — '92

Oct. 25-28 — Federation of Automobile Dealer Associations of Canada, Quebec City, (416) 940-4959

AUTO SHOWS — '92

Oct. 2-25 — State Fair of Texas Auto Show, Fair Park, Dallas, (214) 421-8728

Oct. 8-18 — Paris auto show, Paris, (1) 47 23 59 40

Oct. 13-25 — Los Angeles Recreation Vehicle Show, Recreation Vehicle Industry Association, Fairplex exposition complex, Pomona, Calif., (703) 620-6003

Oct. 15-18 — Auto Expo '93, Long Island's International New Car Show, Nassau Veterans Memorial Coliseum, Uniondale, (516) 368-8000

Oct. 16-18 — Northwood Institute Automotive Industry Show, Northwood Institute, Midland, Mich., (517) 837-4237

Oct. 23-Nov. 1 — South Florida International Auto Show, Miami Beach Convention Center, Miami Beach, Fla., (305) 758-2643

Oct. 28-Nov. 1 — Autobus RAI, Maastricht Exhibition and Congress Centre, Amsterdam, Netherlands

Oct. 31-Nov. 8 — New England International Auto Show, Bayside Exposition Center, Boston, (800) 732-2914

Nov. 6-8 — Auto Expo '93, Southern Connecticut's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 6-8 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (800) 345-1487

Nov. 11-15— Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (800) 345-1487

Nov. 11-15 — Greater Sacramento International Auto Show, California Exposition & State Fairgrounds, Sacramento, Calif., (800) 732-2914

Nov. 12-15 — Massachusetts International Auto Show, Centrum, Worcester, Mass., (508) 752-5240

Nov. 12-15 — Auto Expo '93, Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Nov. 19-22 — Jacksonville International Auto Show, Prime F. Osborn III Convention Center, Jacksonville, Fla., (800) 345-1487

Nov. 20-22 — Hampton Roads International Auto Show, Pavilion Virginia Beach Convention Center, Virginia Beach, Va., (800) 345-1487

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	**8/3, 8/10, 8/17**	3,800
Ford Thunderbird		
Mercury Cougar		
Norfolk, Va.	**8/3**	3,200
Ford F series		
Wayne, Mich.	**8/3**	5,700
Ford Escort		
Edison, N.J.		*
Ford Ranger		
Twin Cities (St. Paul, Minn.)		*
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Willow Run, Mich.	**8/3, 8/10, 8/17**	
Buick Roadmaster Estate wgn.		200
Chevrolet Caprice sedan & wgn.		1,500
Olds. Custom Cruiser wgn.		0
Doraville, Ga.	**8/3, 8/10**	
Olds. Cutlass Supreme		1,300
Pontiac, Mich. (West)	**8/3**	
Chevrolet S10 pickup		880
GMC Sonoma		450
Chevrolet S10 Blazer		330
GMC S15 Jimmy		245
Total U.S. car		**12,500**
Total U.S. truck		**5,105**
Total units lost week of 8/3		**17,605**

*Plant closed until September for model changeover

Source: Automotive News Data Center

Ky. antes up $44 million for Ford

FRANKFORT, Ky. — Kentucky has put together a $44.3 million package of tax abatements, grants and employment services to persuade Ford Motor Co. to expand its Louisville assembly plant.

Ford plans a $650 million, 1 million-square-foot addition. Employment would grow by 1,400 with a payroll of $60 million annually. First phase construction is slated to start in August.

The company announced expansion plans in April and has been negotiating incentives since. First phase expansion will allow production by October 1993 of 300 F-series Super Duty commercial and RV chassis, F-350 Chassis Cabs, and F-350 Crew Cab pickups.

The biggest part of the incentive package are corporate tax abatements totaling $32 million. Those tax credits will be available to the company over 10 years.

Kentucky expects to get back its money 10-fold in increased tax revenues, said Lt. Gov. Paul Patton, who also heads the state's Economic Development Cabinet.

Patton said, "This package is consistent with what will be offered to other companies in the future."

— The Associated Press

Chrysler makes Mexico executive a vice president

HIGHLAND PARK, Mich. — Carlos Lobo, president and managing director of Chrysler de Mexico S.A., has been elected a vice president of Chrysler Corp.

Lobo, 43, will continue reporting to Chrysler President Robert Lutz and retain current duties.

Chrysler de Mexico employs 11,000 and produced 195,000 vehicles for Mexico and North America last year.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 7/27-8/1/92	Actual 7/20-7/25/92	July Est.	Year 1/1-8/1/92	Year 1/1-8/3/91
Concorde (Can.)	518	261	787	793	0
LeBaron J	0	0	3,568	33,743	18,697
New Yorker	0	0	357	9,123	4,773
Fifth Avenue	925	0	2,554	22,395	20,697
Imperial	100	0	141	2,860	4,563
Town & Country (trk.)	0	0	1,010	9,041	1,941
Total Chrysler Div.	**1,543**	**261**	**8,417**	**77,955**	**58,671**
Sundance	1,825	1,537	3,943	34,680	28,607
Acclaim	0	0	3,593	43,185	48,338
Voyager (trk.)	1,000	0	5,636	55,474	54,717
Voyager (Can. trk.)	2,676	2,219	6,095	74,339	61,237
Total Plymouth	**5,501**	**3,756**	**19,267**	**207,678**	**192,899**
Intrepid (Can.)	278	257	1,013	1,069	0
Daytona	550	480	1,030	7,904	4,936
Shadow	1,900	1,635	4,638	55,748	33,903
Dynasty	1,775	0	4,891	49,117	66,450
Spirit	0	0	3,817	42,047	43,369
Viper	8	6	32	91	0
Monaco (Can.)	0	0	0	0	5,343
Caravan (trk.)	2,500	0	9,017	73,986	65,183
Caravan (Can. trk.)	2,679	2,378	6,328	97,121	81,711
Caravan C/V (trk.)	0	0	38	1,875	2,109
Caravan C/V (Can. trk.)	0	0	0	4,395	11,862
Dakota (trk.)	2,375	0	6,883	79,420	46,032
Ram pickup (trk.)	725	2	1,558	32,820	46,082
Ram wagon (Can. trk.)	315	0	831	13,520	12,647
Ram van (Can. trk.)	1,449	0	3,767	39,336	23,310
Total Dodge	**14,554**	**4,758**	**43,843**	**498,449**	**442,937**
Vision (Can.)	0	0	298	365	0
Premier (Can.)	0	0	0	0	5,630
Cherokee (trk.)	2,975	2,948	10,667	77,628	72,622
Comanche (trk.)	0	0	0	915	2,877
Grand Cherokee (trk.)*	1,600	1,645	5,858	39,688	1,560
Briarwood (trk.)	0	0	0	325	1,501
Wrangler (trk.)	500	267	767	767	0
Wrangler (Can trk.)	0	0	0	29,026	33,691
Total Jeep-Eagle	**5,075**	**4,860**	**17,590**	**148,714**	**117,881**
Total U.S. car	**7,083**	**3,658**	**28,564**	**300,893**	**274,333**
Total Can. car	**796**	**518**	**2,098**	**2,227**	**10,973**
Total U.S. truck	**11,675**	**4,862**	**41,435**	**371,939**	**294,624**
Total Can. truck	**7,119**	**4,597**	**17,021**	**257,737**	**224,458**
CHRYSLER CORP.	**26,673**	**13,635**	**89,118**	**932,796**	**804,388**
Escort	0	5,860	11,652	103,473	118,730
Mustang	2,800	2,517	5,317	56,079	49,822
Tempo	3,496	3,408	10,254	80,020	66,433
Tempo (Can.)	3,355	0	4,972	71,747	62,846
Taurus	8,279	9,837	27,474	229,445	188,652
Thunderbird	2,078	2,154	6,432	52,370	45,656
Crown Victoria (Can.)	2,975	0	7,419	64,237	52,789
Aerostar (trk.)	4,200	4,100	12,406	107,239	97,219
Bronco (trk.)	674	732	2,121	14,103	8,740
Explorer (trk.)	6,699	6,617	19,780	179,366	153,912
Mazda Navajo (trk.)	0	0	0	2,982	5,871
Econoline (trk.)	4,481	4,374	13,051	113,843	81,547
Heavy (trk.)	0	1,000	1,961	25,392	20,982
Light truck (trk.)	9,597	9,878	25,776	257,627	174,447
Light truck (Can. trk.)	0	0	1,478	76,328	58,154
Ranger (trk.)	1,723	1,661	5,032	155,420	150,436
Total Ford Division	**50,357**	**52,138**	**155,128**	**1,589,671**	**1,336,236**
Topaz	1,464	1,512	4,430	35,389	28,824
Topaz (Can.)	1,340	0	2,027	28,580	20,408
Cougar	1,266	1,450	4,014	34,226	37,137
Sable	2,660	2,864	8,600	75,482	62,809
Grand Marquis (Can.)	2,825	0	7,251	60,850	54,448
Mercury Villager (trk.)	506	426	1,276	3,524	0
Nissan Quest (trk.)	323	248	826	2,098	0
Total Mercury	**10,384**	**6,500**	**28,424**	**240,149**	**203,626**
Continental	741	842	2,430	22,352	32,892
Mark VII	0	0	0	2,375	5,764
Town Car	2,223	2,542	7,308	66,996	77,378
Total Lincoln	**2,964**	**3,384**	**9,738**	**91,723**	**116,034**
Total L-M Division	**13,348**	**9,884**	**38,162**	**331,872**	**319,660**
Total U.S. car	**25,067**	**32,986**	**87,911**	**758,207**	**714,097**
Total Can. car	**10,495**	**0**	**21,669**	**225,414**	**190,491**
Total U.S. truck	**28,203**	**29,036**	**82,229**	**861,594**	**693,154**
Total Can. truck	**0**	**0**	**1,478**	**76,328**	**58,154**
FORD MOTOR CO.	**63,765**	**62,022**	**193,288**	**1,921,543**	**1,656,896**
Skylark	0	0	2,125	34,413	27,510
Century	0	0	3,604	48,903	52,092
Regal (Can.)	0	0	6,465	59,776	70,437
Riviera	0	0	705	7,246	13,518
Park Avenue	0	0	3,546	34,770	66,272
LeSabre	0	0	10,013	93,768	32,583
Roadmaster sedan	0	0	2,643	25,325	13,592
Roadmaster wagon	0	0	414	6,657	16,848
Reatta	0	0	0	0	1,206
Total Buick	**0**	**0**	**29,515**	**310,858**	**294,058**
Eldorado	0	0	1,230	21,275	6,517
Seville	0	0	2,741	31,116	14,197
Brougham	0	0	0	2,170	10,857
DeVille	0	0	824	64,013	88,153
Allante	0	0	159	1,099	1,881
Total Cadillac	**0**	**0**	**4,954**	**119,673**	**121,665**
Cavalier	0	0	9,405	127,664	155,031
Camaro	0	0	4,287	40,806	29,600
Corsica-Beretta	0	0	10,608	116,140	154,471
Lumina (Can.)	0	0	13,016	139,106	130,684
Caprice	0	0	8,208	70,753	79,466
Corvette	0	0	1,086	12,556	13,136
Astro (trk.)	0	0	6,654	85,327	52,560
Blazer (trk.)	0	0	1,226	13,596	5,140
Lumina APV (trk.)	0	0	3,092	27,299	24,370
Mediums (trk.)	0	0	510	4,001	803
P-model (trk.)	0	0	1,403	14,227	12,118
Pickup (trk.)	0	0	15,650	154,841	166,986
Pickup (Can. trk.)	0	0	7,164	106,484	78,800
S10 (trk.)	0	0	11,277	106,635	150,841
S10 Blazer (trk.)	0	0	6,428	74,237	19,036
Sportsvan (trk.)	0	0	0	11,405	24,593
Sportsvan (Can. trk.)	0	0	3,244	43,989	31,934
Suburban (trk.)	0	0	2,915	29,919	17,666
Total Chevrolet	**0**	**0**	**106,175**	**1,178,985**	**1,147,154**
Achieva/Calais	0	0	6,345	71,233	34,616
Cutlass Ciera	0	0	4,735	74,086	46,785
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	0	2,478	47,378	62,007
Toronado	0	0	54	3,280	2,843
Eighty Eight	0	0	3,418	41,158	42,966
Custom Cruiser wagon	0	0	0	1,927	5,513
Ninety Eight	0	0	194	17,540	48,061
Silhouette (trk.)	0	0	655	8,938	12,990
Bravada (trk.)	0	0	269	7,166	9,838
Total Oldsmobile	**0**	**0**	**18,149**	**272,786**	**306,708**
Sunbird	0	0	3,543	52,641	71,203
Grand Am	0	0	15,832	144,949	87,061
Firebird	0	0	1,628	14,567	9,828
Grand Prix	0	0	6,412	64,760	60,104
Pontiac 6000	0	0	0	0	13,603
Bonneville	0	0	6,217	57,068	34,457
Trans Sport (trk.)	0	0	3,546	24,683	15,961
Total Pontiac	**0**	**0**	**37,178**	**358,668**	**298,217**
Yukon-Jimmy (trk.)	0	0	452	4,152	1,288
Medium (trk.)	0	0	868	12,257	1,361
P-model (trk.)	0	0	459	1,919	1,675
Pickup (trk.)	0	0	5,309	59,755	74,553
Pickup (Can. trk.)	0	0	2,731	39,017	31,121
Syclone-Sonoma (trk.)	0	0	2,718	28,018	35,938
Typhoon-S15 Jimmy (trk.)	0	0	1,894	23,470	6,787
Safari (trk.)	0	0	2,201	35,171	22,996
Suburban (trk.)	0	0	1,906	18,557	14,646
Vandura (trk.)	0	0	0	5,803	11,209
Vandura (Can. trk.)	0	0	1,472	19,516	13,894
Total GMC	**0**	**0**	**20,010**	**247,635**	**215,408**
Total Saturn+	**0**	**0**	**13,882**	**114,391**	**48,899**
Total U.S. car	**0**	**0**	**126,338**	**1,443,652**	**1,351,875**
Total Can. car	**0**	**0**	**19,481**	**198,882**	**242,210**
Total U.S. truck	**0**	**0**	**69,434**	**751,376**	**683,215**
Total Can. truck	**0**	**0**	**14,611**	**209,086**	**155,809**
GENERAL MOTORS	**0**	**0**	**229,064**	**2,602,916**	**2,433,109**
Can. car	0	0	4,404	61,342	66,770
Can. trk.	0	0	2,772	37,906	29,573
CAMI†	**0**	**0**	**7,176**	**99,248**	**96,343**
DIAMOND-STAR†	**2,174**	**2,236**	**8,965**	**85,205**	**91,730**
Civic	2,165	2,205	8,097	57,265	53,281
Civic (Can.)	2,087	2,074	8,259	64,179	63,222
Accord	7,440	7,137	27,432	222,500	211,425
Total U.S. car	**9,605**	**9,342**	**35,529**	**279,765**	**264,706**
Total Can. car	**2,087**	**2,074**	**8,259**	**64,179**	**63,222**
HONDA	**11,692**	**11,416**	**43,788**	**343,944**	**327,928**
HYUNDAI Sonata (Can.)	**0**	**0**	**12**	**6,755**	**16,955**
AUTO ALLIANCE†	**6,970**	**6,420**	**21,812**	**64,155**	**93,138**
U.S. trk.	1,559	1,482	3,796	37,976	43,187
Can. trk.	205	203	516	4,999	4,273
NAVISTAR	**1,764**	**1,685**	**4,312**	**42,975**	**47,460**
Altima	945	661	2,182	2,182	0
Sentra	2,310	2,320	8,771	72,050	77,888
Pickup (trk.)	2,840	2,961	10,688	76,391	76,761
NISSAN	**6,095**	**5,942**	**21,641**	**150,623**	**154,649**
Geo Prizm	1,530	1,561	6,674	51,420	58,565
Toyota Corolla	2,420	2,463	10,610	70,941	64,647
Toyota Pickup (trk.)	1,810	1,793	7,665	35,850	0
NUMMI	**5,760**	**5,817**	**24,948**	**158,211**	**123,212**
Legacy	1,184	1,153	4,173	34,344	33,602
Pickup (trk.)	568	434	1,772	13,604	0
Rodeo (trk.)	912	934	3,127	24,423	0
Total U.S. car	**1,184**	**1,153**	**4,173**	**34,344**	**33,602**
Total U.S. trk.	**1,480**	**1,368**	**4,899**	**38,027**	**30,906**
SUBARU-ISUZU	**2,664**	**2,521**	**9,072**	**72,371**	**64,508**
Camry	4,904	4,944	19,259	140,983	128,546
Corolla (Can.)	1,500	1,496	6,336	44,097	38,190
TOYOTA	**6,404**	**6,440**	**25,595**	**185,080**	**166,736**
VOLVO 740, 940 (Can.)	**0**	**44**	**380**	**3,915**	**5,145**
AM GENERAL (trk.)	**300**	**300**	**1,380**	**10,800**	**12,850**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**8,832**	**69,120**	**79,320**
Total U.S. car	**64,132**	**67,744**	**380,787**	**3,303,797**	**3,153,127**
Total Canada car	**14,878**	**4,132**	**62,639**	**606,811**	**633,956**
Total U.S.-Canada car	**79,010**	**71,876**	**423,426**	**3,910,608**	**3,787,083**
Total U.S. truck	**49,787**	**43,722**	**230,357**	**2,253,073**	**1,913,217**
Total Canada truck	**7,324**	**4,800**	**36,399**	**585,976**	**472,267**
Total U.S.-Canada truck	**57,111**	**48,522**	**266,757**	**2,839,049**	**2,385,484**
TOTAL U.S.	**113,919**	**111,466**	**611,144**	**5,556,870**	**5,066,344**
TOTAL CANADA	**22,202**	**8,932**	**99,038**	**1,192,787**	**1,106,223**
TOTAL U.S.-CANADA CAR & TRUCK	**136,121**	**120,398**	**690,182**	**6,749,657**	**6,172,567**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

Car build dwindles to 64,000

GWENDOLYN ZONGHETTI
Special Correspondent

The first week of Jeep Wrangler production in the United States brought output of 267, and the total almost doubled, to 500, in last week's second try. The Wrangler sport-utility has joined the Jeep Cherokee at Chrysler Corp.'s Toledo, Ohio, facility.

U.S. car production last week was scheduled at 64,132, down 5.3 percent from the prior week and 16.7 percent from 1991.

Year-to-date auto production in the United States is 3,303,797, up 4.8 percent from the same point in 1991.

In Canada last week, car production was estimated at 14,878, which was 3½ times the 4,132 assembled the previous week.

So far this year, Canada has produced 606,811 cars, down 4.3 percent from the 1991 period.

Truck production in the United States was 49,787, up 13.9 percent from the prior week and 14.9 percent over the year-ago week.

This year, 2,253,073 trucks have been assembled in the United States, up 17.8 percent over last year.

Canadian plants assembled an estimated 7,324 trucks, a 52.6 percent jump above the prior week, but a 25.5 percent fall from the year-ago week.

Year-to-date truck production in Canada is 585,976, up 24.1 percent over 1991.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 27,224, up 13.1 percent from the prior week but down 1.6 percent from the 1991 week.

Scheduled car and truck production was shared as follows:

Ford Motor Co., 46.6 percent; Chrysler Corp., 16.5 percent; Honda of America Manufacturing Inc., 8.4 percent; Auto Alliance International Inc., 6.1 percent; Nissan Motor Manufacturing Corp. U.S.A., 5.4 percent; New United Motor Manufacturing Inc., 5.1 percent; Toyota Motor Manufacturing (U.S.A.), 4.3 percent; Subaru-Isuzu Automotive Inc., 2.3 percent; Diamond-Star Motors Corp., 1.9 percent; miscellaneous, 1.7 percent; Navistar International Corp., 1.4 percent; and AM General, 0.3 percent.

General Motors assembly plants in the United States and Canada resume production today after a two-week vacation.

Last week, Ford slated daily overtime at its Chicago car plant, its Louisville, Ky., truck plant and its Kansas City. Mo., car-truck plant.

Ford's St. Louis truck plant worked two shifts of overtime last Saturday and will work three seven-hour shifts daily this week.

All Ford plants in Canada and the Toyota plant in Cambridge, Ontario, are closed today in observance of a civic holiday.

Chrysler's St. Louis and Windsor, Ontario, truck plants are scheduled to work overtime next Saturday. ■

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AUGUST 10, 1992

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GM suppliers decry bid tactics

Some are forced to bid on their own projects

AL FLEMING
Industry Editor

TRAVERSE CITY, Mich. — The purchasing system created by General Motors worldwide purchasing czar J. Ignacio Lopez has caused such a stir among suppliers that some have resorted to a grim sense of humor.

"It's good news, bad news," said one engine components supplier.

"The good news is we're bidding on 12 projects for GM.

"The bad news is five are our own."

Although Lopez did not attend the University of Michigan's Automotive Management Briefing seminar here last week, other GM executives tried to calm a flood of supplier concerns that dominated conversations among the 800 attendees. The main thrust of the criticism is that Lopez wants unrealistic price cuts of 20 percent or more, and wants them so badly he is forcing suppliers to reopen and renegotiate signed contracts.

Many suppliers are unwilling to publicly voice their objections, fearing a loss of GM business or other reprisal as payment for their candor.

Suppliers attending the conference shared several Lopez horror stories:

see LOPEZ, 34

Lopez: controversy

latenews

Agreement near on trade pact

U.S., Mexican and Canadian negotiators appeared to be close to the final wording on a North American free-trade pact late last week.

The rules of origin on automobile content remain the "last, key sticking point" to wrapping up the controversial treaty, a project source said.

At the end of the week, the negotiations were headed toward a North American content standard of 60 percent to qualify for duty-free auto trade among the countries. That would be lower than the 65 to 70 percent that U.S. auto industry groups had lobbied for but higher than the 50 percent requirement that Japanese-industry interests urged.

— *Lindsay Chappell*

see LATE NEWS, 2

Iacocca exit has Kerkorian eyeing board

CHARLES M. THOMAS
taff Reporter

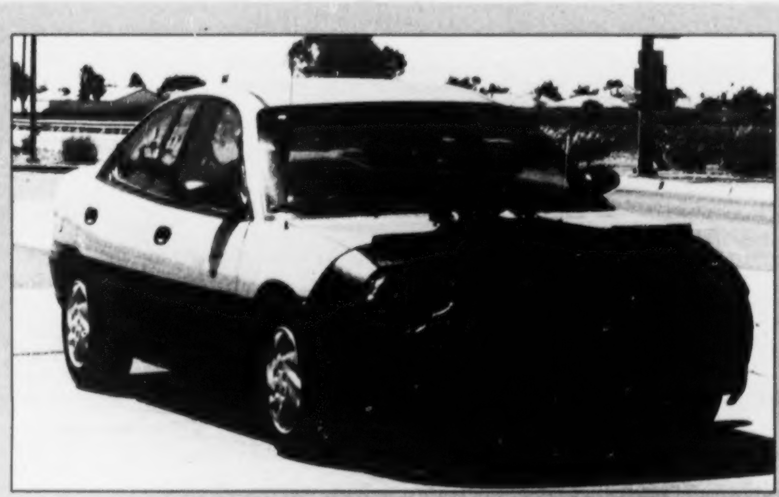
Kirk Kerkorian, corporate raider nd billionaire financier, is hintng that he wants a seat on Chrysler Corp.'s board of directors ow that Chairman Lee Iacocca as said he will retire at year end.

Kerkorian has even called for a meeting with the board of directors as soon as possible to discuss what he terms "important issues."

"It's clear Kerkorian has requested a seat on the board but how much does 10 percent stock wnership get you — one seat or ore," said Steve Girsky, analyst with New York-based Paine Weber. "Management will definitely eet with him — they would meet with anybody who is that big of a hareholder."

Kerkorian: Let's meet

see CHRYSLER, 39



Chrysler's PL subcompact sedan, snapped during testing, has a cab-forward design reminiscent of the Dodge Neon concept car. Chrysler will introduce the new subcompact in the 1994 model year, replacing the Dodge Shadow and Plymouth Sundance.

HANS G. LEHMANN/HIDDEN IMAGE

PRODUCT BARRAGE

Chrysler has new vehicles, but can't decide who sells them

First in a series exploring future product plans of the U.S. Big 3 and Asian and European importers.

MARY CONNELLY
Staff Reporter

One certainty: Chrysler Corp. plans to unleash a product barrage in the 1990s.

One uncertainty: What brands will sell the new vehicles?

Chrysler is in the midst of replacing virtually its entire car and truck lineup by mid-decade. But while the company knows what products it wants to field, it hasn't decided what divisions will market the lineup of new cars and minivans.

Chrysler has said it plans to merge its Chrysler-Plymouth and Jeep-Eagle franchises by the year 2000 and is considering dropping either the Eagle or Plymouth brand as part of the consolidation.

The company has mounted a far-reaching study of how many brands, dealers and nameplates it will need by the end of the decade. So far, nothing has been finalized.

Chrysler President Robert Lutz has stressed that neither Eagle nor Plymouth faces imminent demise. "There are new products planned for both of those franchises through the 1995 model year," he notes. Nonetheless, officials candidly acknowledge that Chrysler probably has too many brands and nameplates for today's market.

FUTURE PRODUCTS

The company will launch a new subcompact in the 1994 model year and a new compact midway through the 1995 model year. The PL subcompact is a replacement for the Dodge Shadow and Plymouth Sundance. The JA compact is a replacement for the Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedans. But Chrysler has not decided which of its retail networks will sell the PL or JA models. For example, a merged Jeep-Eagle-Chrysler-Plymouth franchise wouldn't likely need both a LeBaron and Acclaim JA sedan.

Even future marketing of Chrysler's successful

see CHRYSLER, 22

Downturn batters Japanese auto suppliers

Cracks appear in keiretsus as losses continue to swell

MARY ANN MASKERY
taff Reporter

TOKYO — Japanese suppliers are bearing the runt of the economic and political pressures ounding their industry.

The Japanese boom of the late 1980s has now yielded a severe hangover, and the suppliers are suffering more than anyone else. By some estimates, they will face hard times for another 10 years.

"The suppliers will suffer severely," says analyst Katsumi Takahashi at the University Securities Research Institute. "They are the shock absorbers of the industry."

In the meantime, the pressure has exposed cracks in the vaunted Japanese *keiretsu* system of interlocking companies. With that, doors could open for U.S. suppliers seeking business with Japanese automakers.

Japanese suppliers matched their manufacturers during the 1980s when the industry splurged on new plants and equipment. In the process, automakers nearly doubled lineups with multiple platforms and quadruple variations in fierce competition for niche sectors.

When the automakers started to move assembly to Kyushu in southern Japan, suppliers fol-

see KEIRETSU, 35

CAR DEALERSHIPS IN THE UNITED STATES

	July 1, 1992	Jan. 1, 1992
Chrysler Corp.	4,817	4,923
Ford Motor Co.	5,123*	5,144
General Motors	8,732	8,804
Total	**18,672**	**18,871**
Less intercorporate duals	495	515
Net Big 3	**18,177**	**18,356**
Import exclusives	3,865	3,941
Import-only duals	1,039	1,071
TOTAL	**23,081**	**23,368**

*Estimate

Source: Automotive News

Dealer tally is 23,081; down 287 in 1st half

JOHN K. TEAHEN JR.
Senior Editor

Dealership attrition slowed a bit in the first half of 1992, but the rate of loss remained high.

The latest *Automotive News* census found 23,081 new-car outlets in operation in the United States on July 1, down 287 from the 23,368 counted on Jan. 1. The dip compared with declines of 328 in the first half of 1991 and 576 in the second half of 1991.

A reduction in the death rate of dealerships is good news, but the trend line detracts from the pleasant tidings.

If the attrition continues at its first-half pace, this year's decline in the number of new-car stores will be 2.5 percent. Only three times in the last 25 years has the decline been greater than that. In 12 of those 25 years, it was 1 percent or less.

But even a 2.5 percent falloff this year would be a considerable improvement over 1991, when the total plunged 3.7 percent.

In the recession of a decade ago, the dealership population suffered successive annual declines of 5.6 percent in 1980, 2.4 percent in 1981 and 3.8 percent in 1982.

The first-half slip showed that the recession is definitely not over in the retail auto industry. Car sales have improved slightly this year, but for the dealer, sales are only part of the equation. Profit is

see CENSUS,10

One dealer's battle plan ➤ 13

inside Automotive News

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Kia's U.S. drive waits for financial fuel. PAGE 4

NEW BOSS FOR SAAB
South Africa head automaker to run Swedish maker. PAGE 4

U.S. AID
Ford considers incentives for Michigan-made Escort. PAGE 6

SALES ROADBLOCK

▲ Buyers say no to Montero, above, and Trooper. PAGE 6

FUJI AIMS FOR BLACK
Subaru gets huge task of increasing sales in U.S. PAGE 8

MORE THAN A CRX
Honda begins shipping new del Sol model. PAGE 8

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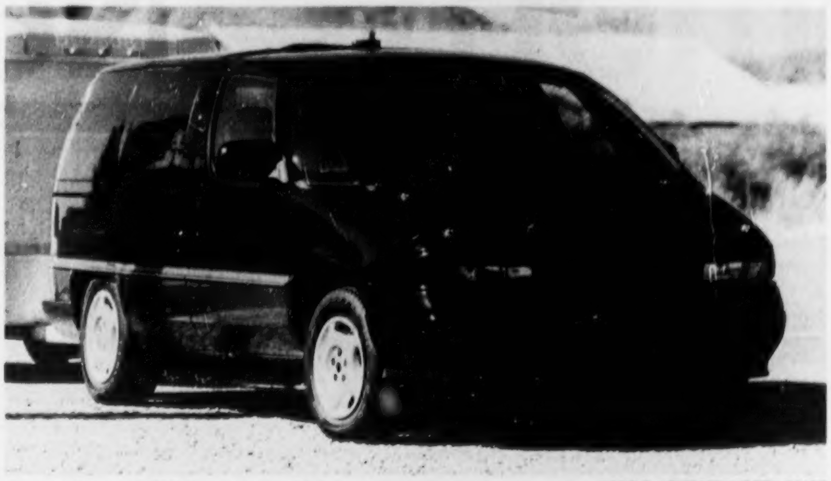
correction

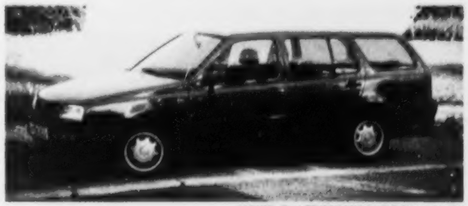
Specifications for the Mitsubishi Mirage in a Page 32 table on Aug. 3 appeared to apply to all body styles. The dimensions were for two-door Mirages only.



HANS G. LEHMANN/HIDDEN IMAGE

Lumina APV gets a lift

A complete redesign is due for the 1996 model year, but Chevrolet will give the Lumina APV minivan a mild facelift for the 1994 model year. This spy shot shows changes such as a shortened front overhang along with a new hood and rounded headlights, which are partially covered on this prototype. The bumper also is new with a large, rounded air intake opening.



HANS G. LEHMANN/HIDDEN IMAGE

A Golf Variant

This wagon version of the Volkswagen Golf is expected to go on sale this fall in Europe, badged as the Golf Variant. Overall length is about 175 inches. Engine choices are a 60-horsepower, 1.4-liter four or a 115-hp, 2.0-liter four. Expected base price is the equivalent of about $16,000.

latenews

CONTINUED
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'95 Continental to get mod V-8

TRAVERSE CITY, Mich. — The 32-valve four-cam engine that Ford Motor Co. will introduce in the Mark VIII in December will be used in the new Continental, due in 1995.

Robert Transou, general manager of Ford's Powertrain Operations, confirmed that the powerful all-aluminum V-8 will be in the Continental, with some modifications, to give more torque in the mid to high range to compensate for the car's front-wheel-drive drivetrain.

The 32-valve engine will exceed 280 mph and more than likely will be used in the new Mustang as well, Transou said.

Transou would not confirm that Ford may introduce a five-speed automatic transmission in the new Taurus and Sable, due in 1995 or 1996. He said several companies are developing five-speed automatics to enhance fuel economy, particularly in larger vehicles.

— *Kathy Jackson*

Nissan buys GM engine blocks

TRAVERSE CITY, Mich. — Nissan North America Inc. has taken delivery of 100 engine blocks — the first of an estimated 10,000 per month — made by General Motors.

Shigenori Asoh, general manager of Nissan's international purchasing department, made the announcement last week at the University of Michigan Automotive Management Briefing seminar.

Under the agreement, GM Powertrain in Defiance, Ohio, will supply cylinder blocks to Nissan's Yokohama plant, where 3.0-liter V-6 VG30 engines will be assembled. Nissan plans to purchase 10,000 blocks per month by April 1993, Asoh said.

Separately, Nissan said it would import to Japan $3 million worth of Autolite advanced double-platinum spark plugs from Allied-Signal Automotive of Southfield, Mich.

Both announcements are part of Nissan's commitment to buy $3.7 billion worth of U.S. parts and materials by 1995.

ASC to supply U.S.-built BMW

SOUTHGATE, Mich. — BMW AG has signed ASC Inc. to provide roof systems for its planned production vehicle in the United States.

ASC is the first supplier BMW has chosen.

The German company will have a total of 21 suppliers of major systems and approximately 30 subsuppliers in North America for the new vehicle.

Problems grow for VW Mexico

MEXICO CITY — Volkswagen de Mexico announced Friday that parent Volkswagen AG has suspended an axle contract with its Mexican subsidiary because of the labor conflict that has shut VW's Mexican plant for three weeks.

The Puebla plant was building 1,200 axles a day for the German parent, a spokesman said.

The announcement may have been a warning to union dissidents. Last week, Volkswagen de Mexico awaited a decision on its petition to the Mexican government to disband the union. Dissidents say a July 2 contract was negotiated without rank-and-file approval. The conflict led to work stoppages before VW closed the plant.

— *John Watling*

NADA buys auction data

After some saber rattling over price, *N.A.D.A Official Used Car Guide* publishers agreed last week to a three-year extension of a contract to buy vehicle price data from AuctionNet.

AuctionNet is operated jointly by the National Auto Auction Association and the National Automobile Dealers Association.

Although officials declined to disclose the price of the data, sources said AuctionNet trimmed the price to NADA, which publishes the used-car price guide.

NADA uses the data to fix used-car and truck prices in the *N.A.D.A. Official Used Car Guide*, which has more than 400,000 subscribers.

— *Charles M. Thomas*

Illinois pounces on 78 dealers

SPRINGFIELD, Ill. — A surprise inspection of 78 new- and used-car dealerships across Illinois revealed that every dealer had some non-compliance with Illinois consumer protection laws.

Of the 2,374 used cars inspected, 51 percent did not have Buyer's Guides posted in the windows.

The 1984 Federal Trade Commission Used Car Rule requires dealers to place a Buyer's Guide sticker in the window of each used car offered for sale.

The stickers provide warranty information.

briefly

Senate sticks up for content tag

Like the nutrition guide on the side of your favorite ice cream carton, autos may have to reveal how much imported content they have. The Senate last week voted to require window stickers on 1994 cars to list their U.S. content and identify countries that supply at least 15 percent of the parts. The bill has been praised by the UAW but is sure to be attacked by Japanese importers and transplants, since its counting method excludes port-installed options and U.S. factory costs like assembly labor and mortgage expenses.

EXPLORER OF OPTIONS — A sport-utility for **Mercury** dealers? "Unlikely but not impossible," says Alexander Trotman, **Ford Motor Co.** executive vice president. Trotman says the company will watch sales of the new Mercury Villager minivan for a couple years, and if Mercury dealers do extremely well with the Villager, "then that would pose a serious question for us," he said.

NO ROOM ON BANDWAGON — At an auto conference last week, **Mazda** President Yoshihiro Wada lauded the Big 3 for forming consortia to jointly research projects such as electric-car batteries and recycling. But when Wada suggested that the consortia open their membership to other automakers like Mazda for example, executives from the Big 3 balked, reported *The Detroit News*. But all is not lost. A **General Motors** executive said once the domestic automakers learn how to cooperate in "blissful harmony," maybe the doors will swing open for others.

SELL, SELL, SELL — B&K **Chevrolet** in Peoria, Ill., is taking program car sales seriously. Last week the dealership opened what it says is the largest indoor used-car mall in the world featuring program cars — over 300 under one roof. Customers can also enjoy a free snack bar and supervised child care at the facility. The dealership hopes to move 250 vehicles per month.

POLITICAL AWAKENING — **Ford Motor Co.** will host a Government Awareness Fair today rallying around the slogan GIP-O-GOOB (Get into Politics or Get Out Of Business). This is Ford's first effort to educate employees on the impact of political legislation on competitiveness. Workers may register to vote and acquire information on legislative issues. The fair will feature exhibits on technology and safety, lunch and marching band entertainment. Ford expects 1,000 employees to attend.

HIGH AND DRY — **Chrysler Corp.** Chairman Lee Iacocca said he was sorry to see Ross Perot drop out of the presidential race. Iacocca said Perot was the only candidate to talk to him at length about a possible cabinet post. "I wish he had stayed in," Iacocca said at an auto conference sponsored by the University of Michigan in Traverse City, Mich. Iacocca will retire the end of the year and is a big proponent of balancing the trade deficit between the United States and Japan. He said he has not been approached by President Bush or Democratic candidate Bill Clinton.

Iacocca: disappointed

Car sales still bleed dealers' net profit

CHARLES M. THOMAS
Staff Reporter

Hurt by weak sales and weary of an economy that seems to just bump along, dealers continue to lose money in their new-car departments while total dealership profit as a percent of sales is stagnant.

Profits in the new-car department, before sales expenses and overhead, fell to a record low of 7.1 percent in 1991, according to the National Automobile Dealers Association.

The 7.1 percent does not include sales of extended-service contracts or finance charges and other add-ons.

Strauss: margin concerns

"Dealers have to ask themselves what their margin of profit is and what it will take to make money," said Richard Strauss, NADA president and owner of Dick Strauss Ford-Isuzu-Suzuki in Richmond, Va. "At 7.1 percent, a dealer is losing money."

From a record of $313 billion in 1990, total dollar sales of all franchised new-car dealerships fell to $305 billion in 1991, according to NADA Data, an annual study conducted by the association.

Slow new-car sales and only modest price hikes have kept the average dealership's total dollar sales stagnant for the past three years.

Total dealership net profit before taxes expressed as a percent of sales was 1 percent in 1991 — the same as in the prior two years.

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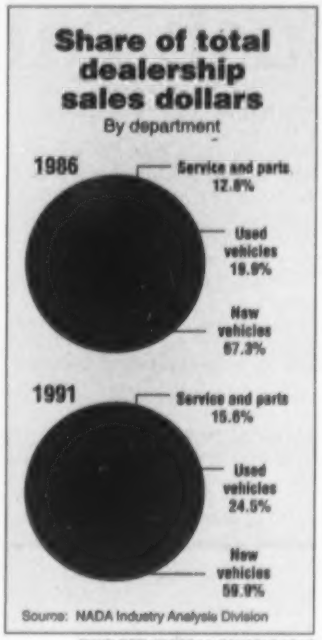

CHARLOTTE WINTER / AUTOMOTIVE NEWS

Third Ford pickup in works for mid-'90s

New truck will be smaller than F Series, appear after '95

KATHY JACKSON
Staff Reporter

TRAVERSE CITY, Mich. — Declaring that Ford Motor Co. is "damned determined" to stay competitive in the pickup truck market, Alexander Trotman said the company will unveil a third pickup truck sometime after the 1995 model year.

Trotman, executive vice president of Ford North American Automotive Operations, was in Traverse City to address the University of Michigan's Automotive Management Briefing seminar. In an interview following his remarks, Trotman said the new truck will be larger than a mid-sized truck but smaller than the F series. He would not elaborate further.

Trotman discounted rumors that Ford will get out of the compact truck business and make the Ranger compact a larger truck.

Instead, he said Toyota's imminent entry into the nearly full-sized-truck segment means "there is a need for a third pickup in the foreseeable future" at Ford.

Ford's new truck likely will be the size of the new truck that Toyota Motor Sales U.S.A. Inc. will introduce to the public in November. Toyota's T100 is about four inches shorter, narrower and lower than Ford's F-150 pickup, but it is about six inches longer and wider than the Dodge Dakota mid-sized truck.

Trotman said the pickup market represents about 24 percent of all vehicle sales, and that percentage has remained pretty constant the past 20 years. He said the pickup market is unlikely to grow, so sales of Toyota's new truck will come out of somebody's hide. "It could hurt Toyota's compact pickup," he said, "but I can't imagine Ford will be totally invincible." ■

July sales dip 2%; Big 3 trucks still hot

JIM HENRY
Staff Reporter

Sales of light vehicles in the United States dipped a bit to 1.1 million in July, reversing six months of shaky improvement.

Still, the seasonally adjusted annual rate of 13.1 million units was the second-highest in 1992, behind June's 14.0 million.

And the industry's 1,138,530 car and truck sales were just 2.4 percent behind July 1991, last year's best month. Then, 14 nameplates posted better sales than a year earlier. Last month, 19 did.

But consumer confidence fell sharply in July, according to a survey conducted for The Conference Board in New York.

Initial unemployment claims have increased recently, and election-year politicking probably has people worried about the economy, said Fabian Linden, executive director.

Tom Webb, chief economist for the National Automobile Dealers Association, said the numbers were "no surprise" in view of the slowdown in the economy. "Sales are better than they were earlier in the year, but this is no real recovery," Webb said.

The action continues to be in light trucks, where Big 3 sales rose 7.0 percent in July and Japanese marques fell 14.6 percent.

As car share held steady, Big 3 truck market share jumped 3.2 points to 85.3 percent, while Japanese trucks fell 3.0 points to 14.7 percent.

The pattern was the same for the

see SALES, 36

Chrysler adds 5th LH car — sporty New Yorker LHS

MARY CONNELLY
Staff Reporter

MORE ON LH
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Florida tourist test > 33

Chrysler Corp. will introduce a fifth LH model, called the Chrysler New Yorker LHS, next spring.

The New Yorker LHS will be a limited-volume luxury sport version of Chrysler's new line of sedans. It will be the top-of-the-line model in the LH family.

The previously announced New Yorker and its new sporty companion, the New Yorker LHS, will be 1994 models built on a 207-inch wheelbase. The 1993 LH triplets — the Concorde, the Dodge Intrepid and the Eagle Vision — are built on a 200-inch wheelbase.

The addition of the LHS model means that Chrysler brand dealers will sell three LH versions: the Concorde, the New Yorker and the New Yorker LHS.

The New Yorker models are expected to compete with a range of domestic and imported luxury sedans including the Cadillac Seville STS, Lexus SC400, Infiniti J30 and Buick Park Avenue Ultra.

Chrysler executives earlier this year suggested that the Lexus SC400 is the competitive product target for the New Yorker, but that the car will be priced against such domestic models as the Buick Park Avenue, which has a 1992 base price ranging from $25,285 to $28,780.

Chrysler claims the LH cars are worthy competitors for the best sedans born in Germany or Japan.

"There is really nothing traditionally American about this vehicle," Chrysler President Robert Lutz has said of the LH. "This is the first American car that in terms of interior and exterior styling, ride and handling — and the way the whole car looks, feels and sounds — is like a German or Japanese car."

Chrysler has not confirmed the LHS. But service and parts operations manuals for the LH models include the LHS.

Chrysler plans to begin building the New Yorker Feb. 8, 1993, at its Bramalea, Ontario, plant. Production of the LHS models begins shortly after, according to sources familiar with the plans.

The two models share sheet metal and a 3.5-liter, 24-valve, V-6 engine. But suspension, trim levels and other styling cues will differ.

The LHS is the direct descendant of the Chrysler New Yorker concept car unveiled at the North American International Auto Show in Detroit in January 1992.

A hallmark of the LHS will be a monochromatic trim and grille design with few exterior cladding accents. The five-passenger sedan will have bucket seats and a center console and most likely will use 16-inch wheels.

The LHS will feature a touring suspension that differs from the standard suspension offered on the New Yorker.

In contrast, the New Yorker is expected to be offered as a six-passenger sedan with 50-50 split bench seats and 15-inch wheels. The New Yorker's exterior will use more traditional trim, including chrome accents.

The LHS may owe its existence to the uniformly rave press reviews the New Yorker show car generated.

There are suggestions that Chrysler had planned to field only the more conventionally packaged New Yorker, but added the LHS model after the concept car's show-stopping reception.

Dealers have not been briefed on the decision to offer two extended-wheelbase LH models. It is likely the New Yorker will be marketed to domestic luxury sedan buyers and the LHS to those shopping the import luxury segment.

Chrysler dealers this fall begin selling the 1993 Concorde, which is offered in only one version.

The 3.5-liter engine that will be standard in the New Yorker model is optional on the Concorde. The Concorde's standard powerplant is a 3.3-liter V-6.

The Concorde's base price is $18,341 but Chrysler has said it will sell for $19,500 to $22,000 typically equipped.

It is not clear how the New Yorker models will be priced, but the LHS is expected to be the priciest of the LH lineup. ■

JIM FRENAK

The LHS will more closely resemble the concept car; the more traditional New Yorker will have chrome accents.

JOE WILSSENS/AUTOMOTIVE NEWS

Chrysler may have added a fifth LH model after the New Yorker concept car's show-stopping reception at the Detroit auto show in January.

Mercedes adds holdback

Dealers get interest but no late billing

JIM HENRY
Staff Reporter

Not much new yet for '93 ➤ 15

NEW YORK — In an effort to shore up transaction prices, Mercedes-Benz of North America Inc. has adopted a "dealer reserve program" for the 1993 model year.

It is a holdback with two important differences. Mercedes-Benz will pay interest on the funds withheld, and only a portion of the funds will be returned quarterly. Dealers will get the rest at the end of the year.

In a holdback, the manufacturer withholds part of the dealer discount when the dealer purchases the vehicle — usually 2 or 3 percent of the suggested retail price — then returns the money later, generally quarterly.

The Mercedes dealer discount is 20 percent. A 1993 300SE, which retails for $69,900, will cost dealers about $58,000, with about $2,000 (3 percent of the sticker price) held in reserve.

Mike Jackson, executive vice president, explained how the program differs from other holdbacks.

Mercedes puts the dealer money into an interest-bearing account, at the prime rate plus 2 basis points. Mercedes pays interest because it does not offer dealers delayed billing, as other holdback programs do. The Big 3 figure that the floorplan money saved through delayed billing balances out the interest the dealer could earn on the holdback.

Like other companies, Mercedes doles out the money four times a year. But unlike other programs, most of the money — about 75 percent of the total — is saved for a big payoff at the end of the year.

In addition, the money goes into the dealer's account when the car is sold or leased, not when the dealer buys it.

"Most dealers are very positive about it, because it is different" from holdbacks at other companies, said Alan Feldman, dealer council chairman. Feldman owns Sovereign Motor Cars in Brooklyn, N.Y., a Mercedes exclusive, plus separate Jaguar and BMW-Porsche dealerships.

"Since Mike Jackson has been there, things have been a little different. He was a dealer, and he can understand the dealer standpoint," Feldman said. Jackson was part owner of EuroMotorcars in Bethesda, Md., before joining Mercedes in 1990.

Mercedes hopes the program will improve dealer profits and boost transaction prices, which in most cases are below sticker.

In effect, the program raises dealer cost temporarily, and that should raise sale prices.

Feldman said a holdback sets aside money that dealers might otherwise bargain away in order to close a deal. The Mercedes program, with most of the money withheld until the end of the year, further removes that temptation.

"If you know the check's only three or four months away, the guys who are going to do it (cut prices) will do it," he said. "If it's far enough down the road, they might be less tempted." ■

Monteros, Troopers get tepid reception

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — For almost 10 years, the Isuzu Trooper and Mitsubishi Montero sport-utilities built reputations as low-price, high-value alternatives to wagons and minivans. Then earlier this year, the companies introduced redesigned products that shed that image and went upmarket.

But consumers haven't followed. While U.S. compact sport-utility sales rose 20.3 percent in the first seven months, the Trooper and Montero hit a roadblock. The segment-leading Ford Explorer continues to gain and now holds a third of the U.S. market. The hot new Jeep Grand Cherokee already claims 5.2 percent of the market.

In the process, compact Japanese sport-utilities, including the Montero and Trooper, have seen their share slip to 17.4 percent, down from 22.8 percent last year.

So far, at least, customers don't appear eager to plunk down $18,000 to $25,000 for Troopers and Monteros that last year cost as little as $14,000. That's in spite of their more rounded lines, upgraded engines, increased comfort and long list of car-like amenities.

For the first seven months of the year, Trooper sales were down 60.8 percent from a year ago. At its current pace, the Trooper will finish the year nearly 6,000 units behind the 16,000 units American Isuzu Motors Inc. projected when the vehicle was introduced in January.

But there's been some consolation. As Isuzu expected, the less-expensive, U.S.-built Rodeo sport-utility has become the firm's volume leader. What's more, Rodeo sales have jumped nearly 60 percent this year in the process.

Montero sales, however, were off 33.9 percent after seven months. It, too, is trailing projections. To jump-start sales, Mitsubishi Motor Sales of America Inc. introduced a lease program last week that costs $1,000 down and $399 a month.

Analysts and company executives suggest several reasons why the Trooper and Montero — which both have been well-received by the automotive press — are not doing better.

"The evolution from affordable to upscale is not happening as fast as anybody would like," said Jerry O'Connor, Isuzu's vice president of marketing and services. "But sales are increasing each month, and our research with buyers and owners of the old Trooper tells us that we're not off mark."

Susan Jacobs, president of Jacobs Automotive, an auto research firm in Little Falls, N.J., agrees the companies' strategy is sound: "The problem is the market. If either of these companies is going to re-establish its products, it needs a growing market, not a shrinking one."

"Neither of these companies should consider the product wrong or the strategy to go upmarket a mistake," Jacobs said.

Indeed, the old Trooper and Montero were truck-like models, with few amenities. Their replacements are far more refined and reflect the segment's evolution from utility to comfort and convenience.

George Peterson, president of AutoPacific Group, a consulting firm in Santa Ana, Calif., said the problem is Mitsubishi and Isuzu don't have the marketing muscle to make themselves heard above Explorer and Grand Cherokee ads.

"The advertising weight and the popularity of the Explorer and Grand Cherokee have drowned Mitsubishi and Isuzu out. If they could advertise the way that the big guys are, they'd have a lot more success," Peterson said.

Indeed, Chrysler Corp. spent $40 million in six weeks this spring to launch the Grand Cherokee, says *Advertising Age*, a sister publication to *Automotive News*. Ford Motor Co. countered with its own five-week campaign for the 2-year-old Explorer; *Adweek* magazine pegged Ford's bill at $28 million.

By contrast, Isuzu spent $17 million over four weeks to launch the Trooper. Mitsubishi gave the Montero only limited attention, since it tries to spread its advertising dollars over a large product line.

"Awareness is a big part of it," said Rick Lepley, Mitsubishi's senior vice president of marketing and sales. "We elected not to spend a lot of money advertising the Montero. We've had to pick and choose, and we picked to spend heavily to move the Eclipse, and that's working."

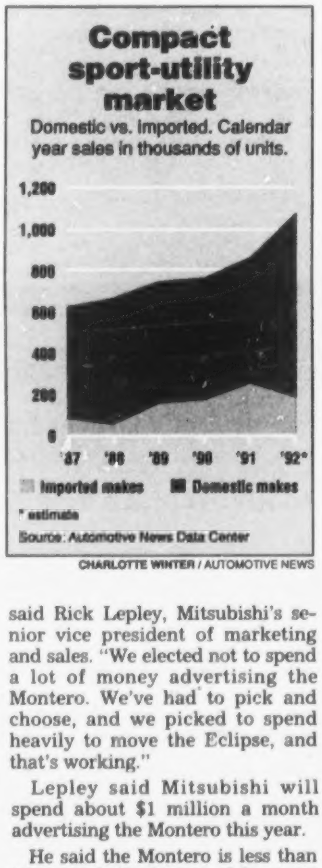
Lepley said Mitsubishi will spend about $1 million a month advertising the Montero this year.

He said the Montero is less than 100 units behind internal forecasts of 6,450 units for the 1992 calendar year — although the company said late last year that 12,000 units was its annual goal.

Lepley says Mitsubishi will probably drop the entry-level Montero within 10 months to simplify its lineup. The mid- and high-trim models are selling the best.

Although the base price of the Montero is $18,509, the average purchase price of the new Montero is $22,950. That, Lepley says, validates the decision to move upscale.

Isuzu will add a two-door model this fall. Dick Gilmore, Isuzu's director of marketing, said the two-door will be available around October and be priced below the four-door. Although sales of two-door sport-utilities are shrinking, Gilmore said Isuzu "has done well in that segment before," and is expecting to again. ■



Compact sport-utility market

Domestic vs. imported. Calendar year sales in thousands of units.

* estimate

Source: Automotive News Data Center

CHARLOTTE WINTER / AUTOMOTIVE NEWS

BIG 3 NET EARNINGS
(in millions)

	Second quarter 1992	Second quarter 1991	First quarter 1992
General Motors			
Sales	$35,200	$31,330	$32,000
Net Income (Loss)	(357)*	(784)	179
Ford Motor Co.			
Sales	26,800	23,850	24,500
Net Income (Loss)	502	(324)	338
Chrysler Corp.			
Sales	9,310	7,800	8,190
Net Income (Loss)	178	(212)	(13)

*Includes a $749 million write-off

Source: Manufacturers

Hughes write-off erases GM earnings

Officials maintain gloomy outlook

CHARLES M. THOMAS
Staff Reporter

General Motors officials last week expressed doubts about the economy during the next six months after sustaining a second-quarter net loss of $357.1 million due to a one-time restructuring charge of $749 miliion at its Hughes Aircraft Co subsidiary.

Net earnings without the special charge were $392 million, compared to a loss of $784.5 million in the second quarter of 1991.

Chairman Robert Stempel cautioned that the uncertainty about the sluggish economy in North America and a slowdown in overseas markets means the second half will be "challenging."

Stempel: challenge ahead

Stempel described results — less the special charge at Hughes — as "GM's best quarterly performance in the past two years."

He said cost reductions and increased sales in the first half helped earnings.

Securities analysts had said the restructuring at Hughes Aircraft, a defense contractor hurt by cutbacks in defense-related orders, was necessary for the overall health of the company.

GM's subsidiaries also helped earnings.

Electronic Data Systems reported second-quarter profits of $157 million due to growth in non-GM business.

GM Hughes Electronics Corp. reported earnings of $164 million, excluding the restructuring charge, and General Motors Acceptance Corp. reported earnings of $287 million.

Second-quarter sales and revenues were $35.2 billion. Outside North America, GM's international operations were healthy. Worldwide factory sales of vehicles totaled 2,033,000 units, 129,000 more than in the second quarter of 1991.

Ford Motor Co. and Chrysler Corp. posted robust earnings for the second quarter two weeks ago, driven by reduced costs and high-margin truck sales.

Chrysler reported earnings of $178 million — its best quarter in two years — due to lower incentive costs and improved sales of minivans, trucks and Jeeps.

Ford posted second-quarter net earnings of $502 million, but officials said the economy is fragile in the United States and its key markets worldwide.

Vehicle production was important to the rise in earnings. Production for the industry rose to 3.2 million units in the second quarter, compared with 2.9 million in 1991. ■

Ford may add incentives to boost U.S.-made Escort

KATHY JACKSON
Staff Reporter

TRAVERSE CITY, Mich. — Ford Motor Co. may put enhanced incentives or additional equipment on Escorts assembled in Wayne, Mich., to try to beef up sales.

Executive Vice President Alexander Trotman says he's concerned that Ford's one-price Escort program has placed Wayne workers on extensive layoffs, because most of the demand under the program has been for the sedan and wagon Escort models assembled in Hermosillo, Mexico.

"This has given us all a headache," said Trotman in an interview following his speech here to the University of Michigan's Automotive Management Briefing seminar. "It's very high on our priority list."

Trotman says he will soon meet with management members of the company's Body and Assembly Division to try to work out a plan to minimize downtime at Wayne.

Jeff Washington, president of UAW Local 900, which represents workers at Wayne, wants the company to retool the plant to produce the popular-selling Escort models and the Mercury Tracer.

The local union planned to protest the situation outside Ford World Headquarters on Aug. 6, but postponed the protest after Ford agreed to address the problem.

Trotman says it is unlikely that Ford will retool the plant, because retooling would take nearly two years and would require a huge investment.

"That would be impractical," he said, "but we've got to find a way to sell what Wayne is making."

Wayne produces the LX two-door and five-door hatchback models, the Pony and the LXE. It produces some wagons but only after Hermosillo meets its production quota on wagons. Hermosillo also produces the Mercury Tracer.

Wayne will be down for 10 weeks through November and has been down nearly 30 weeks since November 1990.

Ford initiated the national one-price program for 1993 LX models in April. Through July 31, Escort sales totaled 158,154 units, up 8.6 percent over the first seven months of 1991. ■

CENSUS

Dealer numbers, profits shrinking

continued from PAGE 1

what keeps the doors open.

Both elements of the dealer population tumbled this year. The Big 3 posted a decline of 179 outlets, and the import-only establishments were down 108.

For the Big 3, Chrysler Corp. lost 106 dealerships; General Motors was down 72, and Ford Motor Co. was the steadiest of the trio with a dip of only 21. That total of 199 was reduced to 179 by a change in the number of intercorporate duals — dealerships that handle cars of two or more of the Big 3 in the same showroom.

In the first half of 1991, the declines were 145 for Chrysler, 125 for GM and 90 for Ford, a net loss of 345 after adjusting for the change in intercorporate duals.

On July 1, the Big 3 had 18,672 car dealerships. Each has other dealers that handle its trucks but do not stock cars. The truck-only points are not included in this mid-year analysis.

The import-only total slipped to 4,904 at midyear, down 104 from 5,012 on Jan. 1. In the first half of 1991, the import-only count increased by 17 outlets.

The 4,904 import dealerships consist of 3,865 exclusives, which handle a single import line and nothing else, and 1,039 duals, which stock two or more import makes but no Big 3 cars. Both totals declined in the first half.

All figures in this article and in the accompanying tables refer to the net change in dealership totals.

MORE LOSSES AHEAD?

What will the second half bring? The total will decline, but picking a number is strictly a crapshoot.

Last year, the first-half dip of 328 outlets escalated to 576 in the second half for a full-year drop of 904. In view of this year's modest gain in sales, the downturn in the third and fourth quarters should be lighter than in 1991.

Turning to franchise totals, the term "yes, but" is important.

Big 3 franchises dipped 310 for the first half. Yes, but 292 of those bit the dust when Chrysler Corp. wiped its TC by Maserati agreements off the books. The sports car had been handled by some Chrysler-brand dealers.

Aside from the TC, the Big 3 cars were down a combined total of 18 franchises for the six months. Gains by Eagle and Saturn made up most of the loss by other makes.

Chrysler, Dodge and Plymouth were off 70 franchises, but Eagle was up 135. Buick, Oldsmobile, Pontiac and Cadillac had a combined loss of 35 franchises; Chevrolet was down 45, and Geo was off 34. But Saturn posted a gain of 48. Ford Motor was steady on the franchise side, just as it was on the dealership side, with a loss of 17 sales agreements.

YUGO, DAIHATSU GONE

The imports were down 400 franchises for the first half. Yes, but 157 of those were Yugo, which departed from the U.S. market in April. And yes, but 153 more were Daihatsu, which announced in February that it will withdraw from the U.S. car wars at the end of the model year.

At midyear, 58 Daihatsu dealers had new cars on hand. When a dealership sells all its new vehicles, it becomes a parts and service outlet. Daihatsu figures to have 200 of the latter on Sept. 30. Yugo and Daihatsu joined Peugeot and Sterling, which left the market in August 1991.

Aside from Yugo and Daihatsu, the surviving imported makes lost 90 franchises in the first half.

Lexus, Subaru, Infiniti, Mitsubishi, Honda and Isuzu reported gains of one to eight franchises. South Korea's Hyundai was the only other imported make to post an upturn. Hyundai was up one.

Japanese makes account for 66 percent of the import-car franchises in the United States. Japanese cars account for 84 percent of the import-badged cars sold in the United States.

Although most of the Japanese-brand dealerships handle cars built by their transplant operations in the United States and Canada, those dealerships are counted under the import banner in the *Automotive News* census.

The Japanese have 3,295 of the 3,865 single-line import dealerships. Honda leads with 800, followed by Toyota, 697; Nissan, 514; and Mitsubishi, 332. Acura, Lexus, Infiniti, Mazda and Subaru have more than 100. BMW and Volvo are the only non-Japanese imports with more than 100 single-line dealerships.

In the *Automotive News* compilation, an exclusive is a dealership that has a stand-alone sales and service facility. All 526 Mitsubishi dealerships have separate showrooms, but about a third share service facilities with another make.

Lexus reports that all its 155 dealers have separate showrooms and service-reception and customer-waiting facilities, although 36 of the outlets share a shop with another make. Mazda listed 217 exclusives among its 907 dealers and said 197 others have separate showrooms.

At the beginning of this year, a foreign car could be purchased at 21,900 of the 23,081 dealerships in the United States — 95 percent.

That is principally because of the captive imports. A captive is a line that is sold only by the Big 3 company or division that imports it. All Chrysler Corp. and all Ford Motor dealerships sell captives. So do all Pontiac dealerships and 89 percent of the Chevrolet dealerships.

Automotive News estimates that 16,016 of the 18,672 Big 3 dealerships carry a captive. The rest of the import sales locations are the import-only dealerships and the domestic duals with independent imports (no captive involved).

U.S. NEW-CAR OUTLETS

Domestic and imported

	No. of retail outlets	Pct. gain or loss from previous year
July 1, 1992	23,081	—
Jan. 1, 1992	23,368	−3.7
July 1, 1991	23,944	—
Jan. 1, 1991	24,272	−1.8
Jan. 1, 1990	24,724	−0.8
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1987	25,156	1.3
Jan. 1, 1986	24,823	0.4
Jan. 1, 1985	24,724	0.0
Jan. 1, 1984	24,721	0.0
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1971	30,314	−1.7
Jan. 1, 1970	30,842	−0.8

Source: Automotive News

NEW-CAR FRANCHISES IN THE UNITED STATES

	July 1, 1992	Jan. 1, 1992
Chrysler	2,883	2,909
Dodge	2,841	2,859
Eagle	1,774	1,639
Plymouth	2,867	2,893
TC Maserati	0	292
Chrysler Corp.	**10,365**	**10,592**
Ford	4,296*	4,318
Lincoln	1,627*	1,621
Mercury	2,656*	2,657
Ford Motor Co.	**8,579***	**8,596**
Buick	2,885	2,895
Cadillac	1,595	1,600
Chevrolet	4,555	4,600
Geo	4,066	4,100
Oldsmobile	3,040	3,050
Pontiac	2,905	2,915
Saturn	182	134
General Motors	**19,228**	**19,294**
UNITED STATES	**38,172**	**38,482**
Acura	296	300
Honda	992	987
American Honda	1,288	1,287
Daihatsu	58	211
Isuzu	600	599
Mazda	907	906
Mitsubishi	526	520
Infiniti	116	109
Nissan	1,091	1,103
Nissan Motor	1,207	1,212
Subaru	729	722
Suzuki	327	332
Lexus	155	147
Toyota	1,190	1,193
Toyota Motor	1,345	1,340
JAPAN	**6,987**	**7,131**
BMW	356	358
Mercedes-Benz	390	396
Porsche	216	218
Audi	309	316
Volkswagen	699	716
VW of America	1,008	1,032
GERMANY	**1,970**	**2,004**
Saab	303	315
Volvo	390	394
SWEDEN	**693**	**709**
Hyundai	496	495
SOUTH KOREA	**496**	**495**
Aston Martin	10	12
Jaguar	130	133
Lotus	63	63
Rolls-Royce/Bentley	46	48
UNITED KINGDOM	**249**	**256**
Alfa Romeo	141	173
Ferrari	40	40
Lamborghini	17	21
Maserati	12	19
ITALY	**210**	**253**
Yugo	0	157
YUGOSLAVIA	**0**	**157**
TOTAL	**48,777**	**48,487**

*Estimate

Source: Automotive News

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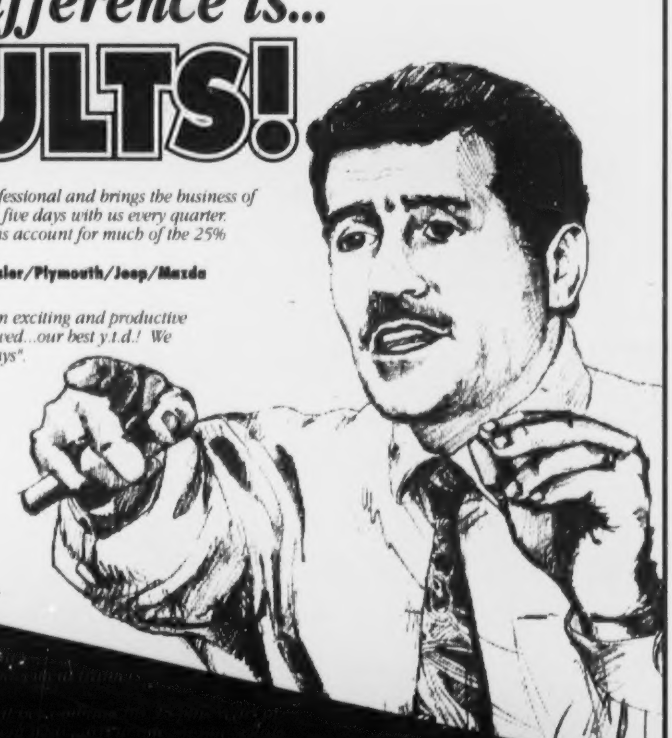

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R.I. faces clean air crunch

PROVIDENCE, R.I. — State environmental officials are scrambling to meet EPA requirements to reduce smog after bills to regulate auto emissions died in the General Assembly.

Rhode Island has until November to meet EPA guidelines.

The bills would have improved emissions testing of cars, which generate 70 percent of the Providence area's smog.

Missing the deadline could lead to a lawsuit, limits on industrial expansion and reductions in federal highway aid, said a state official.

— The Associated Press

Brazilian firm to build Kia vans

SAO PAULO, Brazil — Korean automaker Kia Motors Corp. has linked with a Brazilian maker of fax machines and jet skis to assemble vans later this year.

The operation will be in the Manaus Free Zone, an industrial complex in the Amazon region that enjoys fiscal incentives to encour-

Kia plans to assemble 1,000 vans this year, according to Julio Albertoni, president of Milmar, Kia's partner. The van will be sold mainly to commercial customers for the equivalent of $16,000, said Albertoni, compared with $23,000 if the vans were imported directly from Korea.

in brief

RECREATIONAL VEHICLES

Ford adds three new converters

Ford Division is adding three firms to its consignment pool: Imperial Industries Inc. in Elkhart, Ind.; Hartland Conversions Inc. in Flint, Mich.; and D'Elegant Inc. in Three Rivers, Mich.

Imperial ranks among Chevrolet's top 10 accounts and also has a consignment pool with GMC Truck, said Andy Troyer, vice president and co-owner.

Hartland Conversions has had a bailment account with Chevrolet since 1988.

D'Elegant has been operation for a year, though its owner, Charley Morse, has extensive experience in van conversions.

He was salesman for the former Bivouac Industries in Vandalia, Mich., and national sales manager for the former Sands Automotive Industries in Three Rivers, Mich.

RV sales enter stable era

RESTON, Va. — The RV industry is entering a new growth phase in which baby boomers will be key buyers, says Richard Curtin, director of the University of Michigan Survey Research Center.

The 45- to 54-year-old segment is projected to grow 22 percent during the next decade.

The segment shows a preference for "car substitutes" and has the highest ownership of vans and trucks, Curtin said.

Converters: Sales hinge on rebates

JOSEPH BOHN

Truck Editor

Incentives will likely be key to how well Big 3 van conversions sell in the 1993 model year, according to converters.

Kevin Slater, vice president of sales at Glaval Inc. in Elkhart, Ind., said the market will likely be able to sustain price increases in the range of 4 to 5 percent, such as those in Ford Motor Co.'s pre-introduction price announcements.

But "if they have a big increase and pull back on incentives, we'll have a real slowdown," Slater said.

Ford added a $1,000 dealer cash incentive for Aug. 1 to Sept. 23 on top of the $1,300 consumer incentive it was offering on van conversions. The dealer incentive covers Econoline E-150 van conversions and E-350 commercial cutaway chassis.

Ford is also giving dealers an extra 90 days free floorplanning on conversion vans through Sept. 23 on top of the normal 60 days free flooring.

With its restyled van and sizeable incentives, Ford's retail sales of van conversions increased 20 percent in June and 30 percent for the first six months of 1992, according to Jerry Mittman, Ford Division RV sales manager.

Dodge has wracked up 25-percent retail sales gains in conversion vans during June and July, said Jim Lynch, special vehicle sales manager. This is despite having a dated, older-style van.

Dodge's retail sales on conversions for seven months of calendar 1992 are up more than 20 percent over last year, Lynch said.

Dodge is producing its current style vans as 1993 models only from July 27 to Dec. 22. It will begin building restyled, 1994 Ram Vans and Wagons on Jan. 15. Dealers will be able to begin selling them on arrival.

Dodge increased the base price of Ram Vans by 4.5 to 5.5 percent for 1993. Its 109-inch B150 Ram Van has a preliminary 1993 price of $14,564, compared to $13,799 for a 1992 model, said Chrysler spokesman Tom Jakobowski.

The B350 Maxi Van with the 127-inch wheelbase has a 1993 model price of $18,051 compared to a former price of $17,266.

Dodge is offering $1,000 consumer rebates on 1992 full-sized van conversions and dealer incentives of up to $2,000 per unit on 1992 and $1,500 per unit on 1993 vans through Sept. 30.

Dodge has assured dealers it would continue supporting conversions with wholesale and retail incentives through December.

Chevrolet is offering $1,000 incentives on conversions from July 17 to Sept. 24 in addition to its $1,300 consumer rebates. During the same time, GMC is offering $750 incentives on conversions to dealers until they hit a set quota and $1,500 per unit thereafter. That is in addition to a previous $1,300 consumer rebate.

No data on van conversion sales were available from Chevrolet.

Vans are high-profit items, particularly for Dodge and GM, which haven't had major chassis changes since the 1970s.

Slater said the Big 3 could stimulate the whole conversion market by taking a little less profit on their van chassis.

During the first two weeks after Chevrolet and GMC Truck Divisions new dealer incentives, Glaval's sales doubled, Slater said.

Slater said each time Detroit raises chassis prices, dealers ask converters to lower their prices.

But the ability of converters to offset Detroit's increases is dwindling, according to William Snook, president of Coachmen Vans Inc. in Elkhart, Ind.

Even if converters cut their margins and scrimp and put lower trim levels into conversion vans, they can't do much to bring prices down, Snook said. "Our portion of the cost of a conversion is becoming miniscule."

Snook said that as the economy comes out of its recession, there is a revival of blue-collar shoppers. They have been largely priced out of conversions, which now list for $22,000 to $24,000, Snook said.

The Chevrolet Astro minivan once sold well to women with children. But its lopsided price compared with a short wheelbase, full-sized Chevrolet G-van conversion has hurt its sales.

Denny Dunfield, general manager of Al Serra Chevrolet in Flint, Mich., said his dealership is advertising short wheelbase G-van conversions for $16,200, compared to $17,600 for its least expensive Astro conversions. The Astro has only a $500 consumer rebate and no dealer cash on it.

Dunfield said Astro sales have slowed steadily over the past two years, but took a noticeable drop this year because of their price disparity with the full-sized van.

The sales slowdown and excess inventory of Astro conversions poses a real problem for dealers and converters.

Glaval has developed a special $1,995 wholesale-priced Astro conversion to help address the problem. The price is close to cost to help move it, Slater said. "Astro desperately needs some additional incentive support." ■

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	May 1992	May 1991	% change	5 mos. 1992	5 mos. 1991	% change
Travel trailers	5,400	5,200	+ 3.8	22,300	27,300	+ 22.4
Park Trailers	600	600	0.0	3,000	2,600	+ 15.4
Travel trailers-fifth wheel	3,700	2,500	+ 48.0	17,400	11,500	+ 51.3
Folding camping trailers	3,700	2,700	+ 37.0	19,100	14,400	+ 32.6
Truck campers	1,200	1,000	+ 20.0	5,100	4,300	+ 18.6
Towable RV total	**14,600**	**12,000**	+ **21.7**	**71,900**	**55,100**	+ **30.5**
Conventional (type A)	2,200	2,100	+ 4.8	11,900	9,500	+ 25.3
Van Campers (type B)	300	400	– 25.0	1,200	1,700	– 29.4
Chopped vans (all)	1,700	1,500	+ 13.3	8,300	6,300	+ 31.7
Motor home total	**4,200**	**4,000**	+ **5.0**	**21,400**	**17,500**	+ **22.3**
Van conversions	15,900	12,300	+ 29.3	81,300	45,700	+ 77.9
TOTAL ALL RVs	**34,700**	**28,300**	+ **22.6**	**174,600**	**118,300**	+ **47.6**

Source: Recreation Vehicle Industry Association

Lenders profit from RV loans, survey finds

RESTON, Va. — A new national survey by the finance committee of the Recreation Vehicle Industry Association shows RV loans to be profitable for lenders.

Some 94 percent of survey respondents said RV loans were as profitable, or more so, than car loans.

Fifty-six percent of respondents said they would increase their RV loan portfolio, said Roger Kirwan, chairman of the RVIA finance committee and president of Ganis Corp. in Newport Beach, Calif.

The 12th annual survey was conducted by RVIA to analyze the scope of activity at banks, savings and loans, finance companies and credit unions during 1991.A total of 303 firms responded to the survey.

Eighty-six percent of the reporting financial institutions provided retail direct loans for RVs. Fifty percent were active in retail indirect loans, and 30 percent provided wholesale loans.

The survey revealed that 35 percent of the wholesale loans were converted to retail loans.

Responses showed that maximum maturities are getting longer.

About 63 percent of direct loans and 67 percent of indirect loans have terms of 10 years or longer.

Regardless of where the purchase is financed, most lenders continue to require a down payment of 10 to 20 percent.

Responding lenders found RV buyers a good credit risk; their loan delinquency rate was a low 1.90 percent in 1991 compared with 2.06 percent in 1990. Repossessions averaged 1.13 percent, with an average recovery of 75 percent of the dollar value of the vehicle. ■

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Honda best, Ford 2nd on Fla. lemon index

HELEN KAHN
Senior Correspondent

American Honda Motor Co. Inc. is the best performer in Florida's latest "lemon index," but Ford Motor Co finished a close second in 1991, showing big gains over 1989 and 1990.

The scale is based on cases that were decided in consumers' favor under Florida's Lemon Law Arbitration Program. The index is determined by dividing a manufacturer's share of lemons by its Florida market share.

Honda settled all its lemon cases itself. Since none were brought before Florida's board, it had a perfect score.

Ford lost 10 arbitration cases, or 6 percent of the 165 decided for consumers last year. But since it held 20.7 percent of the Florida market in 1991, it improved its lemon index score to 0.29. Among other companies with more than 3,000 Florida sales, General Motors, Toyota, Mazda and Nissan also had fewer arbitration losses than their market share would suggest.

BMW got the worst rating by generating more than nine times its expected share of lemons. It was followed by Hyundai, Volkswagen, Mercedes-Benz and Volvo.

During 1991, the state approved 764 cases for its arbitration program, up from 726 in 1990. Of the 764:

- 71.1 percent (543 consumers) were awarded refunds or replacement vehicles.
- Fewer than half of the cases (298) went to arbitration. Consumers won in 165 cases, with awards adding up to more than $4 million.
- Manufacturers chose to settle 378 cases before arbitration. Settlements totaled more than $7 million and represented 49.5 percent of the cases, up from 41.6 percent in 1990.

The 543 settlements and awards added up to $11,645,821.

FLORIDA LEMON INDEX

Expected index score, based on registrations, would be 1.00.

Maker	1991	1990
Honda	0.00	0.53
Ford	0.29	1.01
General Motors	0.50	0.37
Toyota	0.70	0.57
Mazda	0.95	1.00
Nissan	0.97	1.43
Subaru	1.10	3.12
Chrysler	1.56	1.71
Mitsubishi	2.39	0.68
Isuzu	2.83	1.58
Volvo	3.32	1.47
Mercedes-Benz	3.63	1.67
Volkswagen	5.41	0.00
Hyundai	7.34	10.45
BMW	9.32	2.86

Source: Florida Lemon Law Arbitration Program

$186,278 MERCEDES LEMON ➤ 31

Of the remaining 221 approved cases, 41 were withdrawn, and 45 were settled for less value than provided by the lemon law. Two settlements weren't disclosed, and 133 cases were dismissed.

Some companies have their own arbitration programs that are certified by Florida; others do not.

During 1991, Porsche applied to certify its Autosolve program, which is administered by the American Automobile Association. Florida hasn't decided. Eight manufacturers, which account for more than three-fourths of Florida sales, had their informal dispute settlement mechanisms recertified. They are Ford, General Motors, Honda, Nissan, Rolls-Royce, Saab, Toyota and Volkswagen. Florida has not certified the Chrysler program.

Attorney General Robert A. Butterworth points to two other indicators of manufacturer performance in addition to the lemon index: the "case approval index" and the lemon law settlement rate.

The companies that did well in those areas generated fewer cases and fewer "lemons" than their expected share or settled in full a large percentage of their cases.

Seven manufacturers generated more cases than their expected shares: Hyundai (more than 12 times higher than expected); BMW (three times higher); Volvo (more than three times); Chrysler and VW (more than twice as high); Isuzu (almost 1½ times); and Ford (1.25).

Honda, Toyota, GM, Nissan, Subaru, Mercedes-Benz, Mitsubishi and Mazda had fewer cases than expected. ■

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Chrysler heads back to Brazil

SAO PAULO, Brazil — After a 13-year absence, Chrysler Corp. is returning to Brazil. But unlike last time, the company will be an importer only.

The company has struck a deal with Sao Paulo-based Industrias Sao Jorge, which will serve as importer and represent Chrysler in creating a dealer network.

When Chrysler stopped building cars and trucks in Brazil in 1979, it sold its operations and the right to use its name to Volkswagen do Brasil. A spokesman for that company said there could be legal problems if Chrysler uses its name.

The first 21 cars are due to arrive next month,according to Luis Fernando Berea, Sao Jorge's general manager.

— Rik Turner

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 11-20, 1992	July 11-20, 1991
ALFA ROMEO (imp. car)*	82	121
Acura (imp. car)	2,789	4,438
Domestic car	11,515	13,413
Imported car	3,843	4,367
Honda	15,358	17,780
AMERICAN HONDA	18,147	22,218
ASTON MARTIN		
Imported car*	2	2
BMW (imp. car)*	1,967	1,202
Domestic car*	2,506	2,297
Imported car*	0	23
Domestic truck*	132	116
Chrysler Division*	2,638	2,435
Domestic car*	7,056	6,468
Imported car*	815	1,106
Domestic truck*	14,968	13,097
Imported truck*	122	113
Dodge*	22,961	20,783
Domestic car*	734	673
Imported car*	346	254
Eagle*	1,080	928
Domestic truck*	5,782	5,059
Jeep*	5,782	5,059
Domestic car*	4,104	3,762
Imported car*	490	482
Domestic truck*	5,518	4,828
Plymouth*	10,112	9,071
Domestic car*	14,400	13,200
Imported car*	1,651	1,864
Domestic truck*	26,400	23,100
Imported truck*	122	113
CHRYSLER CORP.*	42,572	38,276
Imported car*	134	222
Imported truck*	49	89
DAIHATSU*	183	311
FERRARI (imp. car)*	24	24
Domestic car	28,142	29,673
Imported car	866	691
Domestic truck	37,071	35,102
Ford Division	66,079	65,466
Domestic car	2,632	3,831
Lincoln	2,632	3,831
Domestic car	8,843	8,819
Imported car	1,474	2,169
Mercury	10,317	10,988
Domestic car	39,617	42,323
Imported car	2,340	2,860
Domestic truck	37,071	35,102
FORD	79,028	80,285
Domestic car	15,325	16,313
Buick	15,325	16,313
Domestic car	2,951	5,848
Cadillac	2,951	5,848
Domestic car	30,149	39,266
Imported car	2,168	2,791
Domestic truck	34,138	31,071
Imported truck	66	31
Chevrolet	66,521	73,159
GMC	9,758	9,137
Domestic car	11,077	14,953
Domestic truck	544	966
Oldsmobile	11,621	15,919
Domestic car	16,507	13,014
Imported car	301	1,831
Domestic truck	752	721
Pontiac	17,560	15,566
Domestic car	7,126	2,540
Saturn	7,126	2,540
Domestic car	83,135	91,934
Imported car	2,469	4,622
Domestic truck	45,192	41,895
Imported truck	66	31
GENERAL MOTORS	130,862	138,482
HYUNDAI*†	3,241	3,097
Imported car*	263	700
Domestic truck	1,611	836
Imported truck*	2,937	3,235
ISUZU*	4,811	4,771
JAGUAR (imp. car)*	277	267
LAMBORGHINI (imp. car)*	4	4
LAND ROVER		
Imported truck*	99	57
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,982	1,487
Imported car*	4,547	3,420
Domestic truck	229	292
Imported truck*	2,600	3,647
MAZDA*	9,358	8,847
MERCEDES-BENZ		
Imported car*	2,137	1,442
Domestic car	1,938	1,742
Imported car*	3,341	2,471
Imported truck*	590	623
MITSUBISHI*	5,868	4,837
Infiniti	1,286	1,256
Domestic car	3,389	3,298
Imported car*	8,441	7,318
Domestic truck	2,295	4,120
Imported truck*	4,055	4,186
Nissan*	18,181	18,922
NISSAN MOTOR CORP.	19,467	20,179
PEUGEOT (imp. car)*	11	183
PORSCHE (imp. car)*	128	122
ROLLS/BENTLEY		
Imported car*	7	7
SAAB (imp. car)*	1,208	465
STERLING (imp. car)*	0	86
Domestic car	1,144	1,300
Imported car*	1,715	1,379
SUBARU*	2,859	2,679
Imported car	154	102
Imported truck	500	389
SUZUKI†	654	491
Lexus (imp. car)	1,936	2,193
Domestic car	10,811	12,791
Imported car	6,815	9,711
Domestic truck	2,106	0
Imported truck	4,921	9,194
Toyota	24,653	31,696
TOYOTA MOTOR SALES	26,589	33,889
Audi (imp. car)*	284	401
Imported car*	2,382	2,628
Imported truck*	12	174
Volkswagen*	2,394	2,802
VWoA*	2,678	3,203
VOLVO*†	2,690	2,104
YUGO (imp. car)*	0	68
Domestic car	167,931	181,488
Imported car	56,203	59,078
TOTAL CAR	224,134	240,566
Domestic truck	114,904	105,345
Imported truck	15,951	21,739
TOTAL TRUCK	130,855	127,084
TOTAL CAR & TRK.	354,989	367,650

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Mid-July vehicle sales up 8.6%; trucks strong

KAREN DETKOWSKI
Staff Statistician

U.S. vehicle sales in mid-July were up 8.6 percent from the year-ago period on the basis of the daily selling rate.

There were eight selling days in the period this year, compared with nine last year.

Comparisons in this report are based on the change in the daily rate.

Sales in the second 10 days of July increased 14.6 percent over early July.

Total car sales in the United States rose 4.8 percent above last year's rate.

Domestics were up 4.1 percent; imports rose 7.0 percent.

Automotive News estimates sales for all importers other than Toyota, Nissan and Honda, which report actual sales.

Light-truck sales were up 15.8 percent in mid-July.

Domestic truckmakers dominated with a 22.7 percent increase; importers trailed last year by 17.5 percent.

General Motors reported a daily-rate increase of 6.3 percent over 1991, with 130,862 units delivered in this year's eight-day selling period.

Trucks highlighted GM's gain. Sales were up in both year-to-year and daily-selling-rate calculations.

Automotive News estimates that Chrysler Corp.'s mid-month sales climbed 25.1 percent above 1991. Domestic trucks were up 28.6 percent.

Chrysler does not issue 10-day sales reports.

Ford Motor Co.'s sales advanced 10.7 percent over mid-July 1991. As with GM and Chrysler, trucks led the way with a gain of 18.8 percent. ■

CANADIAN CAR AND TRUCK SALES

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
BMW (imported car)	**402**	**432**	**2,650**	**2,502**
N.A. car	5,169	8,389	45,338	61,734
Imported car	1,846	1,770	14,359	11,928
N.A. truck	8,422	10,351	66,013	61,739
Imported truck	57	135	467	827
CHRYSLER	**15,494**	**20,645**	**126,177**	**136,228**
N.A. car	11,148	13,376	78,082	89,166
Imported car	543	598	4,666	4,658
N.A. truck	8,848	9,774	63,288	62,699
FORD	**20,539**	**23,748**	**146,036**	**156,523**
N.A. car	26,620	29,491	161,357	183,483
Imported car	1,088	1,273	7,162	9,265
N.A. truck	12,293	12,769	80,544	87,463
Imported truck	323	367	2,185	2,634
GM	**40,324**	**43,900**	**251,248**	**282,845**
N.A. car	2,397	2,716	16,426	15,453
Imported car	4,884	6,998	36,397	49,975
HONDA	**7,281**	**9,714**	**52,823**	**65,428**
N.A. car	525	505	2,934	3,132
Imported car	1,445	1,535	9,088	10,363
HYUNDAI	**1,970**	**2,040**	**12,022**	**13,495**
JAGUAR (imported car)	**45**	**54**	**360**	**425**
Imported car	77	56	475	285
Imported truck	28	16	167	102
LADA	**105**	**72**	**642**	**387**
LAND ROVER (imported truck)	**6**	**14**	**66**	**83**
N.A. car	710	774	2,480	4,319
Imported car	3,158	1,663	25,147	17,974
Truck*	1,864	1,563	13,879	14,350
MAZDA	**5,732**	**4,000**	**41,506**	**36,643**
MERCEDES-BENZ (imported car)	**312**	**254**	**2,054**	**2,157**
N.A. car	740	945	6,556	5,419
Imported car	1,889	1,950	12,922	13,067
Truck*	1,050	1,141	6,737	7,567
NISSAN	**3,679**	**4,036**	**26,215**	**26,053**
PEUGEOT (imported car)	**0**	**15**	**15**	**104**
SUBARU (imported car)	**582**	**787**	**4,189**	**5,124**
N.A. car	2	143	98	864
Imported car	487	488	4,380	3,195
N.A. truck	177	362	2,106	2,472
Imported truck	406	376	1,515	2,461
SUZUKI	**1,072**	**1,369**	**8,099**	**8,992**
N.A. car	1,982	1,862	12,257	13,510
Imported car	5,066	4,532	32,440	32,215
Truck*	1,770	1,599	9,409	12,182
TOYOTA	**8,818**	**7,993**	**54,106**	**57,907**
Imported car	2,290	3,052	16,897	20,909
Imported truck	206	98	946	578
VOLKSWAGEN	**2,496**	**3,150**	**17,843**	**21,487**
N.A. car	110	136	824	1,097
Imported car	96	294	1,486	1,692
VOLVO	**206**	**430**	**2,310**	**2,789**
N.A. car	**49,403**	**58,337**	**326,352**	**378,177**
Imported car	**24,210**	**25,751**	**174,687**	**185,838**
TOTAL CAR	**73,613**	**84,088**	**501,039**	**564,015**
N.A. truck	**29,740**	**33,256**	**211,951**	**214,373**
Imported truck	**5,710**	**5,309**	**35,371**	**40,784**
TOTAL TRUCK	**35,450**	**38,565**	**247,322**	**255,157**
TOTAL CANADA SALES	**109,063**	**122,653**	**748,361**	**819,172**

*Breakdown of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada sales drop again

ANNE E. WRIGHT
Chief Statistician

Sales of cars and light trucks in Canada continued to lose steam in July as the market dropped for the fourth consecutive month.

Car sales in July totaled 73,613, off 12.5 percent from the year-ago month. Truck sales were 35,450, down 8.1 percent. The combined total dipped 11.1 percent.

For seven months, total light-vehicle sales were off 8.6 percent. Cars sales slid 11.2 percent, and trucks dipped 3.1 percent from the same period one year ago.

Chrysler Canada truck sales in July fell 19.1 percent, the first monthly decline in 1992. For the year, Chrysler's truck sales were 6.3 percent ahead of 1991.

Chrysler's car sales were off 31.0 percent for the month and 19.0 percent for the year.

Ford Motor Co. of Canada's July performance mimicked that of Chrysler with declines in both car and truck sales. Year-to-date truck sales were barely ahead of 1991.

General Motors' sales for the month were off 8.2 percent from last year. Year-to-date car sales were down 12.6 percent and trucks were off 8.2 percent, leaving the company 11.2 percent below 1991.

Manufacturers reporting increases for July included Mazda, 43.3 percent; Mercedes-Benz, 22.8 percent; and Toyota, 10.3 percent. ■

GM readies credit card program

DETROIT — General Motors will unveil as early as September its long-awaited general-purpose credit card program that offers a discount on a new GM vehicle, a company executive has confirmed.

The blue-and-white card, available as either Visa or MasterCard, carries GM's logo and will be issued by Household Bank. The card was delayed when the original issuer, Bank One, withdrew earlier this year.

The card will credit as much as 5 percent of a customer's annual purchases toward a new GM car or truck.

— Crain News Service

Florida tourists are first to put LH cars to the test

Close watch kept on rental fleets

RICHARD TRUETT
Special Correspondent

Some of the first production Eagle Visions went to rental fleets in Florida.

ORLANDO, Fla. — The temperature is in the upper 90s most days, and traffic near Walt Disney World and other popular destinations is lined up bumper-to-bumper because of the flood of tourists who bought cut-rate airline tickets.

That is the environment in which the first of about 800 Eagle Vision and Dodge Intrepid sedans have landed.

Chrysler Corp. wants to know how well its new LH cars will hold up under tough conditions. The cars sentenced to a six-month test in the Orlando rental fleets of General Rent-A-Car and Dollar Rent A Car, both owned by Chrysler, probably will take a pretty good pounding. Another 200 or so are in Denver for altitude testing.

Early results in Orlando appear promising. During the last week of July, the first full week the cars were available in volume, Dollar and General rented 400 Visions.

The rental companies said no vehicle-stopping problems were reported. Service managers at several central Florida Chrysler dealerships also said no LH cars were brought in because of mechanical failures.

"So far, so good. We've had no breakdowns. We've heard nothing but good," said Jerry Slynn, service manager at Dollar's Orlando airport facility.

Larry Nieves, General's Orlando city manager, also said the vehicles have performed well. He said tourists have praised the cars' room, handling and especially the air conditioners, Chrysler's first chlorofluorocarbon-free system.

However, Chrysler may be sorting out a few minor last-minute bugs before the cars are officially introduced Nov. 1.

A team of engineers working one blistering afternoon last week at the General Rent-A-Car facility near Orlando International Airport said they spotted a few minor fit and finish problems. A suspension engineer said Chrysler may be looking at ways to reduce road noise by modifying the rear shock mounts. There may also be some fine-tuning of the computerized transmission's shift timing.

In Detroit, Chrysler spokesman Tom Jakobowski was quick to downplay the significance of this first real-world test of the LH. He called it just a routine "field test."

But it is more than that. The engineers working out of Chrysler's Orlando zone office have the authority to put the brakes on the LH if they find any major problems. One call could stop the production line.

"We will close that plant down in a second if we feel that we are not at the quality level we need," said Chrysler spokesman Jason Vines.

The LH's four-speed electronic transmission is a distant relative of the troublesome A-604, but Glenn Gardner, LH team leader and general manager of Chrysler's large-car platform engineering team, said no major problems have been reported.

However, he said some last-minute changes were made in the transmission's software, and engineers are still evaluating the timing of the shifts under different throttle positions.

"We have been constantly making improvements in the transmission over the last two months. We are tweaking it to get to an absolute state of superior finesse," Gardner said.

He said Chrysler hopes to gather some crash data on the cars in Orlando. "We don't want any accidents, but Florida is known in certain circles to have many accidents," he said. "We are anxious, should any accidents occur, to know how our dual airbags perform in real-world tests."

Gardner said Chrysler will also take a close look at how well the LH's air conditioner performs.

"The summer environment is hot and humid," he said. "We think we have engineered the world's best air conditioner in this car. We said, 'Let tourists load it with people and have them test it.' "

Gardner said production at the Bramalea, Ontario, plant is up to about 150 cars per day and the plant is on schedule. Production began June 30.

While the Vision and Intrepid are in Orlando, Chrysler engineers will pull cars from the rental car fleet at random for durability checks that may involve taking apart engines, transmissions and other components.

"The launch will be very slow," Gardner said. "It won't accelerate very rapidly. That will give us more opportunities to catch any problems and fix them before too many cars get out in the field." ■

New MG sparks interest in U.S.

ED WENDT
Staff Correspondent

LONDON — Sterling Motor Cars may be gone from U.S. sales shores, but there's still a bit of demand for its products.

Denis Chick, product manager for British parent Rover Group, says the company has received several inquiries from U.S. consumers about the special edition MG RV8, which will be introduced at October's British Motor Show in Birmingham. Sterling executives had been pushing Rover to build an MG before Rover pulled the plug on its U.S. sales arm a year ago.

U.S. enthusiasts dead set on obtaining one of the special MGs can purchase it through a British dealer.

But Chick's invitation carries a warning.

"You are very welcome to buy one from a British dealer," he says. "But when you walk out of the door, you have no warranty coverage at all because the car is not designed to go into your market."

He also notes that the MG "is not engineered for America, the emissions controls are European and not federal, and the body shell and vehicle do not comply with federal safety standards."

EPA rules prohibit individuals from importing cars that do not meet U.S. safety and emission regulations.

The special edition will commemorate the 30th anniversary of the beloved British sports car, produced from 1962 to 1980.

Rover will build 15 a week. Chick estimates that production will continue for up to three years.

It will feature a 3.9-liter V-8, with an output of 188 horsepower. It will go from 0 mph to 60 mph in less than six seconds, with a top speed of about 134 mph.

The car will go on sale in December and retail for £24,500, the equivalent of about $46,730. ■

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Audi positioned for comeback

Maker pins fortunes on revamped lineup

ARLENA SAWYERS
Staff Reporter

CHICAGO — Pointing to the positive results of a recent consumer survey, a revamped product line and a lean dealer body, Audi is poised for a comeback in the United States, said Richard Mugg.

Mugg, vice president of Volkswagen of America Inc. in charge of Audi of America Inc., said the company is studying the possibility of producing vehicles — perhaps smaller than those currently offered by Audi — in the United States, but added that there "are no concrete plans" to do so.

Still, he admits that additional production capacity would be necessary if Audi reclaims its place as a heavyweight in the U.S. luxury car market. Audi's two plants in Germany currently have two shifts to help meet international demands, he said.

"If (Audi) wants to grow in the United States they're going to have to have additional production capacity," said Mugg. "They recognize that and are studying the problem.

"This is all extremely speculative . . . there are always studies. There is a desire on Audi's part to regain its prominence in the U.S. market."

At its peak in 1985, Audi sold 74,000 vehicles in the United States. Plagued by accusations of sudden acceleration, sales plunged in the late 1980s.

While the company was eventually cleared of all fault, a marred reputation, a poor economy and increased competition in the luxury-car segment prevented a sales recovery. Audi sold 12,283 cars in calendar 1991, down from 21,106 in 1990.

In an effort to bolster sales, the company replaced most of its product line. The all-new 1992 Audi 100 was introduced last fall followed by the 1992 S4 in May, which replaced the 200, and the 1993 Audi 90 in July. Mugg said Audi expects to sell 17,000 vehicles in calendar 1992 and about 22,000 to 23,000 in 1993.

In the last two years, Audi pared its dealer body to 309, down from a peak of 400.

The dealers, Mugg said, "are somewhat frustrated. They see the product, they see the potential."

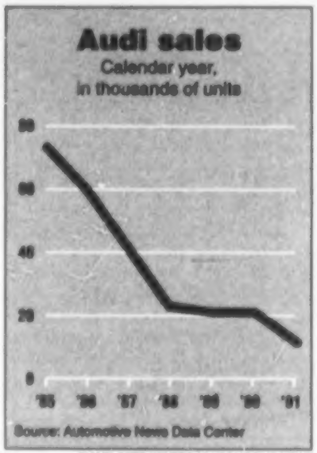
Mugg said the J.D. Power and Associates 1991 Image Nameplate Study, a consumer survey that indicates how nameplates are perceived, confirms what Audi and its dealers already knew.

He said consumers perceive Audi as more comfortable than BMW, sportier than Mercedes-Benz and Lexus and more luxurious than Acura.

"That tells us that Audi is perceived as a superbly balanced, value-laden automobile that matches its competitors without being extreme in any one attribute," he said.

Mugg declined to detail Audi's budget, but said the company is using databased marketing, cable TV, newspaper and radio to market the revamped product line.

He said, "We will increase our spending as we increase our volume in a steady, systematic way."



Source: Automotive News Data Center

CHARLOTTE WINTER / AUTOMOTIVE NEWS

LOPEZ

GM suppliers voice concerns at conference

continued from PAGE 1

- One supplier said GM took the supplier's blueprints for a part that had taken the supplier 10 years to develop and then sent the prints out to the supplier's competitors for bids.
- Another supplier said it had received calls from GM purchasing people asking it to bid on a component that the supplier was obviously not equipped to build.

When the supplier asked the purchasing agent why the supplier was being called, the purchasing agent apologized and said he had been instructed to get more than 10 bids for the component.

- A small supplier said it was trying to sort through bidding on nearly two dozen GM projects at the same time — including five contracts that the supplier already holds with the automaker.

That supplier said GM is now using a two-round bidding system. After the first round, GM takes the lowest bid and allows a handful of low bidders to try to beat that bid.

In the face of that criticism, conference attendee William Hoglund, GM executive vice president, defended Lopez and his tactics.

"There's going to be change inside of GM and outside," said Hoglund. "Things will be different for you. It's going to change, it's going to get tougher, but GM and its suppliers will both win over the long term."

Hoglund said Lopez can repeat the successes he scored in Europe, where he reduced GM Automotive Component Group labor costs by 64 percent, plant space by 40 percent and production lead time by 75 percent.

Hoglund said the Lopez-led teams "are loaded with manufacturing-engineering expertise, and provide damn good input to GM manufacturing people."

In recent years, GM "lost a lot of expertise in manufacturing," he said. The application of creative engineering to the shop floor is missing.

Also at the seminar was Donald Runkle, vice president of advanced engineering for GM. He believes matters related to Lopez "are being misconstrued."

Said Runkle, "There is a three-legged stool of quality, service and price. There's too much attention being placed on price."

He said the hubbub over Lopez "is mostly the substantial change that is now occurring. It takes a while to settle the waves down."

Runkle said GM's main problem now is that GM's purchasing has been centralized (the entire purchasing organization reports only to Lopez), while GM engineering operations are decentralized.

"That's the problem we're debating right now," Runkle said. "The centralized purchasing activity has caused confusion internally."

Runkle said he expects it will "be worked out within six months."

One of the more outspoken critics of the new regime was Gerald Jusco, ITT Automotive vice president of corporate and industry relations.

Jusco insists that the big suppliers already have squeezed prices and know how to be competitive without being told, adding that he has requested that GM honor its contract.

He said GM is trying to mandate change but is unwilling to make it a two-way street.

Jusco said there needs to be a dialogue between GM and its largest suppliers to find a solution.

He said several suppliers are talking about a plan in which the chief executive officer and perhaps another official from each of the 10 largest suppliers would sit down with Lopez and a handful of his staff to discuss how to reduce GM and supplier costs.

"We can't afford to go back to a 1970s mentality where price is the reason for supplier selection, because what eventually will happen is many suppliers will go out of business," Jusco said. "This has got to be straightened out very quickly."

Ford, Chrysler react to Lopez

AL FLEMING
Industry Editor

TRAVERSE CITY, Mich. — How do the top purchasing executives of Ford Motor Co. and Chrysler Corp. react to General Motors' J. Ignacio Lopez?

"As of now, Mr. Lopez is not causing us great concern," said Norman Ehlers, Ford's purchasing vice president.

"But should GM as a result of Mr. Lopez's programs claim that it is saving millions and millions of dollars by taking large costs out of suppliers, there will be a lot of rethinking by Ford and Chrysler to do the same thing," Ehlers said.

"We would prefer to concentrate on working with suppliers to reduce costs and improve efficiencies, and not upset the fruit basket by opening up contracts and rebidding," he said.

Thomas Stallkamp, Chrysler's vice president of procurement and supply, in an obvious reference to GM rebidding tactics, said Chrysler is empowering suppliers by signing multi-year contracts with them — from three to five years, and in some cases, for the life of the vehicle.

This replaces the annual bidding process, Stallkamp said. "Without long-term relationships, suppliers operate with less certainty. Instead, they can plan for the future and make intelligent capital investments. As far as we're concerned, these long-term agreements mean that it is their business to lose."

Stallkamp said Chrysler also tries to keep written contracts as simple as possible. "That means plain English, with as little legal jargon as we can get away with — and our lawyers are actually cooperating."

Stallkamp said Chrysler's SCORE (supplier cost-reduction) program, launched in 1989, has saved Chrysler $161 million to date.

Industry abuzz over changes

GM's new purchasing regime was such a hot topic that almost everyone had something to say:

- **Ralph Reins,** president of Allied-Signal Automotive: "We like what Mr. Lopez is doing in Europe, he didn't give GM's captive component suppliers a nickel's advantage over outside sources. It was straight competition. We're going head-to-head with several GM component divisions and we expect to get business on a even playing field."
- **John Spoelhof,** president of Prince Corp.: "Things are tough. Tough enough to think fondly about the good old days of 3-2-2."
- **Heinz Prechter,** chairman of ASC Inc.: "We've got a pile of contracts two-feet high from GM that we are looking at. We expect to get new business."
- **Lee Iacocca,** chairman of Chrysler Corp.: "I don't know Lopez. I hear about this dichotomy (between Lopez and suppliers). He wants lower costs and he sends out letters. What counts is how you get lower costs. You can't mandate them and say, 'Gimme 3 percent; I'll see you later.' "
- **Materials supplier:** "Our company has limited resources to invest in automotive product development and technology. We can spread it only so far among automotive customers. We may decide to withdraw from GM and focus on Ford, Chrysler and others."
- **Clinton Lauer,** retired purchasing vice president at Ford Motor Co.: "He (Lopez) has got the right idea but he's going about it the wrong way. Generally, suppliers who have contracts now have demonstrated that they are the best suppliers. In rebidding, a lot of old losers and low bidders may get new contracts, for a year, until they demonstrate their incapability. That could hurt not only GM, but Ford and Chrysler, because they may be led back into the 1970s low-bidder mentality."

NADA

More used than new sold in '91

continued from PAGE 3

Two years ago, franchised dealers sold more used vehicles than new for the first time since World War II. It happened again in 1991, and NADA says the trend will continue.

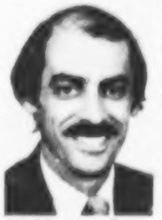
And more troubling to dealers, the gap between new-vehicle sales and used-vehicle sales has widened, according to the study.

Dealers sold 12.3 million new cars and trucks and 14.2 million used vehicles in 1991, compared to sales of 13.9 million new and 14.3 million used vehicles in 1990, according to the study.

Sales of used cars were partially driven by the popular program cars — nearly new vehicles repurchased from daily rental companies by automakers and redistributed to dealers at auctions. Program-car sales are estimated at 1.3 million for the 1992 model year.

But automakers are cutting back on fleet volume as new-car sales improve. Chrysler Corp., for example, is expected to reduce its program-car volume to 150,000 vehicles in the 1993 model year from 210,000 in the 1992 model year. General Motors' program car volume is expected to fall to 500,000 in the 1993 model year from an estimated 700,000 in 1992.

"We believe 1991 is the trough in the auto industry's latest downturn," said Tom Webb, NADA's chief economist. "A slow rebuilding is under way."


Webb: sees slow rebuilding

He said dealerships are more efficient now than ever before, service work has taken on additional importance and the dealer's ability to satisfy customers is better than ever.

Despite new-car department losses, dealers still know how to spend. Total dealership expenditures for 1991 included payrolls of $23.5 billion, advertising costs of $3.5 billion, rent of $3.7 billion and floorplan interest on their cars of $2.1 billion.

Used-vehicle dollar sales rose 3 percent in 1991. Service and parts sales rose only 2.5 percent last year compared to 5 percent in 1990.

A decade has wrought dramatic change in dealerships: small mom-and-pop shops are becoming an endangered species.

In 1981, nearly 10,000 dealerships sold fewer than 150 new units. Today, there are fewer than 6,000 such dealerships. In contrast, 5,200 dealerships sell more than 750 units today, compared to 3,650 at that volume in 1981.

Of the 14.2 million used vehicles sold by auto dealers in 1991, 8.8 million were retailed and 5.4 million were wholesaled. Dealers obtained 65 percent of used units retailed from trade-ins and a record of 28 percent from auctions.

The used-vehicle department accounted for nearly 25 percent of the average dealership's total sales volume in 1991. Parts and service accounted for 15.6 percent of the average dealership's total sales last year.

Service is the watchword: The average service department is open 48 hours per week, and 44 percent of dealers have instituted either evening or weekend service hours.

U.S. CAR AND LIGHT-TRUCK SALES, JULY — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	107,303	103,450	14.6	13.4	121,765	113,321	30.1	28.8	229,068	216,771	20.1	18.6	1.5	5.7
Chevrolet/Geo†	97,800	125,427	13.3	16.2	106,460	100,755	26.3	25.6	204,260	226,182	17.9	19.4	-1.4	- 9.7
Toyota	63,145	70,556	8.6	9.1	26,319	26,692	6.5	6.8	89,464	97,248	7.9	8.3	-0.5	- 8.0
Dodge	20,811	22,382	2.8	2.9	43,106	40,376	10.6	10.3	63,917	62,758	5.6	5.4	0.2	1.8
Honda	57,839	53,427	7.9	6.9	—	—	—	—	57,839	53,427	5.1	4.6	0.5	8.3
Buick	50,608	52,293	6.9	6.8	—	—	—	—	50,608	52,293	4.4	4.5	0.0	- 3.2
Pontiac	44,999	47,355	6.1	6.1	2,268	2,204	0.6	0.6	47,267	49,559	4.2	4.2	-0.1	- 4.6
Nissan	29,631	41,247	4.0	5.3	11,766	18,745	2.9	4.8	41,397	59,992	3.6	5.1	-1.5	-31.0
Mercury	39,745	34,568	5.4	4.5	370	—	0.1	—	40,115	34,568	3.5	3.0	0.6	16.0
Oldsmobile	35,338	48,199	4.8	6.2	1,842	3,653	0.5	0.9	37,180	51,852	3.3	4.4	-1.2	-28.3
GMC	—	—	—	—	32,470	27,873	8.0	7.1	32,470	27,873	2.9	2.4	0.5	16.5
Mazda	20,769	17,295	2.8	2.2	8,989	13,054	2.2	3.3	29,758	30,349	2.6	2.6	0.0	- 1.9
Plymouth	13,441	12,014	1.8	1.6	15,765	16,787	3.9	4.3	29,206	28,801	2.6	2.5	0.1	1.4
Saturn	22,305	8,538	3.0	1.1	—	—	—	—	22,305	8,538	2.0	0.7	1.2	161.2
Jeep	—	—	—	—	19,817	17,575	4.9	4.5	19,817	17,575	1.7	1.5	0.2	12.8
Mitsubishi	16,457	14,187	2.2	1.8	2,102	2,449	0.5	0.6	18,559	16,636	1.6	1.4	0.2	11.6
Chrysler	12,943	8,488	1.8	1.1	1,457	313	0.4	0.1	14,400	8,801	1.3	0.8	0.5	63.6
Subaru	12,491	10,686	1.7	1.4	—	—	—	—	12,491	10,686	1.1	0.9	0.2	16.9
Cadillac	11,807	15,398	1.6	2.0	—	—	—	—	11,807	15,398	1.0	1.3	-0.3	-23.3
Lincoln	11,457	14,622	1.6	1.9	—	—	—	—	11,457	14,622	1.0	1.3	-0.2	-21.6
Hyundai	9,457	11,356	1.3	1.5	—	—	—	—	9,457	11,356	0.8	1.0	-0.1	-16.7
Acura	9,245	13,428	1.3	1.7	—	—	—	—	9,245	13,428	0.8	1.2	-0.3	-31.2
Isuzu	649	819	0.1	0.1	8,183	6,977	2.0	1.8	8,832	7,796	0.8	0.7	0.1	13.3
Lexus	7,655	6,550	1.0	0.8	—	—	—	—	7,655	6,550	0.7	0.6	0.1	16.9
VW	6,541	8,290	0.9	1.1	76	682	0.0	0.2	6,617	8,972	0.5	0.8	-0.2	-26.2
Volvo	6,399	5,765	0.9	0.7	—	—	—	—	6,399	5,765	0.6	0.5	0.1	11.0
BMW	6,210	4,859	0.8	0.6	—	—	—	—	6,210	4,859	0.5	0.4	0.1	27.8
Mercedes	4,616	4,758	0.6	0.6	—	—	—	—	4,616	4,758	0.4	0.4	0.0	- 3.0
Eagle	4,470	5,064	0.6	0.7	—	—	—	—	4,470	5,064	0.4	0.4	0.0	-11.7
Infiniti	4,214	5,441	0.6	0.7	—	—	—	—	4,214	5,441	0.4	0.5	-0.1	-22.6
Suzuki	549	554	0.1	0.1	1,884	1,377	0.5	0.4	2,433	1,931	0.2	0.2	0.0	26.0
Saab	2,210	2,167	0.3	0.3	—	—	—	—	2,210	2,167	0.2	0.2	0.0	2.0
Audi	866	772	0.1	0.1	—	—	—	—	866	772	0.1	0.1	0.0	12.2
Jaguar	457	833	0.1	0.1	—	—	—	—	457	833	0.0	0.1	0.0	-45.1
Daihatsu	340	655	0.0	0.1	101	194	0.0	0.0	441	849	0.0	0.1	0.0	-48.1
Porsche	390	406	0.1	0.1	—	—	—	—	390	406	0.0	0.0	0.0	- 3.9
Land Rover	—	—	—	—	241	240	0.1	0.1	241	240	0.0	0.0	0.0	0.4
Alfa Romeo	200	282	0.0	0.0	—	—	—	—	200	282	0.0	0.0	0.0	-29.1
Rolls/Bentley	29	43	0.0	0.0	—	—	—	—	29	43	0.0	0.0	0.0	-32.6
Peugeot	18	279	0.0	0.0	—	—	—	—	18	279	0.0	0.0	0.0	-93.5
Sterling	—	493	—	0.1	—	—	—	—	—	493	0.0	0.0	0.0	—
Yugo	—	279	0.0	0.0	—	—	—	—	—	279	0.0	0.0	0.0	—
Other*	145	145	0.0	0.0	—	—	—	—	145	145	0.0	0.0	0.0	0.0
TOTAL	**733,549**	**773,370**	**100.0**	**100.0**	**404,981**	**393,267**	**100.0**	**100.0**	**1,138,530**	**1,166,637**	**100.0**	**100.0**	**0.0**	**- 2.4**
TOTAL BIG 3	**473,027**	**497,798**	**64.5**	**64.4**	**345,320**	**322,857**	**85.3**	**82.1**	**818,347**	**820,655**	**71.9**	**70.3**	**1.5**	**- 0.3**
TOTAL JAPAN	**222,984**	**234,845**	**30.4**	**30.4**	**59,344**	**69,488**	**14.7**	**17.7**	**282,328**	**304,333**	**24.8**	**26.1**	**-1.3**	**- 7.2**
TOTAL EUROPE	**28,081**	**29,371**	**3.8**	**3.8**	**317**	**922**	**0.1**	**0.2**	**28,398**	**30,293**	**2.5**	**2.6**	**-0.1**	**- 6.3**
GM	262,857	297,210	35.8	38.4	143,040	134,485	35.3	34.2	405,897	431,695	35.7	37.0	-1.4	- 6.0
Ford	158,505	152,640	21.6	19.7	122,135	113,321	30.2	28.8	280,640	265,961	24.6	22.8	1.9	5.5
Chrysler	51,665	47,948	7.0	6.2	80,145	75,051	19.8	19.1	131,810	122,999	11.6	10.5	1.0	7.2
Toyota/Lexus	70,800	77,106	9.7	10.0	26,319	26,692	6.5	6.8	97,119	103,798	8.5	8.9	-0.4	- 6.4
Honda/Acura	67,084	66,855	9.1	8.6	—	—	—	—	67,084	66,855	5.9	5.7	0.2	0.3
Nissan/Infiniti	33,845	46,688	4.6	6.0	11,766	18,745	2.9	4.8	45,611	65,433	4.0	5.6	-1.6	-30.3
VW/Audi	7,407	9,062	1.0	1.2	76	682	0.0	0.2	7,483	9,744	0.7	0.8	-0.2	-23.2
†Geo	*26,261*	*32,754*	*3.6*	*4.2*	*3,811*	*3,678*	*0.9*	*0.9*	*30,072*	*36,432*	*2.6*	*3.1*	*-0.5*	*-17.5*
*Made by Japan***	*266,180*	*289,972*	*36.3*	*37.5*	*62,666*	*72,538*	*15.5*	*18.4*	*328,846*	*362,510*	*28.9*	*31.1*	*-2.2*	*- 9.3*

*Includes 1992 estimated sales of 80-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 7 MONTHS — 1992 vs. 1991

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	708,631	644,786	14.3	13.1	814,690	701,560	30.3	28.8	1,523,321	1,346,346	20.0	17.6	2.3	13.1
Chevrolet/Geo†	645,326	740,832	13.1	15.1	667,397	637,129	24.8	26.2	1,312,723	1,377,961	17.2	18.1	-0.9	- 4.7
Toyota	398,640	393,716	8.1	8.0	151,370	153,248	5.6	6.3	550,010	546,964	7.2	7.2	0.0	0.6
Dodge	160,265	193,266	3.2	3.9	331,141	274,306	12.3	11.3	491,406	467,572	6.4	6.1	0.3	5.1
Honda	370,636	380,980	7.5	7.8	—	—	—	—	370,636	380,980	4.9	5.0	-0.1	- 2.7
Pontiac	332,631	310,469	6.7	6.3	18,783	13,239	0.7	0.5	351,414	323,708	4.6	4.2	0.4	8.6
Buick	317,570	326,748	6.4	6.7	—	—	—	—	317,570	326,748	4.2	4.3	-0.1	- 2.8
Nissan	210,307	219,578	4.3	4.5	88,440	99,336	3.3	4.1	298,747	318,914	3.9	4.2	-0.3	- 6.3
Oldsmobile	257,561	258,801	5.2	5.3	17,228	17,641	0.6	0.7	274,789	276,442	3.6	3.6	0.0	- 0.6
Mercury	239,518	226,644	4.8	4.6	370	—	0.0	—	239,888	226,644	3.1	3.0	0.2	5.8
Plymouth	105,554	109,051	2.1	2.2	121,726	102,792	4.5	4.2	227,280	211,843	3.0	2.8	0.2	7.3
Mazda	152,363	140,682	3.1	2.9	53,823	71,295	2.0	2.9	206,186	211,977	2.7	2.8	-0.1	- 2.7
GMC	—	—	—	—	194,956	167,755	7.2	6.9	194,956	167,755	2.6	2.2	0.4	16.2
Jeep	—	—	—	—	141,673	101,703	5.3	4.2	141,673	101,703	1.9	1.3	0.5	39.3
Cadillac	123,860	120,344	2.5	2.5	—	—	—	—	123,860	120,344	1.6	1.6	0.0	2.9
Saturn	117,715	33,858	2.4	0.7	—	—	—	—	117,715	33,858	1.5	0.4	1.1	—
Mitsubishi	96,030	97,955	1.9	2.0	12,489	16,990	0.5	0.7	108,519	114,945	1.4	1.5	-0.1	- 5.6
Chrysler	81,876	72,964	1.7	1.5	9,337	2,239	0.3	0.1	91,213	75,203	1.2	1.0	0.2	21.3
Lincoln	89,727	110,939	1.8	2.3	—	—	—	—	89,727	110,939	1.2	1.5	-0.3	-19.1
Acura	73,538	84,995	1.5	1.7	—	—	—	—	73,538	84,995	1.0	1.1	-0.2	-13.5
Subaru	65,090	65,844	1.3	1.3	—	—	—	—	65,090	65,844	0.9	0.9	0.0	- 1.1
Hyundai	64,519	68,446	1.3	1.4	—	—	—	—	64,519	68,446	0.8	0.9	-0.1	- 5.7
Isuzu	6,172	8,200	0.1	0.2	51,585	57,503	1.9	2.4	57,757	65,703	0.8	0.9	-0.1	-12.1
Lexus	51,424	34,848	1.0	0.7	—	—	—	—	51,424	34,848	0.7	0.5	0.2	47.6
VW	46,985	57,690	1.0	1.2	622	3,615	0.0	0.1	47,607	61,305	0.6	0.8	-0.2	-22.3
Volvo	45,114	45,022	0.9	0.9	—	—	—	—	45,114	45,022	0.6	0.6	0.0	0.2
Mercedes	39,593	33,177	0.8	0.7	—	—	—	—	39,593	33,177	0.5	0.4	0.1	19.3
BMW	37,519	28,798	0.8	0.6	—	—	—	—	37,519	28,798	0.5	0.4	0.1	30.3
Eagle	31,939	34,537	0.6	0.7	—	—	—	—	31,939	34,537	0.4	0.5	0.0	- 7.5
Infiniti	24,347	21,030	0.5	0.4	—	—	—	—	24,347	21,030	0.3	0.3	0.0	15.8
Saab	16,001	16,070	0.3	0.3	—	—	—	—	16,001	16,070	0.2	0.2	0.0	- 0.4
Suzuki	3,609	3,115	0.1	0.1	10,868	10,261	0.4	0.4	14,477	13,376	0.2	0.2	0.0	8.2
Audi	7,643	7,016	0.2	0.1	—	—	—	—	7,643	7,016	0.1	0.1	0.0	8.9
Daihatsu	4,614	3,877	0.1	0.1	2,197	1,845	0.1	0.1	6,811	5,722	0.1	0.1	0.0	19.0
Jaguar	5,266	5,175	0.1	0.1	—	—	—	—	5,266	5,175	0.1	0.1	0.0	1.8
Porsche	2,604	2,843	0.1	0.1	—	—	—	—	2,604	2,843	0.0	0.0	0.0	- 8.4
Alfa Romeo	1,995	2,364	0.0	0.0	—	—	—	—	1,995	2,364	0.0	0.0	0.0	-15.6
Land Rover	—	—	—	—	1,928	1,639	0.1	0.1	1,928	1,639	0.0	0.0	0.0	17.6
Yugo	1,412	1,508	0.0	0.0	—	—	—	—	1,412	1,508	0.0	0.0	0.0	- 6.4
Peugeot	333	2,381	0.0	0.0	—	—	—	—	333	2,381	0.0	0.0	0.0	-86.0
Rolls/Bentley	224	210	0.0	0.0	—	—	—	—	224	210	0.0	0.0	0.0	6.7
Sterling	—	1,932	—	0.0	—	—	—	—	—	1,932	0.0	0.0	0.0	—
Other*	1,015	1,015	0.0	0.0	—	—	—	—	1,015	1,015	0.0	0.0	0.0	0.0
TOTAL	**4,939,166**	**4,911,706**	**100.0**	**100.0**	**2,690,623**	**2,434,096**	**100.0**	**100.0**	**7,629,789**	**7,345,802**	**100.0**	**100.0**	**0.0**	**3.9**
TOTAL BIG 3	**3,212,173**	**3,183,239**	**65.0**	**64.8**	**2,317,301**	**2,018,364**	**86.1**	**82.9**	**5,529,474**	**5,201,603**	**72.5**	**70.8**	**1.7**	**6.3**
TOTAL JAPAN	**1,456,770**	**1,454,820**	**29.5**	**29.6**	**370,772**	**410,478**	**13.8**	**16.9**	**1,827,542**	**1,865,298**	**24.0**	**25.4**	**-1.4**	**- 2.0**
TOTAL EUROPE	**205,704**	**205,201**	**4.2**	**4.2**	**2,550**	**5,254**	**0.1**	**0.2**	**208,254**	**210,455**	**2.7**	**2.9**	**-0.1**	**- 1.0**
GM	1,794,663	1,791,052	36.3	36.5	898,364	835,764	33.4	34.3	2,693,027	2,626,816	35.3	35.8	-0.5	2.5
Ford	1,037,876	982,369	21.0	20.0	815,060	701,560	30.3	28.8	1,852,936	1,683,929	24.3	22.9	1.4	10.0
Chrysler	379,634	409,818	7.7	8.3	603,877	481,040	22.4	19.8	983,511	890,858	12.9	12.1	0.8	10.4
Toyota/Lexus	450,064	428,564	9.1	8.7	151,370	153,248	5.6	6.3	601,434	581,812	7.9	7.9	0.0	3.4
Honda/Acura	444,174	465,975	9.0	9.5	—	—	—	—	444,174	465,975	5.8	6.3	-0.5	- 4.7
Nissan/Infiniti	234,654	240,608	4.8	4.9	88,440	99,336	3.3	4.1	323,094	339,944	4.2	4.6	-0.4	- 5.0
VW/Audi	54,628	64,706	1.1	1.3	622	3,615	0.0	0.1	55,250	68,321	0.7	0.9	-0.2	-19.1
†Geo	*152,905*	*156,882*	*3.1*	*3.2*	*21,020*	*19,789*	*0.8*	*0.8*	*173,925*	*176,671*	*2.3*	*2.4*	*-0.1*	*- 1.6*
*Made by Japan***	*1,702,215*	*1,724,390*	*34.5*	*35.1*	*389,891*	*426,961*	*14.5*	*17.5*	*2,092,106*	*2,151,351*	*27.4*	*29.3*	*-1.9*	*- 2.8*

*Includes 1992 estimated sales of 560-Ferrari, 189-Lotus, 140-Maserati, 91-Lamborghini, and 35-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

TOP TEN VEHICLE SELLERS, JULY 1992

	Sales
1. Ford F-series pickup	41,742
2. Chevrolet C/K pickup	39,086
3. Honda Accord	36,144
4. Ford Taurus	29,597
5. Ford Explorer	25,867
6. Toyota Camry	23,967
7. Toyota Corolla	23,158
8. Chevrolet Lumina	23,087
9. Ford Ranger	22,966
10. Ford Escort	22,371

Source: Automotive News Data Center

SALES

Big 3 trucks strong, but July dips 2.4%

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first seven months of this year.

Light-truck sales climbed to 404,981 in July, 3.0 percent ahead of the year-ago month.

Chrysler Corp. truck sales jumped 6.8 percent. The new Grand Cherokee, the only Jeep line with no incentive on it, made up more than one-third of Jeep sales, compared with less than 3 percent for the 1991 model it replaced. Jeep sales increased 12.8 percent overall.

Dodge and Plymouth minivans slid a bit for the month, but they're still far ahead of seven-month sales a year ago.

Chrysler car-truck sales improved 7.2 percent over a poor year-ago month. Chrysler-brand sales zoomed up 33.6 percent, but that's compared with a year-ago month that was down 51.7 percent from 1990.

General Motors sales fell 6.0 percent overall, despite a 6.4 percent improvement in light trucks. The Pontiac Trans Sport is the only one of GM's plastic-bodied minivans to show an increase this year. The Oldsmobile Silhouette and the Chevrolet Lumina were down sharply in July and also are down for the year to date.

GMC Truck and Saturn were the only GM divisions that posted a gain over the year-ago month.

Ford Motor Co. sales were up 5.5 percent, with a 7.8 percent improvement in trucks and a 3.8 percent hike in cars. The Taurus continues to battle the Honda Accord for first place in car sales, but the Accord fattened its lead in July by outselling the Taurus by 6,550 units. The Accord is 17,040 ahead for the year.

"Honda has demonstrated a willingness to spend quite heavily on marketing support," said Joel Pitcoff, Ford's research and analysis manager. "Accordingly, we should be cautious about predicting a Taurus victory by year-end."

In July, the 1992 Accord had dealer incentives of $200 to $1,500, based on performance against quota. Ford has customer incentives of $1,000 on the Taurus SHO and regional rebates of $750 to $1,000 on other Taurus models. SHO demonstrators also carry a $2,000 rebate to dealers.

Sales of American Honda Motor Co. Inc. were up 0.3 percent for the month, despite a 31.2 percent plunge for the Acura. After seven months, Acura sales were down 13.5 percent.

Toyota Motor Sales U.S.A. Inc. was off 6.4 percent compared with a strong year-ago month. Lexus sales rose 16.9 percent, but Toyota car sales were down 10.5 percent.

Nissan Motor Corp. in U.S.A. suffered a 30.3 percent drop in sales compared with a strong year-ago month that was fueled by incentives. Nissan Division added an array of dealer incentives in late July.

DOMESTIC CAR SALES, JULY & YTD

	July 1992	July 1991	7 Mos., 1992	7 Mos., 1991
Summit	715	743	3,935	4,258
Talon	2,610	2,367	18,129	18,375
Premier	79	1,173	2,016	7,012
Total Eagle	**3,404**	**4,283**	**24,080**	**29,645**
Horizon	0	122	0	505
Laser	2,290	2,470	15,376	17,393
Sundance	4,509	3,328	38,714	25,034
Acclaim*	5,159	4,527	41,169	56,858
Total Plymouth	**11,958**	**10,447**	**95,259**	**99,790**
LeBaron A*	1,822	1,217	17,717	10,356
LeBaron J	6,315	2,069	29,439	24,319
Fifth Avenue	3,455	3,252	21,625	23,023
Imperial	311	772	3,673	6,176
New Yorker	1,040	1,132	9,422	8,291
Total Chrysler	**12,943**	**8,442**	**81,876**	**72,165**
Omni	0	148	0	561
Shadow*	6,208	5,747	51,200	42,901
Monaco	40	1,419	756	5,329
Daytona	1,460	1,048	8,076	8,915
Spirit*	4,690	4,037	35,216	48,603
Dynasty	6,001	6,403	47,166	64,268
Viper	21	0	24	0
Total Dodge	**18,420**	**18,802**	**142,438**	**170,577**
CHRYSLER CORP.	**46,725**	**41,974**	**343,653**	**372,177**
Escort*	22,371	28,771	158,154	145,581
Mustang	7,120	8,631	53,089	47,793
Tempo	19,201	13,073	134,571	106,573
Taurus	29,597	25,653	210,786	181,605
Thunderbird	8,679	7,062	50,280	45,352
Probe	6,380	10,865	34,494	52,708
Crown Victoria	10,986	6,429	57,905	43,028
Total Ford Division	**104,334**	**100,484**	**687,708**	**622,640**
Topaz	8,572	5,749	47,357	36,221
Sable	10,540	8,880	69,509	60,377
Cougar	5,467	5,396	31,505	34,122
Grand Marquis	9,373	7,794	57,397	57,113
Total Mercury	**33,952**	**27,819**	**205,768**	**187,833**
Continental	2,569	3,944	19,897	31,418
Town Car	8,402	9,827	66,605	73,880
Mark VII	486	851	3,225	5,641
Total Lincoln	**11,457**	**14,622**	**89,727**	**110,939**
Total L-M Division	**45,409**	**42,441**	**295,495**	**298,772**
FORD MOTOR CO.	**149,743**	**142,925**	**983,203**	**921,412**
Roadmaster	4,867	4,857	27,969	18,626
Skylark	5,942	2,712	39,269	46,369
Century*	9,247	15,918	69,650	78,132
Regal	12,888	11,785	59,841	66,916
LeSabre	11,150	6,089	79,093	54,882
Reatta	0	185	95	1,614
Park Avenue	5,386	9,818	34,542	51,505
Riviera	1,128	929	7,111	8,704
Total Buick	**50,608**	**52,293**	**317,570**	**326,748**
Allante	241	281	1,347	1,777
Seville	2,845	719	21,033	17,855
DeVille	5,746	11,880	80,430	78,809
Brougham	564	1,629	6,252	12,747
Eldorado	2,411	889	14,798	9,156
Total Cadillac	**11,807**	**15,398**	**123,860**	**120,344**
Geo Metro	9,646	5,830	56,581	39,239
Geo Prizm	9,913	16,454	48,278	58,940
Cavalier	17,241	24,968	133,694	176,139
Camaro	6,291	5,345	40,412	30,755
Celebrity	1	2	2	4,078
Corsica-Beretta	12,881	26,706	104,926	143,041
Lumina	23,087	23,042	137,414	139,176
Caprice	10,743	11,132	64,546	80,056
Corvette	1,295	1,478	11,427	10,705
Total Chevrolet	**91,098**	**114,957**	**597,280**	**682,129**
Calais	176	3,776	3,577	36,352
Achieva	8,356	0	47,775	0
Cutlass Ciera	9,999	17,501	76,894	82,416
Cutlass Supreme	6,691	8,294	54,344	55,574
Eighty Eight	5,283	9,006	43,950	38,978
Custom Cruiser wagon	450	769	3,064	4,798
Ninety Eight	3,779	8,481	24,754	34,801
Toronado	604	372	3,203	4,877
Total Oldsmobile	**35,338**	**48,199**	**257,561**	**258,801**
Sunbird	6,135	9,164	45,477	58,030
Firebird	2,074	2,937	14,321	14,305
Grand Am	16,704	9,684	136,763	100,520
Pontiac 6000	0	1,763	708	19,859
Grand Prix	9,414	11,671	66,322	62,601
Bonneville	9,662	7,966	58,956	33,416
Total Pontiac	**43,989**	**43,185**	**322,547**	**288,731**
Total Saturn	**22,305**	**8,538**	**117,715**	**33,858**
GENERAL MOTORS	**255,145**	**282,570**	**1,736,533**	**1,710,611**
Civic	12,794	17,294	82,808	85,033
Accord	33,448	22,960	191,754	192,818
HONDA	**46,242**	**40,254**	**274,562**	**277,851**
MX-6	2,495	870	15,048	17,374
626	4,261	4,005	29,600	36,266
MAZDA	**6,756**	**4,875**	**44,648**	**53,640**
Eclipse	5,600	4,174	36,740	32,310
Mirage	940	2,531	8,152	12,344
MITSUBISHI	**6,540**	**6,705**	**44,892**	**44,654**
NISSAN Sentra	**11,702**	**11,001**	**69,407**	**72,023**
Corolla	20,596	16,323	89,470	74,103
Camry	18,067	25,951	121,298	118,840
TOYOTA	**38,663**	**42,274**	**210,768**	**192,943**
SUBARU Legacy	**5,016**	**6,063**	**32,542**	**30,222**
SUZUKI Swift	**1**	**80**	**110**	**446**
DOMESTIC TOTAL	**566,533**	**578,721**	**3,740,318**	**3,675,978**
IMPORT TOTAL	**167,016**	**194,649**	**1,198,848**	**1,235,728**
INDUSTRY TOTAL	**733,549**	**773,370**	**4,939,166**	**4,911,706**

*Includes units produced in Mexico.

Source: Automotive News Data Center

Sales slump resumes in Japan

MARY ANN MASKERY

Staff Reporter

TOKYO — July sales of cars and trucks in Japan were down 5.6 percent to 541,599, continuing the downward trend after a slight upturn in June.

Analysts now believe the industry is likely to post a second consecutive year-to-year decline, something that did not happen even during the oil shocks of the 1970s.

July sales returned to the pattern of earlier months, said Keith Donaldson of Salomon Brothers — an average decline of 5 percent, following the 0.5 percent blip of growth in June.

"July was in line with what should have been expected, but people were unjustifiably excited by June," he said.

Sales of cars and trucks for the first seven months of this year totaled 3.3 million, down 4.9 percent from 1991.

In July, sales of cars over 2.0 liters, the one segment that has shown consistently strong growth since 1989, rose 2.1 percent to 71,150. In stronger days, that class showed year-to-year gains of 45 and 50 percent.

"There may still be some growth in the segment," Donaldson said, "but the top end is weak. Most of the expansion in the last year was supported by the move from 2.0-liter to 2.5-liter engines."

Celsior (Lexus) and Infiniti reflected the softness of the luxury sector, with Celsior sales at 1,755 units, down 52.1 percent from 1991, and the Infiniti Q45 at 151, down 38.6 percent.

Small-car sales, the bulk of the market, continued to decline. They were down 8.7 percent in July to 311,105.

Large-truck sales were down 26.1 percent to 11,023. Small-truck deliveries, buoyed by steady sales of RVs, were off only 0.1 percent.

Mitsubishi Motors Corp. and Suzuki Motor Co. were the only gainers in July, and both had strong RV sales.

Mitsubishi was up 9.0 percent to 50,239, with the Pajero (Montero), its lead seller, up 59 percent to 8,632.

Suzuki was up 24.6 percent to 4,902, compared with a weak showing the previous year. Its big seller in July was the Escudo (Sidekick/Geo Tracker), up 16.2 percent to 2,874.

Four companies posted double-digit declines: Mazda Motor Corp., down 17.9 percent to 40,000; Honda Motor Co., down 12.6 percent to 35,261; Isuzu Motors Ltd., down 15.5 percent to 14,568; and Daihatsu Motor Co., down 19.2 percent to 2,482.

Toyota Motor Corp. and Nissan Motor Co. Ltd. reported lesser losses. Toyota sales declined 2.5 percent to 227,163 in July, and Nissan dropped 8.1 percent to 130,430.

Sales of mini vehicles (under 660 cc) continued their sharp decline, down 10.1 percent to 143,982.

Imports fell 6.2 percent to 18,306, with Volkswagen a notable exception.

VW sales reversed what had been a steady decline, rising 8.5 percent to 3,607, largely because right-hand-drive Golfs were available after a several-month delay in delivery.

Sales of Audi, BMW and Mercedes-Benz declined, as did big-ticket models throughout the market.

Audi was down 33.6 percent to 1,121; BMW dipped 16.7 percent to 2,402; and Mercedes-Benz was off 19.8 percent to 2,356.

General Motors sales continued their decline of the last few months after a strong showing for the better part of a year. GM's July deliveries totaled 848, down 8.7 percent from 1991.

But Ford Motor Co. was up 11 percent to 363, and Chrysler Corp. rose 54.8 percent to 195.

Honda remained the top seller of American-made cars with 2,516, up 83.9 percent. ■

LIGHT-TRUCK SALES, JULY & YTD

	July 1992	July 1991	7 Mos., 1992	7 Mos., 1991
Town & Country	1,457	313	9,337	2,239
Total Chrysler	**1,457**	**313**	**9,337**	**2,239**
Vans	5,326	4,416	34,630	28,762
Ram Wagon	1,105	1,756	13,567	12,244
Caravan	18,551	18,756	146,966	123,919
Caravan C/V	669	589	5,251	6,453
Ram 50 (imported)	427	293	2,834	2,567
Ramcharger	337	436	2,508	3,672
Dakota	10,513	7,048	75,999	47,364
Pickups	6,178	7,082	49,386	49,325
Total Dodge	**43,106**	**40,376**	**331,141**	**274,306**
Voyager	15,765	16,787	121,726	102,792
Total Plymouth	**15,765**	**16,787**	**121,726**	**102,792**
Wrangler	3,501	5,234	32,434	28,624
Cherokee	8,835	11,419	78,518	66,610
Grand Cherokee†	7,273	423	28,267	2,473
Comanche	208	499	2,454	3,996
Total Jeep	**19,817**	**17,575**	**141,673**	**101,703**
CHRYSLER CORP.	**80,145**	**75,051**	**603,877**	**481,040**
Vans	11,867	10,822	72,524	61,559
Aerostar	14,434	14,347	102,674	89,909
Club Wagon	2,809	1,659	21,234	13,040
Ranger	22,966	22,421	159,922	145,393
Bronco	2,080	2,187	14,686	15,331
Explorer	25,867	22,333	177,840	144,912
Pickups	41,742	39,552	265,810	231,416
Total Ford Division	**121,765**	**113,321**	**814,690**	**701,560**
Villager	370	0	370	0
Total Mercury	**370**	**0**	**370**	**0**
FORD MOTOR CO.	**122,135**	**113,321**	**815,060**	**701,560**
Vans	9,026	8,861	51,300	48,835
Sportsvan	543	654	4,925	5,874
Geo Tracker (domestic)	3,809	3,676	21,018	19,768
Geo Tracker (imported)	2	2	2	21
Astro	10,385	8,170	73,313	67,445
Lumina APV	3,637	4,812	28,314	30,041
S10	18,672	19,620	114,265	125,228
S10 Blazer	14,239	11,274	81,975	71,207
Blazer	1,760	917	10,164	6,499
Suburban	5,301	3,873	27,872	23,713
Pickups	39,086	38,896	254,249	238,498
Total Chevrolet	**106,460**	**100,755**	**667,397**	**637,129**
Vans	3,759	3,478	20,632	19,424
Safari	3,733	3,605	24,632	20,635
S15/Sonoma	4,377	4,153	28,673	26,746
S15 Jimmy	3,951	2,768	21,659	17,170
Yukon/Jimmy	475	211	2,864	1,669
Suburban	1,871	1,783	10,940	9,733
Pickups	13,904	11,458	83,077	70,139
P Model	235	340	1,130	1,497
W4	165	77	1,349	742
Total GMC	**32,470**	**27,873**	**194,956**	**167,755**
Silhouette	1,158	2,618	9,683	11,629
Bravada	684	1,035	7,545	6,012
Total Oldsmobile	**1,842**	**3,653**	**17,228**	**17,641**
Trans Sport	2,268	2,204	18,783	13,239
Total Pontiac	**2,268**	**2,204**	**18,783**	**13,239**
GENERAL MOTORS	**143,040**	**134,485**	**898,364**	**835,764**
DAIHATSU Rocky	**101**	**194**	**2,197**	**1,845**
Pickup (domestic)	–2,219	904	12,834	10,353
Pickup (imported)	324	803	4,923	12,849
Amigo	909	736	5,126	4,740
Trooper	1,103	2,575	6,004	15,326
Rodeo (domestic)	3,628	1,959	22,698	14,235
ISUZU	**8,183**	**6,977**	**51,585**	**57,503**
LAND ROVER	**241**	**240**	**1,928**	**1,639**
Pickup	4,438	6,725	28,953	33,683
MPV	3,635	5,408	20,135	31,739
Navajo (domestic)	916	921	4,735	5,873
MAZDA	**8,989**	**13,054**	**53,823**	**71,295**
Pickup	1,622	1,680	8,638	11,109
Montero	480	769	3,849	5,824
Van	0	0	2	57
MITSUBISHI	**2,102**	**2,449**	**12,489**	**16,990**
Pickup (domestic)	8,455	14,584	69,262	76,312
Pathfinder	2,944	4,156	17,223	21,925
Quest	169	0	169	0
Axxess	0	5	0	309
Van	0	0	0	5
Hawaii	198	0	1,786	785
NISSAN	**11,766**	**18,745**	**88,440**	**99,336**
Samurai	341	396	2,139	3,040
Sidekick (domestic)	408	348	3,170	2,180
Sidekick (imported)	1,135	633	5,559	5,041
SUZUKI	**1,884**	**1,377**	**10,868**	**10,261**
Pickup (domestic)	8,373	0	26,285	0
Pickup (imported)	10,158	16,581	73,838	92,307
Previa	3,556	5,126	25,868	31,613
4Runner	3,565	4,234	21,178	24,565
Land Cruiser	667	751	4,201	4,763
TOYOTA	**26,319**	**26,692**	**151,370**	**153,248**
VW Eurovan/Vanagon	**76**	**682**	**622**	**3,615**
DOMESTIC TOTAL	**369,059**	**341,278**	**2,453,618**	**2,124,729**
IMPORT TOTAL	**35,922**	**51,989**	**237,005**	**309,367**
INDUSTRY TOTAL	**404,981**	**393,267**	**2,690,623**	**2,434,096**

† 1991 figures include Jeep Grand Wagoneer

Sales charts compiled by Karen Detkowski

Source: Automotive News Data Center

5 imports post new rebates for cleanup days

incentive WATCH

ARLENA SAWYERS
Staff Reporter

Toyota, Honda, Mitsubishi, Subaru and Suzuki are trying to help dealers clear out 1991 and 1992 models with new incentive and/or lease plans.

Chrysler Corp. is paying dealer rebates on 1991 and 1992 Chrysler Imperial and New Yorker models, and Ford Motor disclosed a bunch of customer incentives on 1991 models to go along with payments on 1993s and 1992s.

Toyota Motor Sales U.S.A. Inc. is paying dealer incentives on 1992 Corollas and 1991 and 1992 Tercels, Celicas and pickups. Car incentives range from $200 to $1,000; truck incentives are $300 to $1,000. Payment amounts are based on the dealer's performance against quota. Toyota's program expires Sept. 2.

American Honda Motor Co. Inc. is offering dealer incentives of $500 on the 1992 Accord and $400 on the 1992 Civic until Sept. 30.

Mitsubishi Motor Sales of America dealers are eligible for incentives based on combined sales of the 1992 Eclipse and sales and leases of the 1992 Expo, excluding the Expo LRV. Beginning with the sixth sale or lease, dealers earn $500; the payments increase incrementally to $1,200 with the 51st unit. The $1,200 payment is retroactive to the 26th unit.

Also, Mitsubishi dealers may choose a cash rebate on either the 1992 Galant or pickup. Beginning with the sixth sale, dealers earn $500; the payments increase incrementally to $1,200 with the 51st sale. This program expires on Sept. 30.

Special lease plans are being offered to Mitsubishi customers through August.

Under its Triple Diamond Lease program, Mitsubishi is continuing its $500 down/$149-a-month, five-year offer on the 1991 and 1992 base Eclipse. Eclipses leased under this program are not eligible for dealer incentives. A luxury lease program offers the 1992 Diamante LS, 3000GT SL and Montero SR for $1,000 down and $399 a month for up to 36 months.

Subaru of America Inc.'s dealer incentive program pays $800 on the 1992 Loyale all-wheel-drive wagon and $500 to $3,000 on the 1992 Legacy. The amount of the Legacy rebate is tied to trim level, whether it was invoiced before or after Feb. 4 and whether it has an airbag.

On the 1992 SVX, the dealer may choose a $2,000 incentive or lease the vehicle at $399 a month for 48 months. Subaru's program expires Nov. 3.

American Suzuki Motor Corp.'s dealer incentives are $500 to $1,000 on the 1992 Swift; $300 to $500 on the 1993 Swift; $700 to $1,000 on the 1992 Sidekick; and $300 to $600 on the 1993 Sidekick. The program expires Oct. 2.

Through the end of August, **Chrysler** is paying rebates of $1,000 to $2,000 to dealers on the 1991 and 1992 Chrysler New Yorker Fifth Avenue, New Yorker Salon and Imperial. The payments are based on performance against quota.

Until Sept. 23, **Ford Motor** is offering rebates of $400 to $2,000 to buyers of 1991 Ford and Mercury cars and Ford trucks.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
HONDA (1992 models; expires Sept. 30)	
Accord	$500
Civic	$400
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
SUBARU (1992 models, expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000
TOYOTA (1991-92 models; expires Sept. 2)	
Corolla (1992 only)	$800-$1,000, quota
Celica	$600-800, quota
Tercel	$200-$400, quota
Pickup, base	$800-1,000, quota
Other pickup	$300-500, quota
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
CHRYSLER (1991-92 models; expires Aug. 31)	
Imperial, all New Yorker	$1,000-2,000, quota
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$600-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold. Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000

Britain considers tax hike on company cars

ED WENDT
Staff Correspondent

LONDON — A new income tax proposal by the British government would make it more expensive for employees who drive expensive company cars.

Some industry officials believe the proposal will maim or kill the remaining British luxury car makers.

The government proposal is significant because more than half of the cars in Britain are company-owned and driven by employees as part of their compensation, for which they pay income tax.

Chancellor of the Exchequer Norman Lamont plans to replace the current system, which is based primarily on engine size, with one based solely on price.

Company cars are currently taxed on a fixed value determined by the vehicle's place in one of five bands, or ranges of engine size within a particular price range.

Under the proposed system, which will come before Parliament for approval in 1993, taxes on Jaguars, Mercedes, BMWs and top-of-the range Rovers would go up by 40 percent. Owners of Rolls-Royces and Porsches would pay 35 percent more tax.

The owners of smaller, less expensive, more fuel-efficient models such as the Ford Sierra and the Vauxhall Cavalier, will pay 10 percent less tax.

Leading auto industry groups welcomed the government's decision to reform the company system, but are not satisfied with the new proposal. Most seem to favor a system based on a car's actual price, not a system of price ranges.

"We are extremely concerned about drivers of mid-range executive cars who may face an increase in their taxation of as much as 40 percent," said a spokesman for the Society of Motor Manufacturers and Traders. "This factor will cause market distortion."

Jaguar Cars Ltd., already suffering from a severe decline in world car sales, criticized the price banding proposal.

"We support the view that a company car driver's tax liability should be based on a straightforward percentage of the vehicle's retail price," said Jaguar Cars Ltd. product manager Joe Greenwell.

He said that under the proposal, "Some of our customers will win and some will lose."

Graham Sayles, financial analyst for Ludvigsen Associates, accused the government of using the environment as a "smoke screen" to push through the new tax scheme.

"They are trying to persuade people to drive cars that use less petrol," said Sayles. "That is a lot of rubbish."

"It is not the job of the Treasury to try and guide the consumer," he said.

Sayles warned that the proposal, if implemented, "will kill off the remaining luxury car makers in the United Kingdom. It is going to be terrible news for Rolls-Royce and Jaguar."

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit, Dynasty	$1,000
Daytona ('92-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
1991 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400
GENERAL MOTORS	
1992 models	
Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750
MAZDA (1992 models, expire Sept. 8)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	

Ferrari names new U.S. chief

ENGLEWOOD CLIFFS, N.J. — Gian Luigi Longinotti Buitoni has joined Ferrari North America Inc. as president and chief executive officer, replacing Giuseppe Greco effective Aug. 1.

Greco, who took over the U.S. sales and marketing arm in 1989, has returned to parent company Ferrari S.p.A. in Italy.

Greco was previously president and chief executive officer of the former Alfa Romeo Inc.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	**8/10, 8/14**	**3,800**
Ford Thunderbird		
Mercury Cougar		
Edison, N.J.		*
Ford Ranger		
Twin Cities (St. Paul, Minn.)		*
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Willow Run, Mich.	**8/10, 8/14**	
Buick Roadmaster Estate wagon		200
Chevrolet Caprice sedan & wagon		1,500
Olds. Custom Cruiser wagon		0
Doraville, Ga.	**8/10**	
Olds. Cutlass Supreme		1,500
Oshawa, Ontario (No. 1)	**8/10**	
Chevrolet Lumina		2,500
Oshawa, Ontario (No. 2)	**8/10**	
Buick Regal		2,500
Chevrolet Lumina		2,500
Total U.S. car		**5,300**
Total Canada car		**7,500**
Total units lost week of 8/10		**12,800**

*Plant closed until September for model changeover

Source: Automotive News Data Center

CHRYSLER

Kerkorian wants a seat on board

continued from PAGE 1

Kerkorian, holder of 9.8 percent of Chrysler stock, said in a letter attached to a filing with the Securities and Exchange Commission Friday that he is concerned about Iacocca's "continued leadership role" in the company.

Kerkorian's letter did not specify if he was referring to Iacocca's planned retirement and the company's selection of Robert Eaton as chairman-designate.

Nor did the letter specify if Kerkorian was unhappy with Iacocca, whom the letter said had promised Kerkorian he wouldn't retire as chairman until 1994.

Regardless, Kerkorian seems convinced that shareholders now need strengthened representation on the board of directors.

At the very least, he wants to know Iacocca's future role in the company.

Kerkorian and officials from his Trascinda Corp., based in Beverly Hills, Calif., were unavailable for comment.

Kerkorian sent shivers throughout the corporation in 1990 when he acquired more than 9 percent of Chrysler outstanding shares for $300 million.

But he remained a passive investor "based in great part on Mr. Iacocca's leadership and his continuing efforts to run the company in the best interests of the shareholders."

In the letter, Kerkorian said he trusted Iacocca so completely that he was even willing to give him his proxy to vote his shares as Iacocca sees fit.

Iacocca said Friday that Chrysler will meet with Kerkorian's representatives in the near future, but that his plans for retirement are unchanged.

Iacocca said he has confidence in Chrysler's management team.

When Kerkorian acquired the shares of Chrysler stock, the company moved quickly to bolster its "poison pill" provision to protect shareholders from unwelcome suitors. But Kerkorian stuck to his word, saying that he was only a passive investor who liked Iacocca's management style. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/3-8/8/92	Actual 7/27-8/1/92	July Total	Year 1/1-8/8/92	Year 1/1-8/10/91
Concorde (Can.)	4	0	14	18	0
LeBaron A	50	0	1	50	0
LeBaron J	200	0	3,429	33,943	18,607
New Yorker	0	0	307	9,123	4,773
Fifth Avenue	1,200	1,100	2,642	23,770	20,697
Imperial	200	173	225	3,133	4,563
Town & Country (trk.)	150	0	949	9,191	1,942
Total Chrysler Div.	**1,804**	**1,273**	**7,567**	**79,228**	**98,672**
Sundance	1,700	1,847	3,827	36,402	30,905
Acclaim	1,300	0	3,484	44,465	48,338
Voyager (trk.)	2,400	2,066	6,186	58,940	54,717
Voyager (Can. trk.)	3,186	2,589	5,805	77,438	63,705
Total Plymouth	**8,586**	**6,502**	**19,302**	**217,245**	**197,665**
Intrepid (Can.)	628	190	601	1,613	0
Daytona	550	550	1,061	8,464	4,936
Shadow	1,850	1,848	4,299	57,546	36,115
Dynasty	2,350	2,099	5,127	51,791	66,450
Spirit	1,150	0	3,098	43,197	43,369
Viper	0	0	22	83	0
Monaco (Can.)	0	0	0	0	5,703
Caravan (trk.)	3,200	2,994	9,035	77,680	65,183
Caravan (Can. trk.)	3,364	2,683	6,020	100,509	84,518
Caravan C/V (trk.)	50	6	36	1,931	2,109
Caravan C/V (Can. trk.)	30	0	0	4,425	11,913
Dakota (trk.)	3,200	2,841	7,086	83,086	46,612
Ram pickup (trk.)	1,000	939	1,682	34,034	46,662
Ram wagon (Can. trk.)	350	178	633	13,733	12,683
Ram van (Can. trk.)	1,610	1,586	3,801	41,083	23,353
Total Dodge	**19,352**	**15,924**	**43,101**	**519,175**	**449,606**
Vision (Can.)	308	307	1,313	1,237	0
Premier (Can.)	0	0	0	0	6,591
Cherokee (trk.)	3,000	3,016	10,706	80,669	77,302
Comanche (trk.)	0	0	0	915	2,997
Grand Cherokee (trk.)*	2,500	2,179	6,348	42,767	1,560
Briarwood (trk.)	0	0	0	325	1,621
Wrangler (trk.)	550	565	898	1,382	0
Wrangler (Can trk.)	0	0	0	29,026	35,306
Total Jeep-Eagle	**6,358**	**6,067**	**19,267**	**156,321**	**125,377**
Total U.S. car	**10,550**	**7,627**	**28,122**	**311,967**	**278,843**
Total Can. car	**940**	**497**	**1,920**	**2,868**	**12,294**
Total U.S. truck	**16,050**	**14,606**	**42,928**	**390,920**	**360,785**
Total Can. truck	**8,560**	**7,036**	**16,259**	**266,214**	**231,478**
CHRYSLER CORP.	**36,100**	**29,766**	**89,237**	**971,989**	**823,320**
Escort	0	0	11,668	103,473	123,597
Mustang	2,364	2,777	5,249	58,420	53,299
Tempo	2,923	3,455	10,213	82,902	69,011
Tempo (Can.)	2,684	3,361	4,615	74,437	65,486
Taurus	3,750	8,321	27,432	233,237	192,818
Thunderbird	0	2,091	6,435	52,383	47,878
Crown Victoria (Can.)	2,346	2,994	7,032	66,602	54,830
Aerostar (trk.)	4,006	4,200	12,406	111,245	100,787
Bronco (trk.)	605	662	2,107	14,706	9,176
Explorer (trk.)	5,692	6,727	19,808	185,086	160,290
Mazda Navajo (trk.)	0	0	0	2,982	6,357
Econoline (trk.)	4,462	4,449	13,034	118,273	85,204
Heavy (trk.)	963	918	1,961	27,273	20,978
Light truck (trk.)	6,226	9,600	25,850	283,856	181,426
Light truck (Can. trk.)	2,347	0	1,224	78,675	60,706
Ranger (trk.)	1,463	1,723	5,032	156,883	157,636
Total Ford Division	**38,921**	**51,278**	**154,895**	**1,630,513**	**1,389,479**
Topaz	1,045	1,455	4,421	36,425	29,534
Topaz (Can.)	1,156	1,334	1,917	29,730	21,533
Cougar	0	1,275	4,014	34,235	39,330
Sable	1,720	2,659	8,574	77,201	63,700
Grand Marquis (Can.)	2,214	2,762	6,829	63,001	56,957
Villager (trk.)	541	438	1,210	3,997	0
Nissan Quest (trk.)	316	286	784	2,379	0
Total Mercury	**6,982**	**10,211**	**27,749**	**246,968**	**211,054**
Continental	787	742	2,410	23,140	33,907
Mark VII	0	0	0	2,375	5,941
Town Car	2,367	2,227	7,247	69,367	79,810
Total Lincoln	**3,154**	**2,969**	**9,657**	**94,882**	**119,658**
Total L-M Division	**10,146**	**13,180**	**37,406**	**341,850**	**330,712**
Total U.S. car	**14,956**	**25,002**	**87,083**	**773,158**	**738,825**
Total Can. car	**6,400**	**10,451**	**20,363**	**233,770**	**198,806**
Total U.S. truck	**24,364**	**29,005**	**82,201**	**806,760**	**721,854**
Total Can. truck	**2,347**	**0**	**1,224**	**78,675**	**60,706**
FORD MOTOR CO.	**50,067**	**64,458**	**191,981**	**1,972,363**	**1,720,191**
Skylark	465	0	1,791	34,878	27,510
Century	1,604	0	3,374	50,507	53,020
Regal (Can.)	2,500	0	6,094	62,276	71,516
Riviera	34	0	684	7,280	13,638
Park Avenue	758	0	3,462	35,528	68,119
LeSabre	3,080	0	9,675	96,848	35,193
Roadmaster sedan	1,197	0	2,632	26,522	14,886
Roadmaster wagon	0	0	412	6,657	16,978
Reatta	0	0	0	0	1,206
Total Buick	**9,638**	**0**	**28,124**	**320,496**	**302,806**
Eldorado	40	0	1,184	21,315	6,551
Seville	86	0	2,390	31,202	14,532
Brougham	183	0	233	2,353	11,245
DeVille	2,782	0	0	66,795	92,286
Allante	64	0	153	1,163	1,945
Total Cadillac	**3,155**	**0**	**4,170**	**122,828**	**126,558**
Cavalier	468	0	9,493	128,132	156,624
Camaro	1,972	0	4,182	42,778	30,788
Corsica-Beretta	3,996	0	10,284	120,136	156,640
Lumina (Can.)	4,950	0	12,446	144,056	132,605
Caprice	55	0	8,052	70,808	81,442
Corvette	295	0	1,047	12,651	13,135
Astro (trk.)	2,810	0	7,076	86,137	52,560
Blazer (trk.)	595	0	1,498	14,191	5,409
Lumina APV (trk.)	134	0	2,986	27,433	24,370
Mediums (trk.)	151	0	491	4,152	863
P-model (trk.)	615	0	1,464	14,842	12,118
Pickup (trk.)	6,308	0	16,211	181,149	169,842
Pickup (Can. trk.)	3,350	0	4,152	109,834	82,608
S10 (trk.)	4,431	0	12,024	111,098	153,720
S10 Blazer (trk.)	2,427	0	6,241	76,864	19,036
Sportsvan (trk.)	0	0	0	11,405	24,781
Sportsvan (Can. trk.)	1,300	0	3,173	45,280	32,147
Suburban (trk.)	1,284	0	3,831	31,203	18,656
Total Chevrolet	**35,141**	**0**	**104,651**	**1,214,126**	**1,167,344**
Achieva/Calais	364	0	6,009	71,597	34,616
Cutlass Ciera	2,488	0	4,431	76,574	48,233
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	0	2,376	47,378	62,007
Toronado	0	0	47	3,280	2,915
Eighty Eight	1,213	0	3,339	42,371	45,704
Custom Cruiser wag.	0	0	0	1,927	5,588
Ninety Eight	610	0	0	18,150	49,319
Silhouette (trk.)	21	0	627	8,959	12,990
Bravada (trk.)	224	0	273	7,390	9,838
Total Oldsmobile	**4,920**	**0**	**17,102**	**277,625**	**312,290**
Sunbird	175	0	3,904	52,816	72,003
Grand Am	4,599	0	15,456	149,548	87,061
Firebird	728	0	1,590	15,295	10,416
Grand Prix	694	0	5,990	65,454	62,417
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,006	0	6,024	58,074	36,673
Trans Sport (trk.)	83	0	3,387	24,766	15,961
Total Pontiac	**7,285**	**0**	**36,351**	**385,953**	**304,134**
Yukon-Jimmy (trk.)	206	0	538	4,358	1,376
Medium (trk.)	429	0	819	12,886	1,361
P-model (trk.)	69	0	193	1,988	1,675
Pickup (trk.)	982	0	6,094	60,717	75,826
Pickup (Can. trk.)	1,250	0	1,556	40,267	31,426
Syclone-Sonoma (trk.)	797	0	2,905	28,815	36,976
Typhoon-S15 Jimmy (trk.)	479	0	1,917	23,949	6,787
Safari (trk.)	1,030	0	2,278	36,201	22,996
Suburban (trk.)	803	0	1,709	19,360	15,399
Vandura (trk.)	0	0	0	5,803	11,274
Vandura (Can. trk.)	500	0	1,334	20,016	13,973
Total GMC	**6,525**	**0**	**19,423**	**254,168**	**218,869**
Total Saturn+	**5,610**	**0**	**11,220**	**129,601**	**50,096**
Total U.S. car	**34,506**	**0**	**119,734**	**1,478,218**	**1,382,989**
Total Can. car	**7,450**	**0**	**18,646**	**266,332**	**245,218**
Total U.S. truck	**23,858**	**3**	**72,842**	**775,234**	**683,614**
Total Can. truck	**6,460**	**0**	**10,215**	**215,406**	**168,154**
GENERAL MOTORS	**72,274**	**0**	**221,131**	**2,675,190**	**2,481,967**
Can. car	900	0	4,400	62,242	64,520
Can. trk.	500	0	2,775	38,406	28,823
CAMI†	**1,400**	**0**	**7,175**	**100,648**	**93,343**
DIAMOND-STAR†	**2,192**	**2,218**	**9,105**	**87,441**	**94,922**
Civic	2,235	2,100	8,032	59,435	55,083
Civic (Can.)	1,760	2,056	8,228	65,908	64,968
Accord	6,587	7,475	27,627	229,122	219,768
Total U.S. car	**8,822**	**9,575**	**35,659**	**288,557**	**274,851**
Total Can. car	**1,760**	**2,056**	**8,228**	**65,908**	**64,968**
HONDA	**10,582**	**11,631**	**43,887**	**354,465**	**339,819**
HYUNDAI Sonata (Can.)	**240**	**0**	**164**	**6,995**	**17,544**
AUTOALLIANCE†	**5,772**	**4,786**	**17,884**	**67,737**	**96,824**
U.S. trk.	1,550	1,533	3,635	39,500	44,710
Can. trk.	197	200	508	5,191	4,398
NAVISTAR	**1,747**	**1,733**	**4,143**	**44,691**	**49,108**
Altima	1,100	936	2,173	3,273	0
Sentra	1,910	2,213	8,673	73,863	80,609
Pickup (trk.)	2,840	2,782	10,628	79,173	79,456
NISSAN	**5,850**	**5,931**	**21,474**	**156,309**	**160,065**
Geo Prizm	1,530	1,582	6,599	53,012	60,423
Toyota Corolla	2,420	2,487	10,468	73,428	66,960
Toyota Pickup (trk.)	1,930	1,928	7,645	37,898	0
NUMMI	**5,880**	**5,997**	**24,712**	**164,338**	**127,383**
Legacy	1,200	1,150	3,995	35,510	34,747
Pickup (trk.)	565	554	1,836	14,155	0
Rodeo (trk.)	935	874	3,073	25,320	0
Total U.S. car	**1,200**	**1,150**	**3,995**	**35,510**	**34,747**
Total U.S. trk.	**1,500**	**1,428**	**4,909**	**39,475**	**31,093**
SUBARU-ISUZU	**2,700**	**2,578**	**8,904**	**74,985**	**65,840**
Camry	4,885	4,910	19,265	145,874	132,809
Corolla (Can.)	1,500	1,515	6,225	45,612	39,390
TOYOTA	**6,385**	**6,425**	**25,490**	**191,486**	**172,199**
VOLVO 740, 940 (Can.)	**0**	**0**	**404**	**3,915**	**5,146**
AM GENERAL (trk.)	**300**	**300**	**1,400**	**11,100**	**12,408**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**8,900**	**71,840**	**81,978**
Total U.S. car	**89,903**	**62,480**	**349,160**	**3,392,056**	**3,242,892**
Total Canada car	**21,190**	**14,519**	**60,282**	**627,642**	**647,877**
Total U.S.-Canada Car	**111,093**	**76,999**	**409,442**	**4,019,698**	**3,890,879**
Total U.S. truck	**74,312**	**53,502**	**234,888**	**2,331,100**	**1,965,882**
Total Canada truck	**18,004**	**7,236**	**30,961**	**603,892**	**485,529**
Total U.S.-Canada truck	**92,316**	**60,738**	**265,849**	**2,934,992**	**2,451,411**
TOTAL U.S.	**164,215**	**115,982**	**584,048**	**5,723,156**	**5,207,854**
TOTAL CANADA	**39,194**	**21,755**	**91,243**	**1,231,534**	**1,133,406**
TOTAL U.S.-CANADA CAR & TRUCK	**203,409**	**137,747**	**675,311**	**6,954,690**	**6,341,260**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

GM back; output up 47%

GWENDOLYN ZONGHETTI
Special Correspondent

Twenty-nine of General Motors' 31 assembly plants returned from vacation last week, raising car and truck production in the United States and Canada 47.7 percent over the prior week.

The Willow Run, Mich., and Doraville, Ga., facilities remain idle because of high inventories.

GM's Wentzville, Mo., plant returned to work with one shift last week instead of its usual two. The second shift will return Aug. 24.

Last week's estimated car production in the United States was 89,903, up 43.9 percent over the prior week and 3.2 percent over the year-ago week.

Year-to-date U.S.car production is 3,392,056, a 4.6 percent jump above 1991.

Car production in Canada last week was estimated at 21,190. It rose 45.9 percent from the prior week and 31.7 percent over the year-ago week.

Canadian automakers have assembled 627,642 cars this year, down 3.1 percent from the same period in 1991.

In the United States last week, 74,312 trucks were built, up 38.9 percent over the prior week and 39.0 percent over the year-ago week.

Truckmakers in the United States have assembled 2,331,100 vehicles this year, an increase of 18.6 percent over 1991.

Truck production in Canada last week was scheduled at 18,004, an increase of 148.8 percent over the prior week and 34.0 percent over the year-ago week.

In 1992, Canadian truckmakers have produced 603,892 vehicles, up 24.4 percent over 1991.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 40,682, up 47.7 percent over the prior week and 19.4 percent above the year-ago week.

Last week's scheduled car and truck production was shared as follows: GM, 35.6 percent; Ford Motor Co., 23.9 percent; Chrysler Corp., 16.2 percent; Honda of America Manufacturing Inc., 5.4 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.6 percent; New United Motor Manufacturing Inc., 3.6 percent; AutoAlliance International Inc., 3.5 percent; Toyota Motor Manufacturing (U.S.A.), 3.0 percent; Subaru-Isuzu Automotive Inc., 1.6 percent; Diamond-Star Motors Corp., 1.3 percent; miscellaneous, 1.2 percent; Navistar International Corp., 0.9 percent; and AM General, 0.2 percent.

Ford said it will increase production of the Aerostar minivan by 25 percent at the St. Louis plant. From Aug. 24 through October, the plant will build 1,000 a day instead of 800, and the accelerated schedule may continue beyond October if market demand warrants.

The Aerostar plant will work daily overtime. Ford plans two 10-hour shifts Monday through Friday. ■

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Automotive

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late news

Chrysler wants 'Jeep' in Brazil

SAO PAULO, Brazil — Before Chrysler Corp. can sell Jeeps as Jeeps in Brazil, it has to get the name back.

Chrysler has gone to court for rights to use the Jeep trademark. On the other side is Autolatina, the holding company for Ford Motor Co. and Volkswagen AG operations in Brazil. Ford Brasil S.A. acquired the trademark in Brazil in 1967 when it took over Willys Overland de Brasil. Ford continued to manufacture the Willys Jeep until 1983.

Autolatina considers itself heir to the Jeep name in Brazil

see LATE NEWS, 2

GM sees 1,500 fewer points

Plan calls for duals, a shift to suburbs

PHIL FRAME
Staff Reporter

Faced with a projected loss of 1,500 dealerships by the year 2000, General Motors has developed a plan to encourage GM dualing and to move many dealerships out of stagnating central cities into growing suburbs.

A secret plan called Project 2000 calls for dealership mergers, more dualing in cities and rural areas, and relocation from withering markets to growth areas.

Project 2000 is a detailed marketing and market planning strategy that outlines the most desirable size, makeup and location of the company's dealer body going into the next century.

The central idea: Get GM dealerships into the best locations with the best combinations of franchises to reap the greatest possible GM market share.

The study found that only about 7,200 GM points are likely to survive until the year 2000 because of competitive pressures and demographic changes, said a GM source.

The *Automotive News* dealer census, based on figures from the company, counted 8,732 GM dealerships as of July 1, down 191 from a year earlier.

Current and former GM employees and GM dealers who have met with the company's dealer network planning officials say dealer survival strategies include:

- More metropolitan area duals.
- Emphasis on multi-franchise GM points in less populous areas.
- Relocation of dealerships, mostly from cities to suburbs, to follow the population.
- Dealership mergers.

The head of Project 2000 is Edward Roggenkamp III, 48, executive director in charge of dealer network development for GM's North American Operations. Roggenkamp, through a GM spokesman, declined several requests to be interviewed.

Roggenkamp: heads project

Project 2000 determined that the ideal dual of GM makes was Pontiac-Buick. Other allowable duals are Oldsmobile-Cadillac, Oldsmobile-Chevrolet and Pontiac-Oldsmobile. GMC Truck could be added to any but the Olds-Chevy combination.

Buick and Oldsmobile duals would be forbidden because their products and customer base are too similar. Only Oldsmobile could dual with Chevrolet.

At least for now, no fund is available to help threatened dealers move or expand to accommodate other points. But GM may relax lending rules so GM's Motors Holding Division and General Motors Acceptance Corp. can do more.

GM officials will encourage some single-point dealers to merge with other GM dealers.

Historically, GM branch offices have vehemently opposed mergers, but that policy has loosened in the past five years. In fact, the policy may turn to aggressively favoring mergers.

In small towns where only two GM points are justified, GM will suggest combining Pontiac-Buick-GMC Truck and Chevrolet-Oldsmobile-Cadillac.

In a three-dealer town, the combinations would be a Chevrolet

see DEALERS, 3

Trade pact sets off era of opportunity

MAX GATES
Staff Reporter

WASHINGTON — U.S. automakers applauded, Japanese automakers fretted, suppliers cheered and union leaders jeered after a historic handshake last Wednesday.

U.S., Canadian and Mexican negotiators agreed to create the largest trading bloc in the world: 360 million people making up a total market of $6 trillion in Canada, Mexico and the United States.

About 7,000 individual tariffs, duties and non-tariff barriers to trade will be eliminated over the next 10 to 15 years. Among them are Mexican barriers that have limited auto imports into a market that has seen four straight years of double-digit sales increases and is bound to produce a record 1 million units this year.

NORTH AMERICAN FREE TRADE AGREEMENT

But the future is more promising. Mexico has about 75 cars for every 1,000 people — far below the United States' 575. And with Mexico's economic house apparently in order, demand for cars can only grow with free trade.

FREE TRADE PACT FALLOUT

Carla Hills a tough negotiator ➤ 3
Japanese cry foul ➤ 34
UAW just says no to deal ➤ 35
Suppliers see opportunities ➤ 35

"After 20 years of stagnation, we are hungry," Volkswagen de Mexico President Martin Josephi said earlier this year.

Under the deal, rules that require Mexican cars to have 36 percent Mexican value-added content will ease to 29 percent over 10 years. Vehicles built in Mexico, Canada and the United States will have to have 62.5 percent of their parts come from any combination of the three to avoid duties.

The fine print still must be worked out. And legislatures in all three countries must approve the pact. But already the Big 3 are happy about sections that will make it difficult for newcomers — notably, the Japanese — to benefit from Mexico's opening markets, at least immediately. The Big 3, VW and Nissan are Mexico's only automakers.

To qualify for tariff-free shipment across the two borders eight years from now, autos will have to contain at least 62.5 percent North American parts. For the first four years, the domestic content requirement is 50 percent, the same

see TRADE, 34

GRABBER
GRAPHICS

HANS G. LEHMANN/HIDDEN IMAGE

Ford's next minivan bows in the 1994 model year and is built on a version of the Taurus platform. The side windows on this prototype are painted over; it was photographed during hot weather testing.

FORD'S BETTER IDEAS

Cruisin' in the '90s with 5-speed automatic, shared platforms

Second in a series.
KATHY JACKSON
Staff Reporter

Ford Motor Co. will spend about $30 billion over the next five years to improve its product lineup, with a significant portion of that money going into powertrains.

The spending could yield a five-speed automatic transmission that likely will go into a redesigned Taurus and Sable, set to debut in the 1995 or 1996 model year.

Ford could be the first automaker to introduce the five-speed automatic in the United States.

"We've experimented with the three and four-speed (automatic)," said a Ford official. "We think it's now time to go to the five."

The Ford executive also said that electric vehicle production will play a large role in Ford's plans this decade.

FUTURE PRODUCTS

An array of new and improved products will hit Ford and Lincoln-Mercury dealer showrooms between 1993 and 1997.

Some plans are firm; others are still in the dream stage but have a good chance of surviving.

A source familiar with Ford's product plans says: "Like Toyota, Ford has decided to use powertrains to differentiate itself. I think they're right."

The most long-awaited and costly program is Ford's world car project — the 1993 calendar year

see FORD,36

GM's '93 price strategy: some up, some unchanged, some cut

ARLENA SAWYERS
Staff Reporter

In an effort to remain a viable contender with carryover product in a hotly contested mid-sized market, General Motors is holding prices on some 1993 mid-sized cars.

GM also said it is reducing prices on some slower-selling cars and hiked prices on its most popular models. It is unknown if equipment levels are changed from the 1992 model year. Freight and destination charges are unchanged.

The result is a net increase of 1.6 percent on the 1993 cars priced last week, GM said. Geo cars and some GM truck models have not been priced yet.

Susan Jacobs, president of Jacobs Automotive Inc., a forecasting and consulting firm in Little Falls, N.J., applauded GM. Jacobs said because the economy will continue to be relatively soft into the fourth quarter and GM's mid-sized products are dated compared with their competition, the company i wise to compete on price.

"GM's prices are the best of th Big 3 so far," said Jacobs. "Th actual increases are in the 2 to percent range rather than the 4 to

see GM PRICE, 3

Automotive News

BARE CUPBOARD
Saturn inventory falls to 13-day supply. PAGE 4

EXECS EXIT GM CANADA
Sour dealer relationship leads to job changes. PAGE 6

FORE FOR VOTERS

▲ Harold Poling encourages Ford employees to vote. PAGE 8

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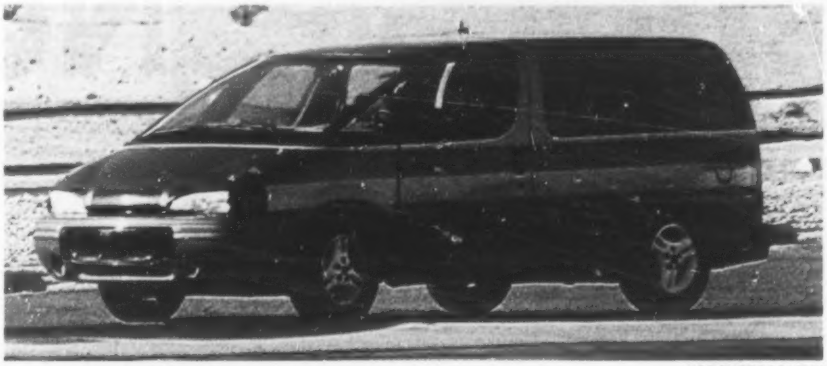
corrections

- An Aug. 10 story on Page 3 incorrectly reported Chrysler Corp.'s LH models' size. The Chrysler Concorde, Dodge Intrepid and Eagle Vision have a 202-inch overall length. The 1994 Chrysler New Yorker and New Yorker LHS will have a 207-inch overall length. All five have a 113-inch wheelbase.
- An Aug. 10 story on Page 2 misstated the performance of the 1993 Lincoln Mark VIII. It should have said the car will have more than 280 horsepower.
- An Aug. 3 story on Page 8 incorrectly referred to Carolyn Forrest as the second woman in the UAW to hold the office of vice president. She is the third woman. Olga Madar was the first, and Odessa Komer the second.



KGP PHOTOGRAPHY

New look for Trans Sport

Pontiac engineers have been spotted testing a front-end redesign for the 1994 Trans Sport minivan. The shortened front overhang design borrows from Bonneville and Grand Am such styling cues as ovoid headlamps and round fog lights mounted low in the front bumper fascia.

latenews

CONTINUED
from PAGE 1

and uses it on a version of its Pampa pickups.

Now Chrysler wants the name because it has decided to return to Brazil after a 12-year absence. In the interim, it acquired Jeep when it bought American Motors Corp. in 1987. Chrysler plans to export Dodge and Jeep models to Brazil through distributor Industrias Sao Jorge of Sao Paulo.

Rik Turner

Ford checks 2-stroke result

TECUMSEH, Mich — Ford Motor Co. is testing two-stroke Orbital engines to confirm EPA test results that indicate the engines initially meet California's Ultra Low Emissions Vehicle standards that take effect in 1998.

Peter Simons, president of Orbital Engine Co. USA Inc., said the EPA already has passed an Orbital engine with 4,000 miles under the ULEV standards, but the standards call for engines to last 100,000 miles.

Simons told media his company's engine plant in Tecumseh, Mich., will build approximately 20,000 engines in 1995, but he did not name his customers.

— Jack Keebler

Local approves GM strike

LANSING, Mich. — Members of UAW Local 602 at the General Motors body plant here last week approved a local strike over health, safety, work standards and subcontracting.

According to UAW spokesman Karl Mantyla, regional and international UAW representatives have joined the local's negotiation team. Mantyla said that if the issues are not resolved, the UAW could walk out five days after notifying GM.

The plant supplies the nearby assembly plant which produces the Pontiac Grand Am, Oldsmobile Achieva and Buick Skylark.

— Liz Pinto

Hertz to cut car purchases

PARK RIDGE, N.J. — The Hertz Corp. will cut its new car purchases by one-third in the 1993 model year, company officials said last week.

"This is in line with what Detroit has been doing, which is reducing capacity," said Joe Russo, vice president for government and public affairs.

Ford Motor Co., which owns 49 percent of the largest U.S. rental car company, announced a year ago it would begin cutting sales to fleets, and other makers followed suit.

Russo said Hertz will hold onto its cars for nine months instead of six.

— The Associated Press

Dealer settles Viper lawsuit

PONTIAC, Mich. — A lawsuit over who gets the first 1992 Dodge Viper sports car from Oakland Dodge in Madison Heights, Mich., has been settled out of court.

A prosecuting attorney, Mike Gruskin, will get the Viper for list price, but he will leave it on display at the dealership for six weeks after its arrival. Dealer Hoot McInerney doesn't know when it will arrive.

Gruskin wants to try to resell the car for a profit. He said he had a deal to buy the first car, and McInerney said he didn't.

— The Associated Press

GMAC buys British insurer

DETROIT — Motors Insurance Corp., a unit of GMAC Financial Services, has acquired Car Care Plan Ltd., a British provider of automotive breakdown insurance, for $10 million.

Car Care Plan, based in Leeds, England, has annual revenues of $73.5 million and will provide GMAC with entry into the European market.

"Car Care Plan will provide Motors Insurance Corp. with the foundation to establish a pan-European operation for mechanical breakdown insurance for new and used cars," said Joseph Pero, Motors Insurance president.

— Charles M. Thomas

Labor blamed in Maserati loss

RED BANK, N.J. — De Tomaso Industries Inc. blamed labor problems at its Maserati subsidiary for second-quarter net losses of $19.1 million on sales of $37.2 million, compared with a net loss of $1.9 million on sales of $74.8 million in the second quarter of 1991.

"The labor problems being experienced by our Maserati subsidiary which resulted in curtailed production and lost sales opportunities during the first half of the year, coupled with depressed sales of luxury cars worldwide, produced significant losses from operations," said company president Alejandro De Tomaso.

16 Hummer dealers named

SOUTH BEND, Ind. — AM General Corp. has named the first 16 dealers to sell the Hummer off-road vehicle.

The Hummer is scheduled to go on sale this fall. The company said there will be four body styles: a four-passenger hardtop, four-passenger convertible, four-passenger utility wagon and a two-passenger pickup.

AM General President James Armour said he expects to have 50 dealers nationwide by the end of the year. The first 16 dealers named last week were:

- Farrish Olds-Jeep-Eagle in Fairfax, Va.
- Smyly Autos Inc. in Malden, Mass.
- NuCar Chevrolet-Geo in New Castle, Del.
- Ed Schmidt White-GMC Truck in Perrysburg, Ohio
- Naperville Jeep-Eagle in Lisle, Ill.
- C&O Motors Inc. in St Albans, W.Va.
- Boomershine Hummer in Smyrna, Ga.
- William Lehman Isuzu in Miami
- Reeves Imports Motorcars Inc. in Tampa, Fla.
- Hummer of South Texas in San Antonio
- Bell Hummer in Phoenix
- Bob Moore Cadillac in Oklahoma City
- Medved Hummer in Wheat Ridge, Colo.
- Lee Galles Oldsmobile-Hummer in Albuquerque, N.M.
- Central Rockie Hummer in Salt Lake City
- Houston Hummer Inc. in Houston ■

briefly

No dice for Stempel guess

General Motors Chairman Robert Stempel says operations in North America have improved $1.2 billion from a year ago, "all due to manufacturing efficiency, cost reduction and the true performance of the team. I see no reason why that wouldn't continue." But he won't make any predictions about GM profitability in the second half because the future is unpredictable. In his words: "It's just like the Monopoly game when you land on the block that says 'Go to Jail.' "

THAT AWFUL WORD — Japanese competition is tough, but if you've spent a lifetime at **General Motors,** another automaker might be at the top of your splutter list. GM Chairman Stempel told a news conference that GM had no deal with **Toyota** to supply a V-8 engine for Toyota's new large T100 pickup truck. Then he noted, "We think we have a decidedly superior product, and we call that our full-sized pickup truck. Our friends across town in Dearborn" (oblique reference) "would tell you they have a decidedly superior product, called an F-" (pause) "**Ford**-something truck," (at last it's out) "and we go head to head on that."

ON THE GRAPEVINE — Parent company **Fuji Heavy Industries Ltd.** has been pruning **Subaru of America Inc.** since buying it out two years ago. "We Southerners have an expression," said Charles F. "Chuck" Worrell, a North Carolina native who became executive vice president in the latest shake-up. "If you're green, you're growing. And if you're ripe, you're rotten."

FAMILY TIES — Why didn't **General Motors'** much talked-about purchasing czar, J. Ignacio Lopez, attend this month's University of Michigan Automotive Management Briefing in Traverse City, Mich., one of the auto supply industry's premier events? Alan Perriton, GM executive director of purchasing, explained: "He is packing his home up with his wife and children to move them from Spain. He believes in the theory that says, 'No success can compensate for failure in the home.' "

BELIEVE IT — Lynn Hickey **Dodge** in Oklahoma City wants the Guinness world record people to add a category for this stunt: Dangling a van with dad inside until son had sold 2,000 vehicles during July. General Manager Wade Hickey said the store planned the event for a year and added 284 staffers to meet customer demand. "My showroom was busy from 7 a.m. to 3 a.m.," he said. Lynn Hickey was suspended 200 feet in the air. Dad dropped a tad with each sale. "Dad was in the air all day long" from July 15-25, Wade Hickey said. "He only got out late at night when all the customers were gone." The final tally: 587 new and 1,421 used vehicles sold.

2000
Dodge Cars
Dodge

Dodge dealer's dad dangles dangerously.

Mitsubishi talks Dakota

MARY CONNELLY
and KRISTINE STIVEN BREESE
Staff Reporters

Chrysler Corp. and Mitsubishi Motors Corp. are discussing the potential sale of a Mitsubishi-badged Dodge Dakota in the United States in the 1994 model year.

Talks are very preliminary. The two companies confirm only that they are considering many possibilities for product sharing.

Mitsubishi Motor Sales of America already has one pickup, the compact Mighty Max. Sales in 1991, hampered by a 25 percent tariff, were only 18,247 units. A larger truck, built in North America, should give the company more volume.

If the deal comes to fruition, it would mark the first time that Mitsubishi has sold a Chrysler-built vehicle. On the other side, Chrysler last year sold 69,118 vehicles built by Mitsubishi; that amounts to 4.6 percent of Chrysler's 1991 sales.

Ford Motor Co. builds the Navajo sport-utility for Mazda Motor of America Inc. In the 1994 model year, Mazda's U.S. dealers will retail a version of the Ford Ranger compact pickup.

Asked about the possibility of selling a version of the Dakota, a Mitsubishi Motor Sales spokesman said, "There is no such plan at this time, but considering the 25 percent duty on pickup trucks, it would be smart to keep our options open."

The mid-sized Dodge Dakota could get a Japanese badge.

Chrysler introduced the mid-sized Dakota in the 1987 model year, to fit between its Dodge Ram 50 compact and Dodge Ram full-sized trucks.

Toyota Motor Sales U.S.A. Inc. will be the first Japanese company to sell a truck larger than a compact when it begins selling its T100 pickup in November. The truck is closer to full-sized than mid-sized.

In 1991, Chrysler sold 82,336 Dakotas. The mid-sized truck, now produced only in Warren Mich., will also be produced in Toledo, Ohio, starting next summer. Depending on product mixes at the two plants, that could increase production capacity.

In July, Mitsubishi and Chrysler executives met in Tokyo to discuss future product strategy. Chrysler chairman-designate Robert Eaton and President Robert Lutz attended the sessions.

A Chrysler spokesman said the two partners have discussed "a variety of plans and future alternatives" and that such talks will continue.

Staff Reporter Richard Johnson in Tokyo contributed to this report

Saab forms Japan unit

TOKYO — Saab Automobile AB will establish a subsidiary in Japan before the end of the year, trying to improve its standing in the Japanese market.

Last year, Saab's independent importer, Seibu Motor Sales Co., sold 2,236 units in Japan, a decline of 19.8 percent from 1990. The new company, Saab Japan, will supplement Seibu.

Saab's fellow General Motors Corp. affiliate, Opel, sold just 2,725 units in 1991, and decided to use Yanase & Co., Japan's largest importer, starting in January. Yanase also handles GM models from North America.

– Saab Japan is so far independent from GM Japan.

– Mary Ann Maskery

Truck sales flatten cars in early Aug.

JIM HENRY
Staff Reporter

NEW YORK — Trucks roared through another 10-day period as light-truck sales climbed 25.5 percent. Car sales remained flat.

"Sport-utility sales are through the ceiling. In 22 years, I have absolutely never seen anything like this," said Gary Grim, the owner of Roswell (Ga.) Jeep-Eagle Inc. outside Atlanta.

Grim said 12 Grand Cherokees had just arrived last Friday. "I've got people outside now, bidding against each other," he said, and he has deposits for 85 more.

Industry sales of 267,149 cars and light trucks were 9.0 percent above a disappointing year-ago period. Car sales totaled 158,534, at a daily rate almost exactly equal to last year. Comparisons in this story are based on the daily selling rate, since there were eight selling days Aug. 1-10 this year, and nine days last year.

This year, Big 3 truck sales continue to lead the way. Light trucks accounted for 40.7 percent of early-August unit sales.

"If it weren't for trucks and vans, dealers would really be hurting," said Tom Webb, chief economist for the National Automobile Dealers Association.

Many dealers hurt anyway.

"My business has always been about 50 percent cars and trucks, and it continues to be. Trouble is, I'm not selling enough of either one," said Robert Maguire, president of Bob Maguire Chevrolet, and Saturn of Bordentown (N.J.) He said his Chevrolet sales this year will be below 600 new units, off about 50 percent from 1987.

He said Saturn is doing better by comparison, and he expects to open a second Saturn showroom next March.

GM sales rose 5.3 percent, Ford was up 18.0 percent, and Chrysler Corp. was up an estimated 28.9 percent. *Automotive News* estimates 10-day sales for Chrysler and most imports.

American Honda Motor Co. Inc. was down 6.5 percent, Nissan Motor Corp. in U.S.A. was about even, and Toyota Motor Sales U.S.A. Inc. slid 13.0 percent below a slow year-ago period, even though Lexus sales were up 14.0 percent.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Aug. 1-10, 1992	Aug. 1-10, 1991
ALFA ROMEO (Imp. car)*	40	56
Acura (Imp. car)	2,102	3,001
Domestic car	9,834	12,245
Imported car	4,127	4,084
Honda	13,961	16,329
AMERICAN HONDA	16,063	19,330
ASTON MARTIN Imported car*	1	1
BMW (Imp. car)*	1,242	972
Domestic car*	1,827	1,949
Imported car*	0	9
Domestic truck*	112	86
Chrysler Division*	1,939	2,044
Domestic car*	5,144	5,488
Imported car*	478	716
Domestic truck*	12,463	9,695
Imported truck*	85	59
Dodge*	18,171	15,958
Domestic car*	536	571
Imported car*	213	156
Eagle*	749	727
Domestic truck*	4,884	3,745
Jeep*	4,884	3,745
Domestic car*	2,993	3,192
Imported car*	297	313
Domestic truck*	4,661	3,574
Plymouth*	7,950	7,079
Domestic car*	10,499	11,200
Imported car*	988	1,195
Domestic truck*	22,300	17,100
Imported truck*	85	59
CHRYSLER CORP.*	33,872	29,553
Imported car*	68	131
Imported truck*	20	39
DAIHATSU*	88	170
FERRARI (Imp. car)*	16	16
Domestic car	26,819	26,911
Imported car	753	747
Domestic truck	32,643	27,564
Ford Division	60,215	55,222
Domestic car	2,141	4,291
Lincoln	2,141	4,291
Domestic car	8,621	8,181
Imported car	1,515	1,395
Domestic truck	272	0
Mercury	10,136	9,576
Domestic car	37,581	39,383
Imported car	2,268	2,142
Domestic truck	32,643	27,564
FORD	72,492	69,089
Domestic car	9,904	12,022
Buick	9,904	12,022
Domestic car	3,135	3,401
Cadillac	3,135	3,401
Domestic car	20,511	24,048
Imported car	1,691	2,710
Domestic truck	28,902	26,245
Imported truck	0	0
Chevrolet	51,104	53,003
GMC	8,891	7,246
Domestic car	7,032	9,486
Domestic truck	457	677
Oldsmobile	7,489	10,163
Domestic car	8,791	9,319
Imported car	223	1,629
Domestic truck	754	622
Pontiac	9,768	11,570
Domestic car	3,217	1,659
Saturn	3,217	1,659
Domestic car	52,590	59,935
Imported car	1,914	4,339
Domestic truck	38,204	34,790
Imported truck	0	0
GENERAL MOTORS	92,708	99,064
HYUNDAI*†	1,891	2,271
Imported car*	130	164
Domestic truck	1,261	672
Imported truck*	1,637	1,395
ISUZU*	3,027	2,231
JAGUAR (Imp. car)*	91	167
LAMBORGHINI (Imp. car)*	3	3
LAND ROVER Imp. trk*	48	48
LOTUS (Imp. car)*	5	5
MASERATI (Imp. car)*	4	4
Domestic car	1,205	1,114
Imported car*	2,803	2,484
Domestic truck	147	253
Imported truck*	1,798	2,611
MAZDA*	5,952	6,462
MERCEDES-BENZ Imported car*	923	952
Domestic car	739	1,814
Imported car*	1,983	1,496
Imported truck*	420	490
MITSUBISHI*	3,143	3,800
Infiniti	843	1,088
Domestic car	3,153	1,704
Imported car*	3,586	6,049
Domestic truck	3,352	2,372
Imported truck*	2,353	3,749
Nissan*	12,444	13,874
NISSAN MOTOR CORP.	13,287	14,962
PEUGEOT (Imp. car)*	4	56
PORSCHE (Imp. car)*	78	81
ROLLS/BENTLEY Imported car*	6	9
SAAB (Imp. car)*	442	433
STERLING (Imp. car)*	0	99
Domestic car	951	822
Imported car*	1,495	925
SUBARU*	2,446	1,747
Imported car	110	95
Imported truck	377	275
SUZUKI†	486	370
Lexus (imp. car)	1,481	1,461
Domestic car	6,007	7,391
Imported car	4,570	6,018
Domestic truck	1,127	0
Imported truck	2,828	5,834
Toyota	14,532	19,243
TOYOTA MOTOR SALES	16,013	20,704
Audi (imp. car)*	173	154
Imported car*	1,308	1,658
Imported truck*	15	136
Volkswagen*	1,323	1,794
VWoA*	1,497	1,949
VOLVO*†	1,289	1,153
YUGO (Imp. car)*	0	56
Domestic car	122,559	136,108
Imported car	35,975	42,317
TOTAL CAR	158,534	178,425
Domestic trk.	99,034	82,751
Imported truck	9,582	14,636
TOTAL TRUCK	108,616	97,387
TOTAL CAR & TRK.	267,149	275,812

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Saturn's cupboard is stripped bare

JIM HENRY
Staff Reporter

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Saturn Corp.'s cupboard is bare, cleaned out by growing sales, a two-week shutdown in July and the changeover to the 1993 model year.

The General Motors subsidiary reported a 13-day supply of cars as of Aug. 1, the lowest reported supply in the industry. Some dealers had no cars at all. A month earlier, the supply was 23 days.

"In my 40 years in the car business, I can't remember ever going into a new model year so clean," said Eli Bloom, chairman of Saturn of Long Island City (N.Y.). Bloom is also president of Bloom Pontiac, Long Island City.

"We are down to four or five '92s, including demos, so we are practically out of cars. We've got salesmen driving used cars," Bloom said last week.

He said he's probably lost some sales because of the shortage, but he expected the 1993s within a few days, and most customers seem willing to wait. He said he has orders for "many more than dozens" of 1993 models.

"The dealers are not getting up in arms about this, telling Saturn to ship 'em and worry about 'em later. There are too many car companies that made a living doing that, and they always regret it later," Bloom said.

Michael Lazarus, co-owner of Saturn of Massapequa (N.Y.) and a satellite dealership, said he ran out of Saturn coupes two months ago. He said the last truckload of 1992 models arrived last Wednesday morning, and the first 1993s arrived that afternoon.

He said his two Saturn showrooms sold almost 400 cars in July, but some sales were lost because of the shortage. "I'm pretty pleased. We knew there would be a dry spell in August. Saturn has done what they promised they would do."

In general, automakers seemed to have inventories in hand.

The total industry posted a 62-day supply, exactly even with the previous month. Car stocks were at 58 days, which was the same as July 1, and a little thinner than trucks.

There was a 68-day supply of light trucks, about even with a 69-day supply a month earlier.

Saturn expected many dealers to be receiving their first 1993 models this week, said spokeswoman Necole Merritt. She said Saturn would not rush the model-year changeover, even though dealers are short of cars. "Our focus is on quality, not necessarily numbers," she said.

With a 61-day supply overall, parent company GM was just below the industry average.

GM Chairman Robert Stempel said at a news conference that he was pleased with GM's inventory performance.

"We are keeping our inventories in line. Our production is very balanced, we don't have any overhang, we have a few shortages of a few models, but we think we're appropriate for this marketplace."

He projected 1992 car and light truck sales for the United States "to be around the 13.1 million level."

"None of us sees this market coming back rapidly," said Stempel. "Obviously, this strategy would be at risk if all of a sudden the consumer turned on. But we don't see much opportunity for consumers to change their minds quickly. As you know, it's flat. Consumer sentiment dropped in July, and I think we're appropriate with our inventory."

Cadillac had the fattest inventory of the GM divisions, at 97 days, after its sales fell 23.3 percent in July. Buick pared its stocks to 48 days from 64, with supplies of Regal and LeSabre models cut nearly in half. LeSabre sales jumped 83.1 percent in July.

Sales of the LeSabre, which was redesigned for 1992, are up 44.1 percent for the year to date. Buick spokesman Larry Gustin said the 1992 model year has been the best for LeSabre in eight years. He said LeSabre is the No. 1-selling full-sized car for the model year to date. "And that's retail," he said, "not fleet."

Staff Reporter Phil Frame contributed to this report.

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Internal power struggle splits VW union in Mexico

JOHN WATLING and TALLI NAUMAN
Special Correspondents

MEXICO CITY — The auto workers union locked out of Volkswagen de Mexico's Puebla plant since late July has been one of the nation's strongest and most combative labor organizations.

Volkswagen de Mexico shut the doors on workers in late July after intra-union squabbles forced the plant to close for several days.

Most immediately, the shutdown creates a shortage of Beetles — Mexico's best-selling car — and the new Golfs and Jettas now on sale in Mexico. For VW's U.S. subsidiary, it threatens the launch of the third-generation Golf and Jetta this fall.

But disputes are not new at the Independent Autoworkers Union.

VW Mexico employees founded the union in 1972, after splitting from the Mexican Workers Confederation. Under the 52-year reign of confederation leader Fidel Velazquez, the confederation has been tightly knit with employers and a pillar of the ruling Institutional Revolutionary Party.

The first head of the VW union, Juan Ortega Arenas, was expelled after a bitter factional fight in 1982. But his legacy plagued the union afterwards. Statutes and practices he developed left the organization with an executive committee hierarchy where officials receive lucrative expense accounts, company cars and other perks. Seventeen contenders sought the secretary general position in union elections late last year.

In a runoff vote, Gaspar Bueno finally defeated Jesus Valencia by 80 votes. But the seed had been planted for another battle during this year's collective bargaining.

The 15,000-member Independent Autoworkers Union called off a 35-hour strike on July 2, when labor leaders announced they had negotiated the conditions they had demanded of Volkswagen. Union officials said the contract called for a 20-percent wage hike, 4 percent benefit increase and concessions from company demands that had spurred the strike in the first place.

The company had wanted more freedom to move workers around between tasks and shifts; more power to hire non-union subcontracting personnel; less union interference in decisions on quality and efficiency improvements; open shop at 40 German supply companies Volkswagen plans to attract to Puebla; and a merit-based pay scale to replace the existing seniority system.

But four days later, the union's executive committee told members it had also signed a separate covenant with Volkswagen to achieve higher productivity through instituting Japanese-style work groups.

On July 20, union members voted to oust Bueno, citing disillusionment with leaders for not informing them about the covenant. Led by Bueno's political rival, Jesus Valencia, they collected 9,000 signatures calling for a change in union leadership. When Bueno refused to step down, employees staged a work stoppage and held a sit-in at the plant gates.

After six days of lost production, Volkswagen locked out workers and called in police. On July 26, the company petitioned the federal labor board to rescind the union contract.

If the company wins, it could sever relations with the union by firing all union workers and rehiring them on company terms. In an effort to end the conflict, Mexican Labor Secretary Arsenio Farell negotiated an accord between Bueno and Valencia to hold a new election for secretary general. But Martin Josephi, president of Volkswagen de Mexico, said the offer would not assure stable labor relations and the company would insist on cancelling the contract.

Valencia's campaign promise to restructure union statutes remained unfulfilled when Valencia rallied supporters against Bueno after the clandestine signing of the work-group covenant.

Gonzalo Texis, president of the union negotiating commission, acknowledged that those who signed the contract and covenant had no formal mandate to do so and that no vote was held to call off the strike.

Texis said commission members simply announced their progress on the contract to strikers at the Volkswagen parking lot on July 2, and after receiving applause, returned to the bargaining table to sign both the contract and the work-group covenant that sparked controversy when it was announced later. ■

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GM Brazil says new Omega is world-class competitor

RIK TURNER
Staff Correspondent

ORLANDO, Fla. — GM do Brasil's upcoming launch of the new Omega marks a sea change for the company.

The car has been been designed and built with modern manufacturing concepts, such as just-in-time delivery. But the project also took into account Brazil's integration into the world economy through the opening of its borders to imports.

The company unveiled the car to the press in Orlando this month, the first time in its 67-year history it has held such an event outside Brazil. GM said it made the move to demonstrate its belief the Brazilian-built Omega can compete with world-class cars.

Vice President Andre Beer said that initially some 25 percent of the value of each vehicle will be imported from Adam Opel AG in Germany, home of the Omega, or from GM in France, which supplies automatic gearboxes.

The company says it wants to produce as much of the car as possible in Brazil. But the main concern now is to have "reliable suppliers, wherever they are," says Jose Eugenio Pinheiro, manager of the Sao Caetano do Sul factory that produces the Omega.

With Brazilian President Fernando Collor progressively opening the country to imports, GM can now pursue a manufacturing strategy that banks on imported parts. That also increases GM's muscle when it negotiates prices with Brazilian suppliers.

Of the $380 million invested over the last 25 months, $250 million went to tooling.

The outlay is part of $1 billion the company plans to invest by 1995 to create what Beer calls "a new cycle of Chevrolet products" in Brazil.

The Omega will be launched Aug. 28th. The company will have 2,000 vehicles distributed around its 420-member dealer network.

The GLS will be fitted with the Brazilian-made, four-cylinder, 2.0-liter engine that powers the Monza sedan. The GLS will sell for under $30,000, Beer said, and compete against other Brazilian-made family sedans such as the Volkswagen Santana, Ford Versailles and Fiat Tempra.

The CD has a six-cylinder, 3.0-liter engine imported from Germany. It will sell for about $45,000 and face off against Japanese luxury imports and smaller BMW and Mercedes models.

"If we imported these two cars, they would retail for around $50,000 and $73,000, respectively," said Beer. Both models will be available initially only in gasoline-powered versions. Alcohol-driven alternatives will arrive a few months later.

Export possibilities include the Southern Cone Common Market (Brazil, Argentina, Uruguay and Paraguay), which comes into existence at the end of 1994. Another strong candidate is Chile, a highly competitive market that's now booming. ■

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	July Total	June Total
Saturn	123	—	**123**	137
Toyota	53	22	**75**	64
Honda	58	—	**58**	66
Ford	25	26	**51**	59
Lexus	49	—	**49**	50
Nissan	27	17	**44**	49
Chevrolet	21	22	**44**	50
Mazda	23	14	**37**	35
Infiniti	36	—	**36**	51
Mitsubishi	31	5	**36**	43
Acura	31	—	**31**	43
Dodge	7	14	**22**	28
Hyundai	19	—	**19**	25
Buick	18	—	**18**	17
BMW	17	—	**17**	18
Subaru	17	—	**17**	16
Volvo	16	—	**16**	22
Pontiac	15	1	**16**	19
Mercury	15	—	**15**	15
Oldsmobile	12	1	**13**	16
Isuzu	1	12	**13**	18
GMC	—	12	**12**	14
Mercedes	12	—	**12**	18
Jeep	—	11	**11**	15
Plymouth	5	6	**11**	13
VW	9	1	**10**	11
Daihatsu	6	3	**9**	3
Cadillac	7	—	**7**	12
Saab	7	—	**7**	12
Lincoln	7	—	**7**	8
Suzuki	2	4	**6**	7
Chrysler	4	1	**5**	5
Jaguar	4	—	**4**	7
Range Rover	—	3	**3**	4
Audi	3	—	**3**	3
Eagle	3	—	**3**	3
Porsche	2	—	**2**	2
Alfa Romeo	1	—	**1**	1

Saturn dealers' sales average still leads pack

KAREN DETKOWSKI
Staff Statistician

Saturn dealerships continue to leave the competition in their wake — but Toyota, the No. 2 ranked automaker in sales per dealer, keeps on showing increases.

The General Motors subsidiary topped the sales-per-dealer calculation for July with an average 123 unit sales at each outlet, down from 137 in June.

July U.S. vehicle sales dropped 11.1 percent from a month earlier, and the decline is reflected in the July sales-per-dealer calculation.

Automotive News sales-per-dealer calculations for July are based on an actual dealer census taken on July 1.

Only five makes showed increases as sales in July fell. Also, of 38 makes, 27 of them lost franchises in the first half of the year.

Toyota's dealer sales increased 11 units in July for each of its 1,190 franchises. The company's sales were up over June by 15.0 percent.

Mazda truck franchises reflected a four-unit increase per dealer in July.

There were 26 selling days in July and June.

The *Automotive News* dealer census reported Aug. 10 that Saturn's dealer network has increased by 48 dealers since Jan. 1.

In addition to Saturn, only nine other franchises increased dealers since the beginning of the year: Eagle, Lexus, Infiniti, Subaru, Mitsubishi, Lincoln, Honda, Hyundai, and Isuzu.

The remaining 27 automakers and importers in the United States lost dealers in the first half. ■

Geo line moves away from imports, fleet sales

LINDSAY CHAPPELL
Staff Reporter

Chevrolet's Geo line continues replacing import sales with North American factory output.

Import sales for the General Motors line were down more than 18.2 percent through the end of July, or about 9,300 cars.

At the same time, sales of Canadian-made Geo Trackers and Metros increased by about 18,500. Both were formerly built in Japan, and some Metros still are.

Sales of the Geo Prizm sedan, which also is built in North America, slipped by more than 10,000 units so far this year. Chevrolet is blaming that decline on cutbacks in fleet allocations this year.

Chevrolet channeled many of its nearly 100,000 Prizms last year into daily-rental fleets. An industrywide move away from such sales could cut that number by about a third this year, said a spokesman.

In the 1993 model year, which will see an all-new Prizm, Chevrolet intends to focus more on retail sales and to cut fleet activity as much as possible, a Chevrolet spokesman said. The Prizm is built by GM's 50-50 venture with Toyota Motor Corp. in Fremont, Calif.

Overall, Geo sales were off sharply in July, but only slightly for the year to date. Combined sales of cars and trucks, imported and domestic, totaled 173,975 for the period, a 1.5 percent decline from 176,671 in the first seven months of 1991.

Chevrolet Division was down 4.7 percent for the seven months. The sport-utilities saw a 1,231-unit growth in sales, to 21,020.

Sales of domestically built Metros shot up 44 percent to 56,581 units in the period. Imported Metros, primarily convertibles, increased nearly 27 percent to 9,831 units. AN

IMPORTED CAR SALES, JULY & YTD

(Domestic cars not included in imported totals.)

	July 1992	July 1991	7 Mos., 1992	7 Mos., 1991
Integra	4,757	5,632	35,538	42,297
Legend	3,212	5,883	27,085	36,600
NSX	99	201	780	1,400
Vigor	1,177	1,712	10,135	4,698
ACURA	**9,245**	**13,428**	**73,538**	**84,995**
Milano	1	1	3	3
Spider	102	126	761	991
164	97	155	1,231	1,370
ALFA ROMEO	**200**	**282**	**1,995**	**2,364**
ASTON MARTIN*	**5**	**5**	**35**	**35**
S4	73	0	175	0
80	71	135	900	1,134
90	104	62	399	732
V8 Quattro	23	16	199	278
Coupe Quattro	1	16	57	195
100/200	435	471	4,940	4,144
100/200 Quattro	159	72	973	533
AUDI	**866**	**772**	**7,643**	**7,016**
3 series	3,852	2,624	21,920	14,098
5 series	1,640	1,618	11,353	10,305
635 CSi	2	0	3	6
7 series	603	482	3,415	2,751
850i	87	96	574	1,130
M3	4	17	66	270
M5	22	22	188	238
BMW	**6,210**	**4,869**	**37,519**	**28,798**
Geo Storm	5,675	9,185	38,215	50,956
Geo Metro (import)	1,027	1,285	9,831	7,747
Geo Metro (domestic)	*9,646*	*5,830*	*56,581*	*39,230*
CHEVROLET/GEO	**6,702**	**10,470**	**48,046**	**58,703**
Colt	1,857	2,739	12,124	16,283
Stealth	1,343	1,663	10,707	11,212
Summit (import)	1,066	781	7,859	4,692
Summit (domestic)	*715*	*743*	*3,935*	*4,258*
Vista	674	745	5,291	4,455
TC	0	46	0	799
CHRYSLER CORP.	**4,940**	**5,974**	**35,981**	**37,441**
DAIHATSU	**340**	**655**	**4,614**	**3,877**
FERRARI*	**80**	**80**	**560**	**560**
FORD Festiva	**2,969**	**2,966**	**20,923**	**22,146**
Civic/CRX (import)	5,744	6,628	37,768	40,895
Civic (domestic)	*12,794*	*17,294*	*82,808*	*85,033*
Accord (import)	2,696	4,150	36,072	47,724
Accord (domestic)	*33,448*	*22,960*	*191,754*	*192,818*
Prelude	3,157	2,395	22,234	14,510
HONDA	**11,597**	**13,173**	**96,074**	**103,129**
Excel	2,862	6,219	24,165	37,573
Sonata	1,960	2,327	9,704	13,092
Scoupe	1,601	2,810	11,185	17,781
Elantra	3,034	0	19,465	0
HYUNDAI•	**9,457**	**11,356**	**64,519**	**68,446**
M30	362	690	3,038	3,398
Q45	827	2,866	6,471	8,925
G20	1,290	1,885	8,365	8,707
J30	1,735	0	6,473	0
INFINITI	**4,214**	**5,441**	**24,347**	**21,030**
I-Mark	0	6	4	80
Impulse	209	179	2,663	2,217
Stylus	440	634	3,505	5,903
ISUZU	**649**	**819**	**6,172**	**8,200**
XJ6	327	607	3,875	3,683
XJS	130	226	1,391	1,492
JAGUAR	**457**	**833**	**5,266**	**5,175**
LAMBORGHINI*	**13**	**13**	**91**	**91**
ES250/300	3,394	1,369	20,805	10,832
LS400	2,526	3,735	17,742	21,012
SC400/300	1,735	1,446	12,877	3,004
LEXUS	**7,655**	**6,550**	**51,424**	**34,848**
LOTUS*	**27**	**27**	**189**	**189**
MASERATI*	**20**	**20**	**140**	**140**
323	1,075	1,440	10,017	11,041
Protege	5,176	5,546	46,503	29,008
626 (import)	22	672	425	9,873
626 (domestic)	*4,261*	*4,005*	*29,600*	*36,266*
MX-6 (import)	10	202	121	1,189
MX-6 (domestic)	*2,495*	*870*	*15,048*	*17,374*
MX-5 Miata	2,608	2,538	16,712	22,890
MX-3	2,741	0	17,179	0
929	1,767	1,246	13,012	8,489
RX-7	614	776	3,746	4,552
MAZDA	**14,013**	**12,420**	**107,715**	**87,042**
190 class	1,050	936	9,880	8,296
300 class	1,807	1,464	14,901	10,308
S class	1,262	1,859	11,413	9,534
SL Coupe/Roadster	444	473	3,071	4,735
Tourist	53	26	328	304
MERCEDES-BENZ	**4,616**	**4,758**	**39,593**	**33,177**
Tracer	4,583	4,510	24,694	26,678
Capri	1,210	2,239	9,056	12,133
MERCURY	**5,793**	**6,749**	**33,750**	**38,811**
Diamante	4,753	2,597	15,794	6,370
Mirage (import)	631	8	4,414	15,168
Mirage (domestic)	*940*	*2,531*	*8,152*	*12,344*
Galant	2,190	2,976	15,112	22,427
Sigma	1	8	3	140
Precis	77	200	753	1,353
3000GT	801	817	6,509	7,661
Expo LRV	788	0	3,353	0
Expo	676	0	5,195	0
Wagon	0	10	5	182
MITSUBISHI	**9,917**	**7,482**	**51,138**	**53,301**
Sentra (import)	2,654	4,086	28,481	15,650
Sentra (domestic)	*11,702*	*11,001*	*69,407*	*72,023*
Pulsar	0	1	0	31
NX	568	1,181	5,053	3,869
Stanza	5,128	7,446	36,939	40,230
Maxima	5,953	12,146	46,951	58,860
240SX/200SX	2,640	3,848	17,114	19,752
300ZX	986	1,237	6,104	8,224
Hawaii	0	301	258	1,403
NISSAN	**17,929**	**30,246**	**140,900**	**148,019**
PEUGEOT	**18**	**279**	**333**	**2,381**
PONTIAC LeMans	**1,010**	**4,170**	**10,084**	**21,738**
944S/Cabriolet	131	132	793	607
911 Carrera 2	193	127	1,110	1,322
911 Turbo	25	46	259	295
911 Carrera 4	20	59	325	443
928S4/GT	21	42	117	177
PORSCHE	**390**	**406**	**2,604**	**2,843**
ROLLS/BENTLEY	**29**	**43**	**224**	**210**
900	362	227	2,496	3,091
900S	463	422	4,878	4,260
900 Turbo	281	212	2,440	2,965
9000S	515	623	3,010	2,636
9000CD	396	405	1,996	1,790
9000 Turbo	174	260	1,093	1,270
Tourist	19	18	88	63
SAAB	**2,210**	**2,167**	**16,001**	**16,070**
STERLING	**0**	**493**	**0**	**1,932**
Legacy (import)	1,071	1,380	6,236	11,754
Legacy (domestic)	*5,016*	*6,063*	*32,542*	*30,222*
Loyale	5,853	2,559	21,980	18,481
XT/XT6	0	10	0	1,027
Justy	313	583	2,304	4,360
SVX	238	0	2,028	0
SUBARU	**7,475**	**4,623**	**32,548**	**35,622**
Swift (import)	548	474	3,499	2,670
Swift (domestic)	*1*	*80*	*110*	*445*
SUZUKI	**548**	**474**	**3,499**	**2,670**
Corolla (import)	2,562	3,614	36,577	37,296
Corolla (domestic)	*20,596*	*16,323*	*89,470*	*74,103*
Paseo	3,298	3,766	23,293	7,864
Tercel	8,166	9,729	55,607	63,439
Celica	3,548	5,083	24,946	40,763
Supra	100	329	753	2,188
Camry (import)	5,900	4,232	40,575	36,697
Camry (domestic)	*18,067*	*25,951*	*121,298*	*118,840*
Cressida	443	799	2,386	5,876
MR2	465	730	3,735	6,650
TOYOTA	**24,482**	**28,282**	**187,872**	**200,773**
Cabriolet	683	637	5,141	3,764
Corrado	371	185	2,201	3,252
Jetta	2,960	3,619	19,964	23,942
Golf/GTI	763	1,355	6,948	8,672
Passat	1,059	1,536	6,800	9,531
Fox	705	958	5,931	8,529
VOLKSWAGEN	**6,541**	**8,290**	**46,985**	**57,690**
240 series	2,449	1,005	16,077	16,805
700 series	1,152	3,110	10,752	20,139
940 series	2,719	1,560	17,948	7,763
Tourist	79	90	337	315
VOLVO•	**6,399**	**5,765**	**45,114**	**45,022**
YUGO	**0**	**279**	**1,412**	**1,588**
IMPORT TOTAL	**167,016**	**194,649**	**1,198,848**	**1,235,728**

*Estimate • Includes units produced in Canada

Compiled by Karen Dotkowski

India maker expands horizons in Bangladesh

SADANANDA MUKHERJEE
Special Correspondent

NEW DELHI — Tate Engineering and Locomotive Company Ltd., India's largest manufacturer of commercial vehicles, is now setting up a joint venture in Bangladesh to assemble its trucks.

Telco's collaborator from Bangladesh is Nita Company Private Ltd., which will have a stake of 60 percent equity in the joint venture, valued at 27 million ruppees, or about $900,000.

to set up a base there. Under the new rules, completely built-up vehicles pay a 95 percent duty, while complete knock-down kits pay 28 percent.

The company's exports have been rising. In the most recent 12-month report, Telco exported 5,983 vehicles, up 89 percent over the previous year. Telco increased exports to Bangladesh, Malaysia and Sri Lanka and established new markets in Bolivia, Kenya, Malta, Morocco and Mozambique.

The company is exploring markets of some Euro-

AUCTION DIRECTORY

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Deadline for the Sept. 14 Issue
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[illegible]

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[illegible]

Metro Milwaukee Auto Auction. GM Sponsored auctions Tues., consignment sale Wed., Chrysler Cr, FMCC, GMAC, Thrifty RAC, Isg. 1-800-662-2947, Caledonia, WI.

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TRADE

Auto accord key to North America pact

continued from PAGE 1

as under the current U.S.-Canada Free Trade Agreement. It rises to 56 percent after four years.

The deal also spells out a new method for calculating "domestic" content. Individual parts will be traced back to their source to establish their "true" North American content. That should get rid of some of the mystery behind the count and avoid disputes that have scarred the existing U.S.-Canada Free Trade Agreement.

In addition, the auto portion does away with the "roll-up" and "roll-down" system for counting key components. That has skewed the numbers — and created conflict — by allowing companies to count a part as 100 percent domestic even if it contained 49 percent offshore components, and calling a part 100 percent imported even if it had 49 percent local content.

Mexico expects difficult times during the early years of free trade. Its long-protected parts industry could be especially hard hit. But the hope is that foreign investment and increased markets for Mexican products will bring unprecedented prosperity to a nation eager to move from a state-controlled economy to a free market.

For Canadians, the deal means confronting once again a decision between protectionism and international trade.

The 4-year-old U.S.-Canada Free Trade Agreement has been blamed for the country's current recession and high unemployment. Critics say a three-nation treaty will just make things worse.

NORTH AMERICAN FREE TRADE AGREEMENT

But Canadian leaders defended the pact, saying it will bring new markets and long-term economic benefits.

THE AUTO DEBATE

The automotive sector was one of the last major pieces of the agreement to be put into place after 14 months of talks. The deal was struck after 14 intense days of top-level negotiations at the Watergate complex in Washington.

As the talks dragged on, U.S. interests worried that U.S. Trade Representative Carla Hills and her team would give away too much.

But there were no signs of a last-minute giveaway.

General Motors Chairman Robert Stempel was happy with the North American content rule.

"In the eleventh hour, I think our negotiators did a spectacular job. They brought Mexico along, moved Canada and the number came out 62.5 (percent)."

But Ford Motor Co. and Chrysler Corp. officials were less enthusiastic. They wanted North American content set at 65 percent, the figure endorsed by the Big 3.

Ford Chairman Harold Poling said 65 percent was necessary "to assure that tariffs are eliminated only for those companies that have made or are willing to make substantial economic commitments in North America."

Chrysler also was disappointed in the percentage, but said the agreement on balance was favorable to the company.

In Japan, the Ministry of International Trade and Industry will ask for a thorough review of the agreement by the secretariat of the General Agreement on Tariffs and Trade. MITI argues the change in local content regulations might violate international tariff rules.

The agreement may also open the door to U.S.-based auto dealers to set up shop or do joint deals with Mexican retailers. Progressive Mexican dealers have been studying the likes of Lexus and Saturn counterparts in hopes of becoming world class once trade doors open.

U.S. parts makers also will gain by enjoying greatly expanded access to Mexican markets. They also stand to pick up more business from Japanese transplants trying to meet the higher North American content requirements.

JOB LOSS FEARS

The three nations have issued a 44-page summary of the agreement, but many details are still to be written before the text is formally submitted to Congress, probably in early September.

Predictions of job losses came from all three countries.

"This deal in its present form will vaporize thousands and thousands more good-paying U.S. jobs," said UAW President Owen Bieber.

Canadian Auto Workers President Basil "Buzz" Hargrove said the three-nation pact will increase his country's job losses in recent years, which he blamed on the U.S.-Canada Free Trade Agreement. "With hundreds of thousands of job losses and the erosion of social programs, the expansion of FTA into the NAFTA will be of no benefit to Canadians."

Pablo Cuellar, an economist with the Monterrey, Mexico, Chamber of Commerce, predicted job losses in his country, at least in the early years of the deal.

"Many Mexican businesses will simply disappear" because they are small and unable to compete, Cuellar told the Associated Press.

U.S. and Canadian labor leaders fear automakers will transfer jobs to Mexico to take advantage of cheaper labor and relatively relaxed environmental protection costs.

But Mexican economist Roberto Salinas-Leon, a free-market advocate currently working at the conservative Heritage Foundation in Washington, argues that Mexican labor isn't all that cheap.

First, wages are bound to rise as Mexicans increasingly share in the profits of an open economy, Salinas-Leon said last week.

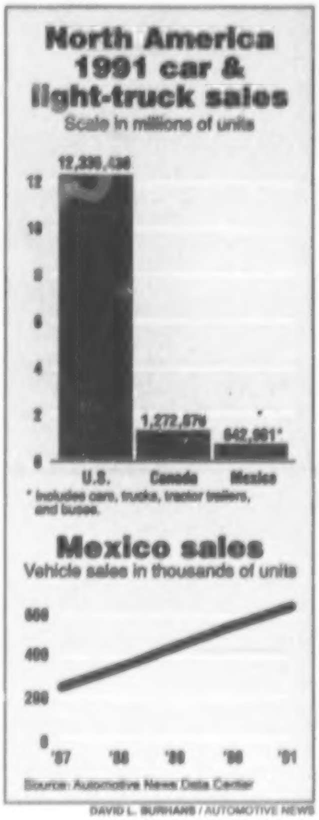
But even now, Mexican labor isn't cheap because low productivity more than offsets low wage rates, he said. "So Mexican labor is actually more expensive."

Meanwhile, the first shots have already been fired by Congressional critics of the deal.

They are particularly concerned about environmental protection along the U.S.-Mexican border and funding for worker compensation and retraining for those who lose their jobs under NAFTA.

House Ways and Means Committee Chairman Dan Rostenkowski, D-Ill., has scheduled hearings in early September. EPA Administrator William Reilly and Trade Representative Hills will be key witnesses.

Automotive News staffers Phil Frame in Detroit, Mary Ann Maskery in Tokyo, Jeremy Sinek in Toronto and Lindsay Chappell in Nashville, Tenn., contributed to this report.



North America 1991 car & light-truck sales

Scale in millions of units

* Includes cars, trucks, tractor trailers, and buses.

Mexico sales

Vehicle sales in thousands of units

Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

Deal is far from done

WASHINGTON — Canada, Mexico and the United States spent 14 months negotiating the North American Free Trade Agreement. Here's what the United States needs to do before the deal can take effect:

■ Trade negotiators from the three countries must complete the fine print on a formal legal text. President Bush is expected to submit it to Congress after Labor Day. Hearings have already been scheduled for September.

■ Congress has 90 days to vote — but it will be out of session and on the campaign trail most of that time. If a simple majority says yes, Bush could sign the pact as soon as December. Under "fast-track" authority granted by Congress, the deal can't be amended.

■ If it is signed, another fight could come early next year. That's when Congress will be required to pass laws to implement the deal. More hearings could be held.

■ If Bush is re-elected, Democrats will likely want to spend more than Bush wants to protect Mexico's environment and to compensate and retrain U.S. workers who lose their jobs because of free-trade.

If Bill Clinton wins, his administration would likely commit more funds to those causes. That should make passing the implementing laws easier — if Democrats remain in power in Congress.

■ Legislatures in Canada and Mexico also must approve the deal.

— Max Gates

Pact changes CAFE content game

LINDSAY CHAPPELL
Staff Reporter

The new free-trade accord will permit automakers to count Mexican-made parts as "domestic content" and gives new flexibility for meeting U.S. corporate average fuel economy standards.

EPA rules require producers to classify cars as either domestic or import depending on whether they have 7[illegible] percent or more U.S. and Canadian content. Both fleets must average at least 27.5 mpg.

The EPA's definition of "content" is more liberal than the one used to determine duty-free trade. But in EPA's eyes, Ford Motor Co.'s Mexican-built Tracers have enough U.S. and Canadian content to qualify as "domestic."

Conversely, Ford uses enough "non-domestic" content in its Crown Victoria for it to qualify as an import. That big Canadian-built cars is averaged among Ford's high-mpg imports.

The new option, which takes effect three years after the pact's enactment, will allow carmakers to count Mexican parts in either camp. Counting Mexican parts, the Crown Victoria currently has more than 75 percent U.S., Canadian and Mexican content. But Ford won't have to count the Mexican parts as domestic, so it can still classify the cars as imports.

Japanese transplants decry increase in content levels

'Costly changes in tooling' needed

LINDSAY CHAPPELL
Staff Reporter

Japanese transplant carmakers in Canada and the United States see trouble in the North American Free Trade Agreement.

The Japan Automobile Manufacturers Association in Washington immediately called it "a giant step in the wrong direction."

The Japanese wanted a 50 percent North American (United States, Canada, Mexico) content level for duty-free trade. The agreement starts at that point, but raises it to 62.5 percent over eight years.

"As a result, there will be costly changes in the tooling and production plans of Japanese automotive plants operating in the U.S. and Canada," said a statement from the trade association.

The Japanese firms will be at a disadvantage because the Big 3 will be able to count their Mexican content as domestic. The Big 3 all build engines and other components in Mexico. Nissan Motor Co. Ltd. is the only Japanese company building cars in Mexico. It also builds engines and parts and will soon open a second assembly plant.

A spokesman for Toyota's Canadian plant in Cambridge, Ontario, noted that this will be the second time the government has changed content rules since Toyota began operations there in 1988. In 1989, the U.S.-Canada Free Trade Agreement changed the process for counting content.

"The tougher NAFTA rules won't affect the traditional American manufacturers," said Toyota spokesman Adrean Korstanje. "They make it more difficult for new entrants into the industry, while giving a privileged status to the traditional companies."

But Neil DeKoker, president of the Automotive Parts Manufacturers' Association of Canada, said the deal will not put free trade out of reach of the Canadian transplants.

He said that the eight-year phase-in should give the transplants time to source whatever additional content they require.

"Most of the transplants are already in good shape for meeting the new rules," DeKoker said. "They have announced major global sourcing plans that should increase what they're already sourcing here. Surely within eight years they will be where they need to be."

In addition, changes in the way that content origin will be traced could add 3 to 4 percent to existing levels, he said.

Under present rules, components with 50 percent or less U.S. or Canadian content are "rolled down" to count as zero. Components with at least 51 percent are "rolled up" to count as 100 percent local.

The rules resulted in an entire Ohio-made Honda engine, with an estimated value of $1,500, being rolled down to zero when U.S. Customs calculated the content of Honda's Ontario-made cars this year.

Under the proposed new trade rule, even if the Ohio engine contains only 49 percent "domestic" parts, at least that much of its value would be included in the completed car.

Toyota Motor Corp., Honda Motor Co. and Suzuki Motors Corp. have been struggling to convince U.S. trade officials that their Canadian-built cars meet the existing 50 percent North American-content requirement.

Toyota, and Suzuki's 50-50 joint venture with General Motors of Canada, are under audit by the U.S. Customs Service to prove their 50-percent claims.

"We have easily met the 50-percent requirement" under the U.S.-Canada Free Trade Agreement," said Gail Neuman, vice president of human relations at Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn., which produces some vehicles for Canada. "I don't have any idea whether we would qualify under the new level."

Earlier this year, Customs informed Honda that its Ontario-built Civics contained only 46 percent local content. Honda had calculated the level at 69 percent.

"We still believe our cars meet the required content level," said a spokesman for Honda of America Manufacturing Inc. in Marysville, Ohio. "We really don't know what the new rules will mean for us, or how they will be implemented. It will take us some time to study it."

UAW just says 'no' to pact

Union sees exodus of jobs to Mexico

LIZ PINTO
Staff Reporter

NORTH AMERICAN FREE TRADE AGREEMENT

While economists, business leaders and the White House touted the joys of free trade with Mexico, the UAW shouted "no."

President Bush "has just driven another nail into the American auto worker's coffin," said Jim McNeil, president of UAW Local 600 at Ford Motor Co.'s assembly plant in Dearborn, Mich.

The sentiment was echoed by other UAW local officials across the country.

"You know if George Bush was involved in it, it wouldn't help the working class," said Jimmy Hyde, secretary/treasurer of UAW local 10 at General Motors' assembly plant in Doraville, Ga. "It will benefit business if Bush had anything to do with it."

The UAW contends that the North American Free Trade Agreement will drain the United States and Canada of automotive manufacturing jobs that have been the backbone of the economy. The union says free trade means high-paying manufacturing jobs will move south of the border, where auto workers earn about $100 a week.

U.S. businesses argue the agreement will increase American jobs by making businesses better able to compete against Pacific nations and a unified Europe.

Leo Troy, professor of economics at Rutgers University in New Jersey, said the only way to increase living standards in Mexico is to enrich the country through investment.

"You cannot get people out of poverty without economic growth within the country, and a free-trade agreement will accomplish this," Troy said.

But he also agreed with union members who say the United States will lose unskilled automotive manufacturing jobs to Mexico. This, he says, should be an incentive for auto workers to gain more skill and education because the highly skilled jobs will stay in the United States.

"Competition forces you to face facts," Troy said, "The U.S. auto industry has been somewhat sheltered from foreign competition in the past, but now that protection will be stripped away. But those people entering the work force will see that they need more skills and education to get good paying jobs, and those who don't retire from the industry will have time to get retrained and re-educated.

"The agreement is a positive thing and will benefit us by making the U.S. a country with a highly skilled work force which will enjoy a higher standard of living because products will be cheaper to buy."

Not so, says Billy Jackson, president of UAW Local 2164 at GM's plant in Bowling Green, Ky.

"Passing of the free-trade agreement will result in lower wages, fewer jobs and a reduced standard of living for the majority of U.S. workers," Jackson said.

Troy said the key reason U.S. workers have enjoyed a high standard of living is because they live in the world's largest free-trade area. The agreement builds on the that premise.

But with GM planning 21 plant closings and 80,000 layoffs in North America, auto workers find themselves behind the eight ball once again.

Bob Harlow, president of UAW Local 1776 at GM's assembly plant in Ypsilanti, Mich., lost a bid to keep his plant open earlier this year. He says GM's decision to keep a plant in Arlington, Texas, instead was tied to the free-trade plan. GM wanted a nearby source for cheaper-made parts, Harlow claims.

All the union local officials interviewed for this story said the free-trade deal has motivated members to back Bill Clinton for president.

Clinton has supported free trade with Mexico. But in a speech at the recent UAW convention in San Diego, Clinton said he would fight to force Mexico to raise its labor, wage, safety and environmental standards to keep investment flowing into the country.

UAW President Owen Bieber said in a prepared statement, "We'll be working to elect a president and congressional representatives who understand it's both possible and desirable to expand trade so that it benefits working people instead of economic elites."

1990 AUTO WORKER COMPENSATION

(Hourly average, in U.S. dollars)

U.S.	CANADA	MEXICO
21.93	19.23	2.75

Source: U.S. Bureau of Labor Statistics

> "President Bush has just driven another nail into the American auto worker's coffin."
>
> **JIM McNEIL**
> UAW LOCAL 600 PRESIDENT

Suppliers welcome more access

Trade group sees more export sales

LINDSAY CHAPPELL
Staff Reporter

New access to the Mexican market has U.S. and Canadian suppliers excited about the North American Free Trade Agreement.

Two large U.S. supplier trade groups and the major Canadian parts group expressed the same two sentiments over the proposal.

All three predicted that North American suppliers will find new export sales in Mexico once tariffs are eliminated and import restrictions curbed. They also said that easier foreign-investment rules in Mexico will give the industry new manufacturing flexibility.

The proposed rules would shave current Mexican requirements for 36 percent Mexican value-added content to 29 percent. The rules would eliminate Mexico's 15- to 20-percent tariff on most imported parts, and also the 2- to 6-percent U.S. tariffs on Mexican parts.

The pact would also allow North American firms to invest freely in new Mexican plants and to take over joint ventures. Foreign firms now are restricted to a 40-percent stake.

The plan also would require vehicles to contain at least 62.5 percent North American content in order to qualify for tariff-free movement among the three countries. That will press Japanese and German automakers on the continent to source more local components.

The 1,200-member Automotive Parts and Accessories Association in Bethesda, Md., said the agreement "opens the door to unprecedented North American and vehicle and parts-market growth."

Despite prospects that northern suppliers could take a new chunk of its traditional business, even the Mexican parts industry spoke optimistically about the accord last week.

"If the regulations remained as they are today, it would be better than under the negotiated rules," said Ernesto Garza, president of the Auto Parts Manufacturers Association of Mexico. "But we are aware that these changes are necessary in order to obtain free trade.

"There will be some Mexican companies who will not be able to compete. But in general, the parts industry will have the opportunity to grow and reach economies of scale that will make it competitive with parts makers in the United States and Canada."

Recent trade trends were already encouraging the industry. While Mexican parts sales to the United States have been booming in recent years, U.S. sales to Mexico have been booming louder.

As a result of liberalized trade, the United States recently erased its long-standing auto-parts trade deficit with Mexico. In the past three years, Mexican imports of U.S. auto parts have doubled to $5.4 billion a year.

That gave the United States its first parts-trade surplus with Mexico last year since the U.S. government began monitoring the trade in the 1970s. The 1991 surplus was $529 million, up from a $1 billion deficit two years before. In the first quarter of '92, the balance lapsed back to a $230-million deficit.

Rewards, costs of deal

Some potential winners and losers under the proposed North American Free Trade Agreement:

WINNERS

- **U.S. and Canada assembly plants:** Big 3 plants in the United States and Canada are expected to enjoy new demand from an opened Mexican market. Imports accounted for 1.5 percent of the Mexican Big Five's 614,823 sales last year. Most came from the United States. Once Mexico's restraints on imports are lifted, U.S. automakers could serve an expanding Mexico through underutilized U.S. plants.
- **Large U.S. retailers:** Mexico currently has 1,020 auto retailers. By U.S. standards, the Mexican retail network is antiquated. With relaxed rules on foreign investment, aggressive U.S. dealers could find opportunities for partnerships or direct investments in Mexico.
- **U.S. and Canadian suppliers:** They see the deal as a chance to boost sales to Mexican assembly plants, to Big 3 plants that would sell more to Mexico, and to Japanese transplants who now face higher North American content requirements.
- **Mexican labor-intensive suppliers:** Mexico's near-term advantage is in labor-intensive products, in part because worker compensation costs are low. Large numbers of "high touch" suppliers set up maquiladora plants in the 1980s.

James Womack, an industry consultant who advised the Mexican government on the trade pact, believes that demand for some low-priced Mexican commodity items, such as wire harnesses, batteries and seating material, will rise.

- **U.S. and Canadian high-tech suppliers:** As vehicle assembly increases in Mexico, the need for U.S. and Canadian technical services and products will grow, says James Mateyka, vice president of Booz-Allen & Hamilton Inc., a consulting firm. Likely beneficiaries: engineering services, castings firms, electronics and computer-system suppliers.

LOSERS

- **Mexican-built big cars:** With restraints on imports, Mexican plants often supply a wide variety of models. Booz-Allen's Mateyka believes an open door to the north will make such plants redundant and lead to greater rationalization with U.S. and Canadian plants.

Womack predicts the shift should create an opportunity for low-cost Big 3 vehicle production in Mexico. "Mexico gives Detroit the chance to reclaim the bottom section of the market that they handed over to East Asia. There's really no way Japan or Korea can compete with Mexico," he said.

- **Japanese transplants:** The 62.5 percent domestic content threshold stands as a hurdle for Japanese assemblers in North America who want tariff-free treatment. But the push to catch up could also backfire on U.S. suppliers if Japanese automakers turn to Japanese second-tier and third-tier transplant suppliers.

— Lindsay Chappell

MEXICO'S FIVE AUTOMAKERS NORTH AMERICAN PRODUCTION

	Canada	United States	Mexico
Chrysler plants	4	7	2
1991 production	406,866	1,074,850	194,121
Ford plants	3	16	2
1991 production	428,753	2,428,942	222,523
GM plants	4	26	2
1991 production	697,431	3,619,864	192,514
Nissan plants	0	1	1
1991 production	0	265,023	142,824
VW plants	0	0	1
1991 production	0	0	208,901

Source: Automotive News Data Center

What the trade agreement means for the auto industry

Trade negotiators waded through some 20,000 government regulations and 9,000 separate tariffs in order to draft the North American Free Trade Agreement.

The exact agreement — which has not been fully released by the U.S, Canadian and Mexican governments — is long and complex, treating each tariff separately.

The following provisions affect the auto industry:

- Mexican rules that limit import sales will be reduced as the 1989 Mexican Auto Decree is phased out over 10 years.
- Mexican vehicle parts will be counted as "domestic" for EPA fuel-economy accounting after three years. Definitions of local content continue to be much stricter for determining duty-free trade status than for U.S. fuel-economy fleets.
- U.S. tariffs on car and engine imports from Mexico are eliminated immediately; trucks will take five years. Mexican tariffs on U.S. automotive products are cut in half immediately.
- Mexican duties of about 15 percent on most U.S. and Canadian parts are eliminated after five years.
- Mexican requirements for balanced trade are eased, which now force importers to re-export larger amounts.
- Mexican value-added content requirements are reduced from 36 to 29 percent over 10 years.
- Mexican import limits on medium- and heavy-duty trucks are eliminated after five years.
- The North American content requirement for tariff-free movement reaches 62.5 percent after eight years. The current U.S.-Canadian level is 50 percent.
- U.S. trade accounting principles for determining North American vehicle content are clarified and streamlined. "North American" or "domestic" content will now mean U.S., Canadian — and Mexican.
- Restrictions on greenfield investments are eliminated.
- Takeover of Mexican joint ventures by U.S. or Canadian partners will be allowed after five years, with Mexican government approval.
- Both commercial and consumer barriers to the Mexican auto-financing market are eliminated.

— Lindsay Chappell

STRAUSS

NADA chief urges focus on quality

continued from PAGE 3

"Look at the growth of brokers — they prosper because customers are apprehensive. Well, who caused all this anxiety? No other business in the world has these kinds of middle men, so why should we have them in our business?"

Not that the manufacturers are infallible. Strauss scolds them for their addiction to using customer rebates. "Rebates create problems on the floor for managers and destroy the integrity of pricing," he said. "The customer doesn't know what's going on because the sticker means nothing.

"Price is the wall between the customer and the salesman," said Strauss. "We have to tear down that wall so price becomes less of a concern, so customers focus on the quality of the dealership and the products."

He is an advocate of price-point marketing — pricing a vehicle and letting customers decide whether price and value match.

Ford Motor Co. has tinkered with such pricing with mixed success. In 1990 the automaker switched from consumer to dealer incentive programs across nearly all of its car and truck lines, but when other automakers failed to follow its lead, Ford returned to consumer incentives.

More recently, Ford has experimented with value pricing on its Escort and other vehicles with more success. Value pricing is one price for all models of a vehicle with a set option package, regardless of the body style.

Although Strauss is a proponent of value pricing, he said there are potential hazards.

He said manufacturers must include a profit for dealers — he suggests a 10 percent gross profit on a vehicle. And he said dealers should avoid undercutting each other.

"When Ford introduced value-pricing on the Escort for $9,999, it was a good value," he said. "But the dealers weren't satisfied, and immediately started cutting the price. Customers got confused because national advertising and local advertising didn't tie in."

Since Strauss took office in February, he has witnessed several important milestones for dealers.

Ford took a leadership role by hiking the markup for parts replaced under warranty to 35 percent from 30 percent on 1993 models and 40 percent on 1994 models. That was followed by Toyota Motor Sales U.S.A. Inc.'s decision to pay 45 percent on 1993 models.

Manufacturers are resolving the program car dilemma by reducing the volume of rental fleet vehicles, thus raising the mileage on program cars and making them less of a threat to a new-car sale.

Strauss hopes to resolve the tax dilemma dealers face when selling extended service contracts. He said NADA is close to a settlement with the Internal Revenue Service that will help dealers.

But his main concern is to tell dealers that the industry is undergoing change, and they must look hard at some of their practices so they can start making a profit in their new-car departments.

Says Strauss: "If dealers continue to lose money in their new-car departments, then the number of dealers will continue to dwindle. We can't stay in business when the largest revenue producer in the dealership operates in the red."

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES (STORY PAGE 4)

Vehicles are domestic unless noted. Vehicles are cars unless noted.

		Days' Supply	
	Units	Aug. 1, 1992	July 1, 1992
ALFA ROMEO (imp.)	900	117	96
Acura (imp.)	35,500	100	72
Domestic car	85,400	48	53
Imported car	36,500	82	58
Honda	121,900	55	54
AMERICAN HONDA	157,400	61	57
BMW (imp.)	15,500	65	67
Summit	4,000	145	178
Talon	9,500	95	81
Premier	200	66	61
Wrangler (trk.)	5,100	38	40
Cherokee (trk.)	24,800	73	55
Grand Cherokee (trk.)	7,700	28	37
Comanche (trk.)	700	88	77
Total Jeep-Eagle	13,700	105	98
Total Jeep-Eagle (imp.)	6,100	149	122
Total Jeep-Eagle (trk.)	38,300	50	46
Laser	7,900	90	101
Sundance	15,900	92	62
Acclaim	14,500	73	87
Voyager (trk.)	32,300	53	46
Total Plymouth	38,300	83	77
Total Plymouth (trk.)	32,300	53	46
LeBaron A	5,700	81	90
LeBaron J	10,600	44	64
Fifth Avenue	7,000	53	57
Imperial	1,400	117	70
New Yorker	2,800	70	81
Town & Country (trk.)	1,200	21	24
Total Chrysler	27,500	55	68
Total Chrysler (imp.)	12,900	133	126
Total Chrysler (trk.)	1,200	21	24
Shadow	16,000	67	47
Monaco	200	130	93
Daytona	4,500	80	123
Spirit	14,100	78	89
Dynasty	9,300	40	36
Vans (trk.)	15,800	77	73
Ram Wagon (trk.)	1,300	31	21
Caravan (trk.)	34,300	48	40
Caravan C/V (trk.)	600	23	33
Ram 50 (imp. trk.)	3,200	195	231
Ramcharger (trk.)	700	54	54
Dakota (trk.)	33,600	83	76
Pickups (trk.)	18,700	79	83
Total Dodge	44,100	62	55
Total Dodge (imp.)	6,800	132	115
Total Dodge (trk.)	106,200	65	58
Total domestic car	123,500	69	67
Total imported car	25,819	136	122
Total domestic truck	178,800	58	52
CHRYSLER CORP.	329,400	68	60
Escort	65,400	76	79
Mustang	19,800	72	59
Tempo	27,700	38	37
Taurus	54,700	48	42
Thunderbird	15,800	47	56
Probe	16,400	67	73
Crown Victoria	22,800	54	67
Vans (trk.)	43,200	95	103
Aerostar (trk.)	21,800	39	36
Club Wagon (trk.)	2,900	27	36
Ranger (trk.)	59,400	67	75
Bronco (trk.)	5,500	69	59
Explorer (trk.)	47,800	48	51
Pickups (trk.)	128,500	80	78
Total Ford Div.	222,600	55	54
Total Ford Div. (imp.)	11,500	101	84
Total Ford Div. (trk.)	312,000	66	67
Topaz	13,600	41	49
Sable	19,900	49	49
Cougar	11,800	56	70
Grand Marquis	21,300	59	61
Villager (trk.)	2,900	204	0
Total Mercury	66,600	51	55
Total Mercury (imp.)	17,400	78	107
Total Mercury (trk.)	2,900	204	9
Continental	8,000	81	75
Town Car	15,900	49	46
Mark VII	1,400	75	136
Total Lincoln	25,300	57	55
Total L-M Div.	91,900	53	55
Total domestic car	314,500	55	55
Total imported car	28,900	86	98
Total domestic truck	312,000	66	67
FORD MOTOR CO.	655,400	63	61
Somerset	10,200	45	52
Century	13,100	37	40
Regal	19,400	39	60
LeSabre	19,000	44	65
Roadmaster	10,800	58	68
Park Avenue	17,000	82	93
Riviera	3,400	78	90
Total Buick	92,900	48	64
Allante	1,100	119	163
Seville	13,100	120	129
DeVille	13,700	62	33
Brougham	4,600	212	248
Eldorado	11,500	124	161
Total Cadillac	43,900	97	89
Geo Prizm	17,700	46	60
Cavalier	37,800	57	57

		Day's Supply	
	Units	Aug. 1, 1992	July 1, 1992
Camaro	12,700	52	55
Corsica-Beretta	17,800	36	30
Lumina	44,500	50	54
Caprice	18,900	46	46
Corvette	5,400	108	77
Vans (trk.)	34,300	99	117
Sportsvan (trk.)	1,500	72	39
Geo Tracker (trk.)	13,700	94	84
Astro (trk.)	29,400	74	67
Lumina APV (trk.)	9,500	68	55
S10 (trk.)	47,100	66	83
S10 Blazer (trk.)	28,800	53	65
Blazer (trk.)	4,500	66	54
Suburban (trk.)	4,500	22	24
Pickups (trk.)	113,000	75	74
Total Chevrolet	154,800	44	46
Total Chevrolet (imp.)	61,300	238	178
Total Chevrolet (trk.)	286,300	78	73
Achieva/Calais	26,900	84	99
Cutlass Ciera	13,800	36	33
Cutlass Supreme	15,000	58	57
Eighty Eight	23,200	114	102
Ninety Eight	9,200	63	55
Toronado	2,200	95	129
Sihouette (trk.)	3,300	74	59
Bravada (trk.)	2,300	87	69
Total Oldsmobile	90,300	66	62
Total Oldsmobile (trk.)	5,600	78	63
Sunbird	11,200	47	53
Firebird	6,100	76	69
Grand Am	28,700	45	36
Grand Prix	15,100	41	45
Bonneville	20,500	55	72
Trans Sport	7,600	87	56
Total Pontiac	81,600	48	48
Total Pontiac (imp.)	4,600	118	92
Total Pontiac (trk.)	7,600	87	56
Vans (trk.)	16,600	115	147
Safari (trk.)	12,600	88	76
S15/Sonoma (trk.)	14,600	87	104
S15 Jimmy (trk.)	10,500	69	83
Jimmy (trk.)	2,300	126	136
Suburban (trk.)	3,100	43	54
Pickups (trk.)	39,000	73	91
Total GMC (trk.)	98,700	79	93
Total Saturn	11,000	13	23
Total domestic car	474,500	48	52
Total imported car	65,900	222	166
Total domestic truck	398,200	72	77
GENERAL MOTORS	938,600	61	63
HYUNDAI (imp.)	25,100	69	60
Imported car	1,900	76	74
Truck (dom./imp.)	42,900	136	116
ISUZU	44,800	153	112
JAGUAR (imp.)	1,400	80	40
Domestic car	12,800	49	49
Imported car	35,800	66	64
Truck (dom./imp.)	26,600	77	112
MAZDA	75,200	58	74
MERCEDES-BENZ (imp.)	8,500	48	30
Domestic car	17,000	68	67
Imported car	25,300	66	80
Imported truck	7,800	96	123
MITSUBISHI	50,100	69	79
Infiniti (imp.)	7,900	49	48
Domestic car	28,200	63	61
Imported car	91,800	133	63
Truck (dom./imp.)	53,800	119	95
Nissan	173,800	93	71
NISSAN MOTOR CORP.	181,700	90	69
PORSCHE (imp.)	1,300	87	91
RANGE ROVER (imp. trk.)	800	85	88
SAAB (imp.)	4,500	53	37
Domestic car	28,400	147	135
Imported car	19,100	66	99
SUBARU	47,500	99	117
Car (dom./imp.)	2,400	114	123
Truck (dom./imp.)	6,400	88	100
SUZUKI	8,800	119	105
Lexus (imp.)	5,900	20	22
Domestic car	26,800	18	27
Imported car	36,700	39	47
Imported truck	34,400	34	47
Toyota	97,900	28	38
TOYOTA MOTOR SALES	103,800	28	37
Audi (imp.)	6,700	201	173
Volkswagen (imp.)	29,900	119	101
Volkswagen (trk.)	300	103	65
VWoA	36,900	119	109
VOLVO (imp.)	11,900	48	41
Domestic car	1,111,100	51	54
Imported car	525,300	82	70
TOTAL CAR	1,636,400	58	58
Domestic truck	889,063	67	63
Imported truck	173,100	75	84
TOTAL TRUCK	1,062,100	68	69
TOTAL STOCK	2,698,500	62	62

GM PRICE

Overall increase averages 1.6%

continued from PAGE 1

percent range we're seeing from Ford and Chrysler."

GM's pricing strategy was apparent. The 1993 prices on the mid-sized Pontiac Grand Prix are unchanged from final 1992 prices, while Chevrolet concentrated the Lumina price increase on the coupe. Chevrolet made the V-6 engine and air conditioning standard on the coupe, driving the price up by $1,490. Prices on other Lumina models are unchanged.

The price increases on the Buick Regal were modest, but hikes on other mid-sized cars were substantial. Buick Century Custom sedan was increased $1,150, and Oldsmobile Cutlass Ciera S sedan rose $1,444. Prices on Oldsmobile's Cutlass Supreme S sedan and coupe remain unchanged while the Cutlass Supreme International was increased by $1,004.

Chrysler Corp.'s 1993 Dodge Intrepid, Eagle Vision and Chrysler Concorde are coming, and Ford Taurus and Mercury Sable already have a comfortable niche.

While Chrysler's LH sedans and the Taurus/Sable duo have airbags, GM's carryover Lumina, Cutlass Supreme, Regal and Grand Prix won't be equipped with airbags until the 1994 model year.

Prices on the Chevrolet Cavalier and Pontiac Sunbird were reduced. For example, the price of the Sunbird LE coupe was lowered $238 and the Cavalier sedan was slashed $579. The price on the Cadillac Fleetwood was lowered $2,370.

Popular-selling models that got hefty price increases included the Pontiac Bonneville SSEi, up $1,399, and the Cadillac Seville STS, up $2,515.

1993 GENERAL MOTORS PRICES

	1993 Price	Change from current price
BUICK Century		
Special 4-dr.	$14,205	+$ 410
Special wagon*	14,960	
Custom 2-dr.	15,620	+ 1,070
Custom 4-dr.	15,905	+ 1,150
Custom wagon	17,250	+ 1,590
Limited 4-dr.	16,865	+ 1,170
Regal		
Custom 2-dr.	16,610	0
Custom 4-dr.	16,865	0
Limited 2-dr.	18,260	+ 470
Limited 4-dr.	18,460	+ 350
Gran Sport 2-dr.	19,095	+ 495
Gran Sport 4-dr.	19,310	+ 10
LeSabre		
Custom 4-dr.	19,935	+ 1,240
Limited 4-dr.	21,735	+ 960
Roadmaster		
4-dr.	22,555	+ 690
Limited 4-dr.	24,920	+ 725
Estate Wagon	23,850	+ 810
Park Avenue		
4-dr.	26,040	+ 755
Ultra 4-dr.	29,395	+ 615
Riviera		
2-dr.	26,230	+ 815
Skylark		
Custom 2-dr.*	12,955	
Custom 4-dr.*	12,955	
Limited 2-dr.*	13,875	
Limited 4-dr.*	13,875	
Gran Sport 2-dr.	15,760	+ 205
Gran Sport 4-dr.	15,760	+ 205

*New model for 1993

	1993 Price	Change from current price
CADILLAC Allante		
Conv.	61,675	+ 4,505
DeVille		
2-dr.	33,915	+ 2,175
4-dr.	32,990	+ 1,250
Touring 4-dr.	36,310	+ 1,120
Sixty Special 4-dr.	37,230	– 2,630
Seville		
4-dr.	36,990	+ 2,015
Touring 4-dr.	41,990	+ 2,515
Eldorado		
2-dr.	33,990	+ 1,520
Fleetwood		
4-dr.	33,990	– 2,370

Eldorado Sport Coupe and Touring Coupe will be priced later.

	1993 Price	Change from current price
CHEVROLET		
Geo Metro XFi 3-dr.	6,710	– 289
3-dr.	6,710	– 289
5-dr.	7,199	– 200
LSi 3-dr.	8,199	0
LSi 5-dr.	8,599	0
Conv.	9,999	0
Geo Tracker 2-dr.	11,750	– 150
LSi 2-dr.	12,950	–
Conv. (2wd)	10,330	+ 635
Conv.	11,585	+ 85
LSi conv.	12,685	+ 85
Cavalier		
VL 4-dr.	8,620	– 379
VL 2-dr.	8,520	– 379
VL wagon	9,735	– 364
RS 4-dr.	9,620	– 579
RS 2-dr.	9,520	– 479
RS wagon	10,785	– 414
RS conv.	15,395	0
Z24 2-dr.	12,500	– 495
Z24 conv.	18,305	0
Corsica		
LT 4-dr.	11,395	+ 396
Beretta		
2-dr.	$11,395	+$ 396
GTZ 2-dr.	15,995	+ 405
GT 2-dr.	12,995	+ 420
Lumina		
4-dr.	13,400	0
2-dr.	14,690	+ 1,490
Euro 4-dr.	15,800	0
Euro 2-dr.	15,600	0
Z34 2-dr.	18,400	0
Caprice		
4-dr.	17,995	+ 695
Classic 4-dr.	19,995	+ 695
Wagon	19,575	+ 875
Corvette		
2-dr. hatch	34,595	+ 960
Conv.	41,195	+ 1,050
Lumina APV		
Van	15,895	+ 325
CL van	17,995	+ 640
Cargo van	14,695	+ 320

Geo Storm and Prizm and Chevrolet Camaro prices will be announced later.

	1993 Price	Change from current price
OLDSMOBILE		
Achieva		
S 2-dr.	13,049	+ 334
S 4-dr.	13,149	+ 334
SL 2-dr.	14,849	+ 354
SL 4-dr.	14,949	+ 354
Cutlass Ciera		
S 4-dr.	14,199	+ 1,444
SL 4-dr.	17,899	+ 1,004
Cutlass Cruiser		
S 2-seat wagon	14,899	+ 1,039
SL 3-seat wagon	18,399	+ 1,504
Cutlass Supreme		
S 2-dr.	15,695	0
S 4-dr.	15,795	0
International 2-dr.	22,799	+ 1,004
International 4-dr.	22,899	+ 1,004
Conv.	22,699	+ 704
Eighty Eight		
Royale 4-dr.	19,594	+ 1,099
Royale LS 4-dr.	21,949	+ 554
Ninety Eight		
Regency 4-dr.	24,999	+ 404
Regency Elite 4-dr.	26,999	+ 804
Touring Sedan 4-dr.	29,699	+ 704
Silhouette		
Van	19,499	+ 404
Bravada		
Sport-utility	25,349	+ 754
PONTIAC LeMans		
VL 2-dr. hatch	8,154	+ 104
SE 2-dr. hatch	9,054	+ 304
SE 4-dr.	9,854	+ 389
Sunbird		
LE 2-dr.	9,382	– 238
LE 4-dr.	9,382	– 338
SE 2-dr.	10,380	0
SE 4-dr.	10,380	– 100
SE conv.	15,403	0
GT 2-dr.	12,820	0
Grand Am		
SE 2-dr.	12,524	+ 625
SE 4-dr.	12,624	+ 625
GT 2-dr.	13,924	+ 225
GT 4-dr.	14,024	+ 225
Grand Prix		
LE 4-dr.	14,890	0
SE 2-dr.	15,390	0
SE 4-dr.	16,190	0
GT 2-dr.	20,340	0
STE 4-dr.	21,635	0
Bonneville		
SE 4-dr.	19,444	+ 845
SSE 4-dr.	24,844	+ 845
SSEi 4-dr.	29,444	+ 1,399
Trans Sport		
SE Van	16,689	+ 464

Firebird prices will be announced later.

incentive WATCH

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
HONDA (1992 models; expires Sept. 30)	
Accord	$500
Civic	$400
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
SUBARU (1992 models, expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000
TOYOTA (expires Sept. 2)	
Corolla (1992 only)	$800-$1,000, quota
Celica	$600-800, quota
Tercel	$200-$400, quota
Pickup base	$800-1,000, quota
Other pickup	$300-500, quota
CONTINUING PROGRAMS	
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CADILLAC (1992 models, expires Sept. 23)	
Eldorado, Seville (except STS)	$0-1,500, based on number sold
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
CHRYSLER (1991-92 models; expires Aug. 31)	
Imperial, all New Yorker	$1,000-2,000, quota
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold. Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000

Chrysler ups incentives on 3 '91 models

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. increased incentives on three 1991 models and is offering retail buyers optional equipment at no extra cost on some 1992 models.

From Aug. 13 through Oct. 31, the company is offering at no extra charge seven items of equipment — air conditioning, tilt steering wheel, automatic speed control, two extra speakers, floor mats, electric rear defroster and tinted glass — on 1992 **Plymouth** Acclaim, **Dodge** Spirit and **Chrysler** LeBaron.

The equipment, valued at $1,605, is in addition to the national rebate of $1,000.

Also, Chrysler increased consumer rebates on 1991 Acclaim, Spirit and LeBaron sedans from $1,000 to $1,500 until Sept. 30. The 1991 models are not included in the option incentive.

Cadillac is paying factory-to-dealer incentives on 1992 Eldorado and Seville, except STS, until Sept. 23. The incentives range to $1,500, based on the number of vehicles sold.

DEALERS

Changes ahead for GM's franchises

continued from PAGE 1

point, plus Pontiac-Buick and Oldsmobile-Cadillac, with a GMC Truck franchise at one of those two.

The GM dealer network planners have not endorsed assigning entire market areas to dealers, as Saturn Corp. has done, but the idea is under consideration.

Also being discussed internally is a plan to allow satellite locations for sales or service.

The company recently began discussing the conclusions of the study with dealers.

Dealers in Baltimore and Minneapolis have been briefed. In Baltimore, the study found most GM dealerships were inside the Beltway, where population and income has stagnated, and few in the outside suburbs, where population and income are growing and many key import competitors are situated.

Dealers familiar with Project 2000 who were interviewed for this story said they didn't feel threatened by GM's approach.

> "This is not a plan to punish dealers."
>
> NON-GM SOURCE

"This is not a plan to punish dealers or put them out of business," said a non-GM source familiar with Project 2000. "But if you know what's coming, you can make plans."

The dealers said they were approached with frankness and a detailed analysis of their market area. In some cases, dealers were told that if they don't move, their business won't survive.

Another source said some points are beyond help. Those owners may be counseled to avoid large capital investments and to prepare for life after their dealership goes out of business.

Roggenkamp and his group began the study more than a year ago when he was with the former Customer Sales and Service Staff at corporate headquarters.

Roggenkamp was assistant general sales manager at Chevrolet before he moved to his current job on Nov. 1, 1989. His 30-year GM career has included zone and regional assignments from Syracuse, N.Y., to Des Moines, Iowa, to California.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)	
Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93), Sedan ('91)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan ('92)	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91), Spirit ('91)	$1,500
Dynasty, Daytona ('92-93), Spirit ('92)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd), Acclaim ('91)	$1,500
Acclaim (92), Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
1991 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400
GENERAL MOTORS	
1992 models	
Expires Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750
MAZDA (1992 models, expire Sept. 8)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	

HILLS

America's tough free trade negotiator

continued from PAGE 3

ereign actor," said one former trade negotiator, who, like other sources for this story, didn't want to be identified.

"The trade representative has to fit in politically. So if she acts, you know the wind is blowing hard and coherently behind her."

LAWYER BY TRAINING

It is Hills' style, more than her politics, that rankles some.

Conversations with a dozen acquaintances and former co-workers reveal a picture of a tough, competitive, sometimes thin-skinned workaholic who often shows up in her office across the street from the White House on Sundays.

Hills is a lawyer, not an economist or trade negotiator by training and profession.

"She is extremely well prepared, reads tons of briefing papers, and when she sits across from Japanese negotiators, she doesn't back down an inch," said a former trade office employee.

"But she's a details person, not a big picture person. She knows the issues she'll be questioned about or must negotiate, but she can get lost when she strays from her briefing paper or prepared text."

And she can be curt.

For example, during a recent round of free trade talks held outside Washington, both the Canadian and Mexican negotiators were complaining about Hills' attitude.

Concerns about Hills' style heightened as the last round of talks dragged on for two weeks.

"It takes a certain style to close a deal," the former negotiator said. "You have to be able to see the big picture, to give and take." He added, "She wants everything."

PRIVILEGED CHILDHOOD

Hills, 58, is used to the limelight.

She is the product of a privileged childhood. The family home in Los Angeles was grand enough to serve as the setting for the film "Sunset Boulevard."

Hills declined to be interviewed for this story. But she has described herself as a "tomboy" who sailed, rode horses and played varsity girls basketball and volleyball in private high school.

In 1955, Hills graduated with honors from Stanford University. where she was a champion tennis player. She earned her law degree at Yale University in 1958.

Hills first gained prominence nationally as secretary of Housing and Urban Development in the latter years of the Nixon administration. She was practicing anti-trust law when Bush tapped her as trade representative in 1989.

Like many who have spent most of their professional lives in Washington, Hills has been touched by scandal.

While providing legal counsel to a mortgage company in 1985, Hills met with Samuel Pierce, then HUD secretary. Pierce subsequently overruled a staff recommendation that the mortgage company be barred from further business with HUD. When the mortgage company later failed, HUD — and U.S. taxpayers — were left with a bill of nearly $800 million.

Hills was grilled for nearly six hours during Congressional hearings on the scandal in 1989. She defended herself, saying she had done nothing unethical, and that all she got out of the deal was $33,500 for 150 hours of legal work.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	8/17	3,800
Ford Thunderbird		
Mercury Cougar		
Edison, N.J.		*
Ford Ranger		
Twin Cities (St. Paul, Minn.)		*
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Willow Run, Mich.	8/17	
Buick Roadmaster Estate wagon		200
Chevrolet Caprice sedan & wagon		1,500
Olds. Custom Cruiser wagon		0
Total U.S. car		**5,500**
Total units lost week of 8/17		**5,500**

*Plant closed until September for model changeover

Source: Automotive News Data Center

Kerkorian drops bid for board seat

MARY CONNELLY

Staff Reporter

Billionaire financier Kirk Kerkorian has dropped his bid for a Chrysler Corp. board seat — smoothing the way for Robert Eaton to uneventfully replace chairman Lee Iacocca Jan. 1, 1993.

Kerkorian, a corporate raider who is Chrysler's largest shareholder, questioned the management succession in a letter filed with the Securities & Exchange Commission Aug. 6. Specifically, Kerkorian said Iacocca's diminished corporate role after year end had prompted the request for board representation.

Kerkorian, who holds 9.8 percent, or 28 million shares, of Chrysler's common stock, reversed his stance and withdrew his request for board representation after meeting August 13 for more than an hour with Iacocca, chairman-designate Eaton and Malcolm Stamper, a Chrysler director and chairman of the board's nominating committee.

The meeting was held at the offices of Kerkorian's Tracinda Corp. in Beverly Hills, Calif.

"This was the first time Mr. Kerkorian had met with board members other than Mr. Iacocca. It was also his first meeting with Mr. Eaton," said Tracinda spokesman Gene Shutler.

In a statement, Kerkorian said he is "convinced that the interests of Chrysler's shareholders are being well represented by the current board."

Kerkorian said he is "comfortable" with Iacocca's plans to continue as a company director and chairman of the board's executive committee following retirement.

Kerkorian's spokesman acknowledged that Iacocca's chairmanship of the board's executive committee will be limited to one year. Iacocca had sought a longer tenure but was rebuffed by the board in July.

In his Aug. 6 letter, Kerkorian said he made the $300 million Chrysler investment because of Iacocca's "assurance that he would remain as chairman of the board through 1994."

In a letter to Kerkorian following the Aug. 13 meeting, Iacocca said he has "the utmost confidence" in Eaton.

He added he expects to "remain active in Chrysler's future and to continue to serve the best interests of the shareholders." AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/10-8/15/92	Actual 8/3-8/8/92	8/1 8/15	Year 1/1-8/15/92	Year 1/1-8/17/91
Concorde (Can.)	10	0	10	24	0
LeBaron A	450	49	499	499	0
LeBaron J	500	368	868	34,611	18,697
New Yorker	800	515	1,315	10,438	4,773
Fifth Avenue	1,200	1,269	2,469	25,039	20,697
Imperial	200	222	422	3,355	4,563
Town & Country (trk.)	600	490	1,090	10,131	2,028
Total Chrysler Div.	**3,760**	**2,913**	**6,673**	**84,097**	**50,756**
Sundance	1,850	1,830	3,680	38,382	32,892
Acclaim	1,450	1,635	3,085	46,270	48,338
Voyager (trk.)	2,250	2,392	4,642	61,182	57,219
Voyager (Can. trk.)	3,186	3,150	6,336	80,588	66,803
Total Plymouth	**8,736**	**9,007**	**17,743**	**226,422**	**205,252**
Intrepid (Can.)	930	598	1,528	2,513	0
Daytona	300	462	762	8,676	4,940
Shadow	2,000	1,988	3,988	59,684	37,885
Dynasty	1,800	1,966	3,766	53,207	66,450
Spirit	1,400	1,327	2,727	44,774	43,369
Viper	10	0	10	93	0
Monaco (Can.)	0	0	0	0	6,074
Caravan (trk.)	2,850	2,791	5,641	80,121	68,174
Caravan (Can. trk.)	3,385	3,405	6,790	103,915	87,536
Caravan C/V (trk.)	50	12	62	1,943	2,176
Caravan C/V (Can. trk.)	30	0	30	4,425	12,019
Dakota (trk.)	2,850	3,334	6,184	86,070	48,996
Ram pickup (trk.)	1,000	1,086	2,086	35,120	48,661
Ram wagon (Can. trk.)	350	378	728	14,111	12,683
Ram van (Can. trk.)	1,610	1,622	3,232	42,705	23,353
Total Dodge	**18,565**	**18,969**	**37,534**	**537,357**	**462,316**
Vision (Can.)	460	342	802	1,731	0
Premier (Can.)	0	0	0	0	9,084
Cherokee (trk.)	2,400	2,970	5,370	83,039	81,376
Comanche (trk.)	0	0	0	915	3,118
Grand Cherokee (trk.)*	3,000	2,730	5,730	45,997	1,560
Briarwood (trk.)	0	0	0	325	1,684
Wrangler (trk.)	1,000	971	1,971	2,803	0
Wrangler (Can trk.)	0	0	0	29,026	36,938
Total Jeep-Eagle	**6,860**	**7,013**	**13,873**	**163,836**	**133,760**
Total U.S. car	**11,960**	**11,631**	**23,591**	**325,028**	**282,604**
Total Can. car	**1,400**	**940**	**2,340**	**4,268**	**15,158**
Total U.S. truck	**16,000**	**16,776**	**32,776**	**407,646**	**314,992**
Total Can. truck	**8,561**	**8,555**	**17,116**	**274,770**	**239,332**
CHRYSLER CORP.	**37,921**	**37,902**	**75,823**	**1,011,712**	**852,086**
Escort	5,792	0	5,792	109,265	129,243
Mustang	2,753	2,414	5,167	61,223	56,658
Tempo	2,254	2,987	5,241	85,220	71,566
Tempo (Can.)	3,365	2,672	6,037	77,790	68,911
Taurus	7,984	6,909	14,893	244,380	197,844
Thunderbird	0	0	0	52,383	50,231
Crown Victoria (Can.)	1,713	2,349	4,062	68,318	57,464
Aerostar (trk.)	3,511	4,071	7,582	114,821	103,954
Bronco (trk.)	714	695	1,409	15,500	9,420
Explorer (trk.)	5,664	5,635	11,299	190,693	166,842
Mazda Navajo (trk.)	0	0	0	2,982	6,438
Econoline (trk.)	4,437	4,419	8,856	122,667	89,042
Heavy (trk.)	649	978	1,627	27,937	21,731
Light truck (trk.)	8,508	6,226	14,734	272,364	186,422
Light truck (Can. trk.)	3,040	2,261	5,301	81,629	63,714
Ranger (trk.)	1,275	1,490	2,765	158,185	164,751
Total Ford Division	**51,659**	**43,106**	**94,765**	**1,685,357**	**1,444,231**
Topaz	913	1,013	1,926	37,306	30,468
Topaz (Can.)	1,435	1,168	2,603	31,177	22,529
Cougar	0	0	0	34,235	40,751
Sable	2,769	2,554	5,323	80,804	65,182
Grand Marquis (Can.)	2,375	2,256	4,631	65,418	60,034
Mercury Villager (trk.)	591	460	1,051	4,507	0
Nissan Quest (trk.)	344	272	616	2,679	0
Total Mercury	**8,427**	**7,723**	**16,150**	**256,126**	**218,964**
Continental	839	838	1,677	24,030	35,073
Mark VII	0	0	0	2,375	6,139
Town Car	2,514	2,526	5,040	72,040	82,508
Total Lincoln	**3,353**	**3,364**	**6,717**	**98,445**	**123,720**
Total L-M Division	**11,780**	**11,087**	**22,867**	**354,571**	**342,684**
Total U.S. car	**25,818**	**19,241**	**45,059**	**803,261**	**765,663**
Total Can. car	**8,888**	**8,445**	**17,333**	**242,703**	**208,938**
Total U.S. truck	**25,693**	**24,246**	**49,939**	**912,335**	**748,600**
Total Can. truck	**3,040**	**2,261**	**5,301**	**81,629**	**63,714**
FORD MOTOR CO.	**63,439**	**54,193**	**117,632**	**2,039,928**	**1,786,915**
Skylark	797	251	1,048	35,461	27,566
Century	1,979	1,434	3,413	52,316	55,449
Regal (Can.)	2,000	0	2,000	61,776	74,255
Riviera	130	31	161	7,407	13,779
Park Avenue	758	714	1,472	36,242	69,877
LeSabre	3,494	3,092	6,586	100,354	38,043
Roadmaster sedan	1,197	999	2,196	27,521	15,533
Roadmaster wagon	0	0	0	6,657	17,139
Reatta	0	0	0	0	1,206
Total Buick	**10,355**	**6,521**	**16,876**	**327,734**	**312,847**
Eldorado	160	39	199	21,474	6,820
Seville	328	90	418	31,534	14,921
Brougham	221	137	358	2,528	11,732
DeVille	3,598	1,907	5,505	69,518	95,702
Allante	64	65	129	1,228	2,009
Total Cadillac	**4,371**	**2,238**	**6,609**	**126,282**	**131,184**
Cavalier	2,922	306	3,228	130,892	159,813
Camaro	1,972	1,968	3,940	44,746	31,961
Corsica-Beretta	4,160	3,996	8,156	124,296	158,817
Lumina (Can.)	4,000	0	4,000	143,106	138,452
Caprice	404	36	440	71,193	83,926
Corvette	480	291	771	13,327	13,135
Astro (trk.)	2,725	3,241	5,966	91,293	55,135
Blazer (trk.)	750	631	1,381	14,977	5,530
Lumina APV (trk.)	389	58	447	27,746	24,370
Mediums (trk.)	227	163	390	4,391	863
P-model (trk.)	607	674	1,281	15,508	12,634
Pickup (trk.)	6,612	7,570	14,182	169,023	175,762
Pickup (Can. trk.)	3,000	3,045	6,045	112,529	85,371
S10 (trk.)	5,029	2,433	7,462	114,097	159,529
S10 Blazer (trk.)	2,274	2,250	4,524	78,761	20,954
Sportsvan (trk.)	21	0	21	11,426	25,257
Sportsvan (Can. trk.)	320	315	635	44,624	32,147
Suburban (trk.)	1,622	1,325	2,947	32,866	19,312
Total Chevrolet	**37,514**	**28,302**	**65,816**	**1,244,801**	**1,202,968**
Achieva/Calais	272	217	489	71,722	34,616
Cutlass Ciera	3,070	2,222	5,292	79,378	51,906
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	0	0	47,378	63,981
Toronado	0	0	0	3,280	2,990
Eighty Eight	1,323	1,185	2,508	43,666	47,263
Custom Cruiser wag.	0	0	0	1,927	5,693
Ninety Eight	80	402	482	18,022	50,807
Silhouette (trk.)	65	13	78	9,016	12,990
Bravada (trk.)	240	220	460	7,626	9,838
Total Oldsmobile	**5,050**	**4,259**	**9,309**	**282,015**	**321,173**
Sunbird	1,092	116	1,208	53,849	73,612
Grand Am	5,931	3,980	9,911	154,860	87,107
Firebird	728	732	1,460	16,027	11,347
Grand Prix	1,877	0	1,877	66,637	64,339
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,006	977	1,983	59,051	39,709
Trans Sport (trk.)	251	52	303	24,986	15,961
Total Pontiac	**10,885**	**5,857**	**16,742**	**375,410**	**311,678**
Yukon-Jimmy (trk.)	217	3	220	4,372	1,481
Medium (trk.)	221	355	576	12,833	1,361
P-model (trk.)	64	74	138	2,057	1,751
Pickup (trk.)	2,461	2,876	5,337	65,092	77,440
Pickup (Can. trk.)	1,075	1,073	2,148	41,165	32,873
Syclone-Sonoma (trk.)	1,355	614	1,969	29,987	38,305
Typhoon-S15 Jimmy (trk.)	654	470	1,124	24,594	7,390
Safari (trk.)	1,005	1,059	2,064	37,235	24,046
Suburban (trk.)	951	562	1,513	20,070	15,936
Vandura (trk.)	51	0	51	5,854	11,446
Vandura (Can. trk.)	120	115	235	19,751	13,973
Total GMC	**8,174**	**7,201**	**15,375**	**263,010**	**226,082**
Total Saturn+	**5,610**	**5,610**	**11,220**	**125,611**	**52,297**
Total U.S. car	**43,653**	**30,797**	**74,450**	**1,518,102**	**1,422,698**
Total Can. car	**6,000**	**0**	**6,000**	**204,882**	**253,796**
Total U.S. truck	**27,791**	**24,643**	**52,434**	**803,810**	**717,291**
Total Can. truck	**4,515**	**4,548**	**9,063**	**218,069**	**164,364**
GENERAL MOTORS	**81,959**	**59,988**	**141,947**	**2,744,863**	**2,558,149**
Can. car	1,100	900	2,000	63,342	64,920
Can. trk.	750	500	1,250	39,156	29,123
CAMI†	**1,850**	**1,400**	**3,250**	**102,498**	**94,043**
DIAMOND-STAR†	**2,192**	**2,194**	**4,386**	**89,635**	**98,073**
Civic	1,350	2,296	3,646	60,846	57,030
Civic (Can.)	2,060	1,768	3,828	67,976	67,161
Accord	7,640	7,467	15,107	237,642	227,354
Total U.S. car	**8,990**	**9,763**	**18,753**	**298,488**	**284,384**
Total Can. car	**2,060**	**1,768**	**3,828**	**67,976**	**67,161**
HONDA	**11,050**	**11,531**	**22,581**	**366,464**	**351,545**
HYUNDAI Sonata (Can.)	**240**	**54**	**294**	**7,040**	**17,988**
AUTOALLIANCE†	**5,769**	**4,790**	**10,559**	**72,524**	**97,612**
U.S. trk.	1,550	1,071	2,621	40,571	44,710
Can. trk.	250	173	423	5,417	4,543
NAVISTAR	**1,800**	**1,244**	**3,044**	**45,988**	**49,253**
Altima	1,225	1,010	2,235	4,408	0
Sentra	2,310	2,103	4,413	76,366	83,319
Pickup (trk.)	2,840	2,762	5,602	81,935	82,166
NISSAN	**6,375**	**5,875**	**12,250**	**162,709**	**165,485**
Geo Prizm	0	1,011	1,011	52,493	62,312
Toyota Corolla	0	1,471	1,471	72,479	69,320
Toyota Pickup (trk.)	0	1,930	1,930	37,898	0
NUMMI	**0**	**4,412**	**4,412**	**162,870**	**131,632**
Legacy	1,184	1,107	2,291	36,601	35,997
Pickup (trk.)	562	623	1,185	14,775	0
Rodeo (trk.)	922	917	1,839	26,224	0
Total U.S. car	**1,184**	**1,107**	**2,291**	**36,601**	**35,997**
Total U.S. trk.	**1,484**	**1,540**	**3,024**	**40,999**	**32,098**
SUBARU-ISUZU	**2,668**	**2,647**	**5,315**	**77,600**	**68,095**
Camry	4,885	4,745	9,630	150,619	136,253
Corolla (Can.)	1,120	1,118	2,238	46,350	40,400
TOYOTA	**6,005**	**5,863**	**11,868**	**196,969**	**176,653**
VOLVO 740,940 (Can.)	**0**	**0**	**0**	**3,915**	**5,145**
AM GENERAL (trk.)	**300**	**300**	**600**	**11,400**	**12,850**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**3,840**	**72,960**	**84,620**
Total U.S. car	**107,986**	**89,863**	**197,849**	**3,500,004**	**3,338,235**
Total Canada car	**20,808**	**13,225**	**34,033**	**640,485**	**673,506**
Total U.S.-Canada Car	**128,794**	**103,088**	**231,882**	**4,148,489**	**4,011,741**
Total U.S. truck	**77,578**	**75,188**	**152,766**	**2,409,554**	**2,037,327**
Total Canada truck	**17,116**	**16,037**	**33,153**	**619,041**	**501,076**
Total U.S.-Canada truck	**94,694**	**91,225**	**185,919**	**3,028,595**	**2,538,403**
TOTAL U.S.	**185,564**	**165,051**	**350,615**	**5,909,558**	**5,375,562**
TOTAL CANADA	**37,924**	**29,262**	**67,186**	**1,259,526**	**1,174,582**
TOTAL U.S.-CANADA CAR & TRUCK	**223,488**	**194,313**	**417,801**	**7,169,084**	**6,550,144**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

'92 build surpasses 7 million

GWENDOLYN ZONGHETTI

Special Correspondent

The 7 millionth vehicle in the U.S. and Canada was produced last Tuesday. In 1991, the 7-million mark was not reached until a month later on Sept. 9.

U.S. automakers produced 107,986 vehicles, up 20.2 percent from the prior week and 8.8 percent over the year-ago week.

Year-to-date U.S. car production totaled 3,500,004, up 4.8 percent from the same point last year.

Canadian carmakers assembled 20,808 autos last week, a jump of 57.3 percent over the prior week following one week of downtime at the Oshawa No. 1 and No. 2 car plants. So far this year, Canadian automakers have assembled 640,485 cars, down 4.9 percent from the same point in 1991.

Truckmakers in the United States built 77,578 vehicles last week, up 3.2 percent from the prior week and 9.6 percent over the same week of 1991.

Since the start of 1992, U.S. truckmakers have assembled 2,409,554 units, an 18.3 percent increase over last year.

Truck production in Canada last week was scheduled at 17,116 units, a 6.7 increase over the prior week and 7.4 percent over the corresponding week last year.

Year-to-date Canadian truck production is 619,041, 23.5 above the total at the same point last year.

The estimated daily build rate of cars and trucks in the United States and Canada last week was 44,698, up 15.0 percent over the prior week and 6.1 percent over the year-ago week.

Last week's scheduled car and truck production was shared as follows:

General Motors, 38.6 percent; Ford Motor Co., 27.8 percent; Chrysler Corp., 15.1 percent; Honda of America Manufacturing Inc., 4.8 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.4 percent; Auto Alliance, 3.1 percent; Toyota Motor Manufacturing (U.S.A.), 2.6 percent; Subaru-Isuzu Automotive Inc., 1.4 percent; Diamond-Star Motors Corp., 1.2 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; AM General, 0.2 percent.

GM's Lordstown, Ohio, car and truck plant has implemented a new operational plan starting today. The plant will begin working a seven-day work week with three shifts per day.

GM's Janesville, Wis., truck plant worked one shift of overtime last Friday and Saturday.

The company's Bowling Green, Ky., car plant lost a half-day of production last Wednesday, and was closed Thursday and Friday due to parts shortages.

Ford slated daily overtime last week at the Atlanta car plant and Louisville, Ky., truck plant.

Chrysler Corp. has no scheduled overtime this week. AN

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AUGUST 24, 1992

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latenews

Honda profits plunge 22%

TOKYO — Group net profits at Honda Motor Co. dropped 22.6 percent in the first quarter of the fiscal year that began April 1 as the company's worldwide car business continues to suffer.

Net earnings plunged to $131 million (16.5 billion yen) on a 3.3 percent decline in revenue to $8.73 billion. Group operating income dipped 18.6 percent to $325 million.

Honda blamed the fall in operating profits on a stronger yen and rising marketing, administrative and general costs.

Honda's automobile business accounted for revenue of $7.1 billion, a decrease of 5.3 percent.

Passenger-car sales during the quarter fell to 203,000 units in North America, down from 253,000, and sales dipped to 169,000 in Japan, down from 189,000.

European sales held at 52,000.

When Honda reported a profit decline of 14.9 percent for the last fiscal year, it forecast a 5 percent drop for the current year.

— *Richard Johnson*

Japan to wait for Saturns

TROY, Mich. — Saturn Corp. will not export cars to Japan at least until the 1994 model year, when a right-hand drive version can be done economically.

Saturn is scheduled to redesign its interiors, installing standard dual front airbags in the process, for the 1994 model year. Sources said

see LATE NEWS, 2

Comeback car

A new attitude and approach helped Chrysler develop the LH in just 39 months. A special 36-page section follows Page 22.

Big 3 go easy on '93 stickers

2% average price hike puts pressure on Japan

JOHN K. TEAHEN JR.
Senior Editor

The 1993 price increase planned by the Big 3 is considerably less than that posted at the beginning of the 1992 model year, an analysis by *Automotive News* discloses.

The action puts pressure on the Japanese importers, most of whom have not priced their 1993 cars.

Based on preliminary figures from Chrysler Corp. and Ford Motor Co. and firm prices from General Motors, Big 3 cars will rise an average of $386, or 2.17 percent, over the final 1992 stickers. At introduction time a year ago, the Big 3 boost averaged $520, or 2.97 percent. The figures are sales-weighted and are based on comparably equipped 1993 and 1992 models.

Without credit for year-to-year equipment changes, Big 3 prices are up an average of $531, or 2.98 percent. A year ago it was $924, or 5.28 percent.

The Japanese makers are watching Detroit's pricing activities closely. The Japanese do their own thing on prices, but they cannot ignore the stickers of their domestic rivals.

Complicating the situation for the importers is the recession in Japan. It's every bit as brutal as the recession the United States is trying to crawl out of. The Japanese parent firms need the sales and dollars generated by their U.S. subsidiaries, and unwise pricing could jeopardize those sales and dollars.

The Japanese raised car prices midway through the 1992 model year, posting an aver-

see PRICES, 41

1993 PRICE HIKES ON BIG 3 CARS

Adjusted for equipment changes	Increase	Percent
Chrysler Corp.	$403	2.60
Ford Motor Co.	506	2.90
General Motors*	313	1.66
Big 3 average	**386**	**2.17**
Not adjusted for equipment changes		
Chrysler Corp.	$400	2.58
Ford Motor Co.	673	3.86
General Motors*	477	2.59
Big 3 average	**531**	**2.98**

*GM figures include Saturn
All figures are sales-weighted.
Source: Automotive News

Nissan Altima is priced to fight Accord, Camry

KRISTINE STIVEN BREESE and LINDSAY CHAPPELL
Staff Reporters

Trying to jolt dealers as they prepare to sell what Nissan calls the most important car in its history, Nissan Motor Corp. in U.S.A has put a $12,999 price tag on its new Altima sedan.

The sticker will make the Altima look good as Nissan tries to get the attention of shoppers looking at the Ford Taurus, Toyota Camry, Honda Accord and other cars in the ultra-competitive mid-sized segment. But even though the car has a driver-side airbag, it lacks a V-6 engine.

But the price tag may attract buyers who were left behind when the Toyota Camry moved upmarket in 1992.

"Every Nissan dealer in the country has been praying every night that they could price this

see ALTIMA, 41

GM's Lopez scares ad agencies

RAYMOND SERAFIN
Crain News Service

J. Ignacio Lopez has turned his attention to the ad agencies that handle General Motors' $1.2 billion ad budget, and that's sending a shiver up the spine of agency officials.

In a mere four months as GM's vice president for worldwide purchasing, Lopez has attained fame — some call it infamy — for demanding and getting steep price cuts from GM material suppliers.

On the heels of a staggering $4.5 billion loss last year, GM management gave Lopez, formerly vice president in charge of supply for GM Europe, broad authority to attack costs.

Now, Lopez's zealous lieutenants have become increasingly involved in the contract bidding for marketing services such as catalog printing and direct-mail initiatives, according to *Advertising Age,* a sister publication to *Automotive News.*

Those ancillary programs have been the source of a significant part of GM agency profits ever since agencies took a cut in compensation in the late 1980s to 9 percent, down from 15 percent.

Lopez is said to have met earlier this month with Philip Guarascio, general manager of marketing and advertising for North American Operations. It's believed Guarascio, who keeps close tabs on GM agency profitability, tried to persuade Lopez that further deep cuts in agency compensation would af-

see LOPEZ, 38

MARCUS SWANSON

Next spring, Lexus dealers will get this Aristo-based sedan. It will be positioned above the ES300.

SLOWED, BUT NOT STOPPED

Asians have big plans despite political, financial pressures

Third in a series.

KRISTINE STIVEN BREESE
Staff Reporter

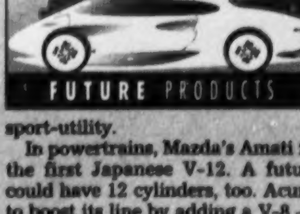
It used to be so easy. Asian automakers built high-quality, high-value vehicles, and Americans ate them up.

As recently as two years ago, analysts predicted that Japanese makes alone were bound to control 40 percent of the U.S. vehicle market. Now, their share is 24 percent and is shrinking.

That's due in part to recession and a "Buy American" campaign that seems to have real legs. Add to that some tightened purse strings in Japan, and it's clear that the future holds new challenges for the Asian automakers.

And lots of new product. Plans for the next five years show the Japanese bound for new heights in variety and innovation.

They will enter new segments. Toyota sets the tone this fall with its new intermediate pickup. Its next Cressida will likely be Japan's first six-passenger sedan sold here. A possible Honda entry promises to be a blend of minivan and sport-utility.



In powertrains, Mazda's Amati flagship will offer the first Japanese V-12. A future Lexus LS400 could have 12 cylinders, too. Acura appears poised to boost its line by adding a V-8 — either in a new

see ASIA, 26

Automotive News

NEW LEASE ON LIFE
GM product plans solidify future of three plants. PAGE 4

NEW AND IMPROVED
Lexus LS400 to get passenger airbag, other upgrades. PAGE 4

POMP AND CIRCUMSTANCE
NADA's first sales certification class graduates. PAGE 6

IMAGE MAKER
RX-7 project chief Takaharu Kobayakawa tackles PR. PAGE 8

ROVER UP FOR GRABS?
Analysts expect sale of stake in Land Rover parent. PAGE 8

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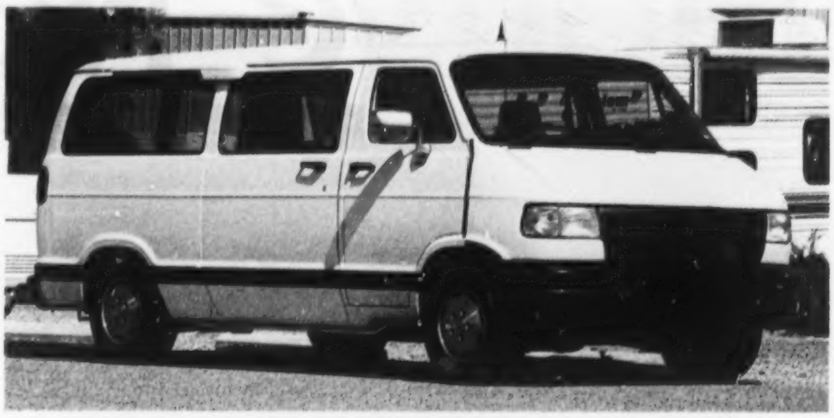
corrections

- The location for Southwest Chevrolet in a Page 23 item on Aug. 10 was wrong. The dealership is in Parker, Ariz.
- An Aug. 3 story on Page 22 incorrectly reported that J. Ignacio Lopez, General Motors vice president for purchasing, has authority only for manufacturing contracts. A GM spokesperson said Lopez's authority covers all purchasing. The spokesperson also said that although Electronic Data Systems Corp. computer-services work for GM will not be opened for competitive bidding, EDS will be subject to cost cutting based on "competitive benchmarks" GM is establishing.



KGP PHOTOGRAPHY

Dodge van gets new look for '94

Dodge will give its full-sized van a more aerodynamic look up front for the 1994 model year. This spy photo shows changes that include flush-mounted headlamp units and grille treatment similar to that seen on prototypes of the forthcoming T-300 full-sized pickup. A short run of 1993 model vans is set to end in December, with 1994 production to start early next year.

latenews

CONTINUED
from PAGE 1

Saturn did not want to spend money retrofitting the current interior for right-hand drive when the redesign was so close.

— Phil Frame

Hino to build T100 for Toyota

TOKYO — Toyota Motor Corp. said the forthcoming T100 pickup truck destined for U.S. sale this fall will be built initially by Hino Motors Ltd. at its Hamura plant in Tokyo.

Last year, Hino built 245,000 Hi-Lux pickups for Toyota at Hamura. Toyota owns about 10 percent of Hino outright, and it is considered a Toyota affiliate.

The T100 is expected to be built in the United States within two to three years.

— Richard Johnson

2 Ford recalls affect 533,000

DEARBORN, Mich. — Ford Motor Co. has recalled about 99,000 Lincoln Continentals (1988-91 models) to replace front brake rotors that are subject to corrosion.

Ford also has recalled about 434,000 of its 1988-90 Ford Taurus, Mercury Sable and Lincoln Continental cars equipped with 3.8-liter V-6 engines to correct excessive exhaust emissions.

The brake rotor problem affects Continentals in the Northeast or Midwest, where salt is used to de-ice roads. Severely corroded rotors may break from the hub, which increases stopping distances.

In the exhaust emissions recall, dealers will modify the evaporative emissions control system. About 16,000 of the affected vehicles are in Canada.

Navistar loss up to $182 million

CHICAGO — Navistar International Corp. lost $115 million on sales of $920 million for the third quarter of fiscal 1992 ended July 31, compared to a loss of $31 million on sales of $861 million a year earlier.

The company lost $182 million on sales of $2.7 billion in the first nine months of fiscal 1992, compared to a loss of $98 million on sales of $2.6 billion last year.

The rise in Navistar's third-quarter loss resulted chiefly from a $24 million charge to handle the voluntary recall of school bus chassis and a $65 million charge to settle litigation with Pension Benefit Guaranty Corp.

The litigation involved Navistar's pension liability for its former Wisconsin Steel Division.

Lordstown may cripple Saturn

Saturn Corp. could be forced to shut its Tennessee assembly line if General Motors' Lordstown, Ohio, metal fabricating plant strikes following its five-day strike notice issued Thursday.

Lordstown supplies Saturn with small metal parts, and Saturn spokesman Bill Betts said the plant's just-in-time parts system is "very fragile." Saturn keeps as little as 10 hours' worth of some parts on hand.

A shutdown would hurt sales, because Saturn dealers are already short of cars.

At issue in Lordstown is a GM plan to close a tool and die shop, subcontracting the skilled trade work, and various health and safety problems, said a UAW spokesman.

— Liz Pinto

U.S. estimates costs 3 ways

WASHINGTON — Government agencies need a standard method for estimating the effects of new regulations on the cost of a new car, says Congress' General Accounting Office.

Cost estimates from government bureaucrats often differ significantly from the estimates prepared by automakers, the report said.

Different agencies have responsibility for different regulations: EPA for emissions, NHTSA for safety, and three agencies — NHTSA, EPA and the Energy Department — for fuel economy. Each estimates costs differently, and the three rarely consult one another when implementing regulations, the report said.

The accounting office recommended that the government develop a single method for estimating costs and publicize it.

The report was prepared at the request of Rep. John Dingell, D-Mich.

— Max Gates

34% profit dip seen for Toyota

TOKYO — Toyota Motor Co. is set to announce a 34 percent decline in pre-tax profits to $3 billion (380 billion yen) on revenues of $71.4 billion for the fiscal year that ended June 30, according to Japanese financial press reports.

The company refused to comment on the reports, but one insider said the figures "are not too wrong."

The top Japanese carmaker is also expected to announce that it will cut capital spending from $4.5 billion to $3.2 billion for the new fiscal year.

Toyota will announce year-end results Wednesday.

— Richard Johnson

GE Capital buys Avis Europe

GE Capital Fleet Services has completed its acquisition of Avis Europe's vehicle leasing and fleet management business for an undisclosed price.

Avis Lease, based in Brussels, has assets of about $950 million. GE also bought the rights to use the Avis Lease name.

The acquisition is part of GE's expansion into the European market. GE will be able to serve corporate fleet needs in 14 European countries.

GE Capital, based in Stamford, Conn., is a subsidiary of General Electric Co. and is a diversified financial company with assets exceeding $80 billion.

— Charles M. Thomas

briefly

Chrysler plays beat the clock

Tom Gale, **Chrysler Corp.** vice president of product design, told journalists attending the LH sedan preview in San Diego that Chrysler will set a new standard for fast prototyping of car parts. Gale said the hood for the new JA compact due in 1996 went from concept to finished steel part in 109 hours. "When we first discussed this project, our people were thinking in terms of days," he said. "I told them to recalibrate themselves. We were going to put a watch on it and measure it in hours."

MORALLY PURE — **General Motors'** top executives are considering a new policy to ban employees from accepting gratuities from customers, dealers and suppliers. The proposed plan is "to make sure ethical practices are maintained," a spokesman confirms. He said he was not aware of any problems that led to the policy review. Until now, GM employees have been allowed to keep tokens of appreciation worth no more than $25 from business associates, but the proposal would ban even free lunches.

HOPEFUL FORECAST — "It is certain that **Oldsmobile's** 100th anniversary will be even brighter!" So wrote **GM** Chairman Robert Stempel and President Jack Smith last week in a full-page ad in *The Wall Street Journal* and other publications. They were congratulating Olds employees, dealers and customers upon the division's 95th anniversary. Still, sales and market share continue downward. Maybe by the 100th anniversary, things will look up for Oldsmobile.

FOREVER YOUNG — Sources say **Nissan Motor Co.'s** facelift for the Infiniti Q45 early next year will include a nose job. The unique badge on the hood that caused so much criticism when the car debuted in 1990 is expected to be replaced with a more traditional design.

FOND FAREWELL — **Chrysler** chief Lee Iacocca will bid adieu to the company's dealers this week. An estimated 10,000 people, including dealers from the United States, Canada, Mexico and overseas, are gathering in Las Vegas for the company's 1993 new model send-off. But the meeting will also be a send-off for Iacocca, who will retire at year-end. Thursday evening, Iacocca will speak to the dealers for the last time as Chrysler's chairman.

FOOD FOR THOUGHT — At a gathering of auto suppliers, Norman Ehlers, vice president of purchasing and supply at **Ford Motor Co.**, took a good-natured swipe at **GM's** new worldwide purchasing vice president J. Ignacio Lopez. Lopez has issued a booklet to his troops titled, *Feeding the Warrior Spirit*, which points out, "This planet has 70 percent water content. Your body has 70 percent water content. You must consume a diet based on foods with 70 percent water content." Tongue-in-cheek, Ehlers said he and Tom Stallkamp, **Chrysler's** vice president of procurement and supply, are putting out a cookbook called *Tom and Norm's Recipes for Worn-Out Warriors*. "They're recipes with 70 percent solids and 30 percent water," quipped Ehlers.

Ehlers: dishing it out

trucks

Freightliner chief expects rise in orders

JOSEPH BOHN
Truck Editor

Truck orders in the 1993 model year will be bigger than they have been for a while and more evenly spaced throughout the year, according to Freightliner Corp.

President Jim Hebe attributes the Class 8 sales surge to a reviving economy, larger fleets coming back into the market and strengthening used-truck demand. The company climbed to the top spot in Class 8 sales this year.

There is even something of a shortage in certain used trucks because of the low number of new models built over the past few years, Hebe said.

That is pushing prices up and allowing new-truck buyers to trade and replace vehicles they hadn't been able to before.

Some of the larger fleets are now placing 1993 orders — but spreading delivery dates out as long as 12 months.

"We're seeing larger purchases, but seeing them extended over a longer period of time," Hebe said.

"The big fleets — and even some of the smaller ones — are doing a better job of planning their equipment replacements. Instead of ordering 200 trucks and taking them all in one month, they're planning their replacement cycle in an orderly fashion." Hebe said.

Freightliner has a new 70-inch Raised Roof SleeperCab, a 58-inch SleeperCab and a 50-inch Walk-in Sleeper Box.

The 70-inch sleeper will go into production in November. But, after previewing it to selected fleets that run team operations, Freightliner sold out its November/December production of the unit, Hebe said.

The company is now trying to increase materials purchases to bump up production to 20 to 30 units a day from the original plan of 10 per day.

Based on Freightliner's normal 240 working days, that could mean sales of up to 7,200 units.

Freightliner also has big plans for its Class 6-7 Business Class trucks.

The company has an aggressive schedule of timed production increases that will take it to an annual rate of 4,000 medium duties by the end of calendar 1992.

Freightliner began the year building 10 Business Class trucks a day and will be up to 17 a day by December. Calendar year 1993 will see further, steady increases, Hebe said.

Most of Freightliner's medium-duty sales have been in Class 7. Leasing companies and vocation operators are the chief customers.

Freightliner is now offering new engine, axle and chassis options to appeal to niche vehicle markets like fire apparatus, public utilities, construction and refuse hauling.

The Business Class trucks now offer all Cummins' C 8.3-liter horsepower ratings and additional ratings for Cummins' B 5.9-liter.

They also offer Rockwell's RS-13-120 13,000-pound rear axles, Hendrickson air suspensions with 12,000-pound and 15,000-pound capacities, and Freightliner Air-Liner rear suspensions rated at 20,000 pounds capacity on single rear axles and 40,000 pounds capacity on dual rear axles.

Other options include additional Allison automatic transmissions such as the AT-545 and AT-542, plus Freightliner/WABCO antilock brakes and front power take-off enhancements. ■

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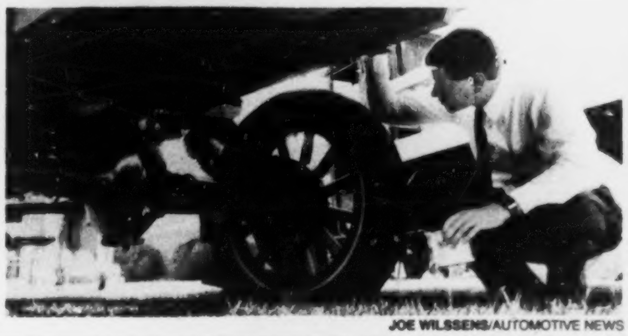

JOE WILSSENS/AUTOMOTIVE NEWS

Ford trucks on tour

Suspension design engineer Doral Jones looks at the 'worm-drive gear' on a 1919 Model T one-ton truck in Dearborn, Mich. The truck is part of a display commemorating Ford's 75th anniversary of truck making. The two-week tour featured vintage and new Ford trucks and visited 10 cities.

JULY 1992 TRUCK SALES BY GVW

	July 1992	July 1991	7 mos., 1992	7 [illegible] 1991
Class 1-3	119,956	111,453	804,667	689,261
Class 4	1,809	1,868	10,023	12,299
Class 6	657	576	3,434	3,250
Class 7	1,939	2,453	12,106	12,330
Class 8	1,270	916	7,789	5,028
FORD	**125,631**	**117,266**	**838,019**	**722,168**
Class 6	27	0	158	0
Class 7	95	0	745	0
Class 8	2,171	1,688	14,626	12,634
FREIGHTLINER	**2,293**	**1,688**	**15,529**	**12,634**
Class 1-3	106,044	100,554	665,312	636,225
Class 4	416	201	2,085	904
Class 5	6	7	49	62
Class 6	118	267	1,154	1,864
Class 7	434	563	3,240	3,775
CHEVROLET	**107,018**	**101,592**	**671,840**	**642,830**
Class 1-3	32,265	27,753	193,938	167,128
Class 4	205	120	1,018	627
Class 5	42	15	238	214
Class 6	150	363	6,598	2,255
Class 7	737	969	6,326	8,778
GMC	**33,399**	**29,220**	**208,118**	**179,002**
Class 7	31	30	119	174
Class 8	1,266	996	7,370	6,331
KENWORTH	**1,297**	**1,026**	**7,489**	**6,505**
Class 6	33	44	237	305
Class 7	72	58	502	408
Class 8	1,334	866	6,690	6,334
MACK	**1,439**	**968**	**7,429**	**7,047**
Class 6	3	21	296	191
Class 7	2	94	99	473
MERCEDES-BENZ	**5**	**115**	**395**	**664**
Class 4	0	1	0	15
Class 5	0	1	6	22
Class 6	836	967	4,110	4,583
Class 7	3,627	3,470	17,223	18,704
Class 8	2,299	1,689	13,026	13,636
NAVISTAR	**6,762**	**6,128**	**34,365**	**36,960**
Class 7	17	26	98	155
Class 8	934	950	6,018	5,425
PETERBILT	**951**	**976**	**6,116**	**5,580**
Class 7	58	132	491	555
Class 8	1,040	1,059	8,051	6,261
VOLVO/GM HEAVY	**1,098**	**1,191**	**8,542**	**6,816**
Class 1-3	0	10	10	160
Class 4	40	5	191	21
Class 5	55	14	305	232
Class 6	40	21	348	344
Class 7	35	28	408	380
HINO	**170**	**78**	**1,262**	**1,137**
Class 1-3	63	58	549	340
Class 5	76	40	464	418
Class 6	70	44	492	231
Class 7	28	35	184	211
NISSAN DIESEL	**237**	**177**	**1,689**	**1,200**
Class 1-3	271	377	3,081	3,786
Class 4	140	102	1,191	586
Class 5	38	27	546	530
Class 6	131	45	1,084	498
Class 7	13	18	124	133
ISUZU TRUCK	**593**	**569**	**6,026**	**5,533**
Class 1-3	141	140	1,097	972
Class 5	65	69	442	376
Class 6	42	35	361	207
Class 7	33	28	162	206
MITSUBISHI FUSO	**281**	**272**	**2,062**	**1,761**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**36**	**48**	**363**	**374**
Class 1-3	161,517	153,480	1,040,252	935,001
Class 6,7,8	51	40	235	289
OTHER TRUCKS	**161,568**	**153,520**	**1,040,487**	**935,290**
CLASS 1-3	**420,257**	**393,825**	**2,708,906**	**2,433,781**
CLASS 4	**2,610**	**2,297**	**14,508**	**14,749**
CLASS 5	**282**	**173**	**2,050**	**2,003**
CLASS 6	**2,107**	**2,383**	**18,272**	**13,824**
CLASS 7	**7,121**	**7,904**	**41,627**	**46,282**
CLASS 8	**10,401**	**8,252**	**64,168**	**56,312**
TOTAL TRUCKS	**442,778**	**414,834**	**2,849,731**	**2,566,951**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

in brief

TRUCKS

Fruehauf sets up Asian venture

SOUTHFIELD, Mich. — Fruehauf Trailer Corp. has established a joint venture with Shunde Guang Lian Hong Communication Machinery Manufacturing Co. Ltd. in China to produce trailer axles for Pacific Rim markets.

The new company, Shunde Pro-Par Axle Co., will assemble Fruehauf's Pro-Par axles in the city of Shunde for use on the container chassis that Shunde Guang Lian Hong produces and markets to the Pacific Rim.

Arthur Rowe, Fruehauf president and chief executive officer, said a 70,000-square-foot assembly plant is being constructed and will start production early in 1993.

Within several years, the venture is expected to produce 40,000 trailer axles annually.

Volvo GM sees hardier trucks

GREENSBORO, N.C. — Volvo GM Heavy Truck Corp. expects improvements in truck design, maintenance and communication systems to reduce the downtime on a typical linehaul tractor-trailer combination to 25 hours a year by 2000 from the current 45-hour average.

Per Lindquist, vice president of product planning and communications for Volvo GM, also believes that heavy trucks will run nearly 1 million miles without a major engine overhaul.

Truckers plan safety parley

ALEXANDRIA, Va. — The Safety Management Council of the American Trucking Associations will hold its national meeting and exhibit program Sept. 27-29 in Atlantic City.

From 1980 to 1988, a total of 46,654 trucks over 10,000 pounds gross vehicle weight were involved in fatal accidents, according to a University of Michigan Transportation Research Institute study released in June.

In 1980, there were 5,056 such accidents compared to 5,467 in 1988. Some 72 percent of the 1988 fatalities involved tractors. The balance were straight trucks, the study found.

The 1988 accidents resulted in 6,431 fatalities, 787 of which were truck drivers

Buick offers service rides

DALE JEWETT

Service Editor

Buick is inaugurating a courtesy program for buyers of 1993 models who bring their cars to the dealership for service.

Under the Buick Courtesy Transportation program, dealers will provide rides up to 10 miles from the dealership for customers who are having minor repairs.

If the repair requires the dealership to keep the car overnight, dealers will provide a free courtesy car, or alternative transportation such as a taxicab or bus ride costing up to $30 per day, until the repair is complete.

To be eligible, the vehicle must be purchased as a new 1993 retail model and be within the 3-year/36,000-mile warranty.

Buick is strongly encouraging its dealers to participate in the program, a company spokesman said, but enrollment is voluntary.

"Many dealers are already providing this service," the spokesman said. "This gets us behind that effort even more."

For the same-day ride service, Buick will reimburse dealers $5 for each customer.

For service loaner cars, Buick is encouraging dealers to provide a late-model car or work with a rental agency. Buick will reimburse dealers up to $30 a day for five days for the loaner.

The program is similar to programs now offered by Cadillac and Oldsmobile dealers.

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EUROPEAN SALES BY MANUFACTURER

Manufacturer	7 mos. 1992	% share[1]	7 mos. 1991	% change
Volkswagen[2]	1,518,600	17.9	1,468,100	2.2
Fiat Auto[3]	1,039,200	12.2	1,143,700	− 9.1
General Motors[4]	1,017,200	12.0	1,042,500	− 2.4
Peugeot S.A.[5]	1,012,900	11.9	991,500	2.2
Ford[6]	970,000	11.4	1,044,500	− 7.1
(Jaguar	6,200	0.1	7,300	−15.1)
Renault	901,400	10.6	864,700	4.2
Nissan	268,000	3.2	292,400	− 8.3
Mercedes-Benz	264,600	3.1	295,500	−10.5
BMW	200,500	2.4	254,700	−21.3
Toyota	196,500	2.3	232,600	−15.5
Rover	173,100	2.0	207,700	−16.7
Mazda	171,400	2.0	191,400	−10.4
Others	169,800	2.0	104,300	62.8
Volvo	129,500	1.5	126,100	2.7
Honda	107,400	1.3	109,000	− 1.5
Mitsubishi	103,700	1.2	128,600	−19.4
Suzuki	67,700	0.8	66,000	2.6
Lada	54,300	0.6	66,400	−18.2
Subaru	34,000	0.4	34,800	− 2.3
Saab	32,400	0.4	31,900	1.6
Daihatsub	29,000	0.3	34,500	−15.9
Skoda	27,700	0.3	30,500	− 9.2
TOTAL	8,488,900	100.0	8,779,400	− 3.3

[1] Does not add to 100 because of rounding.

[2] Includes Volkswagen, Audi and Seat brands.

[3] Includes Fiat, Alfa Romeo and Lancia.

[4] Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.

[5] Includes Peugeot and Citroen.

[6] Includes Jaguar.

European car sales fall 15.4% in July

ANNE E. WRIGHT

Chief Statistician

European passenger car sales in July dropped for the third consecutive month.

According to *Automotive News* estimates, July sales in the 17-nation European market were 1.1 million, down 15.4 percent from the 1.3 million units sold in July 1991.

Nearly every manufacturer reported double-digit sales declines. Beyond Saab's 5.7 percent rise, the few other gains were scant.

At the top of the market, Volkswagen lost 14.2 percent.

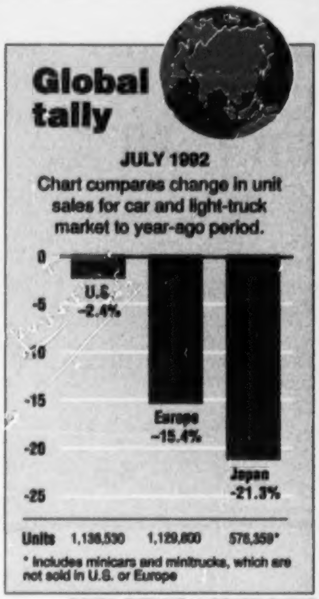
At the bottom, Daihatsu slipped 45.8 percent.

Germany, Europe's biggest market, plummeted 36.9 percent from 1991 levels. July was Germany's largest year-to-year decline in a seven-month skid.

Sales in Spain rose 5.8 percent from a year earlier to 106,000; Italy rose 4.1 percent to 224,000; and France was up 0.4 percent to 224,100.

Britain, the fifth largest market in Europe, fell 8.3 percent in July; sales are off 4.3 percent for the year.

Europe-wide sales for the first seven months were 8.5 million, off 3.3 percent from a year earlier.



DAVID L. BURHANS / AUTOMOTIVE NEWS

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	7 mos. 1992	% change vs. 1991
Germany	2,536,400	−14.4
Italy	1,626,900	4.1
France	1,215,300	0.1
United Kingdom	801,800	− 4.3
Spain	646,000	16.5
Belgium-Lux.	358,000	5.0
Netherlands	328,800	− 7.3
Austria	218,400	7.9
Switzerland	200,300	− 0.8
Portugal	168,100	21.4
Sweden	101,900	− 8.5
Greece	96,600	− 1.5
Denmark	56,900	5.4
Ireland	50,300	− 3.1
Finland	45,100	−26.3
Norway	36,100	12.8
TOTAL	8,488,900	− 3.3

dealers

BEGINNINGS

■ The **Herb Chambers** group, which already has two Honda stores in the Boston area, has opened a third in Seekonk, Mass.

■ **South Shore Mitsubishi** has opened in Hanover, Mass.

TRANSITIONS

■ The West Virginia Automobile & Truck Dealers Association has elected new officers. They are: **Bill Forbes** of Bill Forbes Chevrolet Inc. in New Martinsville, president; **Matt Miller** of Dutch Miller Chevrolet in Huntington, vice president; **Robert Urse** of Urse Dodge-Chrysler-Plymouth in Fairmont, secretary; **Bill Talbott** of Greenbrier Motors in Lewisburg, treasurer; and **Mike Matheny** of Matheny Motor Truck in Parkersburg, exclusive truck dealer.

■ **Huntington Ford** in Rochester Hills, Mich., has completed a $1 million, 5,000-square-foot expansion.

CITIZENSHIP

■ **Ray Hughes** of Ray Hughes Chevrolet Inc. in Enterprise, Ala., has been named one of the Future Business Leaders of America's 10 Businesspersons of the Year. The organization comprises high school students who plan to major in business. Since 1983, Hughes has awarded three college scholarships to local students.

■ The 35-member **New York-New Jersey-Connecticut Volvo Dealers Association** and Lifetime Learning Systems sponsored the Volvo "Ride Safely" mini-poster contest for third graders in more than 1,500 elementary schools in the three states. The winners' artwork will be featured in a 1993 Volvo calendar.

MILESTONES

■ **Autohaus of Clayton** (BMW) in Clayton, Mo., has celebrated its 25th anniversary.

■ **Herb Gordon** of Herb Gordon Auto World in Silver Spring, Md., has received an award commemorating his 20 years as a Mercedes-Benz dealer.

ADVERTISING

■ **Schumacher European Ltd.** (Mercedes-Benz) of Scottsdale, Ariz., has hired Drachett & Lavidge as its advertising agency.

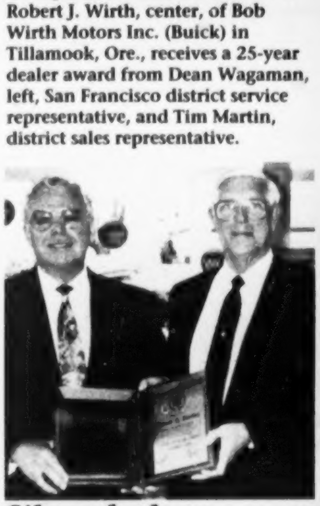
ALSO OF INTEREST

■ Reynolds and Reynolds Co. has signed an agreement with Jaguar Cars Inc. to develop a Dealer Communications System for Jaguar dealers in the United States. These systems allow auto dealers and auto manufacturers and importers to exchange information quickly, Reynolds and Reynolds said.

— *Compiled by Mary Beth Vander Schaaf*

25 years with Buick

Robert J. Wirth, center, of Bob Wirth Motors Inc. (Buick) in Tillamook, Ore., receives a 25-year dealer award from Dean Wagaman, left, San Francisco district service representative, and Tim Martin, district sales representative.



Silver dealer

Harvey Duthler, right, of Harvey Cadillac Co. in Grand Rapids, Mich., receives a 25-year dealer award from Jerry Freydl, Cadillac Central zone sales and service manager.

Chrysler reads the minds of prospects

ARLENA SAWYERS
Staff Reporter

JIM FRENAK

LH will stretch upscale in 1994 with the New Yorker line. A chrome-accented New Yorker will likely be aimed at traditional buyers. The LHS luxury sport sedan is expected to resemble the concept car.

Chrysler Corp. believes it has identified three distinct slices of the mid-sized car market and has an LH sedan for each one.

The long-awaited LH triplets — the Eagle Vision, Dodge Intrepid and Chrysler Concorde — have been the subject of many consumer clinics and are probably the most carefully researched vehicles in Chrysler's history.

Though the three cars are quite similar from sheet metal to cab-forward design to suspension, Chrysler plans to market them with three unique personalities:

Vision is viewed as the sporty, sophisticated answer for import intenders, while Concorde is expected to find its niche among older, upscale buyers. Intrepid, designed to have the broadest appeal of the three, will target "traditional" families, whose transportation needs range from mom's taxi to dad's performance roadster.

From a demographic standpoint, prospects for all three LH models are similar.

They are married, 35 to 50 years old with an annual household income of $35,000 to $75,000, and many own an import or are import-oriented.

Research went beyond demographics into psychographics, the study of lifestyles and attitudes.

"We had to find out what people wanted; we knew we were moving into a new market," said Dave Bostwick, director of business planning and research at Chrysler.

"We needed to break into the baby boom market, and concentrate on people who will buy these cars over the next 10 years."

Chrysler tapped those differences by conducting qualitative and quantitative consumer clinics last fall in Chicago and Anaheim, Calif.

The clinics focused on such attributes as price, equipment, styling, handling and how the consumer perceives Chrysler and its various brands vs. the competition.

Bostwick said the company conducted "driving situation" tests in which consumers were paid $50 to $100 to drive and evaluate LH cars and competitive cars such as the Audi 80, Mazda 929, Nissan Maxima, Chevrolet Lumina and Ford Taurus.

Bostwick said Chrysler used consumer feedback to determine that LH's tighter suspension was appropriate and to locate the child safety seat in the center of the rear seat.

"People want a high level of quality and safety," he said.

"The best cars used to be a cushy, floating ride. Now, buyers want something much tighter. They're not looking at how fast it goes from 0 to 60 mph; they are looking at how the car drives. Baby boomers now define the market."

During one clinic last December, Chrysler exposed a group of consumers to the three LH cars and to several competitive cars, among which were the Honda Accord, Ford Taurus, Toyota Camry and Pontiac Bonneville.

"We wanted to quantitatively see what they perceived the image to be, their estimation of the cost, and whether they would consider buying it," said Wally Anderson, Dodge marketing plans manager.

"We had a separate group when we qualitatively explored the position we planned to use in advertising and marketing."

Additionally, each division conducted separate research that yielded a generic composite buyer-couple for each division.

Eagle was the only brand that sent researchers into the homes of consumers, said Larry Baker, Jeep-Eagle general manager.

The research was conducted by Campbell-Mithun-Esty, the advertising agency for Jeep-Eagle, which had conducted similar research for Jeep several years ago.

While neither Baker nor the ad agency would disclose details of the study, Baker said researchers went into about 100 homes of consumers who liked the LH cars in general and the Vision in particular.

The purpose was to find out what is important to potential Eagle buyers by observing how they live, work and play.

"We noticed the pictures on the walls, the books on the shelves, the TV programs they watched and what they did in their spare time," Baker said. "We looked for a common thread."

As it turned out, there were several, he said.

Vision prospects are the yuppies of the LH prospects. They are more likely than other LH prospects to own an import. They live for their work. They are health conscious, eat out twice a week and shun prime time network TV in favor of cable TV, books and magazines.

"They don't stand out from the crowd; they stand away from the crowd," Baker said. "They don't worry about keeping up with the Joneses; they think of themselves as the Joneses.

"They see themselves as unique; we see them as unique. We think we know these people."

To get a handle on their potential customer bases, Dodge and Chrysler turned to Prizm, a data-based system that enabled them to study the lifestyles and purchase patterns of prospects.

The two divisions also used geo-demographics — the linking of people within certain geographic areas — on the premise that people of similar age, income and buying attitudes gravitate to the same areas.

Dodge marketers believe the Intrepid will find its audience among families who proudly consider themselves part of the mainstream.

Intrepid prospects see work as a means to an end — to support the family.

Family activities such as soccer practice and Little League baseball dominate their lives.

They eat out twice a month and watch prime time TV almost every night.

"They have strong traditional moral values," said Anderson, Dodge marketing plans manager.

Chrysler Concorde prospects are the oldsters of the group. Many are upscale "empty-nesters" who have outgrown the minivan, but still need more car to accommodate elderly parents.

They watch prime time TV regularly, are avid gardeners and prefer taking car trips when visiting their college-aged children.

"The cars clearly change the image of the brand and the company," said Steve Torok, Chrysler-Plymouth general manager.

"We are redefining what luxury means to our buyers. The new definition is detail to fit and finish and being more in touch with your environment.

"We're selling a new Chrysler, a new approach. This is not business as usual." ■

LH CUSTOMER PROFILES

Eagle Vision
- Yuppies
- Health conscious
- Live for their work
- Eat out twice a week
- Favor cable TV, books, & magazines

Chrysler Concorde
- Older, upscale
- Empty-nesters
- College-age children
- Avid gardners
- Favor prime time TV

Dodge Intrepid
- Traditional families
- Main stream lifestyle
- Family activities
- Eat out twice per month
- Watch prime time TV everynight

ADVERTISING EXPENDITURES

Make	Period	Expenditure
Chrysler LH models		
1993 launch	Sept. - Dec. 1992	$70,000,000
Toyota Camry		
1992 redesign	1992 model year	120,000,000
Nissan Altima		
1993 launch	1993 model year	120,000,000
Ford Taurus/Sable		
1985 launch	1985 model year	100,000,000
Honda Accord		
	1991 calendar year	50,200,000

Source: Advertising Age and LNA/Arbitron

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NGK SPARK PLUGS (U.S.A.), INC.

PRICES

Big 3 increases average 2 percent

continued from PAGE 1

age increase of $441, or 2.8 percent, last spring. The Big 3 did not hike prices at that time, thus the Japanese are one price increase ahead of the Americans.

Late last week, Mazda Motor of America Inc. was the only major Japanese importer that had priced its full line of 1993 cars. Mazda vehicles went up an average of $422, or 2.9 percent.

The current Big 3 numbers may change a bit before the official introduction dates, but the pattern is firm. Chrysler and Ford have labeled their prices "preliminary" or "pre-introductory." Last year, Chrysler and Ford reduced their early prices before introduction day.

Only Chrysler shows a bigger increase than last year. Its preliminary hike is $403, compared with a meager $138 a year ago. The new LH sedans are not included in the analysis since they had no 1992 counterparts.

Ford's increases, with allowances for year-to-year equipment changes, are $506 for 1993 and $590 a year ago; GM's are $313 and $570.

All figures in this article are sales-weighted, both for the individual companies and for the Big 3 as a group. Sales-weighting means that the increase on each car line is balanced against that line's share of the company's total sales. In sales-weighting the Big 3, each maker's share of total Big 3 new-car sales is part of the procedure.

The GM announcement on Aug. 13 probably sent the Ford and Chrysler price gnomes back to their abacuses. GM sprung a surprise by posting a hike of 1.60 percent; it was lower than had been anticipated. Earlier, Ford had said 2.90 percent, and Chrysler had said 2.60 percent.

GM's 1.60 percent does not include Saturn. Factoring Saturn into the equation makes the GM boost 1.66 percent.

GM no longer holds the commanding position it once enjoyed in pricing and other automotive matters, but its rivals — both domestic and import — are still wary of twisting the General's tail. Ford and Chrysler have a month to study their stickers before their official 1993 intro dates.

The Big 3 figures in the *Automotive News* analysis show the effect of equipment shifts on a company's pricing activities.

Chrysler's adjusted and unadjusted numbers are about the same, but Ford has a boost of $673 before adjusting for 1993 equipment tinkering and $506 after making the allowance. GM's increases are $477 before and $313 after.

A year ago, the comparisons for the three makers were: Chrysler, up $138 adjusted and $507 unadjusted; Ford, $590 and $903; GM, $570 and $1,032. The Big 3 added more items to the standard equipment last year than they will for 1993.

The 1993 Chevrolet Lumina two-door sedan is a good example of the equipment-switch game. That model went up $1,490 (11.29 percent), while other Luminas didn't go up a dime. But a V-6 engine and air conditioning are standard equipment on the 1993 two-door. As options for 1992 (total price $1,490), each had an installation rate of more than 95 percent.

For most Lumina buyers, the two-door hasn't gone up at all. But for those who can get along very nicely without air or V-6 power, the price is up a heap. Maybe enough to keep the buyer out of the market entirely, or at least to propel him to the showroom of another make.

Five vehicles fare poorly in government crashes

MAX GATES
Staff Reporter

WASHINGTON — Five of nine 1992 vehicles in the government's latest 35-mph crashes showed possible serious head injury to the driver or front-seat passenger.

The Hyundai Elantra sedan had head-injury scores of 1,345 for the driver and 1,240 for the front passenger. Scores of 1,000 or above indicate that serious head injury is possible, says the National Highway Traffic Safety Administration.

The Elantra also recorded a driver-chest injury score of 70. A score of 60 or above indicates that chest injury is possible.

The Oldsmobile Achieva had a driver head-injury score of 2,021. Also scoring over 1,000 were the Isuzu Trooper, Nissan Pathfinder and Ford Ranger.

Two vehicles scored at levels where serious head, chest or leg injuries are considered unlikely. They were the Mazda B2200 pickup and the Hyundai Excel sedan. The Ford Festiva also fell into that range, but its results were incomplete because of missing head-injury data.

None of the nine vehicles crashed in the latest phase of the New Car Assessment Program had an airbag. In the program, NHTSA will crash 35 vehicles from the 1992 model year.

The consumer information program is designed to detect differences in frontal-crash protection.

HEAD-INJURY SCORES

(Over 1,000 indicates possible serious injury)

	Driver	Passenger
Ford Festiva	NA	477*
Hyundai Excel	520	544
Plymouth Colt Vista	920	362*
Hyundai Elantra	1,345	1,240
Oldsmobile Achieva	2,021	343
Nissan Pathfinder	1,211	817*
Isuzu Trooper	1,219	1,258
Mazda pickup	535	424
Ford Ranger	1,009	415*

*Indicates head did not strike interior surface
Source: NHTSA

The Hyundai Elantra sedan registered head-injury scores of 1,345 for the driver and 1,240 for the front passenger.

Vehicles are crashed head-on into a barrier at 35 mph. The crash produces 36 percent more energy and injury potential than the 30-mph frontal crash tests that all new cars are required to pass under federal safety standards.

NHTSA says comparisons should be made only among vehicles within a weight range of 500 pounds.

Smyrna adds V-6 engine to output of cars, trucks

LINDSAY CHAPPELL
Staff Reporter

SMYRNA, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. begins commercial production this week of the first V-6 to be built by a Japanese manufacturer in the United States.

Nissan can build as many as 135,000 of the engines a year. They will be used in the Mercury Villager/Nissan Quest minivan assembled by Ford Motor Co. in Avon Lake, Ohio. Nissan will supply up to 50,000 for the Quest; the rest will go to Ford for the Villager.

Production of the Quest/Villager began in April. Nissan has been supplying the V-6 engine from a plant in Japan.

The V-6 is one of two important new products for the Smyrna plant. This week, Nissan dealers will receive their first shipments of the new Altima sedan. It goes on sale Sept. 1.

The addition of Altima production this summer makes Smyrna the nation's largest auto factory under one roof. Smyrna now has an annual capacity of 450,000 units. Ford's Explorer/Ranger plant in Louisville, Ky., built about 420,000 in the 1992 model year.

The $475 million expansion that was completed this summer gives Nissan a plant that can build up to 125,000 Sentras a year, 125,000 compact pickups, 200,000 Altimas, 125,000 four-cylinder engines and 135,000 V-6s. It also builds steel panels for all vehicles made at Smyrna, Avon Lake and Nissan's plant in Cuernavaca, Mexico.

Nissan last week completed hiring for 2,000 new jobs at the plant, which now employs 5,600.

Two shifts of employees are currently working side-by-side on the Altima, so workers can learn from each other and catch mistakes. Those shifts will be separated into day and night crews by the first week of September.

The plant is building about 260 Altimas a day and plans to reach 800 a day during 1993.

The Smyrna plant is also adopting new technology in its body assembly and paint operations.

In body work, Nissan has introduced a robot-controlled "intelligent body assembly system," an automated welding line that can correct alignment errors and adjust to eight different models in simultaneous production.

Nissan uses the technology at some plants in Japan, but this is the first application in North America.

In paint work, the 11-year-old Smyrna plant has devised a system for applying water-based topcoat paints electrostatically — paint technologies that are usually considered virtual opposites. Since water-borne paint conducts electricity, manufacturers have avoided applying it with electrostatic tooling, both as a safety measure and to avoid short-outs.

Jerry Benefield, president and chief executive officer of Nissan Motor Manufacturing, said the Altima launch "is going better than any launch we've everhad."

ALTIMA

Dealers hail intro price

continued from PAGE 1

car low enough to get us into the market. I think this is really going to help," said C. Harrell Schaeffer, president of Bluff City Nissan in Memphis, Tenn. "Price is everything, no matter what anybody says."

The cheapest 1992 Camry sedan, a four-cylinder, goes for $14,798. That Camry model and the $12,999 Altima XE have manual transmissions.

Nissan is counting on the Altima to make Nissan a significant player in the heart of the market. The Altima, which is smaller and narrower than the Accord and Camry, replaces the Stanza, whose 1991 sales totaled 73,475.

But Nissan executives and dealers admit they won't sell many base Altima models, even though they have a driver-side airbag, tachometer and tilt steering wheel. Most buyers in that segment want air conditioning, an AM/FM stereo cassette and cruise control.

Earl Hesterberg, general manager of Nissan Division, said the bulk of Altima's production and sales will be the mid-trim GXE model, which starts at $14,024. With an option package that includes a cassette stereo, air conditioning, cruise control and power windows and door locks, the price is $15,024. Adding automatic transmission makes it $15,849.

A similarly equipped 1992 Honda Accord LX sedan with automatic transmission is $16,850. Honda's 1993 prices are due next month. A similarly equipped 1992 Camry LE is $17,498.

The most expensive Altima, the GLE, carries an $18,349 sticker. That compares with $19,428 for the top-of-the-line, four-cylinder 1992 Camry XLE and $19,270 for the high-trim 1992 Accord EX with automatic transmission.

"With this pricing for Altima, we know that whatever (Honda and Toyota) do, we'll be fine," Hesterberg said after making the announcement to dealers in Nashville, Tenn., last week.

> ‘We wanted to jolt people. We want to position this car as an uncommon value. The dealers are pumped.’
>
> **EARL HESTERBERG**
> NISSAN GENERAL MANAGER

"We wanted to jolt people. We want to position this car as an uncommon value. The dealers are pumped," Hesterberg said.

And pumped they were.

"The Camry has been hurting us pretty bad," said Kenneth Griffin, a Nissan dealer in Sterling, N.C. "This is going to help us a lot."

Nissan has taken some knocks for not offering a six-cylinder engine (the Honda Accord doesn't have one either) and for the Altima's size relative to the new Camry. The Altima has a 2.4-liter, four-cylinder engine, and it is three inches narrower and seven inches shorter than the Camry.

Clearly, Nissan hopes to make up for Altima shortfalls with price.

"I just built a brand-new Nissan store, and I was thinking, 'A four-cylinder? I hope we don't fall on our face.' But with this pricing, I think we'll be fine," said Mark Lacher, general manager of Koeppel Nissan in Jackson Heights, N.Y. "This is the '90s, not the '80s. I think the times are right for a four-cylinder, for value."

Other dealers appreciated the pricing ploy, even if it proves to be temporary.

"Even if it's only a marketing move to help establish our position in the marketplace, they're doing the right thing," said Jerry Heuer, general manager of Torrance Nissan in Torrance, Calif. "I'm impressed."

Hesterberg said he's determined to stick with this price as long as possible.

Hesterberg said the Altima launch strategy is modeled after the 1988 introduction of the Maxima, which he called "our most successful launch ever." The strategy includes staying away from incentives as long as possible and holding the price.

Infiniti hikes freight charge

CARSON, Calif. — Infiniti Division of Nissan Motor Corp. in U.S.A. has increased the destination charge 12.5 percent, effective Sept. 1. The freight charge will be $450, up from the current charge of $400.

Infiniti also hiked the price of its G20 four-door sedan $400 for the 1993 model year. The G20 will be $19,500, up from $19,100. Automatic transmission is $900 extra, the same as in 1992.

Lexus ads cite upgrades

TORRANCE, Calif. — Lexus will use the fall introduction of a restyled LS400 to hammer home its dedication to continuous improvement, according to *Advertising Age*, a sister publication to *Automotive News*.

The campaign scheduled to break in October will show how the company listened to its owners in updating the model, said J. Davis Illingworth, Lexus general manager.

"We'll show customer letters where a customer asked for something, and here it is," he said. Team One of El Segundo, Calif., handles Lexus advertising.

Among the improvements to the $40,000-plus sedan are the addition of a passenger-side airbag, a new pocket-size portable car phone that operates on voice command, and a new air conditioning refrigerant.

— Crain News Service

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CADILLAC (1992 models, expires Sept. 23)

Eldorado, Seville (except STS)	$0-1,500, based on number sold

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000

CHRYSLER (1991-92 models; expires Aug. 31)

Imperial, all New Yorker	$1,000-2,000, quota

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos)	$2,000
Econoline van conversion	$750

GMC (1992 models; expires Sept. 23)

G van conversion	$750-1,000, quota

HONDA (1992 models; expires Sept. 30)

Accord	$500
Civic	$400

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.

Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1992 models; expires Sept. 30)

Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold

NISSAN (1992 models; expires Sept. 30)

Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1992 models, expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (expires Oct. 2)

Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

TOYOTA (expires Sept. 2)

Corolla (1992 only)	$800-$1,000, quota
Celica	$600-800, quota
Tercel	$200-$400, quota
Pickup base	$800-1,000, quota
Other pickup	$300-500, quota

Toyota tries another lean-burn

RICHARD JOHNSON
Staff Reporter

TOKYO — Toyota Motor Co., which struck out with a lean-burn engine in the Japanese market several years ago, is back with a new, improved unit first used in Europe and mated to an automatic transmission for the first time anywhere.

The four-door Carina sedan, spun off from the new, mid-sized Corona launched last winter, has a 1.6-liter, twin-cam, four-valve, four-cylinder engine that uses the first mass-produced combustion pressure sensor, Toyota said.

The sensor directly monitors combustion from the pressure inside the cylinder and adjusts the fuel intake. The result, according to Toyota, is stable combustion at a lean air-to-fuel ratio and lower emissions of oxides of nitrogen.

Toyota's previous lean-burn engines met Japanese emission standards only when offered on small cars with manual gearboxes. But the company says the Carina's 4A-FE engine is capable of high performance and response and meets emission standards even when coupled with an automatic.

The new lean-burn unit was introduced in Europe in May with the launch of the Carina E. In Japan, Toyota expects to sell about 8,500 Carinas monthly, but only about 1,200 figure to be equipped with the lean-burn powerplant.

In 1984, Toyota offered its first-generation 4A-ELU lean air-fuel ratio engine in Japan. However, only about 1,000 units sold in four years and the company pulled the engine from the market. Toyota blamed the lackluster response from customers on poor performance. A second-generation lean-burn introduced in 1987 has been sold in Europe only.

"We wanted to market a lean-burn engine that people want to buy," said spokesman Hiroshi Hashimoto. The driveability of this engine is comparable to conventional gasoline engines.

The Carina lean-burn offerings are capable of 105 horsepower at 6,000 rpm. Fuel consumption of 40 to 42 miles per gallon is 9 to 10 percent better than the previous 1.6-liter Carina.

The engine operates with an air-fuel ratio of 22:1 to 24:1, near the practical combustion limit of 25:1. Toyota says electronic fuel injection and a newly designed helical port with swirl-control valve provides superior fuel atomization, thus lowering oxides of nitrogen emissions in a wide range of driving conditions.

Cars with the 1.6-liter lean-burn engine are priced at $10,800 to $12,300.

There are no plans to offer the engine in the United States, though company officials say they don't rule it out for the future.

Last year, Honda Motor Co. and Mitsubishi Motors Corp. unveiled new lean-burn engines on subcompact-class cars. Honda's 1.5-liter Civic VTEC-E engine is offered in the United States, though not in California.

NHTSA sparks recall of 1988-89 Grand Prix

MAX GATES
Staff Reporter

WASHINGTON — General Motors will recall nearly 113,000 1988-89 Pontiac Grand Prix cars, following an investigation by the National Highway Traffic Safety Administration.

The company will install an improved stoplamp switch. The faulty switches prevent brake lamps from lighting or staying lit when brakes are applied.

In vehicles with cruise control, the switch could activate cruise control when the brake pedal is released, NHTSA said.

In other actions reported last week, the agency has opened investigations of:

- Inadvertent door opening in 1988 Mazda 626 and 929 models.
- Eight complaints of fuel line fires in 1990-92 General Motors APV minivans. Nearly 280,000 vehicles would be affected.
- Window shattering in 1991-92 Chrysler Caravan and Voyager minivans.

The federal safety agency upgraded its investigations to engineering analyses of:

- All BMW passenger cars from the 1984-92 model years. The agency has received 71 complaints of heater core failures that can spray occupants with hot coolant. Four injuries have been reported. Nearly 520,000 vehicles are involved.
- Isuzu Troopers and pickups from the 1984-91 model years, which have been the subject of 23 complaints of heater core failures. A total of 450,000 vehicles would be affected.
- GM full-sized Chevrolet and GMC pickup trucks with four-wheel drive and the 4wd Astro Safari. The agency has 16 complaints of brake disc separation from the hub. The problem, which affects 1988-92 model year vehicles, is already the subject of a recall in Canada.
- Sticking throttles in 1.4 million GM vehicles from the 1987-91 model years. The agency has received 121 complaints, including reports of 31 accidents, 13 injuries and one fatality. Included are 2.8-liter engines and GM vehicles with bodies designated A (Oldsmobile Cutlass Ciera and Custom Cruiser Wagon, Buick Century and Century wagon), J (Chevrolet Cavalier, Pontiac Sunbird), L (Chevrolet Corsica, Beretta) and W (Chevrolet Lumina, Oldsmobile Cutlass Supreme, Buick Regal, Pontiac Grand Prix).

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93), Sedan ('91)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan ('92)	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91), Spirit ('91)	$1,500
Dynasty, Daytona ('92-93), Spirit ('92)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd), Acclaim ('91)	$1,500
Acclaim (92), Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400

GENERAL MOTORS

1992 models

Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates may vary by region.

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires Oct.2)

Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

MAZDA (1992 models, expire Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

incentive
WATCH

Acura, Ford, Volkswagen offer deals

Acura is paying factory-to-dealer incentives of $2,500 on the 1992 Legend sedan and $1,000 on the 1992 Legend coupe. The program runs through Nov. 3.

Through Sept. 5, **Volkswagen of America** is paying dealer incentives on select 1992 cars: Jetta, $500; Passat, $750; Corrado G-60, $1,200; and Cabriolet, $1,500.

Ford Motor Co. is offering a $1,000 incentive to businesses that buy Econoline 150 vans through Sept. 23.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	8/24	*
Ford Mustang		
GENERAL MOTORS		
Wilmington, Del.	8/24	*
Chevrolet Corsica		
Chevrolet Beretta		
Willow Run, Mich.	8/24, 8/31, 9/7	2,000
Buick Roadmaster Estate wagon		
Chevrolet Caprice sedan & wagon		
Olds. Custom Cruiser wagon		
TOYOTA		
Cambirdge, Ontario	8/24 *	**
Toyota Corolla		
Total U.S. car		2,000
Total units lost week of 8/24		2,000

*Plant closed until September for model changeover

**Vacation

Source: Automotive News Data Center

BMW drops CFC from all '93 models

JACK KEEBLER

Staff Reporter

BMW of North America Inc. announced last week that its entire 1993 car line will use chloroflurocarbon-free air conditioning systems.

"We have followed an aggressive schedule in replacing CFC-12 with the HFC-134a refrigerant," said Karl Gerlinger, president of BMW's U.S. subsidiary.

"BMW has been a leader in addressing the side effects of CFC applications. In 1991, BMW enforced a recycling policy for all CFC-12 refrigerant fluids. In March 1992, BMW began to install CFC-free air conditioning systems in selected models such as the 735i."

BMW reports that it has supplied each of its dealers with 30 pounds of the new refrigerant to avoid shortages that would inconvenience customers. Refrigerant suppliers have not yet reached full production capacity of HFC-134a.

The importer said that as of September production, it will discontinue use of CFCs, including those used in manufacturing instrument panels and seats.

Scientists believe chemicals like CFC-12 destroy stratospheric ozone, which protects the earth from excessive exposure to ultraviolet light. Researchers have linked such exposure to crop damage and skin cancer. AN

Jensen files for bankruptcy

LONDON — Jensen Car Co., the British high-performance sports car builder that made cars for Clark Gable and other Hollywood stars, has filed for bankruptcy.

Creditors are owed £638,000 ($1.23 million). The Grant Thornton accounting firm has been named receiver and hopes to sell the West Bromwich company as a going concern.

Jensen, which made its first car in 1926, is known for its S4 EFI sports car. During its heyday, Jensen earned a niche as a builder of fashionable handcrafted muscle cars after Gable commissioned a sports tourer based on a Ford V-8 chassis.

— Ed Wendt

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/17-8/22/92	Actual 8/10-8/15/92	8/1 8/22/92	Year 1/1-8/22/92	Year 1/1-8/24/91
Concorde (Can.)	10	0	10	24	0
LeBaron A	600	545	1,194	1,194	0
LeBaron J	450	501	1,319	35,062	18,697
New Yorker	50	309	874	9,997	4,773
Fifth Avenue	1,200	1,369	3,838	26,408	20,697
Imperial	100	186	508	3,441	4,713
Town & Country (trk.)	550	627	1,667	10,708	2,407
Total Chrysler Div.	**2,960**	**3,537**	**9,410**	**86,834**	**51,287**
Sundance	1,850	1,889	5,569	40,271	35,326
Acclaim	1,300	1,539	4,474	47,659	51,180
Voyager (trk.)	2,500	2,485	7,377	63,917	60,271
Voyager (Can. trk.)	3,186	3,035	9,371	83,623	69,604
Total Plymouth	**8,836**	**8,948**	**26,791**	**235,470**	**216,381**
Intrepid (Can.)	1,095	959	2,652	3,637	0
Daytona	350	337	1,149	9,063	4,967
Shadow	2,050	2,041	6,079	61,775	40,181
Dynasty	2,250	2,248	6,464	55,905	69,050
Spirit	1,900	1,464	4,691	46,738	44,401
Viper	15	15	30	113	0
Monaco (Can.)	0	0	0	0	6,076
Caravan (trk.)	2,950	2,851	8,592	83,072	70,852
Caravan (Can. trk.)	3,384	3,260	10,049	107,174	90,534
Caravan C/V (trk.)	50	23	85	1,966	2,267
Caravan C/V (Can. trk.)	30	0	30	4,425	12,100
Dakota (trk.)	3,450	3,492	10,276	90,162	50,895
Ram pickup (trk.)	1,100	1,159	3,345	36,379	50,225
Ram wagon (Can. trk.)	350	381	1,109	14,492	12,972
Ram van (Can. trk.)	1,610	1,588	4,820	44,293	24,304
Total Dodge	**20,584**	**19,818**	**58,371**	**559,194**	**478,824**
Vision (Can.)	540	424	1,306	2,235	0
Premier (Can.)	0	0	0	0	7,681
Cherokee (trk.)	2,900	2,839	8,709	86,378	85,283
Comanche (trk.)	0	0	0	915	3,292
Grand Cherokee (trk.)*	4,200	3,603	10,533	50,800	1,560
Briarwood (trk.)	0	0	0	325	1,882
Wrangler (trk.)	1,500	1,207	3,678	4,510	0
Wrangler (Can trk.)	0	0	0	29,026	38,572
Total Jeep-Eagle	**9,140**	**8,073**	**24,226**	**174,189**	**138,270**
Total U.S. car	**12,115**	**12,443**	**36,189**	**337,626**	**293,985**
Total Can. car	**1,645**	**1,383**	**3,968**	**5,896**	**13,757**
Total U.S. truck	**19,200**	**18,286**	**54,262**	**429,132**	**328,934**
Total Can. truck	**8,560**	**8,264**	**25,379**	**283,033**	**248,086**
CHRYSLER CORP.	**41,520**	**40,376**	**119,798**	**1,055,687**	**884,762**
Escort	5,767	5,792	11,559	115,032	134,973
Mustang	2,805	2,729	7,948	64,004	60,254
Tempo	3,472	3,214	9,673	89,652	73,900
Tempo (Can.)	3,051	3,359	9,082	80,835	68,611
Taurus	8,736	8,023	23,668	253,155	203,956
Thunderbird	1,614	0	1,614	53,997	50,233
Crown Victoria (Can.)	2,025	1,739	6,113	70,369	60,132
Aerostar (trk.)	3,463	3,439	10,973	118,212	107,420
Bronco (trk.)	701	686	2,082	16,173	10,054
Explorer (trk.)	4,983	5,687	16,305	195,699	173,187
Mazda Navajo (trk.)	0	0	0	2,982	6,764
Econoline (trk.)	4,143	4,456	13,018	126,829	92,199
Heavy (trk.)	1,044	1,033	3,055	29,365	21,693
Light truck (trk.)	8,318	8,574	23,118	280,748	191,406
Light truck (Can. trk.)	2,631	3,040	7,932	84,260	64,900
Ranger (trk.)	0	1,259	2,749	158,169	170,225
Total Ford Division	**52,753**	**53,030**	**148,889**	**1,739,481**	**1,489,907**
Topaz	928	905	2,846	38,226	31,694
Topaz (Can.)	1,367	1,441	3,976	32,550	22,470
Cougar	723	0	723	34,958	40,738
Sable	2,354	2,764	7,672	83,153	67,028
Grand Marquis (Can.)	2,775	2,397	7,428	68,215	63,070
Mercury Villager (trk.)	629	545	1,634	5,090	0
Nissan Quest (trk.)	379	305	956	3,019	0
Total Mercury	**9,155**	**8,357**	**25,235**	**265,211**	**225,000**
Continental	841	849	2,528	24,881	36,234
Mark VII	0	0	0	2,375	6,342
Town Car	2,531	2,541	7,598	74,598	85,233
Total Lincoln	**3,372**	**3,390**	**10,126**	**101,854**	**127,809**
Total L-M Division	**12,527**	**11,747**	**35,361**	**367,065**	**352,809**
Total U.S. car	**29,771**	**26,817**	**75,829**	**834,031**	**790,585**
Total Can. car	**9,218**	**8,936**	**26,599**	**251,969**	**214,283**
Total U.S. truck	**23,660**	**25,984**	**73,890**	**936,296**	**772,940**
Total Can. truck	**2,631**	**3,040**	**7,932**	**84,260**	**64,900**
FORD MOTOR CO.	**65,280**	**64,777**	**184,250**	**2,106,546**	**1,842,716**
Skylark	1,535	1,006	2,792	37,205	27,765
Century	1,979	1,813	5,226	54,129	57,410
Regal (Can.)	1,500	0	1,500	61,276	77,148
Riviera	254	133	418	7,664	13,989
Park Avenue	890	641	2,245	37,015	71,901
LeSabre	3,614	3,248	9,954	103,722	40,222
Roadmaster sedan	972	1,169	3,140	28,465	17,434
Roadmaster wagon	0	0	0	6,657	17,289
Reatta	0	0	0	0	1,206
Total Buick	**10,744**	**8,010**	**25,275**	**336,133**	**324,364**
Eldorado	317	158	514	21,789	6,981
Seville	641	327	1,058	32,174	15,488
Brougham	273	200	610	2,780	12,444
DeVille	4,065	2,275	8,247	72,260	99,000
Allante	64	64	193	1,292	2,009
Total Cadillac	**5,360**	**3,024**	**10,622**	**130,295**	**135,922**
Cavalier	4,025	2,012	6,343	134,007	163,425
Camaro	1,577	1,694	5,239	46,045	33,397
Corsica-Beretta	2,297	3,539	9,832	125,972	160,978
Lumina (Can.)	3,500	0	3,500	142,606	144,831
Caprice	656	19	711	71,464	86,881
Corvette	480	240	1,011	13,567	13,350
Astro (trk.)	3,129	2,180	8,550	93,877	57,824
Blazer (trk.)	584	470	1,685	15,281	5,534
Lumina APV (trk.)	879	395	1,332	28,631	24,864
Mediums (trk.)	303	283	749	4,750	863
P-model (trk.)	614	408	1,096	15,923	13,256
Pickup (trk.)	6,596	5,130	19,296	174,137	182,017
Pickup (Can. trk.)	3,200	3,171	9,416	115,900	89,300
S10 (trk.)	5,344	3,748	11,525	118,160	165,257
S10 Blazer (trk.)	2,177	2,212	6,639	80,876	22,938
Sportsvan (trk.)	31	14	45	11,450	25,913
Sportsvan (Can. trk.)	1,150	1,145	2,610	46,599	33,187
Suburban (trk.)	1,575	971	3,871	33,790	20,155
Total Chevrolet	**38,117**	**27,631**	**94,050**	**1,273,035**	**1,243,970**
Achieva/Calais	530	385	1,132	72,365	34,616
Cutlass Ciera	3,070	2,832	8,124	82,210	54,965
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	2,100	0	2,100	49,478	66,439
Toronado	0	0	0	3,280	3,119
Eighty Eight	1,278	1,195	3,658	44,816	48,569
Custom Cruiser wag.	0	0	0	1,927	5,852
Ninety Eight	80	208	690	18,230	52,371
Silhouette (trk.)	147	61	221	9,159	13,133
Bravada (trk.)	274	212	706	7,872	10,239
Total Oldsmobile	**7,479**	**4,893**	**16,631**	**289,337**	**330,392**
Sunbird	1,501	753	2,370	55,011	75,433
Grand Am	6,085	6,090	16,155	161,104	87,273
Firebird	573	620	1,925	16,492	11,912
Grand Prix	2,392	1,832	4,224	68,984	66,760
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,386	805	3,168	60,236	42,674
Trans Sport (trk.)	561	250	863	25,546	16,236
Total Pontiac	**12,498**	**10,350**	**28,705**	**387,373**	**319,891**
Yukon-Jimmy (trk.)	240	172	415	4,567	1,555
Medium (trk.)	280	269	904	13,161	1,361
P-model (trk.)	61	61	196	2,115	1,770
Pickup (trk.)	2,508	1,914	7,298	67,053	79,543
Pickup (Can. trk.)	1,300	1,304	3,677	42,694	33,189
Syclone-Sonoma (trk.)	1,448	1,274	3,336	31,354	39,684
Typhoon-S15 Jimmy (trk.)	737	607	1,814	25,284	7,892
Safari (trk.)	1,153	873	3,085	38,256	25,197
Suburban (trk.)	1,089	878	2,529	21,086	16,482
Vandura (trk.)	68	23	91	5,894	11,710
Vandura (Can. trk.)	320	318	753	20,269	14,363
Total GMC	**9,204**	**7,693**	**24,098**	**271,733**	**232,746**
Total Saturn+	**5,510**	**5,610**	**16,830**	**131,221**	**53,898**
Total U.S. car	**48,244**	**38,868**	**117,909**	**1,561,561**	**1,464,653**
Total Can. car	**5,000**	**0**	**5,000**	**203,882**	**263,068**
Total U.S. truck	**29,798**	**22,405**	**78,846**	**828,222**	**743,423**
Total Can. truck	**5,970**	**5,938**	**16,456**	**225,462**	**170,039**
GENERAL MOTORS	**89,012**	**67,211**	**216,211**	**2,819,127**	**2,641,183**
Can. car	900	670	2,470	63,812	66,592
Can. trk.	450	320	1,270	39,176	29,663
CAMI*	**1,350**	**990**	**3,740**	**102,988**	**96,255**
DIAMOND-STAR*	**2,220**	**2,192**	**6,606**	**91,855**	**101,245**
Civic	2,075	2,093	6,464	63,664	58,611
Civic (Can.)	2,115	2,182	6,065	70,213	69,384
Accord	7,620	7,343	22,430	244,965	235,743
Total U.S. car	**9,695**	**9,436**	**28,894**	**308,629**	**294,354**
Total Can. car	**2,115**	**2,182**	**6,065**	**70,213**	**69,384**
HONDA	**11,810**	**11,618**	**34,959**	**378,842**	**363,738**
HYUNDAI Sonata (Can.)	**0**	**240**	**294**	**7,849**	**17,950**
AUTOALLIANCE*	**4,878**	**4,878**	**14,546**	**76,511**	**101,868**
U.S. trk.	1,585	1,547	4,203	42,153	46,210
Can. trk.	0	244	417	5,411	4,703
NAVISTAR	**1,585**	**1,791**	**4,620**	**47,564**	**50,913**
Altima	1,339	1,248	3,597	5,770	0
Sentra	2,310	2,281	6,694	78,647	86,050
Pickup (trk.)	2,778	2,919	8,459	84,792	84,906
NISSAN	**6,427**	**6,448**	**18,750**	**169,209**	**170,956**
Geo Prizm	10	0	1,021	52,503	64,046
Toyota Corolla	10	0	1,481	72,489	71,494
Toyota Pickup (trk.)	1,930	1,922	5,782	41,750	0
NUMMI	**1,950**	**1,922**	**8,284**	**166,742**	**135,540**
Legacy	1,200	1,287	3,594	37,904	37,200
Pickup (trk.)	513	575	1,711	15,301	16,672
Rodeo (trk.)	847	952	2,716	27,101	16,969
Total U.S. car	**1,200**	**1,287**	**3,594**	**37,904**	**37,200**
Total U.S. trk.	**1,360**	**1,527**	**4,427**	**42,402**	**33,641**
SUBARU-ISUZU	**2,560**	**2,814**	**8,021**	**80,306**	**70,841**
Camry	4,885	4,886	14,516	155,505	136,263
Corolla (Can.)	1,450	1,449	4,017	48,129	41,988
TOYOTA	**6,335**	**6,335**	**18,533**	**203,634**	**178,251**
VOLVO 740, 940 (Can.)	**100**	**0**	**100**	**4,015**	**5,325**
AM GENERAL (trk.)	**300**	**300**	**900**	**11,700**	**13,250**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**5,760**	**74,880**	**67,270**
Total U.S. car	**116,677**	**104,336**	**310,876**	**3,613,031**	**3,441,543**
Total Canada car	**20,428**	**14,860**	**48,513**	**654,965**	**692,347**
Total U.S.-Canada Car	**137,105**	**119,196**	**359,389**	**4,267,996**	**4,133,890**
Total U.S. truck	**82,531**	**76,810**	**234,529**	**2,491,317**	**2,110,582**
Total Canada truck	**17,611**	**17,806**	**51,454**	**637,342**	**517,381**
Total U.S.-Canada truck	**100,142**	**94,616**	**285,983**	**3,128,659**	**2,627,973**
TOTAL U.S.	**199,208**	**181,146**	**545,405**	**6,104,348**	**5,552,125**
TOTAL CANADA	**38,039**	**32,666**	**99,967**	**1,292,307**	**1,209,738**
TOTAL U.S.-CANADA CAR & TRUCK	**237,247**	**213,812**	**645,372**	**7,396,655**	**6,761,863**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Car-truck output up 9% in '92

GWENDOLYN ZONGHETTI

Special Correspondent

Car and truck producers in the United States and Canada have assembled 7,396,665 vehicles so far this year, 9.4 percent ahead of the 6,761,863 built one year ago.

In the United States last week, 116,677 cars were produced, 11.8 percent more than the prior week and 11.4 percent more than the year-ago week.

Year-to-date car production in the United States is 3,613,031, up 5.0 percent over the same point last year.

Canadian automakers produced 20,428 cars last week, 37.5 percent more than the prior week and 3.3 percent more than the same week last year.

So far this year, Canadian car manufacturers have assembled 654,964 autos, down 5.4 percent from the same point in 1991.

Truck production in the United States last week was estimated at 82,531, up 7.4 percent over the prior week and 14.0 percent over the 1991 week.

Year-to-date U.S. truck production is 2,491,317, up 18.0 percent over last year.

Canadian truckmakers produced 17,611 units last week, down 1.1 percent from the prior week but up 8.8 percent over the year-ago week.

Year-to-date truck production in Canada is 637,342, up 23.2 percent over 1991.

The estimated daily build rate of cars and trucks in the United States and Canada last week was 47,449, up 11.0 over the prior week and 11.4 percent over the year-ago week.

Last week's scheduled car and truck production was shared as follows:

General Motors, 39.1 percent; Ford Motor Co., 26.8 percent; Chrysler Corp., 15.7 percent; Honda of America Manufacturing Inc., 4.9 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.2 percent; Toyota Motor Manufacturing (U.S.A.), 2.5 percent; AutoAlliance International Inc., 2.4 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; Diamond-Star Motors Corp., 1.1 percent; New United Motor Manufacturing Inc., 1.0 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; and AM General, 0.2 percent.

Ford's Atlanta car plant will work overtime today for the 1993 model start-up.

Chrysler announced last week that it may be necessary to reduce production of Jeep Cherokees at its Toledo, Ohio, plant due to lack of orders.

This week, Chrysler has scheduled daily overtime at four plants — the Newark, Del., and Belvidere, Ill., car plants and the Warren, Mich.; and Jefferson North (Detroit) truck plants.

The Windsor, Ontario, and Toledo truck plants will work one shift of overtime this Saturday.

Two shifts of Saturday overtime are scheduled for Chrysler's St. Louis No. 2 truck plant. AN

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Automotive News

AUGUST 31, 1992

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NEWSPAPER

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Big 3 file minivan appeal

WASHINGTON — The Big 3 on Friday filed their appeal in the minivan dumping case against Toyota and Mazda.

Chrysler Corp., General Motors and Ford Motor Co. are contesting a June 24 International Trade Commission ruling that domestic minivan makers were not injured by Toyota and Mazda pricing practices.

The Big 3 argued at the Court of International Trade in New York that the trade commission underestimated the competition for minivan sales and the impact of artificially low Japanese prices.

If the Big 3 win, Toyota Previas and Mazda MPVs could be subject to $2,000 or more in additional duties.

— Max Gates

Dodge adopts ram emblem

Chrysler Corp. will adopt a new Dodge emblem in the 1993 model year.

The logo is a new rendering of the division's trademark ram's head, according to Frank Galeana, chairman of the Dodge National Dealer Council. It will be featured in advertising and affixed to the rear or side panel of the 1993 Dodge Intrepid sedan, Galeana said.

Dealers at the company's 1993 new-model announcement show in Las Vegas last week also previewed upcoming advertising.

Chrysler Chairman Lee Iacocca, in his last TV ad for the company, touts the 1993 LH sedans as a home run and looks to the company's future. Minivan TV ads feature owner testimonials. And one TV ad for the LH stresses the

see LATE NEWS, 2

Chrysler hikes parts markup

MARY CONNELLY
Staff Reporter

On Jan. 1, Chrysler Corp. will raise dealer margins by one-third on parts used in warranty work for vehicles built on new platforms.

By agreeing to dealers' demands for a higher parts markup, Chrysler joins Ford Motor Co. and Toyota Motor Sales U.S.A. Inc. and adds pressure on General Motors to follow suit.

Starting Jan. 1, Chrysler will pay a 40 percent markup on warranty replacement parts for the Jeep Grand Cherokee, Dodge Viper and the new LH sedans — the Dodge Intrepid, Eagle Vision, Chrysler Concorde and Chrysler New Yorker. Chrysler will pay the higher rate on future models built on new platforms.

Chrysler will continue to pay a 30 percent markup on warranty replacement parts for other vehicles.

The markup on warranty parts is the amount (expressed in percentage) above dealer cost that the factory pays the dealer for the parts installed in warranty work. Labor is not involved. The norm is 30 percent. Dealers want 40 percent or more. On a $20 part with a 30 percent markup, the factory pays $26. On a $20 part with a 40 percent markup, the factory pays $28.

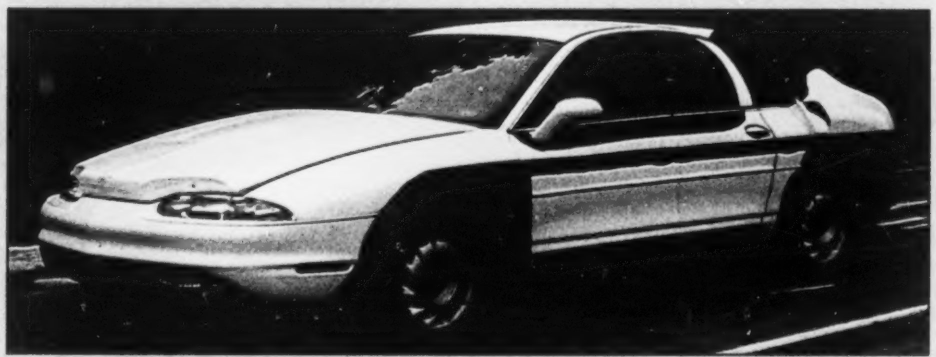
Chrysler said it expects "a significant decline" in warranty work because of new product quality.

In May, Ford agreed to raise its markup to 35 percent on all 1993 models beginning June 15, and to 40 percent on 1994 models. Warranty parts on pre-1993 models carry a 30 percent markup. Ford chose the June 15 date because some of its 1993 models had gone on sale by that time.

In June, Toyota Motor Sales U.S.A. said it will pay Toyota and Lexus dealers cost plus 45 percent for parts on warranty claims beginning Oct. 1 on 1993 models. The markup remains at 30 percent for warranty parts on older vehicles.

Last February, the industry had expected GM to lead the way in increasing the markup on

see MARKUP, 35



JIM DUNNE/POPULAR MECHANICS

The highly disguised car in this spy photo is thought to be the replacement for the Oldsmobile Toronado, expected in the 1994 calendar year on GM's new front-wheel-drive G-platform.

BALANCING ACT

GM divisions hunger for new product, but funds are tight

Fourth in a series.

PHIL FRAME
Staff Reporter

Much of General Motors' product future hangs in question as the company balances some desperate needs against a capital budget crimped by two straight years of heavy losses.

Look no further than Chevrolet — the heartbeat of GM and America — for an illustration. Chevrolet/Geo has lost 1.6 percentage points of market share since 1990. In just about every product, it's been outrun by rival Ford. And the division hasn't had a major product restyled since the widely derided 1991 Caprice.

Some help arrives this year in the form of a new Camaro and Geo Prizm and a freshened Caprice. But a clear sign of Chevrolet's needs comes next year, when an overhauled Lumina reaches showrooms. Like the Caprice, the car has never lived up to its expectations. And significantly, GM kept the remake in the 1994 model year rather than delay it, as it did with the other W-body cars: the Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal.

FUTURE PRODUCTS

Seven other Chevrolet cars and trucks get redesigns or facelifts next year. And their fate will help determine how far GM's product reach extends for the rest of the decade. More Chevrolet sales mean more profits for GM and more capital for new

see GM, 22

One-price will stay, study says

No-haggle system picks up support

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Should consumers be able to buy a car the same way they buy dresses, dishes and detergent — without having to haggle over price?

In a study to be released this week, J.D. Power and Associates suggests they should.

The 134-page study, called "One Price Selling: Revolution in the Showroom," says "selling cars and trucks without negotiation may become a dominant selling practice within the U.S. automotive industry in the future."

Citing other research that shows that more than two-thirds of buyers "dislike the negotiation process and distrust automotive salespeople," the Power study suggests that dealer-initiated, one-price strategies may be the best way to win over weary consumers.

"We're convinced that customers aren't happy with the way things are now and they want to buy cars a different way," said Doris Ehlers, a J.D. Power account director who headed the study. "To the degree that one-price, no-haggle is a solution to that, it's here to stay."

J.D. Power and Associates is a market research firm in Agoura Hills, Calif.

Ehlers estimates that hundreds of dealers use the single-price procedure. Although that is a tiny portion of the nation's 23,000 dealers, the practice has attracted lots of attention this year.

Advocates say it clears up the confusion caused by rebates and incentives and the sales process itself. It also has been billed as a way to gain attention and improve customer satisfaction.

Even the National Automobile Dealers Association is taking the concept more seriously.

"We're critical of any move away from salespeople, and some one-price dealers seem to be going that way to cut expenses," said Tom Webb, NADA's chief economist. But Webb said he has nothing

see ONE PRICE, 38

Hurricane gives dealers possible knockout punch

CHARLES M. THOMAS
and JACK KEEBLER
Staff Reporters

In the aftermath of Hurricane Andrew, many automobile dealers in south Florida and coastal Louisiana are wondering when and if they should rebuild their businesses.

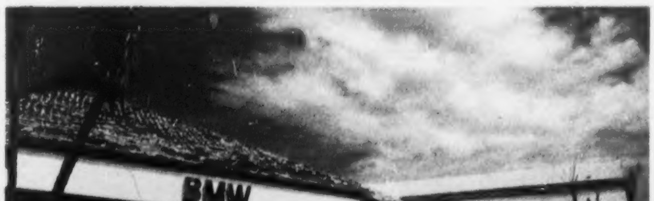
"Some dealerships suffered massive damages," said Richard Baker, executive vice president of the 200-member South Florida Auto-Truck Dealers Association. "It will take months for residents to get back on their feet. Dealers don't know when people will have enough money to start buying cars again or whether they should rebuild."

Baker said the city of Homestead, where 20 dealerships were destroyed, sustained the most hurricane damage.

"Buildings are just flattened, and there is 30 miles of it," he said. "The further south in Dade County you go, the worse it gets."

Hurricane Andrew's 140 mph winds with gusts exceeding 164 mph pounded the city for four

see ANDREW, 34



ORLANDO HOA

Hurricane Andrew put a halt to a sale at South Motors in Miami.

Automotive News

SUDDEN STOP
GM strike halts Saturn assembly line. PAGE 4

LATE ARRIVALS
Mexico strike delays arrival of VW cars. PAGE 4

JAPAN SETS STANDARDS
Common denominators for electric cars in works. PAGE 6

YOU CAN HAVE IT ALL
So says Mercedes in its new advertising campaign. PAGE 6

COMPUTER GLITCH
Ford dealers decry hardware switch. PAGE 8

ENGINE SWITCH
Ford moves V-8 production out of Jaguar plant. PAGE 8

THE NEW SWEDE

▲ Volvo 850 represents many firsts and lasts. PAGES 8, 15

HOT PURSUIT
Lexus refines LS400 luxury car for '93. PAGE 21

NEW STARS
Saturn adds wagon, base coupe to lineup. PAGE 21

BOWTIE BRIGADE
Chevrolet, GMC Truck roll out 1993 lineups. PAGES 36, 37

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KGP PHOTOGRAPHY

New Mustang draws closer

Development continues on the 1994 or 1995 Mustang, spotted undergoing hot-weather testing. This prototype reveals sporty, aerodynamic styling. A rumored high-performance version could receive the 32-valve, 4.6-liter V-8 that will debut in the 1993 Lincoln Mark VIII.

latenews

CONTINUED *from* PAGE 1

ozone-safe refrigerant 134a that is used in the vehicle, Galeana said.

All Eagle advertising will use the tagline "not intended for use by the general public," according to a dealer source.

— Mary Connelly

Iacocca bids adieu to dealers

Chrysler Corp. Chairman Lee Iacocca last week challenged the company's dealers to vault the automaker into the forefront in satisfying customers.

Iacocca, who is preparing to retire at year's end, asked the dealers to pledge to satisfy customers in the showroom.

In a farewell address to 4,900 dealers at the company's 1993 new-model announcement show in Las Vegas on Thursday, Iacocca said, "I am absolutely convinced service is the thing that will separate the winners from the losers in this business from now on."

Iacocca told the dealers that he wanted to be remembered not for what he has left behind, but for what he has had a hand in starting while at the automaker's helm.

— Mary Connelly

1993 Mirage starts at $7,649

LOS ANGELES — Mitsubishi Motor Sales of America Inc. has priced its 1993 Mirage.

The entry level coupe will start at $7,649, the ES model at $8,939 and the LS at $10,299. The sedan also comes in three trim levels, with the base at $9,439, the ES at $10,479 and the LS at $12,079.

The base model has the same 1.5-liter, four-cylinder engine as the coupe while the ES and LS get a 1.8-liter, four-cylinder engine. The 1992 Mirage came as a three-door hatchback and a sedan.

Diamond-Star workers settle

BLOOMINGTON, Ill. — Hourly workers at the Diamond-Star Motors Corp. plant here were expected to ratify a new three-year contract on Sunday.

The tentative pact was hammered out late last week, but no details were released.

Daewoo moves into Uzbekistan

South Korea's Daewoo Group announced last week that it will set up a $600 million joint-venture plant in the former Soviet Republic of Uzbekistan to build some 180,000 mini-vehicles a year. Daewoo said it will hold 50 percent of the venture, which will be located near the city of Tashkent.
Daewoo is Korea's fourth biggest conglomerate. Its Daewoo Shipbuilding and Heavy Machinery Co. produces mini-vehicles based on Suzuki Motor Co. models.

— Oles Gadacz

Ford exports up 33% for '92

DEARBORN, Mich. — Increased orders for the Ford Explorer and Probe should help keep Ford's export numbers up through the remainder of the year, Ford officials say.

Ford Motor Co. exported 22,892 North American-made vehicles in the first six months of this year, a up 33 percent from the year-ago period.

More than a third of those vehicles went to Middle East countries, which favor the Mercury Grand Marquis and Ford Crown Victoria. But several new European countries will receive the Explorer by year's end.

Ford also signed its largest single export fleet order to send 3,010 Tempos to the People's Republic of China for use as taxicabs.

A much larger deal with an association of taxi drivers in Argentina for 65,000 Tempos never materialized.

GM offers Hughes stock

General Motors will sell 25 million shares of Class H common stock, a class based on the financial performance of GM Hughes Electronics Corp.

The offering includes 21.5 million shares acquired by General Dynamics Corp. when Hughes Aircraft Co., a GM Hughes Electronics subsidiary, purchased General Dynamics' missile business. At that time, it was agreed that GM would sell the stock for General Dynamics.

Newly issued Class H stock from GM makes up the balance of the offering. The underwriters have an option to exercise a 15 percent overallotment of shares.

The main purpose of the public offering is to sell General Dynamics' shares, although GM also wants to increase the liquidity of the Class H stock. Gross proceeds from the sale could reach $612 million, or about $704 million if the underwriters exercise their overallotment option. Proceeds from the offering beyond General Dynamics' shares will be used for general corporate purposes, GM said.

— Phil Frame

GM to sell bearing plants

General Motors is seeking a buyer for its bearing business operated by the Delco Chassis Division at three plants in the United States and Spain.

About 3,000 people are employed at Delco Chassis' bearing plants in Sandusky, Ohio; Bristol, Conn.; and Cadiz, Spain. The Sandusky and Cadiz operations make integral wheel spindle bearings and speed sensing bearings. The Bristol plant makes a variety of bearings for automotive and aerospace applications.

GM previously announced the Bristol plant was for sale, but added the other two plants so a prospective buyer could acquire a full bearing business portfolio, said George Johnston, Delco Chassis general manager.

— Phil Frame

Peterbilt to relocate

NEWARK, Calif. — Peterbilt Motors Co., a division of Paccar Inc., will move its headquarters and engineering activities to Denton, Texas, in 1993.

Division staff will move next spring and the engineering group in the summer.

One of Peterbilt's two Class 8 truck plants is in Denton, which is just north of Dallas.

briefly

Madison Ave. take note

U.S. makers just aren't aggressive enough when it comes to the Japanese consumer. So says Takaharu Kobayakawa, general manager for corporate communications for **Mazda Motor Corp.** Kobayakawa, who was the project manager for the new RX-7, says the **Chrysler** minivans would be a big hit if marketed properly in Japan. "The Chrysler minivans are excellent," he said, "and the new Jeep Grand Cherokee, that's also nice." The engineer-turned-Mazda-spokesman says Chrysler's minivans are the most talked about vehicles in Asia and Europe. Kobayakawa said the Probe, which **Ford** will export to Japan next year as right-hand-drive versions, should be a hit in Japan. Two vehicles that wouldn't make it, in his opinion: The **Cadillac** Seville, which he says is a good car but too large, and the **Saturns** "because they're not stylish enough."

VROOMSKY, VROOMSKY — A park built under Josef Stalin to show the Soviet people how Communism was outpacing the West was the site of the first Moscow International Motor Show last week. Automakers eager to break into the market brought their hottest models to Moscow's first international auto show. Imported cars have become a status symbol for the new rich, and an object of fascination for ordinary Russians as the country tries to switch from Communism to a free market.

JUST LOOKING — Pontiac held a 1993-model press preview at the remodeled Bob Jeanotte Pontiac-GMC Truck store in Plymouth, Mich. That drew about 110 journalists, division personnel and others. Pontiac General Manager John Middlebrook told dealer Jeanotte, "Look around; this proves the factory can build showroom traffic."

GREAT EXPECTATIONS — After five years, **Nissan** has replaced its "Built for the human race" slogan with a new pitch: "It's time to expect more from a car." Or in the case of the campaign's first target, the Quest, "It's time to expect more from a minivan." Ad agency Chiat/Day/Mojo created the spots to help paint Nissan as a full-line automaker, not just a purveyor of speedy cars.

THE NAME GAME — First, Nissan's U.S. sales arm fought to rename the Stanza the Altima for 1993. Then, the company had to battle with a Concord, Calif., computer company, Altima Systems Inc., that has a patent on the name. Nissan won that battle last week. But since Nissan missed a deadline for filing the name with the government, it needs to keep a Stanza badge on it.

Spy photographers: Eat your heart out.

COY CAMARO — Though **Chevrolet** won't take the wraps off its all-new Camaro for the media until fall, it tucked this tease shot into the division's 1993 press kit with a message for undercover shooters Jim Dunne and Hans Lehman. The photo's caption: "1993 Chevrolet Camaro . . . Jim, Hans, et al.: Eat your heart out."

service & parts

Toyota offers aid for bad Camry door locks

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Aiming to preserve its reputation for quality, Toyota Motor Sales U.S.A. Inc. has launched a program for 890,000 Camry owners whose automatic door locks could jam and trap them in their cars.

Under the plan:

- Customers with broken locks can call Toyota's toll-free assistance center for instructions.
- Toyota dealers will temporarily convert working power door lock systems to manual operation.
- Toyota will fix any problems for no charge and will consider reimbursing owners who have already paid for repairs.

Consumer Reports magazine brought the issue to national attention in its September issue. It cited some problem cases, including a Maryland woman who had to have firefighters break into her 1989 Camry, where she was trapped after she found the locks disabled, the door panels hot and the car filled with smoke.

Since May, the National Highway Traffic Safety Administration has been investigating reports that automatic door locks on 1987-91 models can jam and lock people out of their cars — or worse yet, lock them in.

According to Toyota, there have been 60 reported cases.

According to the magazine, the problem is caused by an electric relay that sticks open, allowing an uninterrupted flow of electricity to the door lock solenoids. The solenoids then overheat and seize, disabling the locks. Melted insulation from the solenoid will drip onto the lock mechanism, preventing the locks from being opened manually.

Before Toyota initiated the program, dealers were charging customers for repairs. Toyota spokesman Joe Tetherow says those customers can submit a claim that "will be considered for reimbursement."

If customers are worried even though the car is fine, they can have the car converted from automatic locks to manual for no charge.

Dealers will convert the locks back to automatic once the investigation is complete.

Until then, *Consumer Reports* recommends owners take several precautions, including leaving the doors unlocked while driving except in high-crime areas and carrying tools inside the car to break a window if necessary.

Toyota stresses that it began the program to alleviate customer concerns even though Toyota doesn't yet think the problem warrants a recall. Toyota is participating in the NHTSA review. Toyota will submit a response to a supplemental investigation inquiry today. ■

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in brief

SERVICE

Land Rover starts parts program

LANHAM, Md. — Land Rover North America Inc. is inaugurating a training and incentive program for dealership parts and service staffs.

The Parts Pro program includes questionnaires, product and parts information, business improvement tips from dealers and special price offers on Range Rover parts and accessories.

Dealership participants will also compete for prizes under the incentive part of the program, which is modeled on the company's Grenadier incentive program for salespersons.

EPA certifies UL-tested recyclers

NORTHBROOK, Ill. — The EPA has approved Underwriters Laboratories Inc. to certify equipment used to recover and recycle R-12 refrigerant from auto air conditioners.

The Clean Air Act requires service facilities to use EPA-approved equipment to service auto air conditioners. The approval is retroactive and covers UL-approved equipment already in use.

As part of its testing procedure, UL simulates a typical day of operation for the equipment by removing and cleaning refrigerant from the equivalent of 18 auto air conditioners and by testing the purity of the recycled refrigerant. To be certified, the equipment must clean the recovered refrigerant of moisture, oil and air to minimum SAE purity levels.

Aftermarket hits high, MEMA says

RESEARCH TRIANGLE PARK, N.C. — The aftermarket business in parts and service reached an all-time high of $110.6 billion in 1991, according to the Motor and Equipment Manufacturers Association, representing a 3 percent increase from 1990.

Aftermarket product purchases rose 1.7 percent in 1991 to $82.6 billion, while service business rose 7.2 percent to $28 billion.

Service business continues to grow as a share of the aftermarket. In 1991, purchased service accounted for 25.3 percent of all expenditures, up from 24.4 percent in 1990.

Hyundai mails discounts on service to customers

FOUNTAIN VALLEY, Calif. — Hyundai Motor America is offering special discounts on maintenance to more than 500,000 of its customers with the Preferred Owner's Program.

The program, which is coordinated through Hyundai dealerships, sends coupons good for discounts on service work to Hyundai owners three times a year.

Under the program, Hyundai dealers select from a menu of discount offers.

The mailings are handled by the corporate office in Fountain Valley, Calif.

Dealers receive a list of customers who were mailed the discount offer and timing of the mailing so dealership personnel can follow the offer with personal contact.

Last spring, the first mailing included discounts on services such as cooling system maintenance, lube, oil and filters, tune-ups, front brake specials, automatic transmission service and 30,000-mile maintenance.

The second round of coupons was sent in July offering a free 21-point inspection and discounts on an air-conditioning inspection, 7,500-mile maintenance and vehicle security systems.

The third round will be sent out in November, just in time for the holidays. Hyundai dealers are now selecting from a list of more than 20 items the coupon discounts to be offered in the mailing.

"This is an effective way to keep our consumers happy and show our commitment to quality service," said Frank Ferrara, director of parts for Hyundai Motor America.

"Vehicle maintenance is an important part of the confidence equation for our customers," Ferrara said.

The program is the latest in a series of moves by the Korean automaker to repair its quality image that was tarnished in the late 1980s.

Last year with the introduction of its Elantra sedan, Hyundai introduced the ValueCare Ownership Program, which provided scheduled maintenance for Elantras at no charge for two years or 24,000 miles.

The automaker also increased its warranty coverage for powertrains to 5 years/60,000 miles from 3 years/36,000 miles.

Hyundai Motor America has 500 dealers nationwide. ■

Service business rises in July

Business at new-car dealerships this summer continues to be better than last year, according to the *Automotive News* Service Index. Service business in July was 107 percent of the volume recorded in July 1991.

July's showing was the second consecutive monthly increase in the index. The June result was 108.7 percent of the previous year's figure.

For the year to date, service business totaled 104.1 percent of the amount recorded in the first seven months of 1991.

For July, large gains were noted in shop parts sales, up 9.4 percent, and sales of all parts and accessories, up 8.3 percent. Gross profit on all labor and parts and accessory sales rose 6.2 percent; total labor sales were up 4.1 percent.

Large year-to-date increases also were noted for shop parts sales and sales of all parts and accessories. The only decline was in repair orders written, down a scant 0.1 percent for the period.

Despite the overall increase, a number of dealers said their repair business was down during July. A common reason cited was technician vacations. Others blamed a continued soft economy and the fact that late-model cars need less maintenance.

Of those reporting an increase, reasons cited included the hiring of more technicians, which increased the business volume, and more parts sales per repair order due to sales training.

Figures used in the Service Index are complied from a cross-section of new-car dealerships. ■

SERVICE INDEX
107.0★

	July, '92 vs. July, '91	Jan.-July, '92 vs. Jan.-July, '91
Gross Profit on All Labor and P&A Sales	+ 6.20%	+ 2.60%
Repair Orders Written	– 0.01%	– 0.01%
Total Labor Sales (Customer & Warranty)	+ 4.10%	+ 1.20%
Shop Parts Sales (Customer & Warranty)	+ 9.40%	+ 6.70%
Sales of All P&A	+ 8.30%	+ 6.50%

★ Survey by Automotive News shows that dealers' service and parts business in July 1992 was 107.0 percent of business in July 1991. Service business in 1992 was 104.1 percent of business in the corresponding period in 1991.

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Agency Auto Sales

Extra day helps sales move up

Scenario unaltered: Trucks do the job

JIM HENRY
Staff Reporter

Truck sales rolled on in mid-August, despite a continuing drop in consumer confidence.

Sales of light trucks, including pickups, minivans and sport-utilities, jumped 23.4 percent above a poor year-ago period. The surge offset mediocre car sales and pushed the total market 5.8 percent above 1991.

Car sales sagged 3.3 percent despite improvements for Ford Motor Co. and Toyota Motor Sales U.S.A.

Percentage changes are based on the daily selling rate. There were nine selling days in the mid-August period this year and eight last year. Total sales were 358,251 this year and 300,969 in 1991.

August sales show "it's clear the bust is over," said Tom Webb, chief economist for the National Automobile Dealers Association.

But the Conference Board in New York reported that its consumer confidence index fell again in August, following a sharp drop in July. "There now appears to be scant likelihood of any significant quickening in the pace of economic growth in the immediate months ahead," said Fabian Linden, executive director of research.

Light-truck buyers seem to have a more bullish view.

Trucks accounted for 40 percent of the light vehicles sold in mid-August, compared to 34 percent a year ago. Domestic trucks rose 32.3 percent while imported trucks dropped 29.7 percent.

Through July, trucks had 35.3 percent of the total 1992 market vs. 33.1 percent in 1991.

General Motors sold 48,506 domestic light trucks in mid-August, 19.3 percent above the year-ago period's daily rate. Sales of the C/K pickup shot up 49.5 percent.

GM cars fell 10.4 percent in mid-August. Besides Saturn, Cadillac was the only GM division that posted higher car sales than a year ago on a daily-rate basis. Cadillac was up 19.3 percent. Sales skyrocketed for the Eldorado and Seville, which were lame ducks awaiting radically restyled models a year ago. Seville sales were 10 times the year-ago total.

Saturn's daily rate was 35.3 percent above the year-ago period, yet Saturn's numbers have plunged in August because dealers are short of 1992 models. Saturn averaged more than 7,000 sales per 10-day period in June and July, but fewer than half that so far in August.

Ford Motor Co. was the only one of the Big 3 with a higher sales rate for both cars and trucks. Ford's truck sales ballooned 36.7 percent; car sales were up 12.6 percent. The company's combined car-truck sales rose 22.8 percent.

Chrysler Corp.'s sales rate improved 21.5 percent on a 43.3 percent upswing in light trucks. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Toyota's corporate sales rate rose 19.1 percent, even though Japanese marques as a group dipped 3.4 percent. Lexus improved 70.0 percent; Toyota cars rose 16.9 percent; its trucks were up 12.9 percent.

Sales for American Honda Motor Co. Inc. slipped 12.5 percent on a daily rate basis. Ten-day sales for Nissan Motor Corp. in U.S.A. fell 24.4 percent. AN

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10-DAY CAR AND TRUCK SALES, BY MAKE

	Aug. 11-20, 1992	Aug. 11-20, 1991
ALFA ROMEO (imp. car)*	60	85
Acura (imp. car)	3,660	3,465
Domestic car	14,080	14,983
Imported car	4,501	4,244
Honda	18,671	19,227
AMERICAN HONDA	22,331	22,692
ASTON MARTIN		
Imported car*	2	2
BMW (imp. car)*	1,863	1,458
Domestic car*	2,384	2,192
Imported car*	0	14
Domestic truck*	148	92
Chrysler Division*	2,531	2,298
Domestic car*	6,712	6,174
Imported car*	717	1,074
Domestic truck*	16,725	10,375
Imported truck*	128	88
Dodge*	24,282	17,711
Domestic car*	699	643
Imported car*	320	234
Eagle*	1,019	877
Domestic truck*	6,461	4,008
Jeep*	6,461	4,008
Domestic car*	3,905	3,591
Imported car*	445	470
Domestic truck*	6,166	3,825
Plymouth*	10,515	7,886
Domestic car*	13,699	12,600
Imported car*	1,482	1,792
Domestic truck*	29,500	18,300
Imported truck*	128	88
CHRYSLER CORP.*	44,809	32,788
Imported car*	102	197
Imported truck*	30	58
DAIHATSU*	132	255
FERRARI (imp. car)*	24	24
Domestic car	32,651	25,422
Imported car	962	913
Domestic truck	44,109	28,883
Ford Division	77,722	55,218
Domestic car	3,711	3,434
Lincoln	3,711	3,434
Domestic car	10,897	8,051
Imported car	1,680	1,573
Domestic truck	309	0
Mercury	12,577	9,624
Domestic car	47,259	36,907
Imported car	2,642	2,486
Domestic truck	44,418	28,883
FORD	94,319	68,276
Domestic car	12,146	12,661
Buick	12,146	12,661
Domestic car	4,303	3,205
Cadillac	4,303	3,205
Domestic car	24,044	22,524
Imported car	2,290	2,880
Domestic truck	36,210	26,820
Imported truck	109	56
Chevrolet	62,661	52,280
GMC	11,604	7,923
Domestic car	8,454	10,514
Domestic truck	605	828
Oldsmobile	9,059	11,342
Domestic car	11,168	10,617
Imported car	437	1,090
Domestic truck	687	560
Pontiac	12,292	12,267
Domestic car	3,470	2,280
Saturn	3,470	2,280
Domestic car	63,585	61,801
Imported car	2,735	3,970
Domestic truck	48,506	36,137
Imported truck	109	56
GENERAL MOTORS	114,935	101,964
HYUNDAI*†	2,837	3,407
Imported car*	195	246
Domestic truck	2,260	1,099
Imported truck*	701	1,234
ISUZU*	3,156	2,579
JAGUAR (imp. car)*	137	250
LAMBORGHINI (imp. car)*	4	4
LAND ROVER (imp. trk.)*	72	72
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	2,406	1,521
Imported car*	4,204	3,726
Domestic truck	335	326
Imported truck*	2,697	3,916
MAZDA*	9,642	9,489
MERCEDES-BENZ		
Imported car*	1,385	1,427
Domestic car	1,295	1,735
Imported car*	2,975	2,245
Imported truck*	631	735
MITSUBISHI*	4,901	4,714
Infiniti	1,264	1,632
Domestic car	4,217	2,512
Imported car*	5,379	9,074
Domestic truck	3,419	3,486
Imported truck*	993	1,248
Nissan*	14,008	16,320
NISSAN MOTOR CORP.	15,272	17,952
PEUGEOT (imp. car)*	5	84
PORSCHE (imp. car)*	117	122
ROLLS/BENTLEY		
Imported car*	9	13
SAAB (imp. car)*	663	650
STERLING (imp. car)*	0	148
Domestic car	1,304	1,103
Imported car*	2,243	1,387
SUBARU*	3,547	2,490
Imported car	164	142
Imported truck	565	413
SUZUKI†	730	555
Lexus (imp. car)	2,927	1,530
Domestic car	12,289	9,946
Imported car	9,290	6,467
Domestic truck	2,857	0
Imported truck	5,759	6,784
Toyota	30,195	23,197
TOYOTA MOTOR SALES	33,122	24,727
Audi (imp. car)*	260	232
Imported car*	1,962	2,487
Imported truck*	23	205
Volkswagen*	1,985	2,692
VWoA*	2,245	2,923
VOLVO*†	1,920	1,730
YUGO (imp. car)*	0	84
Domestic car	160,134	143,108
Imported car	55,114	54,820
TOTAL CAR	215,248	197,928
Domestic truck	131,295	89,231
Imported truck	11,708	14,609
TOTAL TRUCK	143,003	103,840
TOTAL CAR & TRK.	358,251	300,969

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 8 last year.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CADILLAC (1992 models, expires Sept. 23)

Eldorado, Seville (except STS)	$0-1,500, based on number sold

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000

CHRYSLER (1991-92 models; expires Aug. 31)

Imperial, all New Yorker	$1,000-2,000, quota

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos)	$2,000
Econoline van conversion	$750

GMC (1992 models; expires Sept. 23)

G van conversion	$750-1,000, quota

HONDA (1992 models; expires Sept. 30)

Accord	$500
Civic	$400

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.

Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1992 models; expires Sept. 30)

Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold

NISSAN (1992 models; expires Sept. 30)

Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1992 models, expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (expires Oct. 2)

Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

TOYOTA (expires Sept. 2)

Corolla (1992 only)	$800-$1,000, quota
Celica	$600-800, quota
Tercel	$200-$400, quota
Pickup base	$800-1,000, quota
Other pickup	$300-500, quota

VOLKSWAGEN (1992 models; expires Sept. 5)

Cabriolet	$1,500
Corrado G60	$1,200
Passat	$750
Jetta	$500

ONE PRICE

No-haggle system picks up support

continued from PAGE 1

against the one-price trend as it addresses "finding ways to make the sales experience more pleasant for the customer."

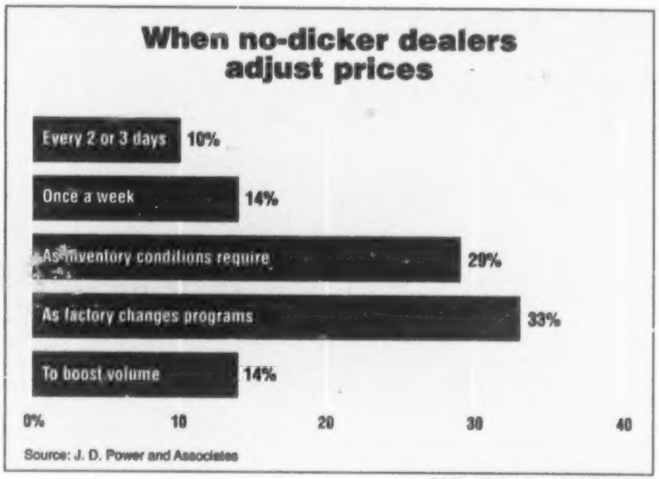
Ehlers studied an original group of 24 one-price dealers in April and May to reach her findings. Since then, she has talked to 39 other dealers. And she says she has "a huge stack of messages from other one-price dealers who want to talk about what they're doing."

The original group of 24 included many domestic-make dealers and dealers whom Ehlers calls "desperate to try anything to increase sales." But she said that is changing rapidly.

Today, she says, import and domestic dealers — successful and marginal — are trying the idea in equal numbers.

Some results from the study:

- Ninety-two percent of the dealers studied said sales have increased since they went to one-price selling. Greg Stewart, chief executive officer of Westwood Buick in Westwood, N.J., said his sales have doubled to 60 units a month since he switched.
- Half the dealers said their average grosses have increased since the onset of one-price. Twenty-five percent said it hasn't had any effect on grosses, and 25 percent said grosses have declined.



When no-dicker dealers adjust prices

Source: J. D. Power and Associates

DAVID L. BURHANS / AUTOMOTIVE NEWS

Ehlers said such disparity could reflect the many different approaches dealers are taking to one-price. She said she believes the differences in performance will be reduced as a standard emerges.

For example, in setting prices, 33 percent of the dealers said they adjust their one-price stickers according to factory incentive programs; 29 percent do so "when inventory conditions require;" and 10 percent said they change the prices "every two or three days."

Dealers also report widely varied practices in handling trade-ins and extending no-haggle policies to their used-car operations.

Fifty-four percent of the dealers studied said they still negotiate trade-in values. Sixty-five percent said they practice one-price only on new cars, while 35 percent said new and used cars are being handled identically.

The Power study addresses local-market, dealer-initiated one-price selling. Another study is due late this year on national pricing strategies set by manufacturers such as General Motors' Saturn Corp. and Ford Motor Co.

> ❛ Can you really use national solutions for local problems? I don't think so. ❜
>
> **DORIS EHLERS**
> J.D. POWER AND ASSOCIATES

Ehlers said consumer dissatisfaction with the current system is so great that dealers and manufacturers will have to respond. But she said that establishing a true one-price strategy should be left to individual dealers who best know their costs, grosses and the price that the market will bear.

"Can you really use national solutions for local problems? I don't think so," she said.

Even at Ford Division, where the $10,499 one-price program for all Escort LX models has met with great success, General Manager Ross Roberts believes that the final transaction price is up to the dealer.

"Competition really determines what your price is," Roberts said. "We can suggest a price of $10,499," but if the market won't bring it, dealers are going to cut into their gross to make the deal. AN

How Power examined one-pricers

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — For its study, J.D. Power and Associates defines one-price selling as a system that "establishes a unique, market-adjusted retail price for each vehicle, publishes that price and then sells the vehicle for that price."

Power began the study in April by contacting 24 one-price dealers around the country and conducting 60-minute interviews with the dealer principal and general manager. That was followed by two focus group sessions attended by representatives from all 24 dealerships.

Study director Doris Ehlers did on-site, videotaped interviews with management, salespersons and customers at seven of the 24 dealerships.

Since beginning work on the study, Ehlers says she has talked to 39 more one-price dealers and has conducted the same 60-minute interview with each one of them. While those 39 were not part of the initial study, Ehlers says that in almost every case, the findings from the second group echo what was found from the first.

She says that the study is "more qualitative than what you usually see out of Power," but that it is meant "to start a dialogue among dealers and their management, among manufacturers," about one-price strategies.

A more quantitative study will be released in December. It will measure how widespread the practice is, break down the practice by nameplate and discuss in detail how it is affecting dealer profits. AN

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93), Sedan ('91)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan ('92)	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91), Spirit ('91)	$1,500
Dynasty, Daytona ('92-93), Spirit ('92)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr, (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd), Acclaim ('91)	$1,500
Acclaim (92), Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400

GENERAL MOTORS

1992 models

Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates may vary by region.

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires Oct.2)

Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

MAZDA (1992 models, expire Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
GENERAL MOTORS		
Willmington, Del.	8/31	*
Chevrolet Corsica		
Chevrolet Beretta		
Willow Run, Mich.	8/31, 9/7	2,000
Buick Roadmaster Estate wagon		
Chevrolet Caprice sedan & wagon		
Olds. Custom Cruiser wagon		
Total U.S. car		2,000
Total units lost week of 8/31		2,000

*Plant closed until September for model changeover

Source: Automotive News Data Center

Ministers ready to buy Ill. dealership

KATHY JACKSON

Staff Reporter

A group of Chicago-area ministers may close a deal this week to acquire a Chrysler dealership.

Chrysler spokesman Tom Houston would not confirm that the deal is imminent, but says Chrysler is "ready to go" as soon as the group meets the company's requirements.

Houston says the group needs $800,000 — $400,000 in unencumbered funds — and a dealer that meets Chrysler's approval. Sources say the ministers have $1 million and a candidate.

Harvey Chrysler-Plymouth closed in July when owner Bobbie Faulkner, a black man, declared bankruptcy.

The dealership is in Harvey, Ill., a predominantly black community, and the ministers initially staged a sit-in to prevent Chrysler from closing the business.

That's when Chrysler agreed to negotiate with the ministers about them acquiring the dealership.

Sources say the ministers have selected Detroiter Cliff Curry to run the store.

Houston confirmed that the ministers are talking with Curry. AN

GM trucks draw Ditlow blast

WASHINGTON — The Center for Auto Safety has asked the National Highway Traffic Safety Administration to investigate certain GMC and Chevrolet pickup trucks equipped with fuel tanks that sit outside the protective frame rails.

The center says such tanks, used in 1973 to 1987 models, can break open in side collisions.

Clarence Ditlow, executive director of the center, said he believes there are as many as 2 million such trucks on the road.

A NHTSA spokesman said agency officials are reviewing the petition. NHTSA has 120 days to decide whether to begin a recall investigation.

Ditlow said NHTSA's earlier safety testing of the pickups failed to detect the potential gas tank problem because the agency conducted only frontal-crash tests.

Ditlow claimed GM has settled out of court lawsuits that resulted from accidents in which gas tanks ruptured in collisions and caught fire. He said the out-of-court settlements kept the lawsuits from getting wider notoriety.

— *Max Gates*

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/24-8/29/92	Actual 8/17-8/22/92	8/1-8/29/92	Year 1/1-8/29/92	Year 1/1-8/31/91
Concorde (Can.)	10	0	10	24	0
LeBaron A	600	612	1,326	1,806	0
LeBaron J	600	546	1,535	35,758	18,707
New Yorker	600	340	1,284	10,887	4,773
Fifth Avenue	1,350	1,367	4,275	27,925	20,699
Imperial	175	163	606	3,679	5,051
Town & Country (trk.)	540	610	1,835	11,308	2,715
Total Chrysler Div.	**3,875**	**3,638**	**10,863**	**91,387**	**51,945**
Sundance	1,825	1,872	5,956	42,118	37,486
Acclaim	1,750	1,623	5,147	49,732	51,945
Voyager (trk.)	2,460	2,484	7,853	66,361	62,711
Voyager (Can. trk.)	3,186	3,176	9,998	86,799	71,379
Total Plymouth	**9,221**	**9,155**	**28,954**	**245,010**	**223,521**
Intrepid (Can.)	1,265	1,069	2,879	4,876	0
Daytona	375	346	1,220	9,434	5,005
Shadow	1,950	2,030	6,449	63,705	42,380
Dynasty	1,900	2,124	6,718	57,679	74,650
Spirit	1,625	1,710	4,826	48,173	46,419
Viper	6	14	30	118	0
Monaco (Can.)	0	0	0	0	6,076
Caravan (trk.)	2,760	2,884	9,078	85,766	73,731
Caravan (Can. trk.)	3,384	3,380	10,722	110,554	92,434
Caravan C/V (trk.)	12	23	60	1,951	2,328
Caravan C/V (Can. trk.)	30	0	6	4,425	12,160
Dakota (trk.)	3,450	3,479	10,995	93,641	53,914
Ram pickup (trk.)	1,100	1,164	3,629	37,543	52,496
Ram wagon (Can. trk.)	350	350	1,179	14,842	13,147
Ram van (Can. trk.)	1,610	1,626	5,158	45,919	24,874
Total Dodge	**19,817**	**20,199**	**62,949**	**578,626**	**499,614**
Vision (Can.)	625	536	1,427	2,856	0
Premier (Can.)	0	0	0	0	7,681
Cherokee (trk.)	3,000	3,274	9,683	89,752	89,777
Comanche (trk.)	0	0	0	915	3,430
Grand Cherokee (trk.)*	4,200	3,607	10,780	54,407	1,560
Briarwood (trk.)	0	0	0	325	1,951
Wrangler (trk.)	1,350	1,702	4,150	6,062	0
Wrangler (Can trk.)	0	0	0	29,026	39,522
Total Jeep-Eagle	**9,175**	**9,119**	**28,940**	**183,343**	**143,921**
Total U.S. car	**12,756**	**12,747**	**39,372**	**351,014**	**307,115**
Total Can. car	**1,900**	**1,805**	**4,308**	**7,756**	**13,757**
Total U.S. truck	**18,872**	**19,227**	**58,063**	**448,031**	**344,613**
Total Can. truck	**8,560**	**8,532**	**27,063**	**291,565**	**253,516**
CHRYSLER CORP.	**42,088**	**42,111**	**128,807**	**1,098,366**	**919,001**
Escort	5,699	5,770	12,702	120,734	140,600
Mustang	0	2,815	7,958	64,014	60,113
Tempo	3,488	3,474	10,373	93,142	73,852
Tempo (Can.)	2,944	3,013	9,633	83,741	71,687
Taurus	10,274	8,801	25,788	263,494	211,204
Thunderbird	1,884	1,546	1,923	55,813	50,233
Crown Victoria (Can.)	2,015	2,016	6,507	72,375	62,203
Aerostar (trk.)	4,954	3,463	11,964	123,166	111,594
Bronco (trk.)	710	687	2,210	16,869	10,689
Explorer (trk.)	2,944	4,944	16,855	198,604	179,294
Mazda Navajo (trk.)	0	0	0	2,982	7,781
Econoline (trk.)	4,480	4,103	13,874	131,269	92,036
Heavy (trk.)	901	1,043	3,234	30,265	22,732
Light truck (trk.)	9,628	8,257	24,983	290,315	197,810
Light truck (Can. trk.)	1,656	2,667	8,299	85,952	66,524
Ranger (trk.)	0	0	2,749	158,169	176,742
Total Ford Division	**51,577**	**52,599**	**159,050**	**1,790,904**	**1,535,094**
Topaz	912	926	3,026	39,136	31,592
Topaz (Can.)	1,200	1,395	4,244	33,778	23,225
Cougar	1,242	754	1,002	36,231	40,738
Sable	2,779	2,337	8,211	85,915	69,130
Grand Marquis (Can.)	2,808	2,784	7,999	71,032	65,487
Mercury Villager (trk.)	664	570	1,708	5,695	0
Nissan Quest (trk.)	379	363	1,016	3,382	0
Total Mercury	**9,984**	**9,129**	**27,206**	**275,169**	**230,172**
Continental	844	847	2,703	25,731	37,434
Mark VII	0	0	0	2,375	6,558
Town Car	2,528	2,543	8,116	77,138	88,061
Total Lincoln	**3,372**	**3,390**	**10,818**	**105,244**	**132,053**
Total L-M Division	**13,356**	**12,519**	**38,024**	**380,413**	**362,225**
Total U.S. car	**29,650**	**29,813**	**81,801**	**863,723**	**809,515**
Total Can. car	**8,967**	**9,208**	**26,382**	**260,926**	**222,802**
Total U.S. truck	**24,660**	**23,430**	**78,592**	**960,716**	**798,678**
Total Can. truck	**1,656**	**2,667**	**8,299**	**85,952**	**66,524**
FORD MOTOR CO.	**64,933**	**65,118**	**197,075**	**2,171,317**	**1,897,319**
Skylark	1,332	1,549	3,072	38,551	28,215
Century	1,979	2,160	5,803	56,289	59,394
Regal (Can.)	700	743	883	61,219	79,889
Riviera	303	91	316	7,804	14,195
Park Avenue	1,918	780	2,519	38,823	74,062
LeSabre	3,614	3,623	10,686	107,345	43,559
Roadmaster sedan	1,197	1,175	3,582	29,865	18,664
Roadmaster wagon	0	0	0	6,657	17,650
Reatta	0	0	0	0	1,206
Total Buick	**11,043**	**10,121**	**26,861**	**346,553**	**336,834**
Eldorado	374	110	382	21,956	7,239
Seville	764	247	817	32,544	16,047
Brougham	590	176	631	3,273	13,050
DeVille	4,000	2,980	7,962	75,175	102,745
Allante	60	64	205	1,352	2,009
Total Cadillac	**5,788**	**3,577**	**9,997**	**134,300**	**141,090**
Cavalier	5,128	2,682	6,026	137,792	167,501
Camaro	0	1,556	5,218	46,024	34,604
Corsica-Beretta	0	2,804	10,339	126,479	163,053
Lumina (Can.)	1,500	1,517	1,817	142,123	151,015
Caprice	973	382	632	72,163	89,739
Corvette	480	480	1,107	14,047	13,814
Astro (trk.)	33	30	5,458	90,811	61,071
Blazer (trk.)	564	516	1,730	15,777	5,534
Lumina APV (trk.)	1,007	871	1,525	29,630	26,036
Mediums (trk.)	115	271	740	4,833	1,019
P-model (trk.)	590	595	1,795	16,494	13,817
Pickup (trk.)	6,514	6,582	20,585	180,637	188,765
Pickup (Can. trk.)	3,323	4,285	11,166	120,308	91,800
S10 (trk.)	4,652	5,453	12,564	122,921	170,816
S10 Blazer (trk.)	2,556	2,140	7,113	83,395	24,852
Sportsvan (trk.)	2,826	3,070	3,649	17,315	26,808
Sportsvan (Can. trk.)	1,353	798	2,529	47,600	33,937
Suburban (trk.)	1,848	1,286	3,952	35,349	20,966
Total Chevrolet	**33,462**	**35,318**	**97,943**	**1,303,698**	**1,285,147**
Achieva/Calais	345	538	1,209	72,718	34,616
Cutlass Ciera	3,070	3,198	8,866	85,408	57,964
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	2,400	1,922	2,402	51,700	68,784
Toronado	0	0	0	3,280	3,239
Eighty Eight	1,523	1,265	3,950	46,326	50,432
Custom Cruiser wag.	0	0	0	1,927	5,903
Ninety Eight	80	71	697	18,301	53,826
Silhouette (trk.)	168	147	255	9,327	13,522
Bravada (trk.)	231	249	727	8,078	10,456
Total Oldsmobile	**7,817**	**7,390**	**18,105**	**297,065**	**339,831**
Sunbird	1,910	990	2,241	56,410	77,441
Grand Am	5,198	6,252	17,362	166,489	87,649
Firebird	0	583	1,935	16,502	12,674
Grand Prix	2,440	2,313	4,633	71,345	68,397
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,553	1,184	3,477	62,587	45,298
Trans Sport (trk.)	641	562	992	26,188	16,860
Total Pontiac	**12,742**	**11,884**	**30,639**	**399,501**	**327,922**
Yukon-Jimmy (trk.)	203	302	518	4,832	1,555
Medium (trk.)	127	244	893	13,252	1,592
P-model (trk.)	62	37	184	2,153	1,814
Pickup (trk.)	2,537	2,473	7,770	69,555	81,231
Pickup (Can. trk.)	1,340	1,144	3,789	43,878	34,039
Syclone-Sonoma (trk.)	1,072	1,340	3,442	32,318	40,971
Typhoon-S15 Jimmy (trk.)	917	728	1,988	26,192	8,590
Safari (trk.)	49	72	2,014	37,224	26,318
Suburban (trk.)	800	1,149	2,749	21,946	16,947
Vandura (trk.)	1,008	3,070	3,295	9,904	12,051
Vandura (Can. trk.)	486	255	785	20,690	14,613
Total GMC	**8,601**	**10,814**	**27,428**	**281,944**	**239,721**
Total Saturn•	**4,488**	**5,610**	**17,728**	**135,709**	**55,499**
Total U.S. car	**46,719**	**44,785**	**123,794**	**1,604,821**	**1,508,071**
Total Can. car	**2,200**	**2,260**	**2,700**	**203,342**	**271,993**
Total U.S. truck	**28,520**	**31,187**	**83,939**	**858,131**	**771,591**
Total Can. truck	**6,502**	**6,482**	**18,268**	**232,476**	**174,389**
GENERAL MOTORS	**83,941**	**84,714**	**228,701**	**2,898,770**	**2,726,044**
Can. car	2,100	2,196	4,186	67,208	67,642
Can. trk.	1,300	1,343	2,423	41,369	29,943
CAMI†	**3,400**	**3,539**	**6,609**	**108,577**	**97,585**
DIAMOND-STAR†	**2,192**	**2,223**	**7,047**	**94,050**	**104,430**
Civic	2,235	2,025	6,861	65,849	60,719
Civic (Can.)	1,950	2,180	6,520	72,228	67,238
Accord	7,275	7,588	23,853	252,208	243,318
Total U.S. car	**9,510**	**9,613**	**30,714**	**318,057**	**304,037**
Total Can. car	**1,950**	**2,180**	**6,520**	**72,228**	**67,238**
HONDA	**11,460**	**11,793**	**37,234**	**390,285**	**371,275**
HYUNDAI Sonata (Can.)	**300**	**250**	**604**	**7,599**	**18,294**
AUTOALLIANCE†	**5,773**	**5,206**	**16,029**	**82,612**	**105,283**
U.S. trk.	1,585	1,589	4,524	43,742	46,265
Can. trk.	250	0	467	5,661	4,708
NAVISTAR	**1,835**	**1,589**	**4,991**	**49,403**	**50,973**
Altima	1,380	1,376	3,910	7,187	0
Sentra	2,286	2,237	7,078	80,860	88,757
Pickup (trk.)	2,736	2,794	9,022	87,544	87,626
NISSAN	**6,402**	**6,407**	**20,010**	**175,591**	**176,383**
Geo Prizm	1	5	1,016	52,499	65,790
Toyota Corolla	1	4	1,475	72,484	73,727
Toyota Pickup (trk.)	1,930	1,853	6,091	43,603	0
NUMMI	**1,932**	**1,862**	**8,582**	**168,586**	**139,517**
Legacy	1,184	1,112	3,743	30,000	38,503
Pickup (trk.)	508	543	1,843	15,839	17,331
Rodeo (trk.)	836	886	2,922	27,976	17,725
Total U.S. car	**1,184**	**1,112**	**3,743**	**30,000**	**38,503**
Total U.S. trk.	**1,344**	**1,429**	**4,765**	**43,815**	**35,056**
SUBARU-ISUZU	**2,528**	**2,541**	**8,508**	**82,815**	**73,559**
Camry	4,887	4,988	15,596	160,495	136,263
Corolla (Can.)	0	1,450	4,017	48,129	43,379
TOYOTA	**4,887**	**6,438**	**19,613**	**208,624**	**179,642**
VOLVO 740, 940 (Can.)	**118**	**89**	**113**	**4,122**	**5,504**
AM GENERAL (trk.)	**300**	**300**	**900**	**12,000**	**13,650**
MISCELLANEOUS (trk.)**	**1,920**	**1,820**	**6,044**	**76,700**	**80,920**
Total U.S. car	**116,339**	**114,109**	**331,576**	**3,726,802**	**3,541,491**
Total Canada car	**17,535**	**19,238**	**50,830**	**671,310**	**710,409**
Total U.S.-Canada Car	**133,874**	**133,347**	**382,406**	**4,398,112**	**4,251,900**
Total U.S. truck	**81,867**	**83,629**	**252,000**	**2,574,282**	**2,187,390**
Total Canada truck	**18,268**	**19,024**	**56,521**	**657,023**	**529,080**
Total U.S.-Canada truck	**100,135**	**102,653**	**308,521**	**3,231,305**	**2,716,479**
TOTAL U.S.	**198,206**	**197,738**	**583,576**	**6,301,084**	**5,728,890**
TOTAL CANADA	**35,803**	**38,262**	**107,351**	**1,328,333**	**1,239,489**
TOTAL U.S.-CANADA CAR & TRUCK	**234,009**	**236,000**	**690,927**	**7,629,417**	**6,968,379**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Van Nuys ends run of GM 'F'

GWENDOLYN ZONGHETTI

Special Correspondent

After 45 years of operation, General Motors closed its assembly plant in Van Nuys, Calif., last Thursday.

The last vehicle assembled at the plant was a red Chevrolet Camaro. The 1993 GM F-cars, the Camaro and the Pontiac Firebird will be produced in St. Therese, Quebec.

In the United States last week, car production was scheduled at 116,339, up 2.0 percent from the prior week and 16.1 percent over the year-ago week.

Year-to-date U.S. car production is 3,726,802, up 5.2 percent from the year-ago week.

Truck production in the United States was 81,867 last week, down 2.1 percent from the prior week but up 12.6 percent from the 1991 week. So far this year, 2,574,282 U.S. trucks have been built, up 17.7 percent from 1991.

In Canada last week, car production was scheduled at 17,535, down 8.9 percent from the prior week and 19.6 percent below the year-ago week.

Year-to-date auto production in Canada is 671,310, down 5.5 percent from the 1991 week.

Last week, truck production in Canada was estimated at 18,268, down 4.0 percent from the prior week but jumping 31.9 percent ahead of the same point in 1991.

So far this year, 657,023 trucks have been produced in Canada, up 24.2 percent from 1991.

Last week scheduled car and truck production was shared as follows:

GM, 37.9 percent; Ford Motor Co., 27.3 percent; Chrysler Corp., 16.0 percent; Honda of America Manufacturing Inc., 4.8 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.2 percent; AutoAlliance International Inc., 2.9 percent; Toyota Motor Manufacturing (U.S.A.), 2.5 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; Diamond-Star Motors Corp., 1.1 percent; New United Motor Manufacturing Inc., 1.0 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; AM General, 0.2 percent.

GM scheduled daily overtime last week at the Janesville, Wis., and Moraine, Ohio, truck plants.

A strike at GM's Lordstown, Ohio, metal fabricating plant caused a loss of Chevrolet Cavalier and Pontiac Sunbird production last Friday. Second-shift assemblers were told not to report.

Saturn Corp. was also affected. It did not build cars last Friday because of parts shortages caused by the Lordstown strike. Approximately 1,100 units were lost.

Ford slated daily overtime at its Atlanta and Chicago car plants and the Kansas City, Mo., and St. Louis truck plants.

Chrysler scheduled overtime last Saturday at its St. Louis, and Jefferson North (Detroit) plants.

Canadian plants will be closed Friday, Sept. 4 in observance of the Labor Day holiday. AN

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Automotive New

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NEWSPAPER

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latenews

Service contract tax deal set

WASHINGTON — More than 1,000 dealers who are being audited by the Internal Revenue Service for selling extended service contracts and not accounting for them according to revenue service guidelines are being offered a settlement by the government.

Under an IRS ruling issued Thursday, dealers can compress future deductions on the sale of the extended service contracts into the year the contract was sold, but discount them to reflect the time-value of money.

Though the new ruling will create an additional tax, it should not be as large as the levy under the original IRS ruling, according to Steven

see LATE NEWS, 2

Unveilings

INTRO-'93

New Buicks, Page 16

Geo line, Page 24
Nissan Altima, Page 24
New Corolla, Page 26

Saturn curbs sales inside GM

LINDSAY CHAPPELL
Staff Reporter

So tight is the demand for General Motors' Saturn line that Saturn is trimming discount sales to its employees and the rest of GM's 375,000 workers and their family members.

The unusual move widens the gulf between Saturn Corp. and the rest of GM because Saturn treats employees differently.

A Saturn executive estimated that about 10 percent of Saturn's sales nationally — or about 1,200 cars a month — are going to GM employees. At the four Detroit-area dealerships employee sales can run as high as 50 percent.

Under the new rules, only Saturn's 5,500 employees in Tennessee and Michigan, and their immediate families, will receive GM's standard 5 percent employee discount when ordering new Saturns. Other GM employees will continue to receive the discount only on cars purchased out of dealer inventories. But Saturn inventories are almost gone, and it will likely be

see SATURN, 45

Execs lose free cars ➤ 45

Lordstown is omen for '93

Parts plant scuffle is tip of labor iceberg for GM

LIZ PINTO
Staff Reporter

It could be a long, cold winter and a long, hot summer for General Motors and the UAW.

It's a full year before their contract expires — at midnight on Sept. 14, 1993 — but the two sides already are feeling each other out and posturing for the coming fight.

Most analysts believe the Lordstown tool-and-die strike over 240 jobs is a clear harbinger of bloody 1993 contract talks. The nine-day strike shut seven assembly plants and cost 24,415 cars and trucks through last week.

At the heart of the matter is the developing reorganization in the United States. GM President Jack Smith and his team are building the new North American Operations, paring the excesses of the past four decades, in an effort to become lean and competitive in every segment of the business.

That means labor too.

So GM, which last December said it would close six assembly plants and eliminate 80,000 North American jobs by 1996, will come to the bargaining table next year seeking ways to reduce labor costs and improve competitiveness.

The UAW will come to the bargaining table with its own list of demands, seeking to keep jobs and benefits.

PACESETTING LABOR PACTS

Saturn's secret is simple ➤ 42
Diamond-Star talks end on upswing ➤ 42

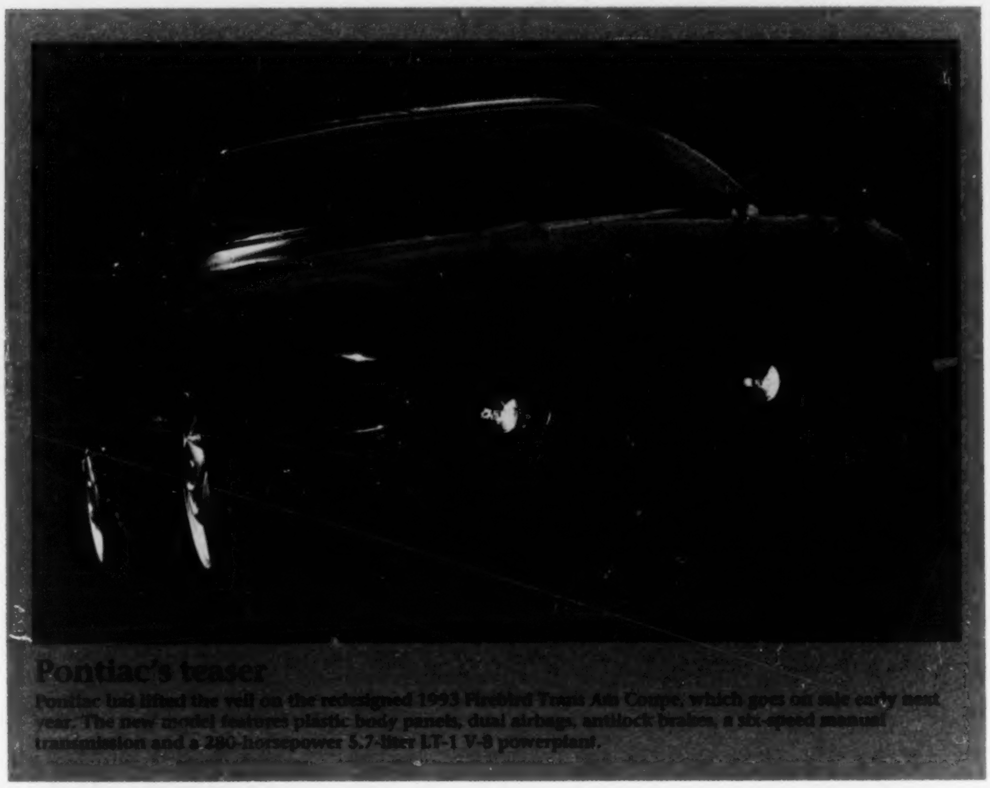
Items sharing first-priority status for both sides at the 1993 talks are likely to include:

- Outsourcing and subcontracting.
- Health-care cost sharing.
- Guaranteed income fund replenishment.

Clearly, the financial community wants GM to take a hard line. After the strike began, Wall Street signalled its approval as the price of GM's stock nosed up.

"This strike (at Lordstown) reveals the

see LORDSTOWN, 42



Pontiac's teaser

Pontiac has lifted the veil on the redesigned 1993 Firebird Trans Am Coupe, which goes on sale early next year. The new model features plastic body panels, dual airbags, antilock brakes, a six-speed manual transmission and a 280-horsepower 5.7-liter LT-1 V-8 powerplant.

Hurricane aftermath: dealership is shelter

CHARLES M. THOMAS
Staff Reporter

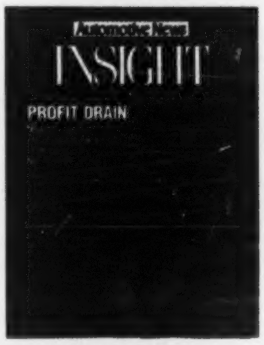
A south Florida Mazda dealership's parts and service center has served as the temporary shelter for eight families of dealership employees after Hurricane Andrew leveled their homes.

Even though the windows and garage doors of Zinn Mazda's service center were blown out, the families, who had no place else to go in the hours after the storm, sought shelter there. The hurricane destroyed the dealership's showroom.

Other families moved on, but the family of the dealership's chief technician remained at the service center until Friday when dealer Robert Zinn found a trailer for them to live in.

He said the technician arrived at the service center armed and ready to protect the only possess-

see ANDREW, 41



A dirty job

Federal and state environmental laws are forcing dealers to clean up their service departments, and the changes are cutting into profits. See *Automotive News Insight*, which follows Page 24.

Fleet sales swing away from Big 3

WILLIAM R. DIEM
Assistant Managing Editor

The Big 3 backed away from rental sales in the first half of 1992 as they promised, but Nissan Motor Corp. in U.S.A. picked up part of the slack.

In 1992, Nissan quietly doubled its fleet car sales in the rental and leasing category, according to figures compiled by R.L. Polk & Co. for *Automotive News*. Nissan's first-half sales were 24,204, up from 11,985 last year.

Toyota Motor Sales U.S.A. Inc. also increased its reliance on fleet sales in the first half. While retail registrations were flat, the rental and lease category for Toyota cars rose to 49,058 units, up from 42,372 in the first half last year.

And Hyundai, which lost 9,311 retail car registrations in the first half compared with a year ago, picked up 4,047 units in the overall fleet market.

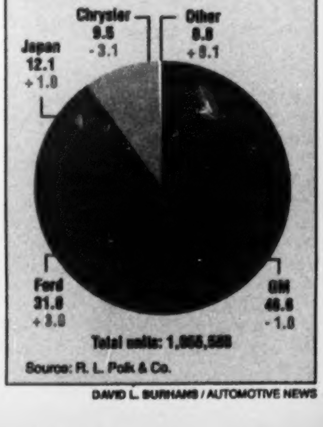
A Nissan spokesman said the increase was mainly due to new commercial fleet business and "an expanded presence" in daily and long-term rental markets.

The compilation for *Automotive News* shows that the Big 3 continue to dominate U.S. fleet sales, and they are by far the most dependent on them. Fleet sales to rental and leasing companies, government agencies and businesses account for more than a third of the Big 3

see FLEETS, 43

Fleet share, first half

Percent share based on Jan. – June fleet registrations of passenger cars. Blue numbers show change in percentage points from 1991 period.



Total units: 1,[illegible]

Source: R. L. Polk & Co.

DAVID L. BURHANS / AUTOMOTIVE NEWS

inside Automotive News

NO RETREAT FOR TOYOTA
Japanese maker's pricing follows Big 3 lead. PAGE 6

GRIM AUGUST
U.S., Japan car sales drop again. PAGE 6

NISSAN'S ONE-TWO PUNCH
Quest, Altima share '93 lineup spotlight. PAGE 24

COMPACT COROLLA

▲ New Toyota stretches past subcompact classification. PAGE 26

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Despite VW labor woes, July Big Five sales rise. PAGE 26

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corrections

- The 1993 LS400 has new 16-inch aluminum alloy wheels. A Page 21 story on Aug. 31, based on Lexus information, gave the wrong size.
- A Page 3 story on Aug. 31 incorrectly described how a Mercedes-Benz reconditioning center in Florida works. Dealers can purchase certified used cars from the center, but they cannot send units there.
- The European Sales by Manufacturer table on Page 20 of the Aug. 24 issue gave an incorrect total for BMW; in the first seven months of 1992, the company's sales were 280,000. Total European sales for the period were 8,568,900.

HANS G. LEHMANN/HIDDEN IMAGE

Alfa SZ Coupe goes topless

Among the debuts expected at the Paris auto show in October is the Alfa SZ Spider, a convertible version of the SZ Coupe that bowed in Geneva in 1989. Italian design shop Zagato has been testing this prototype and reportedly plans to begin building four Spiders a day for four months. Major body panels are made of composite plastics, and the top is canvas.

latenews

CONTINUED *from* PAGE 1

Anderson, tax manager for Washington-based accounting firm Ernst and Young.

The original ruling ordered dealers to report all of the income in the year the contract was sold, and spread the deductions over the term of the contract, creating a cash flow problem for dealers.

Last week's ruling applies generally to dealers who are already being audited or were notified of an audit as of June 12.

— Charles M. Thomas

Mark VIII tab about $37,000

ORLANDO, Fla. — When the redesigned Mark VIII debuts in December, it will be priced close to its archrival, the Cadillac Eldorado with the optional Northstar V-8 engine, Lincoln-Mercury General Manager Lee Miskowski told L-M dealers at their convention last week.

"It's going to be $37,000 to $38,000 — it's not priced yet, but that's the general price range," Miskowski said.

The 1993 Eldorado with the sport coupe package, which includes the Northstar V-8 engine, is $36,990.

— Richard Truett

GM executive jumps to VW

AUBURN HILLS, Mich. — Thomas Shaver ended his 29-year career with General Motors last week when he was appointed vice president of Volkswagen United States Inc.

Shaver

Shaver was most recently director of consumer marketing for GM's Saturn Corp. The appointment was effective Sept. 1.

In his new position, Shaver, 52, is responsible for sales, marketing and executive management of VW U.S. He will report to William Young, Volkswagen of America president.

VWoA is the parent company of VW U.S. and Audi of America.

A Saturn spokesman said the company has not named a successor.

— Arlena Sawyers

Ford balances downtime

DEARBORN, Mich. — Ford Motor Co. has balanced scheduled downtime at Escort plants in Michigan and Mexico in a compromise with the UAW.

The Wayne, Mich., plant, which makes slower-selling two-door models, had been scheduled to be down for nine weeks through the end of the year, while its sister plant in Hermosillo, Mexico, was scheduled for four weeks of downtime. Hermosillo makes sedans and stations wagons, which are more popular under Ford's national one-price Escort program.

Union official Jeff Washington says Wayne now will be down eight weeks and Hermosillo seven weeks. He says his members are satisfied with the deal on downtime, but they still want to be making a more popular vehicle at the plant.

— Kathy Jackson

Mazda recalls 16,688 Miatas

IRVINE, Calif. — Mazda is recalling 16,688 1990 MX-5 Miatas for the inspection and possible replacement of the catalytic converter.

Mazda said that on certain 1990 Mazda MX-5 Miatas manufactured between March and August 1989, the heat expansive mat holding the catalyst may become dislodged, allowing it to vibrate. If the vehicle is operated under this condition, the catalyst may eventually wear out, which could impair the ability of the converter to reduce vehicle emissions.

Honda touts Chrysler sales

TOKYO — Honda Motor Co., which two years ago offered to help Chrysler Corp. sell its products in Japan, now accounts for more than half of the Chrysler's sales here, a Honda official said last week.

Mitsuru Sato, Honda's general manager for export sales, said Honda dealers accounted for 55 percent of Chrysler's total sales of 1,020 units in the first eight months of 1992, and 70 percent of the Jeep Cherokee total of 753.

Honda sells Chrysler units through 300 dealers across the country, compared to Chrysler Japan's more modest network of 60 dealers.

— Mary Ann Maskery

4 pass, 2 fail 35-mph crash

WASHINGTON — Federal safety officials have crashed six more vehicles to complete their 1992 New Car Assessment Program.

The Ford Crown Victoria, Acura Legend, Mazda MX-3 and Honda Prelude scored well, indicating that serious head or chest injury was unlikely in a 35-mph frontal collision.

Test dummy scores in the passenger position in two other vehicles indicated a chance of injury. The passenger score for the Saturn SL2 four-door sedan was 1,018; for the Ford Econoline van, it was 1,004. A score above 1,000 indicates that serious head injury is possible, according to the National Highway Traffic Safety Administration.

— Max Gates

Poles to resume Fiat-car output

TURIN, Italy — Fiat Auto S.p.A. said production of its Cinquecento minicar will resume this week following a six-week stoppage at the FSM plant in Tychy, Poland. Fiat is in the process of acquiring a majority stake in FSM, Poland's state-owned vehicle company that is the sole source of the Cinquecento.

Polish metal workers walked off their jobs in mid-July to back their demands for big pay raises to keep up with rampant inflation throughout the former Soviet bloc. The walkout, which affected several key industries, also shut FSM's main plant in Bieskio Biala.

Fiat said the shutdown cost the company 13,000 Cinquecento sales. About 35,000 of the minis have been sold since it debuted in March, the company said.

— Luca Ciferri

briefly

LH supplier mistimes tour

In August, A.O. Smith Automotive Products Co. scheduled a press event for Wednesday to dedicate its new Barrie, Ontario, plant and tout its modular assembly program for **Chrysler Corp.**'s new LH sedans. But the timing could be better. Just last week Chrysler confirmed it was recalling the first 4,000 LH sedans built because of a faulty washer in the front suspension module. (See story on next page.) Chrysler wouldn't name the supplier. But Milwaukee-based A.O. Smith confirmed that it supplies the front and rear suspension modules in the new sedans and shipped the units with the faulty washer. Can't wait to see how the spin doctors handle this one.

STRONG ARMING — Former NBA star Sidney Moncrief faces a court date for breaking a man's arm at Moncrief's dealership just outside Phoenix. A Glendale, Ariz., police spokeswoman says Moncrief was arrested Aug. 31 after the 35-year-old victim told police that Moncrief struck him twice on the left arm with a golf club while the two men were conducting business at Moncrief's **Mitsubishi** dealership in Glendale. The spokeswoman didn't know if the victim was an angry customer.

FAMILY VALUES? — Auto manufacturers and suppliers didn't fare well in a recent study by the New York-based Families and Work Institute, which measured the "family friendliness" of 188 Fortune 500 companies. Results show that the auto industry is far behind others in providing flexibility for employees dealing with young or sick children and aged parents. Pharmaceutical and financial service firms were at the top of the list.

SATURN'S BRIDESMAIDS — **Saturn Corp.** says 70 percent of its buyers list an import make as their second choice. So which importers are losing out? Between the top two, **Toyota** is holding up better than **Honda**, maintains Toyota Vice President George Borst. Toyota's research shows that 25 percent of Saturn buyers would have bought a Honda next, Borst says. Only 8 percent list Toyota.

LIKE DALLAS, LIKE SEOUL — The man who started Korea's **Hyundai** Group — Chung Ju Yung — is now a presidential contender in South Korea, and he sounds a lot like H. Ross Perot, who almost made a run for the U.S. presidency. Chung, 77, says he would apply business savvy to the problems of running an emerging democracy. His United Peoples' Party slogan is "Clean and Honest Government," and like Perot, he has had to defend himself against suggestions that his authoritarian business style won't work in government.

THE ASSOCIATED PRESS

France's electric Zoom

Renault's answer to city congestion is the Zoom prototype electric car. When parking, the two-seater's rear wheels come forward and its body rises, reducing overall length from 103 to 81 inches. The Zoom's plastic body is recyclable.

Sales sputter in August

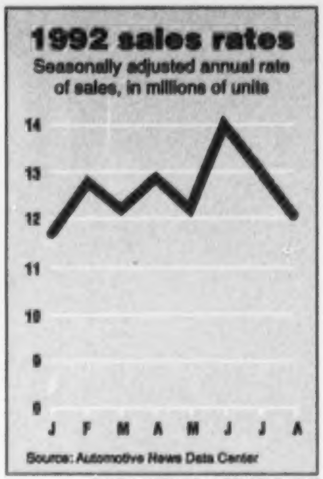
LINDSAY CHAPPELL
Staff Reporter

August sales slowed to last year's disappointing rate, and there appears to be little chance that the 1992 market can reach 13 million units.

The month's car and truck sales actually dropped slightly from last year, for a monthly total of 1,047,223 units — 652 fewer than in August 1991.

With two-thirds of the calendar year complete, the industry is running just 3.4 percent ahead of last year. The modest eight-month gain points the way to a 12.7-million-

see SALES, 44



Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

Japanese sales sink 16.3% in August

MARY ANN MASKERY
Staff Reporter

TOKYO — Weighed down by the first monthly drop in big-car demand in three years, sales of new cars and trucks in August plunged 16.3 percent from a year earlier — the steepest year-to-year drop since November 1980.

The slide, to 288,682 units, marked the 13th year-on-year decline in 15 months and brought year-to-date sales to 3.6 million units, off 5.9 percent from a year earlier.

The rout was spread evenly among Japan's Big Five, all of whom are grappling with sliding sales and profits.

Toyota Motor Corp. fell 14.2 percent; Nissan Motor Co. was off 25.2 percent; Mazda Motor Corp., 16.7 percent; Honda Motor Co., 17.4 percent; and Mitsubishi Motors Corp., 2.9 percent.

Company spokesmen said the decline was not as bad it looked because there were 2½ fewer selling days in August compared to a year earlier. Adjusting for the difference would trim the decline to about 7 percent, said Koji Endo, auto industry analyst for S.G. Warburg Securities in Tokyo.

"But even that is worse than expected," he said.

Stephen Usher, who follows the industry for Kleinwort Benson International in Tokyo, said the August decline cannot be qualified.

"These are very, very bad numbers," he said. "This is not the spike that signals it has hit bottom. There are more bad numbers to come."

The sharp decline was led by an unexpectedly sharp falloff in the large-car segment, over 2.0 liters, which had sustained double-digit growth rates since April 1989. Sales in the segment plunged 18.3 percent to 36,209 units.

Analysts linked the slide to increasing economic skittishness in Japan, and said it was not a one-month phenomenon.

"The worrying part about the drop in large car sales is that most companies were making good money on that market," said Keith Donaldson of Salomon Brothers in Tokyo. "And the big boom is over."

The drop in large-car sales also affected imports. The segment fell 7.6 percent to 14,057 units, although it was propped by a 54.7 percent surge for Volkswagen, which began selling its long-awaited Golf III here.

General Motors reported a 19.4 percent drop in August to 573 units.

Ford sales were up 12.8 percent to 246, sustained in part by demand for the Taurus wagon and the clearance of Probe inventory for the new model. Chrysler was up 24.8 percent to 146. ■

U.K. sales come up short

ED WENDT
Staff Correspondent

LONDON — New-car sales in the United Kingdom appear to be headed for their worst year since 1982 following tepid registrations in August, the month when the industry traditionally posts nearly 25 percent of its full-year sales.

The Society of Motor Manufacturers and Traders, the industry trade group, reported Friday that August sales rose a sluggish 1.7 percent from a down month a year earlier, to 373,804 units.

Industry executives and analysts had said that August sales needed to top 400,000 units to keep full-year sales from falling below the 1991 total of 1.59 million units.

But with registrations through August off 2.5 percent, several suggested the industry now appears to be headed for total 1992 sales of about 1.55 million units — a level last seen 10 years ago.

Battered by recession, high interest rates and restrictive tax policy, car sales slid in 1990 and 1991 from a record 2.3 million units in 1989.

Sales have not fallen for three consecutive years since before World War II.

"August is definitely below our expectations," said Bill Ebbert, chairman of General Motors/Vauxhall, Britain's second biggest carmaker after Ford Motor Co. "It is pointing to the fact that whatever recovery we are going to see is sometime ahead."

Ebbert called on the government to take immediate steps to revive the economy.

"Unemployment rates are still high, interest rates are still high, and the housing market is down," Ebbert said. "Until things start coming back, it is questionable when consumer confidence will return."

Among Britain's Big Three, Ford sales through August were off 5.7 percent from a year earlier to 270,283; Vauxhall was up 3.6 percent to 197,860; and Rover Group slid 16.6 percent to 145,057. ■

Japanese hikes top Big 3

Jaguar cuts prices by dropping V-12

JACK KEEBLER
Staff Reporter

A "kindler, gentler" import price season took shape last week as Toyota, Lexus, Infiniti, Saab and Jaguar pinned stickers on their 1993 models.

Toyota, Lexus and Infiniti raised prices more than the preliminary increase of 2.17 percent for 1993 Big 3 cars, indicating they will be less competitive. Jaguar posted an overall price cut of 3 percent, but it got there by deleting its 12-cylinder engine and escaping from the gas-guzzler tax.

The Big 3 price edge under the Japanese is even wider than it first appears, as the Japanese raised prices an average of 2.8 percent last spring, and the Big 3 did not.

Mazda Motor of America Inc. has already announced an increase of 2.9 percent, or $422, for 1993, and Mercedes-Benz of North America has held the line on its 190 series and announced slight increases on some of its flagship S-class cars.

Toyota's increase of 2.6 percent, or $375, on comparably equipped models comes nearly a year after George Borst, vice president of strategic and product planning, came to Detroit promising a "kinder, gentler" Toyota while predicting market share gains for the Big 3. His sales predictions have largely come true, although the market has not grown as much as he expected.

The Big 3 have gained. Japanese makes held 25.9 percent of the car and light-truck market at the start of the 1992 model year. They had 24.3 percent through August. The Big 3's share has risen from 70.2 to 72.1 percent.

NO MIDYEAR HIKE SEEN

Despite "Buy American" pitches and its own midyear price increase, Toyota Motor Sales has increased sales this year. But combined market share for Toyota and Lexus has slipped a tenth of a percentage point.

Borst predicts more growth for the Big 3, the U.S. market and Toyota.

"Don't believe for one minute that because of the predicted gains in sales, share and profitability by the Big 3 that there is a retreat on at Toyota," said Borst, who introduced the new Corolla in Detroit last week.

He said Toyota does not plan any additional price increases for 1993 models.

"I'd like to see this as the only increase for 1993," he said. "We'll adjust as conditions adjust. But Toyota is not planning any midyear increase at this time.

"You know, our pricing was adjusted four times over the last two years. And we unfortunately led the industry in pricing. But by doing it then and taking that early, we got the yen-dollar situation much better adjusted than, I think, a lot of others."

On comparably equipped models, Toyota's price hikes range from 1.9 percent, or $210, on the Paseo to 3.9 percent, or $446, on the new Corolla. Prices of the 4Runner sport-utility were not increased.

Without adjusting for year-to-year equipment changes, Toyota's 1993 cars and trucks are up an average of 3.68 percent, or $568. That

see PRICES, 43

1993 IMPORT PRICES
(Not adjusted for equipment changes)

	1993 price	Change from final 1992 price
TOYOTA		
Tercel		
2-door	$ 7,848	+$ 650
Deluxe 2-door	9,678	+ 880
Deluxe 4-door	9,778	+ 880
LE 4-dr.	11,308	+ 970
Corolla		
4-door	11,198	+ 1,480
Deluxe 4-door	12,298	+ 1,560
LE 4-door	15,218	+ 2,240
Deluxe wagon	12,978	+ 1,550
Paseo		
2-door	11,492	+ 740
Celica		
ST 2-door	14,198	+ 280
GT 2-door	16,708	+ 330
GT convertible	21,768	+ 430
GT 3-door	16,848	+ 330
GT-S 3-door	18,428	+ 360
All-Trac 3-door (awd)	28,298	+ 5,350
Camry		
Deluxe 4-door	15,158	+ 360
LE 4-door	17,908	+ 410
XLE 4-door	19,878	+ 450
Deluxe V-6 4-door	17,918	+ 590
LE V-6 4-door	19,868	+ 640
XLE V-6 4-door	21,878	+ 700
SE V-6 4-door	19,138	+ 610
Deluxe wagon	17,288	+ 390
LE wagon	19,228	+ 430
LE V-6 wagon	21,208	+ 680
MR2		
2-door	18,368	+ 710
2-door (T-bar)	20,228	+ 1,570
Turbo 2-door (T-bar)	23,998	+ 2,780
Previa		
Deluxe	18,498	+ 980
LE	23,258	+ 510
Deluxe All-Trac	22,348	+ 1,110
LE All-Trac	26,068	+ 550
4Runner		
SR5 4-door (4wd)	18,938	0
SR5 V-6 4-door (4wd)	20,778	0
SR5 V-6 4-door (2wd)	19,918	0
Land Cruiser		
Wagon	31,178	+ 4,520
Pickup Trucks (2wd)		
Short bed	9,188	+ 190
Deluxe short bed	$10,208	+$ 270
Deluxe long bed	10,748	+ 280
Deluxe Xtra cab	11,668	+ 300
Deluxe V-6 Xtra cab	12,798	+ 320
SR5 V-6 Xtra cab	14,638	+ 300
Pickup Trucks (4wd)		
Deluxe short bed	13,518	+ 370
Deluxe short bed (on demand)	13,718	+ 370
Deluxe short bed V-6	14,718	+ 400
Deluxe Xtra cab	14,998	+ 210
LEXUS		
ES300 4-door	27,500	+ 950
SC300 2-door	34,700	+ 2,000
LS400 4-door	46,600	+ 2,300
SC400 2-door	41,400	+ 2,000
INFINITI		
G20 4-door	19,500	+ 400
J30 4-door	34,000	+ 1,000
Q45 4-door	45,400	+ 1,300
JAGUAR		
XJ6 4-door	49,750	+ 250
Vanden Plas 4-door	56,750	+ 2,250
XJS 2-door	49,750	− 10,750
XJS convertible	56,750	− 10,750
SAAB		
900S		
3-door hatch	20,345	+ 465
4-door	20,960	+ 465
Convertible	32,160	+ 800
900 Turbo		
3-door hatch	30,555	+ 1,195
Convertible	37,060	+ 830
9000-CS		
5-door hatch	25,725	+ 260
Turbo 5-door hatch*	29,720	—
9000-CSE		
5-door hatch	31,060	+ 2,265
Turbo 5-door hatch	35,055	− 1,890
9000-CD		
4-door*	24,825	—
Turbo 4-door	28,820	—
9000-CDE		
4-door	30,830	+ 800
Turbo 4-door	34,825	− 1,870

*No comparable 1992 model

Saab has changed its model designations for 1993. Some of the models in this comparison had different names for 1992.

Toyota unveils new Corolla > 26

Borst tries again to predict future market

JACK KEEBLER
Staff Reporter

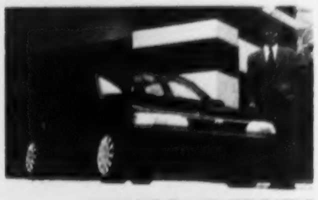
DETROIT — A year ago, Toyota Vice President George Borst predicted that gains in Big 3 market share would lead a 1.5 million jump in car and light-truck sales in 1992.

Through August, the Big 3's gain of 1.9 points of market share year was more than he predicted. The sales increase has been less. Sales were up 283,340 units through August, indicating a full-year gain of less than half a million.

Here are some of his latest predictions for the U.S. car and light-truck market.

1992 calendar year: Total market up 5.5 percent to 13 million. Cars will rise 3 percent to 8.4 million; trucks will gain 11 percent to 4.6 million.

Each of the Big 3 will gain sales, for a combined 2.2 percent increase in market share.



JOE WILSSENS/AUTOMOTIVE NEWS

Toyota vice president George Borst predicts Japanese makers will lose 3.3 points of market share this year.

Borst said Toyota expects Japanese makers to lose 3.3 points of market share in light trucks and 1 point in cars.

1993 calendar year: Total sales up 6.0 percent to 13.8 million with 9 million cars and 4.8 million trucks.

Domestic makes will improve their car market share by half a percentage point, to 65.8 percent, and lose half a point in light trucks. The Japanese and domestics will increase sales.

The 1992 forecast is down from Borst's earlier prediction of 14.2 million.

"Hopefully by 1994, the industry may once again approach 14.5 to 15 million units," he said.

Toyota, he said, will continue to gain market share. During the last 18 months, Toyota has invested in five product programs, he said, and there will be six more in the next 12 months.

"You can certainly add Toyota's name to the growing list of companies frustrated by the elusive and very slow economic recovery," said Borst. "Having just come from the '80s environment with all the emphasis on instant gratification, it's difficult to adjust to the sluggish pace of this recovery." ■

Positive Outlook

Service managers foresee more business

By: Al Fleming

Dealership service bosses think the auto business is going to get better in 1993.

Over 91 percent of service managers responding to *Automotive News'* annual survey said they expect their dealerships' sales and profits will climb next year. Over 88 percent said their service department sales and profits will rise in 1993.

Survey participants work for dealer franchises representing 45 car and light-truck makes.

The survey confirms last month's report by the National Automobile Dealers Association that "a slow rebuilding is under way, dealership efficiency has reached new heights (and) service work has taken on added importance."

Increased service and parts profits helped dealerships maintain a net profit before taxes of 1 percent for 1991, the same as in 1989 and 1990.

In fact, service and parts profits provided virtually all dealership profits in 1991, as a substantial loss in new-vehicle revenues erased modest profits earned with used vehicles.

An even healthier service business seems to lie ahead. A solid 67.3 percent of service managers responding to the *Automotive News* survey made in July said they expect service department sales and profits will be higher in 1992 than in 1991. An even greater 88.1 percent said they look for further jumps in 1993. ☐

Al Fleming is industry editor for Automotive News.

Automotive News Survey of Dealer Service Managers

Note: In some cases, totals do not add to 100 percent because either multiple responses to a question were given or no response was given.

Are your dealership's total sales and profits higher or lower in 1992 than in 1991?	
Higher	61.4%
Lower	17.8%
About the Same	17.8%
No answer	03.0%

Do you expect your dealership's total sales and profits will increase or decrease in 1993 over 1992?	
Increase	91.1%
Decrease	00.0%
About the Same	08.9%

Are your service department sales and profits higher or lower in 1992 than in 1991?	
Higher	03.0%
Lower	09.0%
About the Same	08.0%
No Answer	03.0%

Do you expect your service department sales and profits will increase or decrease in 1993 over 1992?	
Increase	88.1%
Decrease	01.0%
About the Same	10.9%

What percentage of your dealership's total sales are service and parts sales?	
0-10% of total sales	10.1%
11-20% of total sales	25.3%
21-30% of total sales	17.7%
31-40% of total sales	12.7%
41-50% of total sales	16.5%
51-60% of total sales	05.1%
61-70% of total sales	07.6%
71-80% of total sales	03.8%
81-90% of total sales	01.2%
Over 90% of total sales	00.0%

What is the service & parts absorption rate (service & parts gross profits as percentage of fixed overhead) at your dealership?	
0-10% absorption rate	01.2%
11-20% absorption rate	00.0%
21-30% absorption rate	04.8%
31-40% absorption rate	07.1%
41-50% absorption rate	09.5%
51-60% absorption rate	08.3%
61-70% absorption rate	17.9%
71-80% absorption rate	26.1%
81-90% absorption rate	14.3%
91-99% absorption rate	06.0%
100%-plus absorption rate	04.8%

Is finding competent service technicians more difficult this year than last year?	
More difficult	41.6%
Less difficult	14.8%
About the same	38.6%
No answer	05.0%

Do you have women service technicians?	
Yes	01.0%
No	98.0%
No answer	01.0%

How many hours a week is your service department open?	
Less than 45 hours	05.9%
45-50 hours	19.8%
51-55 hours	31.7%
56-60 hours	26.7%
More than 60 hours	15.9%

Is the factory putting more emphasis on improving customer service?	
Yes	99.0%
No	00.0%
No answer	01.0%

Is the factory helping you improve customer service?	
Yes	87.1%
No	11.9%
No answer	01.0%

Is the factory helping to pay for better customer service?	
Yes	65.3%
No	32.7%
No answer	02.0%

Is the factory requiring you to invest in more service equipment and/or training?	
Yes	93.1%
No	06.9%

What is your most profitable service operation?	
Tune-up	24.7%
Brakes	21.8%
Transmission	08.9%
Wheel alignment	08.9%
Engine overhaul	06.9%
Body shop	05.0%
Rustproofing	03.0%
Other	16.8%
No answer	04.0%

Are domestic-make vehicles more profitable or less profitable to service than import makes?	
More profitable	13.9%
Less profitable	19.8%
About the same	12.9%
No answer	53.4%

Has your department purchased any new service equipment this year?	
Yes	82.2%
No	16.8%
No answer	01.0%

What kind of service equipment have you purchased this year (top 5)?	
Air conditioner recycler	30.7%
Lifts	13.0%
Service bay diagnostic system	08.4%
Service tools	06.9%
Brake lathe	05.3%

Does your department plan to purchase any new service equipment next year?	
Yes	60.4%
No	31.7%
No answer	07.9%

What kind of service equipment do you plan to purchase next year (top 5)?	
Lifts	17.8%
Air conditioner recycler	17.8%
Front end alignment	12.3%
Diagnostic equipment	05.4%
Wheel balancers	05.4%

Do environmental demands (oil recycling, hazardous material waste disposal, battery disposal, etc.) increase or decrease your department's profitability?	
Increase	07.9%
Decrease	63.4%
About the same	28.7%

Are you subcontracting service work out to specialists for jobs such as electronic instrument clusters and sunroofs?	
Yes	68.3%
No	30.7%
No answer	01.0%

What kind of service work do you subcontract (top 5)?	
Sunroofs	24.7%
Radios	15.8%
Glass work	11.8%
Trim work	08.9%
Body work	06.9%
Instrument clusters	06.9%
Radiators	06.9%

Does your service department offer quick lube/oil change service?	
Yes	67.3%
No	32.7%

If yes, how profitable is quick lube/oil change service?	
Very	11.8%
Somewhat	55.8%
Not at all	22.1%
No answer	10.3%

Does your service department offer detailing to customers (i.e., painstaking cleaning and polishing of a vehicle for a premium charge)?	
Yes	63.4%
No	36.6%

Is yes, how profitable is detailing?	
Very	40.6%
Somewhat	53.1%
Not at all	04.7%
No answer	01.6%

What was your total compensation last year as service manager, including salary, overtime, bonus, etc.?	
Less than $20,000	02.0%
$20,000-$29,999	05.9%
$30,000-$39,999	10.9%
$40,000-$42,000	15.8%
$50,000-$59,000	20.9%
$60,000-$69,909	16.8%
$70,000-$79,999	10.9%
$80,000-$89,999	06.9%
$90,000 or more	06.9%
No answer	03.0%

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Toyota unveils bigger Corolla

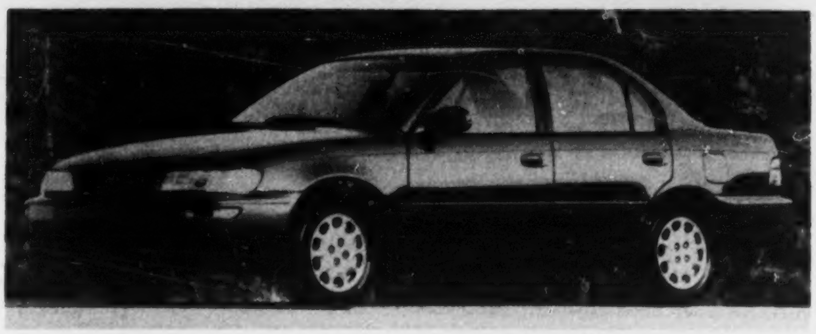
KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Following what seems to be an industry trend, Toyota Motor Sales U.S.A. Inc. is replacing one of its most popular products with a car that is longer and wider and has more rounded lines.

As Toyota did with the Camry last year, the company is moving the 1993 Corolla farther and farther from its roots as a small, boxy Japanese economy car.

INTRO-'93

The redesigned Corolla is almost two inches longer and one inch wider, and the wheelbase has been stretched 1.3 inches. The new car will be classified as a compact by the EPA, rather than a subcompact.


Toyota's redesigned Corolla LE sedan is available with a four-speed electrically controlled automatic transmission and anti-lock brakes.

The new Corolla was introduced a year ago in Japan, but sales in that country have been disappointing because the model was moved upscale.

The Corolla also is the foundation of Chevrolet's Geo Prizm. All the Prizms and about 70 percent of the Corollas sold in the United States will be built at New United Motor Manufacturing Inc., the Toyota-General Motors joint-venture factory in California.

As with all 1993 Toyota cars, the Corolla will have a standard driver-side airbag. Adjustable front seat belts have been added for a more comfortable fit.

The Corolla sits neatly between Toyota's two other volume sedans, the Camry and the price-leading Tercel. It is 10.2 inches longer than the Tercel and 15.8 inches shorter than the Camry. It's also about four inches shorter than the Saturn sedan and one inch shorter than the four-door Honda Civic.

The sedan is offered in three trim levels — Standard ($11,198), DX ($12,298) and LE ($15,218). A wagon ($12,978) is available in the DX series.

The instrument panel has been updated with larger, easier-to-reach controls.

The 1.6-liter, 16-valve, double overhead camshaft engine is still standard in the base model. The DX and LE models have a new 115-horsepower, 1.8-liter engine. Horsepower in the base engine has risen from 102 to 105, except in California, where emission requirements limit the output to 100 hp.

Toyota says it has reduced engine noise and vibration by adding fluid-filled mounts between the body and engine.

Toyota has added asphalt coating and made other changes to the sheet metal to reduce road noise. Wind noise has been cut by reducing the gap between hood and trunk surfaces from seven millimeters to four. AN

Only one wagon is offered in the Corolla line, this DX model; the All-Trac wagon no longer is offered.

TOYOTA FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Corolla	97.0	172.0	66.3	53.5	2,447	1.6L, I-4	fwd	4-dr., wgn.

Hall of Fame to induct 7 auto leaders

MIDLAND, Mich. — Seven leaders of the automotive industry will be enshrined in the Automotive Hall of Fame on Oct. 1.

Special tribute will be paid to Frederick Mancheski, chairman of Echlin Inc., an automotive replacement parts supplier in Branford, Conn., as the Automotive Industry Leader of the Year.

Luis Estrada, president of Trader Vic's Used Cars in Pacoima, Calif., will receive the award for young leadership and excellence.

The Hall of Fame is located at Northwood Institute in Midland, Mich. The banquet will be held at the Westin Hotel in Detroit.

The seven inductees are:

- Lee Hunter, deceased, for his inventions that have improved automotive maintenance.
- Wilton Looney, retired chairman of Genuine Parts Co., for developing the concept of a partnership between supplier and customer.
- Henry Nave, president of White Motor Co. and Mack Trucks, for introducing new sales and merchandising techniques to the heavy-truck industry.
- Donald Petersen, former chairman of Ford Motor Co., for leadership in product planning, design and new technology.
- Charles Pilloid Jr., for his contribution to Goodyear Tire and Rubber Co.'s worldwide sales growth.
- James Roche, former General Motors chairman, for his dedication to equal employment opportunity.
- Carroll Shelby, for designing reasonably priced sports cars.

For more information, call (517) 631-5760. AN

Chrysler leads gains by Volkswagen's rivals in Mexico

MEXICO CITY — A labor dispute at Volkswagen de Mexico's assembly plant hit the company hard in July, as the market's leader saw car and truck sales fall 13.8 percent.

VW's July production fell 33.0 percent from July 1991 levels, after an intra-union squabble led to a company lockout. When work resumed Aug. 24, VW had lost more than a month of production, including the new Golf and Jetta.

VW's troubles leave its rivals in good shape to gain ground. Ford, Nissan and Chrysler — the closest competitors to VW's small cars — all showed strong gains for their Mexican-built cars. They were paced by Chrysler's 34.3 percent gain in July new-car sales.

Despite VW's troubles, the five automakers posted a combined 5.1 percent sales gain for July. After seven months, sales stood 11.1 percent ahead of last year's pace. Production among the five firms dropped 6.4 percent in July, but at 637,625 is still well ahead of last year's seven-month totals. AN

MEXICO CAR AND TRUCK SALES

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
Cars	6,439	4,793	48,643	33,139
Trucks	4,575	2,951	30,841	25,782
Imports	3	3	340	542
CHRYSLER	**11,017**	**7,747**	**79,824**	**59,463**
Cars	6,220	5,597	38,042	34,985
Trucks	5,314	5,658	35,625	34,988
Imports	0	19	196	1,679
FORD	**11,534**	**11,274**	**73,863**	**71,652**
Cars	3,570	4,164	30,848	24,110
Trucks	6,460	6,795	43,921	41,693
Imports	2	254	1,676	2,877
GM	**10,032**	**11,213**	**76,445**	**68,680**
Cars	9,509	8,638	55,253	51,315
Trucks	3,955	3,614	21,985	20,739
Imports	1,309	3	2,668	685
NISSAN	**14,773**	**12,255**	**79,906**	**72,739**
Cars	11,479	13,331	86,614	85,010
Trucks	952	1,089	8,003	6,759
Imports	2	1	4	59
VOLKSWAGEN	**12,433**	**14,421**	**94,621**	**91,828**
Cars	37,217	36,523	259,400	228,559
Trucks	21,256	20,107	140,375	129,961
Imports	1,316	280	4,884	5,842
TOTAL BIG 5	**59,789**	**56,910**	**404,659**	**364,362**
OTHER TRUCK MAKERS	**2,433**	**2,869**	**18,112**	**15,733**
TOTAL INDUSTRY	**62,222**	**59,779**	**422,771**	**380,095**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
Cars for Mexico	6,201	6,094	48,649	34,359
Cars for export	3,863	4,452	47,555	37,183
Trucks for Mexico	4,926	4,397	31,666	27,327
Trucks for export	2,073	53	16,376	3,228
CHRYSLER	**17,063**	**14,996**	**144,246**	**102,097**
Cars for Mexico	6,325	5,293	38,569	35,325
Cars for export	10,162	8,813	79,670	51,724
Trucks for Mexico	5,335	5,549	36,072	34,844
FORD	**21,822**	**19,655**	**154,311**	**121,893**
Cars for Mexico	2,652	3,940	30,849	23,312
Cars for export	6,427	9,095	43,201	46,680
Trucks for Mexico	5,847	7,193	43,970	42,213
GM	**14,926**	**20,228**	**118,020**	**112,214**
Cars for Mexico	9,463	8,618	55,276	51,399
Cars for export	2,620	2,115	12,945	10,512
Trucks for Mexico	3,953	3,453	21,991	20,760
Trucks for export	1,154	797	6,802	3,810
NISSAN	**17,190**	**14,983**	**97,014**	**86,481**
Cars for Mexico	10,063	14,168	81,051	84,598
Cars for export	3,040	5,820	34,287	32,671
Trucks for Mexico	1,060	1,145	8,696	6,767
VOLKSWAGEN	**14,163**	**21,133**	**124,034**	**124,036**
Cars for Mexico	34,704	38,113	254,394	228,993
Cars for export	26,112	30,295	217,658	178,779
Trucks for Mexico	21,121	21,737	142,395	131,911
Trucks for export	3,227	850	23,178	7,038
TOTAL BIG 5	**85,164**	**90,995**	**637,625**	**546,721**
Trucks for Mexico	2,339	2,776	16,575	15,804
Trucks for export	0	1	0	3
OTHER TRUCK MAKERS	**2,339**	**2,777**	**16,575**	**15,807**
TOTAL INDUSTRY	**87,503**	**93,772**	**654,200**	**562,528**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

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FLEETS

Big 3 trim fleet sales

continued from PAGE 1

total and a fourth of the overall passenger-car market. Automakers put even more of their sales in the fleet column, such as those in manufacture- or dealer-sponsored leasing programs, but the Polk-*Automotive News* compilation treats those as retail sales since customers choose them one at a time.

Through the first half, Ford Motor Co., Chrysler Corp. and General Motors managed to withdraw from the levels of dependence on fleet sales they displayed in 1991, when the Gulf War wrecked the retail market. Their total fleet registrations dropped from 977,466 units in the first half of 1991, 36.4 percent of their total registrations, to 919,599 in 1992, 34.1 percent of their total. The full-year drop will probably be much steeper.

Analyst Chris Cedergren of AutoPacific believes Big 3 sales to rental companies will decline 300,000 to 350,000 units this year. But the first-half figures are distorted because rental companies increased their vehicle purchases earlier this summer when the airlines' ticket-price wars spurred business. "Late May and June came around, and all the rental companies said, 'We're going to rent cars like crazy.' They ordered a tremendous number of cars."

Some of those cars came from the Big 3. Ford, for instance, moved up deliveries planned for July and August, said Ford analyst Joel Pitcoff, "but we couldn't add any units" to production schedules to satisfy rental company demand.

"I suspected when I saw some of the numbers in June that they may have gotten some port units (not yet ordered by a dealer) from the Japanese," said Pitcoff.

Demand from the rental market in the first half coincided with a drop in retail demand for Japanese cars. In Nissan's case, Cedergren said, "they wanted to see if they could shore up that loss" by pricing Sentras for the fleet market.

"Basically, they're just trying to wait for the '93 model year. The Altima will probably erase that decline (in retail sales), based on its pricing," Cedergren said.

He sees the increasing fleet presence of Nissan and Toyota as beneficial to them, especially because of the exposure it brings their cars in markets where their sales are below average, like the Midwest.

At the same time, Cedergren said, oversaturation in the rental business such as the Big 3 have had "can hurt the resale value of your product. It kind of makes your product look too common. But done right, it acts as a good sales tool."

Cars sold to rental companies are commonly described as "less profitable" for factories than cars sold to dealers for retail delivery or sold to other fleets. The Big 3 and several Japanese makers offer discounts on certain fleet sales.

The Polk numbers clearly show shifts among nameplates, but they don't show model changes. Cedergren said several stories are occurring in the model and body-style arenas:

- Cadillac basically transferred its fleet sales "from the old Seville to the DeVille."
- The rebound in Chrysler brand fleet sales is partly a move of units from Plymouth and Dodge. "For the '92 model year, Chrysler took the top two trim levels of Acclaim and rebadged them as LeBarons," on which profits are better.
- Chrysler Corp. successfully moved fleets from the Dodge Shadow convertible to the more profitable LeBaron convertible, which had "an extremely strong May and June" with fleets. The sales surge means the LeBaron probably will regain its crown as best-selling convertible from the Mazda Miata this year. AN

Are numbers helpful?

Are these fleet registration figures by nameplate (listed below) from R.L. Polk & Co. helpful? Could they be more useful?

We'd like to hear from you. If you want to influence the future use of registration figures by *Automotive News*, please write:

William R. Diem
Assistant Managing Editor
Automotive News
1400 Woodbridge Ave.
Detroit, MI 48207

Or fax: 313-446-0383.

Variety of fleets in Polk count

Fleet figures from R.L. Polk are not perfect for measuring program cars. The bulk of Polk's leasing and rental category is daily rental firms such as the Hertz Corp. and Avis Inc., but it includes some commercial lease operations such as PHH Corp.'s FleetAmerica.

Cars registered to large leasing companies often amount to company cars. For instance, DuPont provides some employees with leased cars from PHH.

The commercial and government category includes cars registered by businesses and units of government, including police cars. Figures are based on state registrations, not company announcements.

Registrations are counted as fleet when 10 or more are registered by a single company within a year. If Tom's Delivery Service registered nine cars in the first six months, they are still considered retail. If it registers another car in August, all 10 move into the fleet column. Thus, Polk's latest numbers are always the most accurate.

The *Automotive News* fleet figures do not include cars registered to manufacturers, dealers or financial institutions. Those units usually amount to individual leases.

In total, the fleet registration numbers also provide a reliable guide to their opposite number, the retail market, where purchase and lease acquisition decisions are made one-by-one. Thus, overall car registrations for the first six months this year were down slightly, but subtracting fleet cars reveals that retail registrations rose 1 percent, 3,014,820 in 1991 to 3,044,674 this year.

— William R. Diem

U.S. FLEET REGISTRATIONS, PASSENGER CARS—6 months, 1992 vs. 1991

Make	Commercial & government 1992	1991	Rental & lease 1992	1991	Total registrations fleet 1992	1991	Total registrations nameplate 1992	1991	Fleet % share of nameplate registrations 1992	1991
Acura	145	624	1,305	2,336	1,450	2,960	62,275	67,993	2.3	4.4
Alfa Romeo	3	9	174	171	177	180	1,409	1,774	12.6	10.1
Audi	36	78	97	174	133	252	6,750	6,647	2.0	3.8
BMW	84	148	648	955	732	1,103	26,389	24,898	2.8	4.4
Buick	3,539	4,557	76,582	75,218	80,121	79,775	264,307	272,237	30.3	29.3
Cadillac	547	815	32,873	35,866	33,420	36,681	110,021	104,426	30.4	35.1
Chevrolet	27,920	49,311	184,074	183,880	211,994	233,191	532,017	600,740	39.8	38.8
Chrysler	941	521	30,675	21,210	31,616	21,731	70,850	66,922	44.6	32.5
Daihatsu	14	2	100	38	114	40	4,078	2,838	2.8	1.4
Dodge	8,180	7,624	38,086	76,512	46,266	84,136	140,758	172,897	32.9	48.7
Eagle	75	98	604	604	679	702	26,914	28,793	2.5	2.4
Ford	47,921	33,576	185,454	176,042	233,375	209,618	599,773	546,126	38.9	38.4
Honda	1,767	1,446	7,688	6,668	9,455	8,114	301,004	330,404	3.1	2.5
Hyundai	163	167	4,607	556	4,770	723	52,994	58,258	9.0	1.2
Infiniti	35	35	363	178	398	213	19,071	14,339	2.1	1.5
Isuzu	35	25	23	250	58	275	5,537	6,106	1.0	4.5
Jaguar	17	98	96	959	113	1,057	4,242	5,486	2.7	19.3
Lexus	198	210	1,143	713	1,341	923	44,210	27,969	3.0	3.3
Lincoln	1,157	2,433	34,087	50,780	35,244	53,213	84,443	99,635	41.7	53.4
Mazda	493	909	15,929	16,299	16,422	17,208	125,003	118,898	13.1	14.5
Mercedes-Benz	293	187	550	861	843	1,048	30,934	30,496	2.7	3.4
Mercury	2,541	2,254	56,182	45,361	58,723	47,615	199,312	189,197	29.5	25.2
Mitsubishi	122	246	15,859	22,997	15,981	23,243	74,041	81,165	21.6	28.6
Nissan	459	583	24,204	11,985	24,663	12,568	172,882	173,012	14.3	7.3
Oldsmobile	3,873	4,945	62,306	64,748	66,179	69,693	215,461	213,034	30.7	32.7
Plymouth	5,966	3,117	15,852	30,233	21,818	33,350	91,811	101,462	23.8	32.9
Pontiac	3,486	5,530	95,421	101,891	98,907	107,421	276,014	266,960	35.8	40.2
Porsche	10	22	196	456	206	478	2,090	2,522	9.9	19.0
Saab	20	36	212	176	232	212	12,598	14,125	1.8	1.5
Saturn	143	41	1,114	299	1,257	340	88,210	22,896	1.4	1.5
Subaru	131	172	6,895	11,622	7,026	11,794	48,257	54,447	14.6	21.7
Suzuki	17	12	61	25	78	37	2,751	2,392	2.8	1.5
Toyota	2,293	2,689	49,058	42,372	51,351	45,061	330,916	324,868	15.5	13.9
Volkswagen	105	242	600	1,214	705	1,456	36,901	45,780	1.9	3.2
Volvo	70	112	671	621	741	733	34,575	38,516	2.1	1.9
Other	8	19	51	1,220	59	1,239	2,464	3,706	2.4	33.4
TOTAL	**112,799**	**122,874**	**943,789**	**984,270**	**1,056,588**	**1,107,144**	**4,101,262**	**4,121,964**	**25.8**	**26.9**
TOTAL BIG 3	**106,289**	**114,822**	**813,310**	**862,644**	**919,599**	**977,466**	**2,699,891**	**2,685,325**	**34.1**	**36.4**
TOTAL JAPAN	**5,709**	**6,953**	**122,628**	**115,483**	**128,337**	**122,436**	**1,190,025**	**1,204,431**	**10.8**	**10.2**
TOTAL EUROPE	**635**	**923**	**3,070**	**5,416**	**3,705**	**6,339**	**154,479**	**168,470**	**2.4**	**3.8**
GM	39,508	65,199	452,370	461,902	491,878	527,101	1,486,030	1,480,293	33.1	35.6
Ford	51,619	38,263	275,723	272,183	327,342	310,446	883,528	834,958	37.0	37.2
Chrysler	15,162	11,360	85,217	128,559	100,379	139,919	330,333	370,074	30.4	37.8
Toyota/Lexus	2,491	2,899	50,201	43,085	52,692	45,984	375,126	352,837	14.0	13.0
Honda/Acura	1,912	2,070	8,993	9,004	10,905	11,074	363,279	398,397	3.0	2.8
Nissan/Infiniti	494	618	24,567	12,163	25,061	12,781	191,953	187,351	13.1	6.8
VW/Audi	141	320	697	1,388	838	1,708	43,651	52,427	1.9	3.3

Source: R.L. Polk and Co.

Chrysler picks Sidlik for new VP position

HIGHLAND PARK, Mich. — Chrysler Corp. last week named Thomas Sidlik to the newly created post of vice president of customer satisfaction and vehicle quality.

Sidlik will report to Vice Chairman Robert Eaton. Sidlik, who joined Chrysler in 1980, has been executive director of sales and marketing planning and warranty programs.

Sidlik's duties: customers, quality

The new organization Sidlik will direct includes the corporation's activities that relate to customer requirements and expectations, Chrysler said.

Also last week, Thomas Gallagher was named vice president of employee relations. He replaces Anthony St. John, who retired. Gallagher had been executive director of employee relations.

He will direct a realigned department that includes union relations and security operations, health care and benefit administration, occupational safety and health services, personnel planning and administration, and joint training activities at the UAW/Chrysler National Training Center.

Gary Valade was named vice president of corporate personnel. He had been vice president of personnel, administration and development.

Valade will lead departments that include compensation and benefits planning; the group personnel offices at Chrysler Center, Chrysler Technology Center and manufacturing; equal employment planning; facilities and services; personnel department; training; and Chrysler Pentastar Aviation Inc. AN

PRICES

Japanese increases top Big 3 hikes

continued from PAGE 6

compares with 2.98 percent, or $531, for the Big 3.

OTHER PRICE HIKES

Lexus Division hiked comparably equipped models an average of 2.9 percent, or $1,013. Passenger-side airbags now are standard on the top-of-the-line LS400 sedan and on both Lexus coupes.

Infiniti raised prices $400 on the G20, $1,000 on the J30 and $1,300 on the Q45. All are four-door sedans.

Automotive News estimates the increase at 2.5 percent, or $783 on comparably equipped models.

Much of Jaguar's price cut was achieved by pulling the V-12 engine out of the XJS coupe and convertible.

A six-cylinder powerplant now drives the sports cars and the XJ6 sedans.

By dumping the V-12, Jaguar escapes the gas-guzzler tax, which was $2,400 on the coupe and $3,000 on the convertible. The sticker on each of the sports cars is $10,750 less for 1993. The sedans now have driver-side airbags.

Saab said its 1993 prices are up an average of 1.8 percent, which *Automotive News* estimates at about $500.

Saab model designations have been changed for 1993, making comparisons difficult. AN

Senior Editor John K. Teahen Jr. in Detroit contributed to this report.

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U.S. CAR AND LIGHT-TRUCK SALES, AUGUST — 1992 vs. 1991 (ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	93,288	90,188	14.5	13.1	125,102	100,748	31.1	28.2	218,390	190,936	20.9	18.2	2.6	14.4
Chevrolet/Geo†	75,052	84,708	11.6	12.3	104,372	90,038	25.9	25.2	179,424	174,746	17.1	16.7	0.5	2.7
Toyota	57,747	65,894	9.0	9.5	23,139	28,900	5.8	8.1	80,886	94,794	7.7	9.0	-1.3	-14.7
Honda	60,899	68,207	9.4	9.9	—	—	—	—	60,899	68,207	5.8	6.5	-0.7	-10.7
Dodge	21,694	21,299	3.4	3.1	37,768	32,701	9.4	9.2	59,462	54,000	5.7	5.2	0.5	10.1
Nissan	35,366	36,747	5.5	5.3	18,252	16,116	4.5	4.5	53,618	52,863	5.1	5.0	0.1	1.4
Pontiac	35,739	35,494	5.5	5.1	2,211	1,909	0.5	0.5	37,950	37,403	3.6	3.6	0.1	1.5
Mercury	35,727	31,668	5.5	4.6	1,387	0	0.3	0.0	37,114	31,668	3.5	3.0	0.5	17.2
Buick	36,193	42,291	5.6	6.1	—	—	—	—	36,193	42,291	3.5	4.0	-0.6	-14.4
GMC	—	—	—	—	30,810	25,130	7.7	7.0	30,810	25,130	2.9	2.4	0.5	22.6
Mazda	21,590	20,898	3.3	3.0	8,801	14,462	2.2	4.1	30,391	35,360	2.9	3.4	-0.5	-14.1
Plymouth	15,335	17,227	2.4	2.5	14,235	14,123	3.5	4.0	29,570	31,350	2.8	3.0	-0.2	- 5.7
Oldsmobile	25,500	36,277	4.0	5.3	1,662	2,987	0.4	0.8	27,162	39,264	2.6	3.7	-1.2	-30.8
Jeep	—	—	—	—	21,039	15,574	5.2	4.4	21,039	15,574	2.0	1.5	0.5	35.1
Cadillac	13,650	15,777	2.1	2.3	—	—	—	—	13,650	15,777	1.3	1.5	-0.2	-13.5
Saturn	12,038	7,000	1.9	1.0	—	—	—	—	12,038	7,000	1.1	0.7	0.5	72.0
Acura	11,146	12,734	1.7	1.8	—	—	—	—	11,146	12,734	1.1	1.2	-0.2	-12.5
Lincoln	10,949	12,574	1.7	1.8	—	—	—	—	10,949	12,574	1.0	1.2	-0.2	-12.9
Chrysler	9,484	6,784	1.5	1.0	996	222	0.2	0.1	10,480	7,006	1.0	0.7	0.3	49.6
Hyundai	10,475	13,406	1.6	1.9	—	—	—	—	10,475	13,406	1.0	1.3	-0.3	-21.9
Mitsubishi	9,296	12,837	1.4	1.9	1,166	2,387	0.3	0.7	10,462	15,224	1.0	1.5	-0.5	-31.3
Isuzu	579	1,108	0.1	0.2	9,343	9,448	2.3	2.6	9,922	10,556	0.9	1.0	-0.1	- 6.0
Lexus	8,531	6,252	1.3	0.9	—	—	—	—	8,531	6,252	0.8	0.6	0.2	36.5
Subaru	7,478	8,039	1.2	1.2	—	—	—	—	7,478	8,039	0.7	0.8	-0.1	- 7.0
VW	7,159	8,579	1.1	1.2	136	479	0.0	0.1	7,295	9,058	0.7	0.9	-0.2	-19.5
Eagle	6,250	5,754	1.0	0.8	—	—	—	—	6,250	5,754	0.6	0.5	0.0	8.6
BMW	5,801	5,233	0.9	0.8	—	—	—	—	5,801	5,233	0.6	0.5	0.1	10.9
Infiniti	4,455	4,802	0.7	0.7	—	—	—	—	4,455	4,802	0.4	0.5	0.0	- 7.2
Volvo	3,967	6,335	0.6	0.9	—	—	—	—	3,967	6,335	0.4	0.6	-0.2	-37.4
Mercedes	3,614	5,076	0.6	0.7	—	—	—	—	3,614	5,076	0.3	0.5	-0.1	-28.8
Saab	2,282	2,424	0.4	0.4	—	—	—	—	2,282	2,424	0.2	0.2	0.0	- 5.9
Suzuki	497	484	0.1	0.1	1,642	1,302	0.4	0.4	2,139	1,786	0.2	0.2	0.0	19.8
Audi	1,446	830	0.2	0.1	—	—	—	—	1,446	830	0.1	0.1	0.1	74.2
Jaguar	554	1,237	0.1	0.2	—	—	—	—	554	1,237	0.1	0.1	-0.1	-55.2
Porsche	375	307	0.1	0.0	—	—	—	—	375	307	0.0	0.0	0.0	22.1
Daihatsu	278	485	0.0	0.1	88	234	0.0	0.1	366	719	0.0	0.1	0.0	-49.1
Land Rover	—	—	—	—	258	311	0.1	0.1	258	311	0.0	0.0	0.0	-17.0
Alfa Romeo	216	308	0.0	0.0	—	—	—	—	216	308	0.0	0.0	0.0	-29.9
Rolls/Bentley	19	20	0.0	0.0	—	—	—	—	19	20	0.0	0.0	0.0	- 5.0
Peugeot	2	577	0.0	0.1	—	—	—	—	2	577	0.0	0.1	-0.1	-99.7
Sterling	—	481	—	0.1	—	—	—	—	—	481	0.0	0.0	0.0	—
Yugo	—	318	—	0.0	—	—	—	—	—	318	0.0	0.0	0.0	—
Other*	145	145	0.0	0.0	—	—	—	—	145	145	0.0	0.0	0.0	—
TOTAL	**644,816**	**690,804**	**100.0**	**100.0**	**402,407**	**357,071**	**100.0**	**100.0**	**1,047,223**	**1,047,875**	**100.0**	**100.0**	**0.0**	**- 0.1**
TOTAL BIG 3	**390,899**	**407,041**	**60.6**	**58.9**	**339,582**	**283,432**	**84.4**	**79.4**	**730,481**	**690,473**	**69.8**	**65.9**	**3.9**	**5.8**
TOTAL JAPAN	**217,862**	**238,487**	**33.8**	**34.5**	**62,431**	**72,849**	**15.5**	**20.4**	**280,293**	**311,336**	**26.8**	**29.7**	**-2.9**	**-10.0**
TOTAL EUROPE	**25,580**	**31,870**	**4.0**	**4.6**	**394**	**790**	**0.1**	**0.2**	**25,974**	**32,660**	**2.5**	**3.1**	**-0.6**	**-20.5**
GM	198,172	221,547	30.7	32.1	139,055	120,064	34.6	33.6	337,227	341,611	32.2	32.6	-0.4	- 1.3
Ford	139,964	134,430	21.7	19.5	126,489	100,748	31.4	28.2	266,453	235,178	25.4	22.4	3.0	13.3
Chrysler	52,763	51,064	8.2	7.4	74,038	62,620	18.4	17.5	126,801	113,684	12.1	10.8	1.3	11.5
Toyota/Lexus	66,278	72,146	10.3	10.4	23,139	28,900	5.8	8.1	89,417	101,046	8.5	9.6	-1.1	-11.5
Honda/Acura	72,045	80,941	11.2	11.7	—	—	—	—	72,045	80,941	6.9	7.7	-0.8	-11.0
Nissan/Infiniti	39,821	41,549	6.2	6.0	18,252	16,116	4.5	4.5	58,073	57,665	5.5	5.5	0.0	0.7
VW/Audi	8,605	9,409	1.3	1.4	136	479	0.0	0.1	8,741	9,888	0.8	0.9	-0.1	-11.6
†Geo	*15,949*	*19,717*	*2.5*	*2.9*	*3,296*	*3,046*	*0.8*	*0.9*	*19,245*	*22,763*	*1.8*	*2.2*	*-0.3*	*-15.5*
*Made by Japan***	*251,045*	*279,770*	*38.9*	*40.5*	*65,148*	*74,803*	*16.2*	*20.9*	*316,193*	*354,573*	*30.2*	*33.8*	*-3.6*	*-10.8*

*Includes 1992 estimated sales of 80-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 8 MONTHS — 1992 vs. 1991

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	801,919	734,974	14.4	13.1	939,792	802,308	30.4	28.7	1,741,711	1,537,282	20.1	17.7	2.4	13.3
Chevrolet/Geo†	720,378	825,540	12.9	14.7	771,769	727,167	25.0	26.1	1,492,147	1,552,707	17.2	17.9	-0.7	- 3.9
Toyota	456,387	459,610	8.2	8.2	174,509	182,148	5.6	6.5	630,896	641,758	7.3	7.4	-0.1	- 1.7
Dodge	181,959	214,565	3.3	3.8	368,909	307,007	11.9	11.0	550,868	521,572	6.3	6.0	0.3	5.6
Honda	431,535	449,187	7.7	8.0	—	—	—	—	431,535	449,187	5.0	5.2	-0.2	- 3.9
Pontiac	368,370	345,963	6.6	6.2	20,994	15,148	0.7	0.5	389,364	361,111	4.5	4.2	0.3	7.8
Buick	353,763	369,039	6.3	6.6	—	—	—	—	353,763	369,039	4.1	4.3	-0.2	- 4.1
Nissan	245,673	256,325	4.4	4.6	106,692	115,452	3.4	4.1	352,365	371,777	4.1	4.3	-0.2	- 5.2
Oldsmobile	283,061	295,078	5.1	5.3	18,890	20,628	0.6	0.7	301,951	315,706	3.5	3.6	-0.2	- 4.4
Mercury	275,245	258,312	4.9	4.6	1,757	0	0.1	0.0	277,002	258,312	3.2	3.0	0.2	7.2
Plymouth	120,889	126,278	2.2	2.3	135,961	116,915	4.4	4.2	256,850	243,193	3.0	2.8	0.2	5.6
Mazda	173,953	161,580	3.1	2.9	62,624	85,757	2.0	3.1	236,577	247,337	2.7	2.9	-0.1	- 4.4
GMC	—	—	—	—	225,766	192,885	7.3	6.9	225,766	192,885	2.6	2.2	0.4	17.0
Jeep	—	—	—	—	162,712	117,277	5.3	4.2	162,712	117,277	1.9	1.4	0.5	38.7
Cadillac	137,510	136,121	2.5	2.4	—	—	—	—	137,510	136,121	1.6	1.6	0.0	1.0
Saturn	129,753	40,858	2.3	0.7	—	—	—	—	129,753	40,858	1.5	0.5	1.0	—
Mitsubishi	105,326	110,792	1.9	2.0	13,655	19,377	0.4	0.7	118,981	130,169	1.4	1.5	-0.1	- 8.6
Chrysler	91,360	79,748	1.6	1.4	10,333	2,461	0.3	0.1	101,693	82,209	1.2	0.9	0.2	23.7
Lincoln	100,676	123,513	1.8	2.2	—	—	—	—	100,676	123,513	1.2	1.4	-0.3	-18.5
Acura	84,684	97,729	1.5	1.7	—	—	—	—	84,684	97,729	1.0	1.1	-0.2	-13.3
Hyundai	74,994	81,852	1.3	1.5	—	—	—	—	74,994	81,852	0.9	0.9	-0.1	- 8.4
Subaru	72,568	73,883	1.3	1.3	—	—	—	—	72,568	73,883	0.8	0.9	0.0	- 1.8
Isuzu	6,751	9,308	0.1	0.2	60,928	66,951	2.0	2.4	67,679	76,259	0.8	0.9	-0.1	-11.3
Lexus	59,955	41,100	1.1	0.7	—	—	—	—	59,955	41,100	0.7	0.5	0.2	45.9
VW	54,144	66,269	1.0	1.2	758	4,089	0.0	0.1	54,902	70,358	0.6	0.8	-0.2	-22.0
Volvo	49,081	51,357	0.9	0.9	—	—	—	—	49,081	51,357	0.6	0.6	0.0	- 4.4
BMW	43,320	34,031	0.8	0.6	—	—	—	—	43,320	34,031	0.5	0.4	0.1	27.3
Mercedes	43,207	38,253	0.8	0.7	—	—	—	—	43,207	38,253	0.5	0.4	0.1	13.0
Eagle	38,189	40,291	0.7	0.7	—	—	—	—	38,189	40,291	0.4	0.5	0.0	- 5.2
Infiniti	28,802	25,832	0.5	0.5	—	—	—	—	28,802	25,832	0.3	0.3	0.0	11.5
Saab	18,283	18,494	0.3	0.3	—	—	—	—	18,283	18,494	0.2	0.2	0.0	- 1.1
Suzuki	4,106	3,599	0.1	0.1	12,510	11,563	0.4	0.4	16,616	15,162	0.2	0.2	0.0	9.6
Audi	9,089	7,846	0.2	0.1	—	—	—	—	9,089	7,846	0.1	0.1	0.0	15.8
Daihatsu	4,892	4,362	0.1	0.1	2,285	2,079	0.1	0.1	7,177	6,441	0.1	0.1	0.0	11.4
Jaguar	5,820	6,412	0.1	0.1	—	—	—	—	5,820	6,412	0.1	0.1	0.0	- 9.2
Porsche	2,979	3,150	0.1	0.1	—	—	—	—	2,979	3,150	0.0	0.0	0.0	- 5.4
Alfa Romeo	2,211	2,672	0.0	0.0	—	—	—	—	2,211	2,672	0.0	0.0	0.0	-17.3
Land Rover	—	—	—	—	2,186	1,950	0.1	0.1	2,186	1,950	0.0	0.0	0.0	12.1
Yugo	1,412	1,826	0.0	0.0	—	—	—	—	1,412	1,826	0.0	0.0	0.0	-22.7
Peugeot	335	2,958	0.0	0.1	—	—	—	—	335	2,958	0.0	0.0	0.0	-88.7
Rolls/Bentley	243	230	0.0	0.0	—	—	—	—	243	230	0.0	0.0	0.0	5.7
Sterling	—	2,413	—	0.0	—	—	—	—	—	2,413	0.0	0.0	0.0	—
Other*	1,160	1,160	0.0	0.0	—	—	—	—	1,160	1,160	0.0	0.0	0.0	0.0
TOTAL	**5,583,982**	**5,602,510**	**100.0**	**100.0**	**3,093,030**	**2,791,162**	**100.0**	**100.0**	**8,677,012**	**8,393,672**	**100.0**	**100.0**	**0.0**	**3.4**
TOTAL BIG 3	**3,603,072**	**3,590,280**	**64.5**	**64.1**	**2,656,883**	**2,301,796**	**85.9**	**82.5**	**6,259,955**	**5,892,076**	**72.1**	**70.2**	**1.9**	**6.2**
TOTAL JAPAN	**1,674,632**	**1,693,307**	**30.0**	**30.2**	**433,203**	**483,327**	**14.0**	**17.3**	**2,107,835**	**2,176,634**	**24.3**	**25.9**	**-1.6**	**- 3.2**
TOTAL EUROPE	**231,284**	**237,071**	**4.1**	**4.2**	**2,944**	**6,039**	**0.1**	**0.2**	**234,228**	**243,110**	**2.7**	**2.9**	**-0.2**	**- 3.7**
GM	1,992,835	2,012,599	35.7	35.9	1,037,419	955,828	33.5	34.2	3,030,254	2,968,427	34.9	35.4	-0.4	2.1
Ford	1,177,840	1,116,799	21.1	19.9	941,549	802,308	30.4	28.7	2,119,389	1,919,107	24.4	22.9	1.6	10.4
Chrysler	432,397	460,882	7.7	8.2	677,915	543,660	21.9	19.5	1,110,312	1,004,542	12.8	12.0	0.8	10.5
Toyota/Lexus	516,342	500,710	9.2	8.9	174,509	182,148	5.6	6.5	690,851	682,858	8.0	8.1	-0.2	1.2
Honda/Acura	516,219	546,916	9.2	9.8	—	—	—	—	516,219	546,916	5.9	6.5	-0.6	- 5.6
Nissan/Infiniti	274,475	282,157	4.9	5.0	106,692	115,452	3.4	4.1	381,167	397,609	4.4	4.7	-0.3	- 4.1
VW/Audi	63,233	74,115	1.1	1.3	758	4,089	0.0	0.1	63,991	78,204	0.7	0.9	-0.2	-18.2
†Geo	*177,199*	*183,269*	*3.2*	*3.3*	*24,316*	*22,835*	*0.8*	*0.8*	*201,515*	*206,104*	*2.3*	*2.5*	*-0.1*	*- 2.2*
*Made by Japan***	*1,976,980*	*2,028,517*	*35.4*	*36.2*	*455,039*	*501,764*	*14.7*	*18.0*	*2,432,019*	*2,530,281*	*28.0*	*30.1*	*-2.1*	*- 3.9*

*Includes 1992 estimated sales of 640-Ferrari, 216-Lotus, 160-Maserati, 104-Lamborghini, and 40-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

TOP TEN VEHICLE SELLERS, AUGUST 1992

	Sales
1. Ford F-series pickup	48,985
2. Chevrolet C/K pickup	45,127
3. Honda Accord	34,788
4. Ford Taurus	27,566
5. Ford Explorer	25,376
6. Toyota Camry	25,229
7. Honda Civic	22,829
8. Ford Escort	21,149
9. Ford Ranger	19,622
10. Chevrolet S10 pickup	17,283

Source: Automotive News Data Center

SALES

13-million goal fades for year

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unit market for this year. Industry analysts and executives had pinned hopes on sales of 13.3 million to 13.5 million cars and trucks for the year.

"I cannot be very optimistic about growth in the auto industry in the current economic climate," said Takeshi Jingu, economist for Nomura Securities International Inc. in New York. "The signs are very weak, especially the employment data. I am thinking of revising my forecast downward."

Ronald Glantz, senior vice president with Dean Witter Reynolds Inc. in San Francisco, suggested that some unusual circumstances held down August sales — especially Hurricane Andrew, which devastated southern Florida and pockets of Louisiana late in the final days of the month.

"We need to take 50,000 units out of the forecasts just for the hurricane, and probably another 50,000 units for what the hurricane is doing to consumer confidence," Glantz said.

He added that some of the industry's normal volume of late-summer fleet sales was pushed into June and July to accommodate the spurt in air travel resulting from this year's fare wars.

"A lot of weird things are going on out there," he commented. "But maybe it's not as bad as it looks."

Light-truck sales continued to buoy a weaker car market in August. In the first eight months of the year, the industry sold 3,093,030 light trucks, a 10.8 percent gain from a year earlier.

Industry car sales were off nearly 46,000 in August, for a total of 644,816. For the first eight months of this year, car sales were down 18,528 units.

Ford Motor Co. alone has accounted for nearly half the improvement in truck sales. In August, Ford truck sales rose 24 percent to 125,102 units. A Ford spokesman said truck growth has led the company in a month-over-month sales increase all year.

Chrysler Corp. also experienced hefty truck growth during the month, due to increasing momentum on minivans and sport-utility sales. Chrysler sold 11,000 more trucks than in August of last year.

General Motors' high-volume Chevrolet/Geo line contributed a large share of the decline in car sales. In August, Chevrolet sales totaled 75,052, down 9,656 cars from August 1991. For the eight-month period, the line has dropped more than 105,000 sales.

By comparison, Chevrolet/Geo truck sales were up 14,000 units in August to 104,372.

"What's selling now is the type of truck that appeals to car-buyers," said Chrysler spokesman Tom Jakobowski. "Our minivans and Jeeps are doing well. We're seeing customers trading in cars for minivans." ■

DOMESTIC CAR SALES, AUGUST & YTD

	Aug. 1992	Aug. 1991	8 Mos., 1992	8 Mos., 1991
Summit	732	1,034	4,667	5,292
Talon	2,662	2,755	20,791	21,130
Premier	216	884	2,232	7,896
Vision	1,595	0	1,595	0
Total Eagle	**5,205**	**4,673**	**29,285**	**34,318**
Horizon	0	0	0	505
Laser	2,194	2,930	17,570	20,323
Sundance	5,567	6,084	44,281	31,118
Acclaim*	5,906	6,206	47,075	63,066
Total Plymouth	**13,667**	**15,222**	**108,926**	**115,012**
LeBaron A*	2,177	1,576	19,894	11,932
LeBaron J	2,758	1,667	32,197	25,986
Fifth Avenue	2,953	2,074	24,578	25,097
Imperial	446	513	4,119	6,689
New Yorker	1,150	890	10,572	9,181
Total Chrysler	**9,484**	**6,720**	**91,360**	**78,885**
Omni	0	0	0	561
Shadow*	6,274	7,677	57,474	50,578
Monaco	154	736	910	6,065
Daytona	1,388	996	9,464	9,911
Spirit*	5,400	4,473	40,616	53,076
Intrepid	1,375	0	1,375	0
Dynasty	4,632	3,638	51,798	67,906
Viper	18	0	42	0
Total Dodge	**19,241**	**17,520**	**161,679**	**188,097**
CHRYSLER CORP.	**47,597**	**44,135**	**391,250**	**416,312**
Escort*	21,149	22,195	192,527	167,776
Mustang	6,034	7,620	59,123	55,413
Tempo	15,202	18,100	149,773	124,673
Taurus	27,566	20,408	238,352	202,013
Thunderbird	5,819	5,179	56,099	50,531
Probe	6,480	8,113	40,974	60,821
Crown Victoria	8,228	5,631	66,133	48,659
Total Ford Division	**90,478**	**87,246**	**778,186**	**709,886**
Topaz	7,420	4,060	54,777	40,281
Sable	10,207	7,169	79,716	67,546
Cougar	4,828	7,125	36,333	41,247
Grand Marquis	8,173	8,043	65,570	65,156
Total Mercury	**30,628**	**26,397**	**236,396**	**214,230**
Continental	3,467	4,345	23,364	35,763
Town Car	7,019	7,170	73,624	81,050
Mark VII	463	1,059	3,688	6,700
Total Lincoln	**10,949**	**12,574**	**100,676**	**123,513**
Total L-M Division	**41,577**	**38,971**	**337,072**	**337,743**
FORD MOTOR CO.	**132,055**	**126,217**	**1,115,258**	**1,047,629**
Roadmaster	3,369	4,577	31,338	23,203
Skylark	2,386	2,550	41,655	48,919
Century*	7,134	10,967	76,784	89,099
Regal	6,353	7,927	66,194	74,843
LeSabre	11,833	7,352	90,926	62,234
Reatta	0	312	95	1,926
Park Avenue	4,232	7,700	38,774	59,205
Riviera	886	906	7,997	9,610
Total Buick	**36,193**	**42,291**	**353,763**	**369,039**
Allante	237	347	1,584	2,124
Seville	4,043	881	25,076	18,736
DeVille	5,684	11,635	86,114	90,444
Brougham	791	2,005	7,043	14,752
Fleetwood	2	0	2	0
Eldorado	2,893	909	17,691	10,065
Total Cadillac	**13,650**	**15,777**	**137,510**	**136,121**
Geo Metro	7,276	6,406	63,857	45,645
Geo Prizm	9,381	10,699	57,659	69,639
Cavalier	14,266	16,376	147,960	192,515
Camaro	5,345	5,129	45,757	35,884
Celebrity	0	0	2	4,078
Corsica-Beretta	9,049	16,992	113,975	160,033
Lumina	16,307	12,504	153,721	151,680
Caprice	4,637	6,103	69,183	86,159
Corvette	1,154	1,216	12,581	11,921
Total Chevrolet	**67,415**	**75,425**	**664,695**	**757,554**
Calais	112	3,583	3,689	39,935
Achieva	5,891	0	53,666	0
Cutlass Ciera	7,175	10,560	84,069	92,976
Cutlass Supreme	3,476	6,471	57,820	62,045
Eighty Eight	5,102	8,347	49,052	47,325
Custom Cruiser wagon	499	595	3,563	5,393
Ninety Eight	2,486	6,287	27,240	41,088
Toronado	759	434	3,962	5,311
Total Oldsmobile	**25,500**	**36,277**	**283,061**	**295,078**
Sunbird	4,219	5,377	49,696	63,407
Firebird	1,904	2,456	16,225	16,761
Grand Am	15,396	7,520	152,159	108,040
Pontiac 6000	0	564	708	20,423
Grand Prix	5,729	8,209	72,051	70,810
Bonneville	7,455	7,339	66,411	40,755
Total Pontiac	**34,703**	**31,465**	**357,250**	**320,196**
Total Saturn	**12,030**	**7,000**	**129,753**	**40,858**
GENERAL MOTORS	**189,499**	**208,235**	**1,926,032**	**1,918,846**
Civic	15,195	20,783	98,003	105,816
Accord	30,732	32,895	222,486	225,713
HONDA	**45,927**	**53,678**	**320,489**	**331,529**
MX-6	2,623	980	17,671	18,354
626	4,600	5,385	34,200	41,651
MAZDA	**7,223**	**6,365**	**51,871**	**60,005**
Eclipse	3,647	4,298	40,387	36,608
Mirage	209	1,962	8,361	14,306
MITSUBISHI	**3,856**	**6,260**	**48,748**	**50,914**
NISSAN Sentra	**14,330**	**8,470**	**83,737**	**80,493**
Corolla	13,559	17,156	103,029	91,259
Camry	18,660	22,664	139,958	141,504
TOYOTA	**32,219**	**39,820**	**242,987**	**232,763**
SUBARU Legacy	**3,612**	**3,975**	**36,154**	**34,197**
SUZUKI Swift	**0**	**83**	**110**	**528**
DOMESTIC TOTAL	**476,318**	**497,238**	**4,216,636**	**4,173,216**
IMPORT TOTAL	**168,498**	**193,566**	**1,367,346**	**1,429,294**
INDUSTRY TOTAL	**644,816**	**690,804**	**5,583,982**	**5,602,510**

*Includes units produced in Mexico.

Source: Automotive News Data Center

SATURN

Tight supplies rob workers' discount

continued from PAGE 1

more than a month before there is true dealer stock, even if production resumes this week at Saturn's plant.

And GM of Canada employees will get no discount at all.

Saturn employees have been asked to wait until November to begin purchasing 1993 model cars in order to let dealers build up inventories.

Additionally, the discount for Saturn and other GM employees has been limited to the actual employees, their spouses and children living at home. Under normal GM policy, the discount is loosely extended to employees' siblings, parents and in-laws as well as to retirees and their survivors.

"It's a supply issue. We just don't have the cars," said James Farmer, Saturn vice president of communications. "Right now, we need to push every piece iron that we can out the door. There are customers waiting."

Saturn Corp. also has stopped making Saturns available to other GM divisions for use as company cars and has made non-Saturn employees ineligible for discounts on Saturn program cars and leases.

"We could spend the entire year just making cars for GM employees," Farmer said. "We just don't have enough to go around."

Three factors have limited the supply of Saturns. Positive public reaction spurred sales. The Spring Hill, Tenn., factory had not yet reached full capacity as the 1992 model year ended. And just as the 1993 model was beginning, production crashed as a strike in Lordstown, Ohio, shut off critical parts.

Dealers weren't particularly happy. "We don't like to disappoint customers," said Sherrill Freeborough, a sales consultant at Saturn of Plymouth, Mich. "It will be disappointing to some GM employees for us to tell them 'No' on their discount."

LIGHT-TRUCK SALES, AUGUST & YTD

	Aug. 1992	Aug. 1991	8 Mos., 1992	8 Mos., 1991
Town & Country	996	222	10,333	2,461
Total Chrysler	**996**	**222**	**10,333**	**2,461**
Vans	4,307	3,121	38,937	31,883
Ram Wagon	666	654	14,233	12,898
Caravan	16,019	15,227	162,985	139,146
Caravan C/V	181	317	5,432	6,770
Ram 50 (imported)	513	284	3,347	2,851
Ramcharger	285	402	2,793	4,074
Dakota	10,476	6,280	86,475	53,644
Pickups	5,321	6,416	54,707	55,741
Total Dodge	**37,768**	**32,701**	**368,909**	**307,007**
Voyager	14,235	14,123	135,961	116,915
Total Plymouth	**14,235**	**14,123**	**135,961**	**116,915**
Wrangler	2,730	4,088	35,164	32,712
Cherokee	9,837	10,687	88,355	77,297
Grand Cherokee†	8,276	253	36,543	2,726
Comanche	196	546	2,650	4,542
Total Jeep	**21,039**	**15,574**	**162,712**	**117,277**
CHRYSLER CORP.	**74,038**	**62,620**	**677,915**	**543,660**
Vans	13,608	9,846	86,132	71,405
Aerostar	12,871	12,782	115,545	102,691
Club Wagon	2,751	1,351	23,985	14,391
Ranger	19,622	20,906	179,544	166,299
Bronco	1,889	1,870	16,575	17,201
Bronco II/Explorer	25,376	20,301	203,216	165,213
Pickups	48,985	33,692	314,795	265,108
Total Ford Division	**125,102**	**100,748**	**939,792**	**802,308**
Villager	1,387	0	1,757	0
Total Mercury	**1,387**	**0**	**1,757**	**0**
FORD MOTOR CO.	**126,489**	**100,748**	**941,549**	**802,308**
Vans	8,612	7,096	59,912	55,931
Sportsvan	252	1,060	5,177	6,934
Geo Tracker (domestic)	3,296	3,046	24,314	22,835
Geo Tracker (imported)	0	2	2	23
Astro	7,793	6,824	81,106	74,269
Lumina APV	2,901	3,341	31,215	33,382
S10	17,283	18,901	131,548	144,129
S10 Blazer	13,882	12,010	95,857	83,217
Blazer	1,604	883	11,768	7,382
Suburban	3,622	3,756	31,494	27,469
Pickups	45,127	33,121	299,376	271,619
Total Chevrolet	**104,372**	**90,128**	**771,769**	**727,619**
Vans	3,187	3,095	23,819	22,519
Safari	2,634	2,741	27,266	23,376
S15/Sonoma	4,332	4,321	33,005	31,067
S15 Jimmy	3,831	2,743	25,490	19,913
Jimmy	431	228	3,295	1,897
Suburban	1,622	1,867	12,562	11,600
Pickups	14,364	9,781	97,441	79,920
P Model	185	233	1,315	1,730
W4	224	121	1,573	863
Total GMC	**30,810**	**25,130**	**225,766**	**192,885**
Silhouette	1,027	1,778	10,710	13,407
Bravada	635	1,209	8,180	7,221
Total Oldsmobile	**1,662**	**2,987**	**18,890**	**20,628**
Trans Sport	2,211	1,909	20,994	15,148
Total Pontiac	**2,211**	**1,909**	**20,994**	**15,148**
GENERAL MOTORS	**139,055**	**120,064**	**1,037,419**	**955,828**
DAIHATSU Rocky	**88**	**234**	**2,285**	**2,079**
Pickup (domestic)	2,548	1,682	15,382	11,620
Pickup (imported)	278	979	5,201	15,389
Amigo	892	826	6,018	5,566
Trooper	1,176	4,041	7,180	19,367
Rodeo (domestic)	4,449	1,920	27,147	16,155
ISUZU	**9,343**	**9,448**	**60,928**	**66,951**
LAND ROVER	**258**	**311**	**2,186**	**1,950**
Pickup	4,442	8,049	33,395	41,732
MPV	3,267	5,037	23,402	36,776
Navajo (domestic)	1,092	1,376	5,827	7,249
MAZDA	**8,801**	**14,462**	**62,624**	**85,757**
Pickup	554	1,860	9,192	12,969
Montero	612	526	4,461	6,350
Van	0	1	2	58
MITSUBISHI	**1,166**	**2,387**	**13,655**	**19,377**
Pickup (domestic)	14,333	12,678	83,595	88,990
Pathfinder	3,263	3,434	20,486	25,359
Quest	492	0	661	0
Axxess	0	4	0	313
Van	0	0	0	5
Hawaii	164	0	1,950	785
NISSAN	**18,252**	**16,116**	**106,692**	**115,452**
Samurai	293	367	2,432	3,407
Sidekick (domestic)	374	248	3,544	2,428
Sidekick (imported)	975	687	6,534	5,728
SUZUKI	**1,642**	**1,302**	**12,510**	**11,563**
Pickup (domestic)	7,653	0	33,938	0
Pickup (imported)	8,182	18,307	82,020	110,614
Previa	3,015	4,822	28,883	36,435
4Runner	3,632	4,973	24,810	29,538
Land Cruiser	657	798	4,858	5,561
TOYOTA	**23,139**	**28,900**	**174,509**	**182,148**
VW Eurovan/Vanagon	**136**	**479**	**758**	**4,089**
DOMESTIC TOTAL	**370,010**	**301,050**	**2,823,628**	**2,425,364**
IMPORT TOTAL	**32,397**	**56,021**	**269,402**	**365,798**
INDUSTRY TOTAL	**402,407**	**357,071**	**3,093,030**	**2,791,162**

† 1991 figures include Jeep Grand Wagoneer

Sales charts compiled by Karen Deblowski

Source: Automotive News Data Center

GM execs lose free cars

JACK KEEBLER

Staff Reporter

General Motors employees at salary grade 8 or higher soon will have to pay for what had been free new cars.

As of Oct. 1, they will pay a $100 "monthly administration fee" for participating in the company's mandatory product evaluation program known as PEP. One employee described it as "a $1,200 annual pay cut."

A GM spokesman refused to discuss the program or its details.

The elimination of the perk for executives will be psychologically helpful in negotiations with the UAW next year, and the IRS is less likely to treat the new program as taxable.

Previously, GM executive participants drove an average of four new vehicles a year free of charge as part of early field-evaluation programs. They submitted reports on the vehicles.

The executives also had to buy a new vehicle every year; the new program lets them buy a new vehicle every two years. GM will continue to pay for fuel, oil, insurance and maintenance.

Another change also makes it less likely that the IRS will tax the value of a loaned car as income. Before, executives could pick the car or truck they wanted. Now, they must take what they are given.

Participation is now required for all eighth-level professional, technical and executive employees. An internal memo described the program as "an integral part" of their job responsibility.

The old program covered only corporate executives and the car divisions; the new one covers executives at other GM divisions.

A second program called the lease evaluation program has been eliminated. It allowed employees to lease vehicles for about 1 percent of the sticker price per month.

Chrysler rebates include '93 models

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. announced a new retail incentive program that includes 1993 vehicles as well as 1991s and 1992s.

It began Sept. 1 and ends Sept. 30, the day before the official introduction of Chrysler's carryover vehicles for the 1993 model year.

The rebates range from $500 to $1,500 on **Chrysler, Dodge, Eagle** and **Plymouth** cars, and $500 to $2,000 on Dodge and **Jeep** trucks.

Rebates on minivans range from $500 to $1,000.

In lieu of rebates, consumers may choose finance contract interest rates that range from 4.9 percent to 9.9 percent.

Minivans are excluded from the rebates on 1993 models, but the list includes a wide range of cars and trucks.

Top payments on the 1993s are $1,500 on the Chrysler LeBaron coupe and the Dodge Ramcharger and the Ram pickup equipped with a gasoline engine.

Chrysler's "no charge equipment sale" that was limited to select 1992 models has been broadened to include three 1993 models.

Under the program, buyers of 1992 and 1993 Plymouth Acclaim, Dodge Spirit and Chrysler LeBaron sedans receive seven equipment items at no additional charge.

The no-charge items are air conditioning, tilt steering wheel, automatic speed control, extra speakers, floor mats, electric rear defroster and tinted glass. Tinted glass has been made standard

incentive
WATCH

equipment on the 1993 models.

The value of the equipment on the 1993 models is $1,493; the value of the equipment on the 1992 models is $1,605.

Other Chrysler incentives:

- $500 reimbursement to physically challenged buyers who install adaptive equipment on their vehicles.
- $500 to first-time vehicle buyers who buy 1992 or 1993 Dodge Daytonas.
- $500 to college graduates on any 1992 and 1993 vehicle except the Dodge Viper.

The equipment offer expires Oct. 31; the college graduate program ends Dec. 31. Other incentives expire Sept. 30. AN

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CADILLAC (1992 models, expires Sept. 23)	
Eldorado, Seville (except STS)	$0-1,500, based on number sold
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
HONDA (1992 models; expires Sept. 30)	
Accord	$500
Civic	$400
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (1992 models, expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
CHRYSLER CORP.	
(Expires Sept 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent).	
1993 models	
Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$500
1992 models	
Chrysler coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000
1991 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000
CONTINUING PROGRAMS	
FORD MOTOR CO.	
1993 models	
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.	
Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400
1992 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
1991 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400
GENERAL MOTORS	
1992 models	
Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical areas.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750
MAZDA (1992 models, expire Sept. 8)	
Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000
Navajo and pickup rebates vary by model and region.	

GM credit card ready to roll

General Motors begins the rollout of its general-purpose credit card today. A two-day teaser campaign on network TV leads up to a Sept. 9 unveiling of the program.

Four teaser spots on network programming will lead to the launch of the MasterCard program, according to executives familiar with the effort.

GM will back the introduction with a $70-million-plus ad effort, according to *Advertising Age,* a sister publication to *Automotive News.*

The teaser spots highlight the way in which the card will enable a user to build credits toward the purchase of a new vehicle, parts or service.

— Crain News Service

Plans for a longer Lexus LS400 have been dropped.

LEXUS

Exec rules out V-12, stretched LS400

continued from PAGE 3

Shimizu said the "standard solution" would be to make the car bigger. But this, he stressed, could raise even thornier problems.

"The standard solution may call for a bigger car," he said. "But that might make Mercedes or BMW management more angry."

German manufacturers have complained in the past that the Japanese are selling luxury cars in the United States at artificially low prices to win market share. The criticism, however, has quieted recently, and Toyota insiders say they aren't anxious to rile the Germans once more.

Shimizu said that keeping the Lexus image clearly polished was another important consideration that argued against a bigger car.

"Politics is one of the factors, yes," he said. "But, basically, we must have a certain character to keep our image. Following others is not a good way to keep or to build a certain image. Lexus is Lexus and we must think about new ideas."

Shimizu said he is not concerned about forfeiting a piece of the U.S. luxury-car pie to the Germans by default. "This is a very personal opinion, but we still don't have enough image to attack the highest end of the market," he said.

"The other point you must remember is that we have an export quota," Shimizu added. "We must also sustain the Toyota franchise, so we cannot cut the volume for the Toyota franchise."

Mercedes and BMW also offer V-12s and there have been whispers that Lexus might follow suit for its flagship. But according to Shimizu, Toyota has backed off for environmental reasons.

"Over $50,000 (Mercedes and BMW cars) offer the long wheelbase version with V-12," he said. "But we think that V-12 engines will not be allowed in the future because of environmental considerations. Fuel economy is getting much more important."

Toyota had never considered a V-12 for its Lexus line, he added.

Shimizu also ruled out a bigger V-8 for the Lexus flagship, which is now powered by a 4.0-liter, 32-valve engine developing 247 horsepower. "Our current V-8 engine offers enough performance for the car," he said.

Two U.S. Lexus dealers said they agreed with Shimizu that a move upscale with a new car would blur the franchise's image.

"There's a lot of danger in being a Mercedes clone when we've established ourselves as a leader," said Jay Beskind, general manager and partner of Scottsdale Lexus in Scottsdale, Ariz. "We would lose that position if we think we have to have a car like every car Mercedes sells."

Danny Davidson, owner of Riverside Lexus in Riverside, Calif., said he understood that a bigger car was still part of Lexus's long-term plan. "But I am definitely satisfied. The lineup is fine without it." AN

Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

PLANTS AFFECTED BY GM STRIKE

Plant	Units lost
Baltimore	
Chevrolet Astro	876
GMC Safari	356
Buick City (Flint, Mich.)	
Buick LeSabre	2,168
Oldsmobile Eighty Eight	616
Lake Orion, Mich.	
Cadillac DeVille	2,225
Oldsmobile Ninety Eight	221
Lordstown, Ohio	
Chevrolet Cavalier	5,638
Pontiac Sunbird	2,095
Oklahoma City	
Buick Century	901
Oldsmobile Cutlass Ciera	1,799
Spring Hill, Tenn.	
Saturn coupe and sedan	4,400
Wentzville, Mo.	
Buick Park Avenue	1,205
Oldsmobile Eighty Eight	313
Pontiac Bonneville	1,602
Total cars lost	**23,183**
Total trucks lost	**1,232**
Total units lost	**24,415**

Note: The above plants were closed by a strike at the Lordstown, Ohio, parts plant.

Source: Automotive News Data Center

Mertz's goal: maintain Buick's share

ARLENA SAWYERS

Staff Reporter

GROSSE POINTE SHORES, Mich. — Despite a weak market and the delay of the redesigned Riviera, Buick expects to maintain its market share in 1993.

Edward Mertz, Buick general manager, plans to do that with a new customer satisfaction program and continued emphasis on product quality.

"We don't forecast sales numbers," said Mertz. "We want to stay in the 6.4 percent to 6.5 percent market share minimum, whatever the market happens to be. Our ultimate target is still 8 percent. I have hopes we will maintain our sales this year."

Buick's sales for the first seven months of the 1992 calendar year were down about 2.8 percent, dropping its market share to 6.4 percent, compared to 6.7 percent for the same period last year.

Mertz said early plans called for the redesigned Riviera to debut in the 1993 model year, but the car was delayed for "purely capital" reasons. The new Riviera is now scheduled for the 1994 model year.

But Mertz added: "Neither we nor the company plan to drop any car lines." (Buick's 1993 model story appears on Page 16.)

In an effort to enhance customer satisfaction, Buick has instituted Buick Courtesy Transportation, which provides the buyer of a 1993 Buick with free transportation when a car is serviced.

Buick's 1993 ad campaign will continue to stress product quality, and in the case of Skylark, affordability, said Jay Qualman, Buick advertising manager.

Meanwhile, a print ad comparing the Park Avenue with the Lincoln Continental carries the former Buick themeline: "Now . . . wouldn't you really rather have a Buick." Qualman said the themeline is being used because it is appropriate for that ad. It will not be revived for the entire campaign.

Buick also will advertise on daytime TV in an effort to reach more women.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/31-9/5/92	Actual 8/24-8/29/92	August Total	Year 1/1-9/5/92	Year 1/1-9/7/91
Concorde (Can.)	4	7	7	25	0
LeBaron A	600	650	1,981	2,456	0
LeBaron J	1,000	650	2,270	36,806	18,762
New Yorker	700	677	1,985	11,664	4,778
Fifth Avenue	1,350	1,407	5,632	29,332	20,699
Imperial	200	181	848	3,885	5,283
Town & Country (trk.)	600	627	2,545	11,995	2,903
Total Chrysler Div.	**4,454**	**4,199**	**15,268**	**96,165**	**52,425**
Sundance	1,775	1,897	7,852	43,965	39,767
Acclaim	1,500	1,939	7,043	51,421	53,548
Voyager (trk.)	2,400	2,549	10,681	68,850	64,694
Voyager (Can. trk.)	2,092	3,474	13,358	89,179	74,860
Total Plymouth	**7,767**	**9,859**	**38,934**	**253,415**	**232,808**
Intrepid (Can.)	1,104	1,100	3,726	5,815	0
Daytona	275	351	1,558	9,685	5,014
Shadow	2,100	2,020	8,505	65,875	44,579
Dynasty	1,800	1,882	8,585	59,461	78,209
Spirit	1,575	1,473	6,294	49,596	48,691
Viper	18	5	37	135	0
Monaco (Can.)	0	0	0	0	6,076
Caravan (trk.)	2,940	2,874	12,353	88,820	75,792
Caravan (Can. trk.)	2,288	3,651	14,212	113,109	94,934
Caravan C/V (trk.)	36	20	90	1,995	2,376
Caravan C/V (Can. trk.)	20	86	104	4,501	12,255
Dakota (trk.)	3,400	3,370	14,359	96,961	55,400
Ram pickup (trk.)	1,100	1,103	4,741	38,646	53,828
Ram wagon (Can. trk.)	280	359	1,542	15,131	13,427
Ram van (Can. trk.)	1,288	1,634	6,796	47,231	25,674
Total Dodge	**18,224**	**19,928**	**82,982**	**586,961**	**516,255**
Vision (Can.)	540	551	1,853	3,322	0
Premier (Can.)	0	0	0	0	7,681
Cherokee (trk.)	2,925	3,005	12,682	92,682	92,932
Comanche (trk.)	0	0	0	915	3,473
Grand Cherokee (trk.)*	4,410	4,422	15,110	59,039	1,560
Briarwood (trk.)	0	0	0	325	2,072
Wrangler (trk.)	1,450	1,384	5,558	7,546	0
Wrangler (Can trk.)	0	0	0	29,026	41,022
Total Jeep-Eagle	**9,325**	**9,352**	**35,203**	**192,855**	**148,740**
Total U.S. car	**12,893**	**13,132**	**52,599**	**364,283**	**319,330**
Total Can. car	**1,648**	**1,658**	**5,586**	**9,162**	**13,757**
Total U.S. truck	**19,261**	**19,354**	**78,119**	**467,774**	**355,030**
Total Can. truck	**5,968**	**9,204**	**36,012**	**298,177**	**262,172**
CHRYSLER CORP.	**39,770**	**43,348**	**172,307**	**1,139,396**	**950,289**
Escort	5,783	5,760	18,535	126,578	145,109
Mustang	2,800	0	8,543	66,814	60,113
Tempo	2,319	3,449	13,713	95,422	76,489
Tempo (Can.)	2,584	2,953	12,810	86,334	73,056
Taurus	10,355	10,263	36,200	273,838	216,670
Thunderbird	2,161	1,973	4,041	58,063	52,566
Crown Victoria (Can.)	1,637	1,919	8,424	73,916	64,134
Aerostar (trk.)	5,010	4,954	16,958	128,176	114,971
Bronco (trk.)	716	727	2,950	17,602	11,181
Explorer (trk.)	4,810	3,056	20,271	203,526	184,789
Mazda Navajo (trk.)	0	0	0	2,982	8,111
Econoline (trk.)	0	4,349	17,352	131,136	93,057
Heavy (trk.)	964	833	5,001	31,161	23,533
Light truck (trk.)	9,878	9,744	34,668	300,309	202,940
Light truck (Can. trk.)	2,063	1,799	10,562	88,158	68,372
Ranger (trk.)	0	0	2,749	158,169	182,193
Total Ford Division	**51,080**	**51,779**	**212,777**	**1,842,186**	**1,577,284**
Topaz	2,081	907	4,100	41,212	32,475
Topaz (Can.)	1,108	1,252	5,511	34,938	23,702
Cougar	1,451	1,112	2,219	37,552	41,861
Sable	2,845	2,790	11,071	88,771	70,552
Grand Marquis (Can.)	2,235	2,584	10,620	73,043	67,904
Mercury Villager (trk.)	676	618	2,306	6,325	0
Nissan Quest (trk.)	403	379	1,381	3,785	0
Total Mercury	**10,799**	**9,642**	**37,288**	**285,626**	**236,494**
Continental	843	848	3,591	26,578	38,359
Mark VII	0	0	0	2,375	6,724
Town Car	2,529	2,542	10,748	79,681	90,246
Total Lincoln	**3,372**	**3,390**	**14,339**	**108,634**	**135,329**
Total L-M Division	**14,171**	**13,032**	**51,547**	**394,260**	**371,823**
Total U.S. car	**33,167**	**29,644**	**112,761**	**886,884**	**831,164**
Total Can. car	**7,564**	**8,708**	**37,365**	**268,231**	**228,796**
Total U.S. truck	**22,457**	**24,660**	**103,636**	**993,173**	**820,775**
Total Can. truck	**2,063**	**1,799**	**10,562**	**88,158**	**68,372**
FORD MOTOR CO.	**65,251**	**64,811**	**264,324**	**2,236,446**	**1,949,107**
Skylark	2,160	1,367	4,601	40,746	28,622
Century	600	2,126	7,898	57,036	61,745
Regal (Can.)	2,300	2,268	3,542	65,087	82,143
Riviera	364	196	451	8,061	14,354
Park Avenue	803	1,624	4,105	39,332	75,520
LeSabre	1,446	3,346	14,020	108,525	46,150
Roadmaster sedan	709	1,269	4,837	30,646	19,623
Roadmaster wagon	0	0	0	6,657	17,907
Reatta	0	0	0	0	1,206
Total Buick	**8,382**	**12,196**	**39,454**	**356,090**	**347,270**
Eldorado	448	263	570	22,293	7,471
Seville	917	518	1,182	33,215	16,535
Brougham	1,021	207	756	3,911	13,536
DeVille	1,483	3,480	10,747	76,138	106,225
Allante	64	60	266	1,416	2,060
Total Cadillac	**3,933**	**4,528**	**13,521**	**136,973**	**145,827**
Cavalier	0	2,306	7,308	134,972	171,668
Camaro	0	1,065	6,283	47,089	35,684
Camaro (Can.)	0	26	26	26	0
Corsica-Beretta	2,222	0	10,341	128,701	165,443
Lumina (Can.)	5,100	5,129	7,712	150,852	155,879
Caprice	895	739	1,375	72,824	91,861
Corvette	384	480	1,587	14,431	14,124
Astro (trk.)	584	2,953	11,443	93,315	63,594
Blazer (trk.)	507	747	2,537	16,467	5,539
Lumina APV (trk.)	842	970	2,499	30,435	27,303
Mediums (trk.)	135	147	867	5,000	1,174
P-model (trk.)	507	653	2,380	17,054	14,160
Pickup (trk.)	6,627	7,787	28,856	188,537	193,671
Pickup (Can. trk.)	3,100	3,101	14,267	123,186	94,769
S10 (trk.)	4,655	6,070	17,986	129,194	175,171
S10 Blazer (trk.)	2,675	3,682	10,290	87,196	26,168
Sportsvan (trk.)	73	41	89	14,603	27,709
Sportsvan (Can. trk.)	1,230	1,228	3,764	48,705	35,124
Suburban (trk.)	1,778	2,254	6,155	37,533	21,106
Total Chevrolet	**31,314**	**39,378**	**135,745**	**1,341,130**	**1,320,147**
Achieva/Calais	507	367	1,595	73,247	34,616
Cutlass Ciera	1,200	3,457	12,365	86,995	61,010
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	1,920	2,270	4,639	53,490	71,410
Toronado	0	0	0	3,280	3,337
Eighty Eight	619	1,359	5,293	46,781	52,789
Custom Cruiser wag.	0	0	0	1,927	6,065
Ninety Eight	148	64	745	18,433	55,211
Silhouette (trk.)	170	145	392	9,474	13,758
Bravada (trk.)	223	344	1,027	8,414	10,654
Total Oldsmobile	**4,787**	**8,006**	**26,056**	**302,041**	**349,939**
Sunbird	0	852	2,711	55,352	79,573
Grand Am	5,858	5,562	22,984	172,691	87,999
Firebird	0	396	2,331	16,898	13,188
Firebird (Can.)	0	19	19	19	0
Grand Prix	1,977	2,354	7,002	73,236	69,722
Pontiac 6000	0	0	0	2	19,603
Bonneville	1,068	2,235	5,667	63,337	47,369
Trans Sport (trk.)	680	614	1,610	26,841	17,522
Total Pontiac	**10,421**	**12,032**	**42,324**	**409,214**	**334,976**
Yukon-Jimmy (trk.)	187	257	838	5,073	1,612
Medium (trk.)	210	222	1,099	13,557	1,873
P-model (trk.)	93	93	225	2,277	1,813
Pickup (trk.)	2,599	3,250	11,070	72,867	83,217
Pickup (Can. trk.)	1,500	1,476	5,294	45,514	35,147
Syclone-Sonoma (trk.)	1,187	1,406	4,322	33,839	42,139
Typhoon-S15 Jimmy (trk.)	902	1,301	3,106	27,478	9,200
Safari (trk.)	238	991	3,965	38,404	27,143
Suburban (trk.)	950	878	3,835	22,974	16,805
Vandura (trk.)	51	84	203	9,031	12,433
Vandura (Can. trk.)	450	428	1,232	21,082	15,072
Total GMC	**8,367**	**10,386**	**35,189**	**292,096**	**246,454**
Total Saturn*	**0**	**4,400**	**17,557**	**135,021**	**58,598**
Total U.S. car	**26,813**	**42,386**	**159,216**	**1,627,283**	**1,550,224**
Total Can. car	**7,400**	**7,367**	**11,254**	**215,984**	**279,111**
Total U.S. truck	**26,073**	**34,899**	**114,774**	**829,573**	**793,764**
Total Can. truck	**6,280**	**6,233**	**24,557**	**299,487**	**180,112**
GENERAL MOTORS	**66,566**	**90,885**	**309,801**	**2,972,327**	**2,803,211**
Can. car	2,000	1,944	6,526	69,052	71,336
Can. trk.	1,200	1,208	4,029	42,477	31,598
CAMI†	**3,200**	**3,152**	**10,555**	**111,529**	**102,934**
DIAMOND-STAR†	**2,652**	**2,194**	**9,185**	**96,704**	**107,896**
Civic	1,995	2,291	9,155	67,900	61,996
Civic (Can.)	2,156	2,066	8,554	74,500	71,245
Accord	7,310	6,867	30,563	259,110	248,692
Total U.S. car	**9,305**	**9,158**	**39,718**	**327,010**	**310,688**
Total Can. car	**2,156**	**2,066**	**8,554**	**74,500**	**71,245**
HONDA	**11,461**	**11,224**	**48,272**	**401,510**	**381,933**
HYUNDAI Sonata (Can.)*	**0**	**300**	**850**	**7,500**	**18,489**
AUTOALLIANCE†	**5,313**	**5,142**	**20,016**	**87,294**	**109,126**
U.S. trk.	1,565	1,582	6,113	45,324	47,503
Can. trk.	220	235	714	5,866	4,831
NAVISTAR	**1,785**	**1,817**	**6,827**	**51,190**	**52,334**
Altima	1,668	1,516	5,509	8,991	0
Sentra	2,310	2,224	9,294	83,108	90,946
Pickup (trk.)	2,760	2,713	11,655	90,281	89,797
NISSAN	**6,738**	**6,453**	**26,458**	**182,380**	**180,743**
Geo Prizm	35	25	1,050	52,558	66,965
Toyota Corolla	35	57	1,563	72,575	75,675
Toyota Pickup (trk.)	1,930	1,958	7,982	45,561	40
NUMMI	**2,000**	**2,040**	**10,595**	**170,694**	**142,680**
Legacy	1,200	1,265	5,106	40,281	39,392
Pickup (trk.)	554	565	2,434	16,450	17,730
Rodeo (trk.)	918	885	3,871	28,943	18,376
Total U.S. car	**1,200**	**1,265**	**5,106**	**40,281**	**39,392**
Total U.S. trk.	**1,472**	**1,450**	**6,305**	**45,393**	**36,106**
SUBARU-ISUZU	**2,672**	**2,715**	**11,411**	**85,674**	**75,498**
Camry	4,852	4,976	20,557	165,436	136,263
Corolla (Can.)	1,200	0	3,696	49,329	44,740
TOYOTA	**6,052**	**4,976**	**24,253**	**214,765**	**181,003**
VOLVO 740, 940 (Can.)	**129**	**114**	**203**	**4,238**	**5,646**
AM GENERAL (trk.)	**300**	**300**	**960**	**12,300**	**13,970**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**6,044**	**78,620**	**92,040**
Total U.S. car	**100,243**	**111,699**	**436,565**	**3,822,407**	**3,636,869**
Total Canada car	**22,088**	**22,187**	**73,834**	**698,095**	**733,120**
Total U.S.-Canada Car	**122,331**	**133,886**	**510,399**	**4,520,502**	**4,369,989**
Total U.S. truck	**77,758**	**88,826**	**335,588**	**2,658,999**	**2,249,025**
Total Canada truck	**15,731**	**18,679**	**75,874**	**673,165**	**547,085**
Total U.S.-Canada truck	**93,489**	**107,505**	**411,462**	**3,332,164**	**2,796,110**
TOTAL U.S.	**178,001**	**200,525**	**772,153**	**6,481,406**	**5,885,894**
TOTAL CANADA	**37,819**	**40,866**	**149,708**	**1,371,260**	**1,280,205**
TOTAL U.S.-CANADA CAR & TRUCK	**215,820**	**241,391**	**921,861**	**7,852,666**	**7,166,099**

*Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

GM loses 24,415 in walkout

GWENDOLYN ZONGHETTI

Special Correspondent

General Motors has lost production of 24,415 cars and trucks since the strike at the Lordstown, Ohio, metal stamping plant began Aug. 27.

Six car plants and one truck plant have closed.

August vehicle production in the United States and Canada topped the year-ago month by 7.3 percent. Cars increased 0.2 percent, and trucks rose 17.7 percent. It was the highest August ever for Canadian truck production, which reached 75,874.

In the United States last week, 100,243 cars were produced, down 10.3 percent from the prior week and up 8.3 percent over the year-ago week.

Year-to-date car production in the United States is 3,822,407, up 5.1 percent over 1991.

U.S. truck production last week was estimated at 77,758, falling 12.5 percent from the prior week but rising 20.2 percent over the year-ago week.

Year-to-date truck production in the United States is 2,658,999, up 18.2 percent from the same period in 1991.

In Canada last week, carmakers assembled 22,088 units, down 0.4 percent from the prior week but up 13.7 percent from the same week in 1991.

So far this year, Canadian automakers have produced 698,095 units, down 4.8 percent from last year.

Truck production in Canada last week was scheduled at 15,731, down 15.8 percent from the prior week and 10.1 percent from the year-ago week.

Year-to-date truck production in Canada is 673,165, up 23.0 percent over 1991.

Last week scheduled car and truck production was shared as follows:

Ford Motor Co., 31.2 percent; General Motors, 29.7 percent; Chrysler Corp., 18.1 percent; Honda of America Manufacturing Inc., 5.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.8 percent; AutoAlliance International Inc., 3.0 percent; Toyota Motor Manufacturing (U.S.A.), 2.7 percent; Diamond-Star Motors Corp., 1.5 percent; Subaru-Isuzu Automotive Inc., 1.5 percent; miscellaneous, 1.1 percent; New United Motor Manufacturing Inc., 1.1 percent; Navistar International Corp., 0.9 percent; AM General, 0.2 percent.

GM's Janesville, Wis., Suburban truck line worked two shifts of overtime last Friday.

Because of the GM strike, the daily build rate fell to 43,164 last week, down 10.6 percent from the previous week.

Last week, Ford slated daily overtime at two car plants and three truck plants. The car plants were Atlanta and Chicago. The truck plants were Kansas City, Mo.; Louisville, Ky.; and St. Louis.

All U.S. plants are down today in observance of Labor Day.

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NEWSPAPER

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NHTSA checks Ford subframes

WASHINGTON — The National Highway Traffic Safety Administration has begun a paperwork investigation of reported subframe failures on the Lincoln Continental and the Ford Taurus/Mercury Sable.

The study stems from three complaints of a corroded washer that allowed two sections of the subframe to separate. That could result in loss of steering control, NHTSA said.

About 1.5 million cars could be affected. They include 1988-89 Continentals and 1986-89 six-cylinder Taurus/Sable models.

NHTSA has upgraded its look at front seat-belt failures in 1987-90 Chevrolet Corsicas and Berettas. The belts reportedly fail to latch or may appear to latch when they aren't engaged, NHTSA said.

Other new preliminary investigations: 1992 Dodge

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Redesigned Ranger, Page 19

It's a big week for introductions

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EC rulemakers slap Chrysler

Eurostar aid from Austria may mean duty on vans

ED WENDT
Staff Correspondent

LONDON — In a move that could cost Chrysler Corp. an indicated $106 million and tack a 10 percent duty on every minivan it builds in Europe, the European Commission ruled last week that the automaker had received illegally high subsidies from Austria when it built its joint-venture Eurostar plant in that country.

The commission, the executive arm of the 12-nation European Community, ruled that the $140.6 million subsidy Austria gave Chrysler to build its $426 million plant far exceeded the EC's 8 percent allowable ceiling on such state aid. It gave Austria until Sept. 30 to get back the difference from Chrysler — an indicated $106.6 million — or 10 percent duties will be imposed on Eurostar's exports to the EC.

Because Austria is not an EC member, the commission is not empowered to impose the penalties directly. If not resolved by the deadline, the issue will go to the EC's Council of Ministers for action or compromise.

Under a 1972 treaty allowing free trade between Austria and the Community, subsidies that "distort competition" are illegal. The complaint was filed on those grounds by France's Renault SA, which markets Europe's best selling minivan, the Espace.

The deadline was imposed after the commission and Austria failed to find grounds for compromise on the dispute, which involves Chrysler's joint venture with Steyr-Daimler-Puch GmbH in Graz. An offer by Austria to reduce the subsidy to 20 percent was rejected.

The Eurostar venture, which came on stream April 29, is scheduled to produce about 13,000 Plymouth Voyagers this year, rising to about

see AUSTRIA, 35

Big 3 trim efforts to lure black dealers

Backlog of trained candidates grows

KATHY JACKSON
Staff Reporter

The Big 3's method of recruiting and training blacks to be car dealers is changing.

For the past 20 years, Ford Motor Co., General Motors and Chrysler Corp. have operated training academies to help blacks learn the retail auto business.

But Chrysler is the only company still recruiting new students the traditional way.

GM has not offered a class in nearly two years.

Ford graduated 17 students in April; 18 will graduate in October; and no new classes are scheduled.

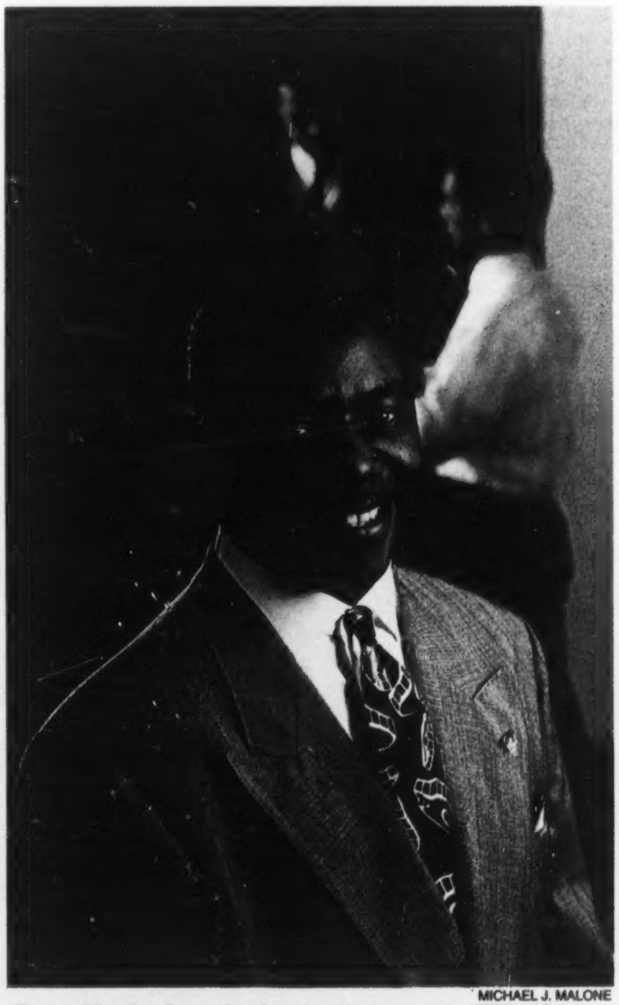
"That's kind of frightening in a way," said David Smith, manager of Ford's Minority Dealer Operations and Training Program.

Both GM and Ford are looking at alternative ways to continue to move blacks through the system.

Those include sending candidates to successful black dealerships for training or to prestigious

see MINORITY, 37

Ford helps non-minorities > 37



MICHAEL J. MALONE

Thomas Moorhead completed a minority program in 1987 and today owns a Buick-Isuzu store in Nebraska.

Audi meshes with VWoA; Young runs unified plan

ARLENA SAWYERS
Staff Reporter

The modified corporate structure at Volkswagen of America Inc. signals a more unified company and a firmer commitment to the U.S. market, analysts say.

It also clarifies William Young's control over both divisions.

Young is VWoA president and chief executive officer. Officially, Richard Mugg, the retiring Audi of America vice president, always reported to Young, but some insiders say the lines of communication were blurred and Mugg reported directly to executives at Audi AG in Germany.

"Mugg never worked for Young," said one company observer. "Audi was always independent and did things on its own. Now Young will take over full responsibility of marketing both divisions."

The new corporate structure is clear: the newly appointed vice presidents of VW United States Inc. and Audi of America Inc., respectively, will report to Young.

Reorganization came quickly.

On Sept. 4, the company announced that Thomas Shaver would would become vice president of Volkswagen United States. Four days later the company announced the appointment of Gerd Klauss as vice president of Audi of America Inc. Each man is responsible for sales, marketing, and executive management of his respec-

see VWoA, 33

Economy dogs Bush; Clinton's party hurts him

Industry choice clear but hard

MAX GATES
Staff Reporter

ELECTION ★ '92 ★

WASHINGTON — For the U.S. auto industry, the 1992 presidential election boils down to a clear but difficult choice:

Stick with Republican George Bush, 68, a known quantity who sings the industry's tune on such issues as fuel economy but can't move the economy. Or take a chance on Bill Clinton, 46, whose intriguing ideas on managing the economy will be weighed against old fears of doing business under a Democrat.

Trade, health care, fuel economy and the economy itself will be hot buttons for auto interests this fall. And each candidate still has time to get a message across.

Ford Motor Co. President Philip Benton, for example, says Bush's economic agenda, announced last week in Detroit, reflects a "pulling together of disparate concerns that could represent a sound program." Yet he said he wanted more specifics, and he's still not sure where Bush stands on health care.

Of course, there's no guarantee that the auto industry will march in step on any single issue.

U.S. automakers like Bush's North American Free Trade Agreement with Mexico, but they think he can do a lot more to pry open Japan's markets.

Japanese automakers don't like the North American trade deal, but they support Bush's opposition to import barriers. Import dealers fear Clinton on fuel economy and trade, yet were saddled with a luxury tax under Bush.

Most everyone thinks that the $350 billion budget deficit is dangerously large and the economy is moving too slowly.

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Automotive News

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correction

Toyota Vice President George Borst predicts Japanese automakers will lose 1 point of market share in cars and 3.3 points in light trucks in the 1992 calendar year. A Sept. 7 photo caption on Page 6 gave an incorrect estimate.

HANS G. LEHMANN/HIDDEN IMAGE

BMW readies roomier, faster 7 series

The next-generation 7-series sedan is expected to debut at the 1993 Frankfurt auto show. Overall length is expected to grow by four inches, and this retouched spy photo of a prototype shows wider doors and kidney-shaped grille. Dual airbags and a new family of V-8 engines are planned. The current 5.0-liter V-12 will grow to 5.6 liters and make 330 to 350 horsepower.

latenews

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Dakota pickups, one complaint of a brake pedal falling off; 1987-89 Toyota Camrys and Celicas with 2.0-liter engines, 53 complaints of stuck throttles; 1991-92 Mazda pickups, two complaints of cracked wheels.

— Max Gates

Economy tops dealers' agenda

WASHINGTON — The economic outlook and strategies for dealing with the next Congress, which may have as many as 150 new members, top the agenda as 400 auto dealer leaders meet in Washington today through Wednesday.

Speakers for the annual legislative briefing, hosted by the National Automobile Dealers Association, include U.S. Sens. Robert Packwood, R-Ore., on trade and Pete Domenici, R-N.M., on the budget and the economy. NADA Chief Economist Thomas Webb will present his economic outlook. NADA President Richard Strauss also will address the conference.

Leaders of state and metropolitan dealer associations will be briefed on the current status of government issues, including IRS cash reporting rules.

AIADA sets up Andrew fund

WASHINGTON — Import dealers have set up a disaster relief fund to assist dealership employees put out of work by Hurricane Andrew.

More than 20 dealerships were damaged or destroyed when the hurricane ripped through south Florida in late August.

"Dealers have insurance to cover the loss in brick and mortar, and even the business interruption," said Fritz Hitchcock, chairman of the American International Automobile Dealers Association. But he said many dealership employees are homeless and have no way to make a living.

The association has set up the AIADA Disaster Relief Fund at P.O. Box 27024, Richmond, VA 23261-7024. All donations will go to dealership employees and their families.

GM cancels show exhibit

General Motors canceled plans for a corporate exhibit at Detroit's North American International Auto Show in January, a spokesman confirmed.

In the past, GM has had a separate corporate exhibit, encompassing about 15,000 square feet, in addition to exhibits for each of its vehicle divisions. But the exhibit planned for the 1993 show was canceled to cut costs, said spokesman David Sloan. Sloan would not say how much GM might save, but a GM source said it could be about $1 million.

— Phil Frame

Ford takes over homologation

BENICIA, Calif. — Ford Motor Co. is taking more control over its exports to Japan.

The company will modify all of its Japanese exports at Ford's predelivery center in California, rather than have its Japanese partner Mazda make the changes in Japan.

Changes such as lighting and fender flares must be made to Ford vehicles to meet Japanese legal requirements.

Ford spokeswoman Judith Muhlberg said Ford will save money and Ford engineers will have more control over timing and quality by making the changes in America.

CBS belt show angers makers

WASHINGTON — Auto industry interests reacted strongly Friday to a TV report claiming that a design defect can cause some safety belts to unlatch during a crash.

The CBS report, aired Thursday on the show "Street Stories," alleged that a phenomenon known as "inertial unbuckling" has been implicated in several cases where belts failed during a crash. Inertial unbuckling can occur when a buckle with release buttons on the side is struck sharply on the back by a hard object.

The industry-backed American Coalition for Traffic Safety said at a press conference that there is no evidence that inertial unbuckling occurs during the real-life auto crashes. President Philip Haseltine accused CBS of airing a biased report that failed to give counter arguments.

An estimated 150 million of the buckles are installed in U.S. vehicles.

— Max Gates

GM cuts funds for rental ads

General Motors' cost-cutting mission is spreading to rentals and could result in the biggest marketing changes ever in that field.

For the 1993 model year, GM is virtually eliminating the cooperative advertising allowances it gives Avis Rent-A-Car and National Car Rental System. As a result, Avis and National said they will immediately cut ad spending by as much as 25 percent, according to *Advertising Age,* sister publication to *Automotive News.* GM is part-owner of both Avis and National.

— Crain News Service

Nissan delays Micra launch

LONDON — Nissan Motor Manufacturing U.K. Ltd. said last week it has postponed the introduction of its all-new Micra until January.

Nissan said it made the change to avoid the possibility of getting caught in a disruptive market late this year when manufacturers are expected to try to dump thousands of cars not equipped with catalytic converters.

A European Community rule requires that all new cars sold after Jan. 1 be equipped with catalytic converters. Cars without catalysts must be sold as used cars. Barring a waiver to the rule, analysts expect makers with large inventories to dump their non-catalyst cars on the market at giveaway prices.

The Micra, which is built in Sunderland, England, was scheduled to go on sale in Britain Nov. 19. Nissan said it will now reach showrooms in early January.

— Ed Wendt

briefly

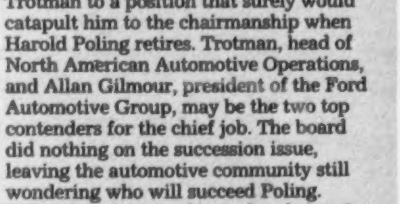
Saturn dealers are crushed

Saturn Corp. last week began pulverizing more than 1,000 never-owned or little-driven cars on its Spring Hill, Tenn., factory property. In May 1991, Saturn recalled 1,836 cars that contained corrosive engine coolant. Some recalled cars were fixed up and sold to employees or given to schools, and 120 were cut in half to make dealership displays. The rest become a de facto recycling test: They're being unconstructed, sorted by material, crushed, shredded, recycled and disposed of, said a spokesman, in an as environmentally conscious way "as possible."

A SUBTLE HINT — Ross Roberts, listen up. As head of **Ford Division,** you might want to win a race. The usually media-shy Bob Rewey, **Ford Motor Co.'s** vice president of sales for North America, showed last week that he can use the press. At a media briefing, Rewey was asked if he cared whether the Taurus (with calendar-year sales of 238,352 through August) catches the **Honda** Accord (262,614) for U.S. car sales leadership. "Sales leadership is as desirable a sales tool as it's ever been," he replied. "You can quote me to Ross."

FALSE ALARM — All eyes were on **Ford** world headquarters last week after *The New York Times* reported that the board of directors was set to promote Executive Vice President Alexander Trotman to a position that surely would catapult him to the chairmanship when Harold Poling retires. Trotman, head of North American Automotive Operations, and Allan Gilmour, president of the Ford Automotive Group, may be the two top contenders for the chief job. The board did nothing on the succession issue, leaving the automotive community still wondering who will succeed Poling. Poling is being coy about when he's going to leave. But a company insider says one board member insists that Poling leave in March when his scheduled three-year tenure is up.

DUAL DEPLOYMENT — **Chrysler Corp.** acknowledged in August that it put early production LH models into Florida rental fleets to get fast feedback on quality, durability and crash performance. It seems Florida's humidity, high temperatures and renter's long mileage put vehicles to the durability test. And last week, a family visiting Florida from Ireland tested a rented **Eagle** Vision's dual airbags. According to Chrysler, the couple and their two children walked away unharmed. A side note: the company produced its 3 millionth airbag-equipped vehicle last week. It was a **Dodge** Intrepid ES produced at the Bramalea, Ontario, plant and destined for Security Dodge in Amityville, N.Y.



The del Sol finds its niche.

SOOOO COOL — Southern California's beach community is being introduced to the new open-top **Honda** del Sol coupe with mammoth billboards that loom over freeway off-ramps that lead to the area's most posh beach cities, such as Newport Beach and Marina del Rey. Pass the sunscreen.

Ford slashes Thunderbird, Cougar prices

Automaker expects strategy to add to sales momentum

Ford trims models throughout '93 lineup ➤ 22

Ford Motor Co. last week slashed prices and simplified the model lines for the Ford Thunderbird and Mercury Cougar.

The move expands Ford's strategy of gaining market share through value pricing and simplifying both the buying experience and manufacturing complexity.

Across its product line, Ford said it reduced previously announced tentative 1993 price increases to just 0.3 percent, or $63, above comparably equipped 1992 cars. In July, the company announced tentative car price increases averaging 2.9 percent.

Ford's new pricing followed an increase of 1.6 percent by General Motors and a tentative hike of 2.6 percent by Chrysler Corp.

With the Thunderbird and Cougar, Ford adopted a program that sharply increased sales and market share in a California test.

For 1993, Ford knocked $2,986, or 15.9 percent, off the price of its 1992 Ford Thunderbird LX and $1,606, or 9.8 percent, off the sticker of its 1992 Mercury Cougar LS.

The 1992 Cougar XR7 has been dropped, and the LS has been rebadged XR7 for 1993.

Ford has dropped its base model Thunderbird, which was $16,345, bringing in the better-equipped Thunderbird LX at $15,797. The 1993 Cougar has upgraded seats and interior trim. The sticker price is $14,854, compared to $16,460 for the 1992 Cougar LS model.

Robert Rewey, vice president of sales for Ford's North American Automotive Operations, said the company hopes to get 60,000 more units in the 1993 model year from its Lorain, Ohio, plant that makes the two coupes. Through 11 months of the 1992 model year, Ford sold 120,305 Thunderbirds and Cougars in the United States.

Rewey said Ford's strategy is aimed at simplifying the buying experience for customers. Ford is shifting "fire-sale values" into a more rational, regular pricing structure, he said.

Rewey: Make buying easy

In May, Ford went national with one-price packaging on specially equipped Ford Escort LX models, at $10,899, and followed that with value-priced Mercury Tracers at $11,665. Ford's one-price strategy puts a single sticker price on well-equipped versions of all body styles of a model, such as sedans, hatchbacks and wagons. Those prices are still typically negotiable.

The virtually flat average pricing for 1993 won't hurt Ford's profitability, Rewey said. Asked if dealer grosses were trimmed, he responded: "Nothing envisions us getting higher share at the expense of dealership profitability. We got at least the advice, and I think the consent, of our dealers."

Ford's marketing programs have helped move the iron. In calendar 1992 through August, the company's share of the car and light-truck market rose 1.5 points to 24.4 percent, while the Japanese makers lost 1.6 percentage points. ■

Raymond Serafin, Detroit bureau chief for Advertising Age, *contributed to this report.*

1993 FORD PRICES
(Not adjusted for equipment changes)

	1993 Price	Change from final 1992 price
FORD Festiva		
L 2-door hatch	$ 6,941	0
GL 2-door hatch	7,869	-$ 111
Escort		
Standard 3-dr. hatch.	8,355	0
LX 3-door hatch	9,364	+ 309
LX 4-door	10,041	+ 246
LX 5-door hatch	9,797	+ 314
LX wagon	10,367	+ 300
LX-E 4-door	11,933	0
GT 3-door hatch	11,671	0
Probe		
3-door hatch	12,845	+ 588
GT 3-door	15,174	+ 317
Tempo		
GL 2-door	10,267	+ 280
GL 4-door	10,267	+ 130
LX 4-door	12,135	+ 1,020
Mustang		
LX 2-door	10,719	+ 504
LX 3-door hatch	11,224	+ 503
LX convertible	17,548	+ 649
LX 5.0L 2-door	13,926	+ 504
LX 5.0L 3-dr. hatch.	14,710	+ 503
LX 5.0L conv.	20,293	+ 649
GT 3-door hatch	15,747	+ 504
GT convertible	20,848	+ 649
Taurus		
GL 4-door*	15,491	+ 511
GL wagon*	16,656	+ 643
LX 4-door	18,300	+ 525
LX wagon	19,989	+ 525
SHO 4-door	24,829	+ 990
Thunderbird		
LX 2-door	15,797	− 2,986
Super Coupe	22,030	− 16
Crown Victoria		
4-door	$19,972	+$ 409
LX 4-door	21,559	+ 679
1992 Taurus GL compares to 1992 Taurus L.		
LINCOLN		
Executive 4-door	34,190	+ 2,979
Signature 4-door	35,494	+ 1,242
Cartier 4-door	37,581	+ 1,241
Continental		
Executive 4-door	33,328	+ 1,065
Signature 4-door	35,319	+ 1,066
MERCURY Tracer		
4-door	10,155	+ 382
LTS 4-door	12,023	0
Wagon	10,982	+ 188
Capri		
Convertible	14,452	0
XR2 convertible	17,250	0
Topaz		
GS 2-door	10,801	+ 289
GS 4-door	10,801	+ 123
Villager		
GS van*	16,504	—
LS van*	21,798	—
Sable		
GS 4-door	17,349	+ 931
GS wagon	18,459	+ 1,063
LS 4-door	18,430	+ 1,062
LS wagon	19,457	+ 1,062
Cougar		
XR7 2-door**	14,854	− 1,606
Grand Marquis		
GS 4-door	21,973	+ 1,757
LS 4-door	22,500	+ 1,856

*New model for 1993

**Cougar LS in 1992

Amati considers one-price strategy

KRISTINE STIVEN BREESE
Staff Reporter

> ❝The basis of one-price is that it produces a hassle-free shopping environment. That's what consumers say they want. Getting to hassle-free is our goal, how we get to that is still being decided.❞
>
> **RICHARD COLLIVER**
> AMATI GENERAL MANAGER

LOS ANGELES — Amati Division is studying the one-price sales concept as a way to set itself apart as a luxury carmaker.

The luxury division of Mazda Motor of America Inc. has been surveying customer-satisfaction experts in diverse businesses. Within the industry, Amati is looking at variations of the sales themes that have become popular at Saturn, Ford Division and hundreds of dealerships.

Saturn dealers use a no-negotiation procedure; other dealers post a no-haggle price on individual models; and Ford Division puts the same tag on several body styles within a car line.

"Maybe one advantage we have is what's going on with the non-negotiable price movement," said Richard Colliver, Amati general manager.

"We've been able to study that before launch, and something like that is always easier to implement from the start than to try to get dealers to sign on after they've been out there doing it the other way."

Colliver said that doesn't mean Amati is going to adopt the strategy, but he said "the door is open." The company plans to introduce two sedans through a new dealer network beginning in spring 1994.

"The basis of one-price is that it produces a hassle-free shopping environment. That's what the consumers say they want," Colliver said. "Getting to hassle-free is our goal, how we get to that is still being decided."

Amati enlisted the help of in-house customer satisfaction experts at Xerox, IBM, Ritz-Carlton, Whirlpool and other firms last spring. During a seven-week period, they answered questions from Amati in an electronic conference.

"Nothing earth-shattering came out of the conference, but it reaffirms that when it comes to customer satisfaction, we have to do it every day, all day," Colliver said.

"It has to start with me, go through the organization to the dealers and then to the customer. It has to be one continuous loop, focused on giving the customer what he wants."

Colliver admitted that the notion sounds a lot like what other companies are saying. The difference, he said, will be putting it into practice.

Colliver said Amati has found "a few flaws" in the Lexus operation, but it's still the benchmark.

Amati spokesman Jack Nerad said Lexus salespersons are still trained in the classic "close them today" mode. That creates tension, he said, that Amati wants to avoid.

But Colliver said Lexus knows its own flaws. So, he acknowledged, it will be tough to beat Lexus to the market with solutions to problems Lexus has already identified. ■

The Bentley Brooklands, a new "entry-level" model from Rolls-Royce, carries a sticker price of $138,500.

Acura, Porsche, Rolls-Royce raise prices

JOHN K. TEAHEN JR.
Senior Editor

Acura prices have risen an average of $582, or 2.5 percent, for 1993 with individual models climbing $350 to $1,200.

In other price news last week, Porsche Cars North America Inc. said its 1993 sports cars will go up an average of $894, or 1.4 percent, and Rolls-Royce and Bentley tacked $5,200 to $7,300 (3 percent) onto the stickers of most of their ultra-luxury motor cars.

Acura's increase may grow a bit when the pricing of its 1993 line is complete. Legend coupes and the NSX will be priced when they go on sale in December.

Last week, Acura hiked Integra three-door hatchbacks and four-door sedans $350 apiece. The Vigor LS sedan went up $600, and the Vigor GS rose $1,100. The base Legend sedan jumped $1,200, and the Legend L and LS sedans climbed $800.

Porsche's increase was tempered by a mere $100 hike on the 968 coupe. Other models rose $900 to $1,470. Porsche increased the destination charge $25 per car; it's now $725. The company said option prices are up an average of 2.5 percent for 1993.

Rolls-Royce Motor Cars Inc. has a pair of new Bentley Brooklands sedans replacing the Mulsanne S. The Brooklands is $138,500 and a long-wheelbase version is $152,400. The 1992 Mulsanne was $149,900. The Silver Spirit II "price leader" has departed from the Rolls-Royce lineup for 1993.

Prices of the Rolls Touring Limousine and the Bentley Continental R two-door are unchanged for 1993. The limo is $310,000; the Continental R is $261,800. ■

1993 IMPORT PRICES
(Not adjusted for equipment changes)

	1993 Price	Change from final 1992 price
ACURA		
Integra		
RS 3-door hatch	$12,930	+$ 350
RS 4-door	13,855	+ 350
LS 3-door hatch.	14,835	+ 350
LS 4-door	15,585	+ 350
LS Special 3-door hatch*	16,335	—
GS 3-door hatch	17,005	+ 350
GS 4-door	17,545	+ 350
GS 3-door hatch (leather)	17,595	+ 350
GS 4-door (leather)	18,045	+ 350
GS-R 3-door hatch*	16,290	—
Vigor		
LS 4-door	24,285	+ 600
GS 4-door	25,950	+ 1,100
Legend		
4-door	29,200	+ 1,200
L 4-door	31,200	+ 800
L 4-door (leather)	32,700	+ 800
LS 4-door	35,700	+ 800
*New model for 1993		
Legend coupes and the NSX will be priced in December		
PORSCHE		
968		
Coupe	39,950	+ 100
Cabriolet	51,950	+ 900
911 Carrera 2 ([illegible])		
Coupe	64,990	+ 1,090
Targa	$ 66,600	+$1,100
Cabriolet	74,190	+ 1,290
911 Carrera 4 ([illegible])		
Coupe	77,050	+ 1,270
Targa	78,660	+ 1,280
Cabriolet	86,250	+ 1,470
911-RS America		
Coupe	54,800	+ 900
Roadster	89,350	+ 1,450
928GTS		
Coupe	82,260	+ 1,340
BENTLEY		
Brooklands		
4-door*	138,500	—
4-dr. (long w.b.)*	152,400	—
Turbo R		
4-door	164,900	+ 5,700
4-door (long w.b.)	210,300	+ 6,100
Continental		
Convertible	250,200	+ 7,300
R 2-door	261,800	0
*New model for 1993		
ROLLS-ROYCE		
Silver Spur II		
4-door	178,200	+ 5,200
Touring Limousine	310,000	0
Corniche IV		
Convertible	251,000	+ 7,300

GM reassigns another executive to Isuzu

CAMI vice president is 3rd to get nod this year

RICHARD JOHNSON
Staff Reporter

TOKYO — General Motors continues to bolster its management presence at its financially beleaguered Isuzu Motors Ltd. affiliate with the addition of another top American executive.

Michael Nylin, 40, formerly vice president of finance at GM's Canadian joint venture, CAMI Automotive Inc., assumed the post of co-manager for corporate planning Sept. 1.

He is the third GM executive appointed to Isuzu since the U.S. automaker assumed a more active role in the Japanese company's operations earlier this year.

Nylin is expected to be named a director of the company at Isuzu's January directors' meeting. He will report to Isuzu executive vice president Donald Sullivan.

GM, which owns 37.4 percent of Isuzu, deepened its management role in the Japanese company with the addition of Sullivan in January.

The highest-ranking foreigner at any Japanese automaker, Sullivan is responsible for corporate, product and production planning, and engineering. He reports to Isuzu's new president, Kazuhira Seki.

Along with Sullivan, former GM executive Philip Murtaugh was named a director of Isuzu and assistant general manager of product planning in January.

Nylin joined GM in 1979 as a statistician on the corporate finance staff in Detroit and held several finance positions before being promoted to director of North American product program analysis in March 1987.

He moved to GM's Flint Automotive Division in December 1988. In 1990, Nylin joined CAMI, the 50-50 joint venture between GM and Suzuki Motor Corp. ■

GM, Renault consider dissolving Latin America agreement

SAO PAULO, Brazil — General Motors do Brasil appears to be ready to scrap a 1-year-old mutual-aid pact with the Argentinian subsidiary of France's Renault Group.

Under the accord, GM do Brasil and Renault Argentina import and sell one another's vehicles on a duty-free basis. In Argentina, GM's Chevette subcompact and Chevrolet pickup are rebadged as Renaults and sold through that company's dealers; in Brazil, Renault's Trafic light-commercial van is rebadged and sold through GM dealers.

By helping each maker compensate for its absence in the other's market, the agreement helps the two compete with Autolatina, the Ford-Volkswagen venture, and Fiat S.p.A.

Although the accord has generated some additional volume for GM and Renault, both indicate that it will not be renewed when it expires next year.

A GM spokesman confirmed last week that the company is negotiating with Iveco, the Italian truck maker that is part of the Fiat Group, to set up a joint-venture plant in Argentina to build cars and trucks from kits. According to the spokesman, the talks are in the preliminary stage.

And separately, a Sao Paulo import firm said it will begin marketing four Argentina-built Renault models in Brazil in October. The company said it expects to import 3,000 units this year.

— *Rik Turner*

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	August Total	July Total
Toyota	49	20	69	75
Saturn	63	—	63	123
Honda	61	—	61	58
Lexus	55	—	55	49
Ford	22	29	50	51
Nissan	32	16	48	44
Chevrolet	17	22	39	44
Infiniti	38	—	38	36
Acura	38	—	38	31
Mazda	24	10	34	37
Hyundai	21	—	21	19
Dodge	8	13	21	22
Mitsubishi	18	2	20	36
Isuzu	1	16	17	13
BMW	16	—	16	17
Mercury	13	1	14	15
Jeep	—	14	14	11
GMC	—	13	13	12
Pontiac	12	1	13	16
Buick	13	—	13	18
VW	10	0	10	10
Subaru	10	—	10	17
Plymouth	5	5	10	11
Volvo	10	—	10	16
Mercedes	9	—	9	12
Oldsmobile	8	1	9	13
Cadillac	9	—	9	7
Saab	8	—	8	7
Suzuki	2	5	7	6
Lincoln	7	—	7	7
Daihatsu	5	0	5	9
Audi	5	—	5	3
Jaguar	4	—	4	4
Chrysler	3	0	4	5
Eagle	4	—	4	3
Land Rover	—	3	3	3
Porsche	2	—	2	2
Alfa Romeo	2	—	2	1

Saturn sales dip to No. 2

ANNE E. WRIGHT
Chief Statistician

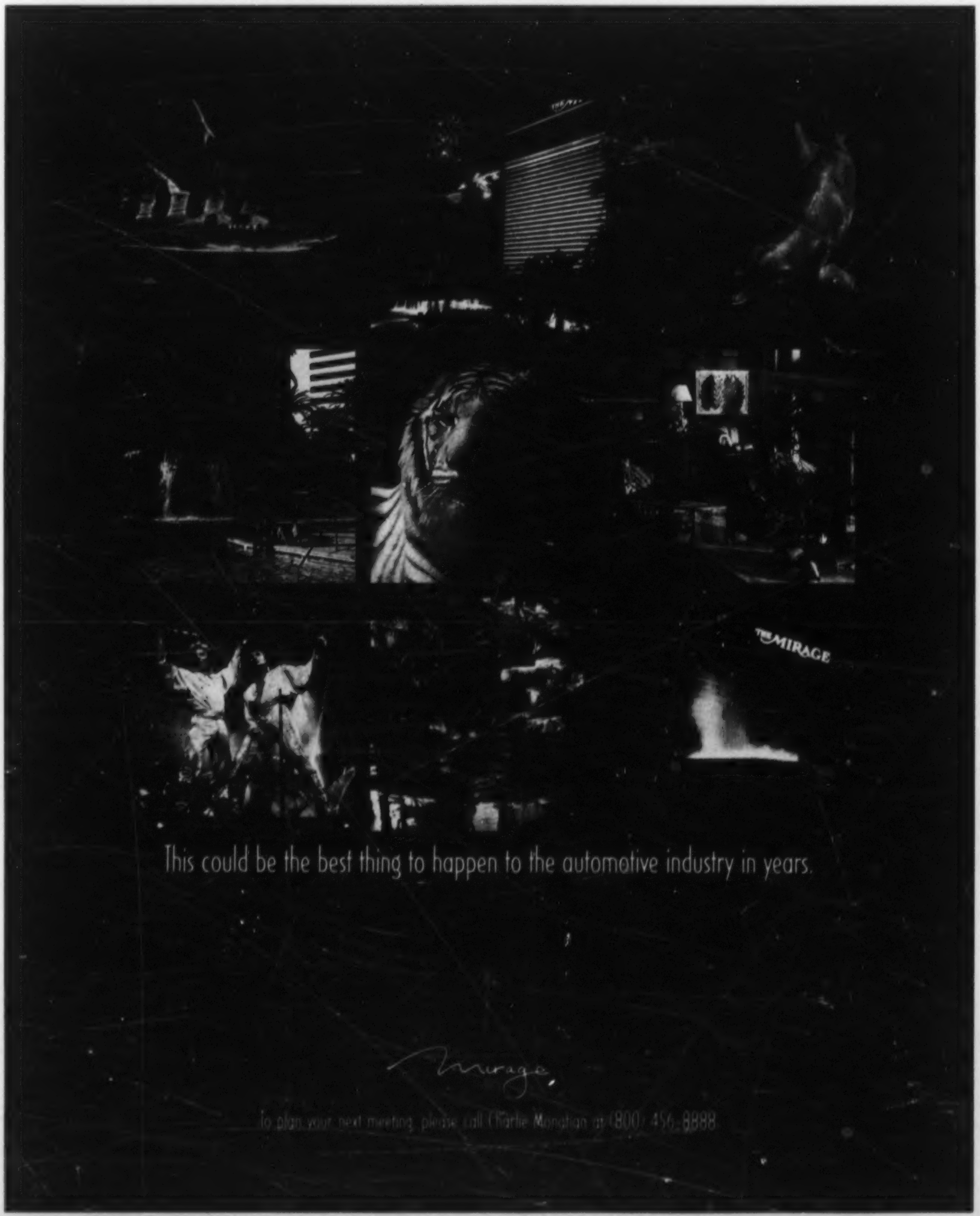
For the first time this year, Saturn does not top the sales per dealer list.

Toyota won the title when Saturn's August sales per dealer plunged 60 units below July.

Saturn sold 46.0 percent fewer vehicles in August than July due to the unavailability of the popular cars.

Toyota became the top ranking automaker, despite a drop of six units per dealer in August. Toyota's August sales slipped 9.6 percent from July.

According to *Automotive News* sales-per-dealer calculations, 15 makes reported increases in August, 18 declined and five remained unchanged. ■



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N.Y. auction is dealer group's feat

CHARLES M. THOMAS
Staff Reporter

For dealers in the Niagara Frontier Automobile Dealers Association in Buffalo, N.Y., the road to building and opening an auto auction has been bumpy and full of detours.

But after four years of perseverance, the $7.5 million Auto Dealers Exchange of Buffalo will open Sept. 22 with the help of ADESA Corp., a relatively low-profile chain of auctions based in Indianapolis.

The Buffalo dealer group is known for its innovative marketing and cost-cutting ideas. For example, the association has operated a successful automotive parts cooperative for dealers for decades.

As a result, when the association announced plans to build an auto auction in 1988, it took less than 20 minutes for members to scoop up an initial stock offering of $550,000 at $5,000 per share.

But plans began to unravel when the association purchased an option on property in Alden, N.Y., and spent a year trying to get it rezoned from agricultural to light-industrial use. More problems arose as a result of an environmental impact study.

"The location was convenient for us, but it wasn't environmentally correct," said Richard Welte, president of the Niagara dealer group.

Still, automakers like Ford Motor Co. and General Motors urged dealers to go ahead with plans to build an auction. It made sense because the auction nearest to Buffalo dealers was 200 miles to the southwest in Butler, Pa.

But it took two years before the association finally decided to abandon the Alden site. It then bought an option on 133 acres of quarry land in nearby Newstead, N.Y. The property already was zoned light industrial, so dealers had only to bring water and sewer lines to the area.

Then earlier this year, directors voted to find a partner rather than try to operate the auction themselves.

"The auction board decided to go out and find someone with some expertise in running an auction," said Welte.

Enter ADESA Corp., led by veteran auction owner Michael Hockett, who at the time owned four auctions.

ADESA was about to raise more than $57 million through a public stock offering and other financing to acquire more auctions and pay off debt. The Buffalo auction was a good match.

In March, ADESA went public and at the same time offered Buffalo dealers a stock swap, making the company a majority shareholder in the Buffalo auction and making dealers shareholders in ADESA.

"It was a very good marriage," said Welte. "ADESA helped refine the building design."

For ADESA, the partnership provides an instant customer base. There are 150 dealers in the association and 50 who owned shares in the original venture.

The association will not gain financially from the arrangement, but it does get credit for launching yet another service for its dealers: an outlet to buy and sell cars.

The six-lane auction has a reconditioning facility and paved storage for 12,500 vehicles. It also has 60 full-sized trucks to transport vehicles.

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St. Louis	4	Oct. 2	Marion, IN	Nov. 11 - 13
Charlotte	3	Oct. 9	Marion, IN	Dec. 9 - 11

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Canada sales decline 1.9%

TORONTO — Sales of cars and light trucks in Canada declined for the fifth straight month in August.

But for the first time during the tailspin, the decline was less than 10 percent. Canadians bought 95,276 cars and trucks in the period, down 1.9 percent from August 1991. A 16.0 percent gain in truck sales failed to offset a 9.1 percent decline in cars.

Chrysler, led by strong truck sales, was up 13.4 percent in August. Ford and General Motors slipped. Sales at each of the Big 3 remain behind last year's eight-month totals.

The country's leading import firms, Toyota and Honda, also lost sales. Nissan posted a scant gain.

Through August, Canada's market declined 7.9 percent, with cars off much more than trucks.

CANADIAN CAR AND TRUCK SALES

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
BMW (imported car)	477	433	3,127	2,935
N.A. car	5,631	6,563	50,969	68,297
Imported car	2,043	1,339	16,402	13,267
N.A. truck	7,780	5,684	73,793	67,423
Imported truck	99	131	566	958
CHRYSLER	15,553	13,717	141,730	149,945
N.A. car	8,134	10,653	86,216	99,819
Imported car	438	430	5,104	5,088
N.A. truck	9,358	7,388	72,646	70,087
FORD	17,930	18,471	163,966	174,994
N.A. car	19,086	18,264	180,443	201,747
Imported car	617	2,146	7,779	11,411
N.A. truck	10,179	9,636	90,723	97,099
Imported truck	403	288	2,588	2,922
GM	30,285	30,334	281,533	313,179
N.A. car	2,535	2,544	18,961	17,997
Imported car	4,565	6,812	40,962	56,787
HONDA	7,100	9,356	59,923	74,784
N.A. car	470	585	3,404	3,717
Imported car	1,134	1,426	10,222	11,789
HYUNDAI	1,604	2,011	13,626	15,506
JAGUAR (imported car)	43	64	403	489
Imported car	119	66	594	351
Imported truck	42	12	209	114
LADA	161	78	803	465
LAND ROVER (imported truck)	12	13	78	96
N.A. car	832	452	3,312	4,771
Imported car	2,647	3,081	27,794	21,055
Truck*	1,364	1,372	15,243	15,722
MAZDA	4,843	4,905	46,349	41,548
MERCEDES-BENZ (imported car)	243	243	2,297	2,400
N.A. car	755	881	7,311	6,300
Imported car	2,111	1,904	15,033	14,971
Truck*	1,077	1,154	7,814	8,721
NISSAN	3,943	3,939	30,158	29,992
PEUGEOT (imported car)	0	14	15	118
SUBARU (imported car)	731	702	4,920	5,826
N.A. car	0	170	98	1,034
Imported car	721	360	5,101	3,555
N.A. truck	211	120	2,317	2,592
Imported truck	210	375	1,725	2,836
SUZUKI	1,142	1,025	9,241	10,017
N.A. car	2,091	1,437	14,348	14,947
Imported car	4,606	5,173	37,046	37,388
Imported truck	1,548	1,857	10,957	14,039
TOYOTA	8,245	8,467	62,351	66,374
Imported car	2,396	2,918	19,293	23,827
Imported truck	309	68	1,255	646
VOLKSWAGEN	2,705	2,986	20,548	24,473
N.A. car	132	104	956	1,201
Imported car	127	216	1,613	1,908
VOLVO	259	320	2,569	3,109
N.A. car	39,666	41,653	366,018	419,830
Imported car	23,018	27,327	197,705	213,165
TOTAL CAR	62,684	68,980	563,723	632,995
N.A. truck	27,528	22,828	231,479	237,201
Imported truck	5,064	5,270	48,435	46,064
TOTAL TRUCK	32,592	28,098	279,914	283,265
TOTAL CANADA SALES	95,276	97,078	843,637	916,260

*Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada.

Maximize Your Minivan Space.
AIR

Chevy, GMC lead the pickup conversion charge

JOSEPH BOHN
Truck and RV Editor

Many pickup truck buyers want more splash and individuality in their vehicles than the Big 3 can provide.

A lot of the work for this growing market is being done at local tire and wheel shops and by marginally qualified customizers.

To legitimize the market and expand its sales and profit potential for dealers and converters, Chevrolet and GMC are launching new pickup conversion programs on 1993 models. The General Motors divisions are offering special packages on their C/K and Sierra pickups that enable converters to order conversion-ready chassis for $400 below dealer cost.

The conversion package provides a pickup without seats trimmed with either the high-line Silverado package at Chevrolet or the comparable SLE package at GMC.

Chevrolet and GMC are the only manufacturers with such a program.

Ford Division and Dodge don't offer seat delete pickups or discounts for their conversions, according to converters.

Still, some converters have been doing the companies' pickups anyway because of dealer demand.

TRAFFIC BUILDERS

Typically, there hasn't been much of a profit margin — and, therefore, incentive — for converters to work on pickups.

Converters can equip vans with packages wholesaling for $3,000 to $15,000. But with pickups, they are generally limited to packages of about $2,000, according to Kim Gerring, production manager at Tiara Motor Coach in Elkhart, Ind.

"Our program gives converters a margin to work on. It gives them a little extra financial incentive," says Jim Green, Chevrolet manager of RV and motor home sales.

"The pickup market has matured. It's no longer a trick truck market. There's a legitimate market for upfitted trucks that provide additional amenities that we don't offer," Green says.

"These trucks have become traffic builders for our dealers. In offering this upfitter package, which is only available through converters, we're trying to control who does the upfitting. We want our qualified converters doing the conversion as opposed to the local corner shop," Green says.

Mark Degnan, GMC manager of special vehicles, agrees that the pickups build showroom traffic. They also help improve the morale of salespersons who otherwise have to sell the same old trucks.

The bottom line, though, is their gross profit potential, Degnan says.

The trucks give dealers a unique product to sell. Degnan said last year dealers backed away from such niche products and focused on their core business. They've since jumped back after seeing the profit opportunities.

In the 1992 model year, Chevrolet wholesaled over 15,000 pickups with the conversion package to converters and for 1993 projects about 20,000 such units.

GMC released about 7,000 conversion-package pickups in 1992 and projects a 10,000- to 12,000-unit volume for 1993, Degnan said.

Factory sales projections may be conservative, though. Mark III Industries in Ocala, Fla., the industry's top van converter, is ordering and converting about 250 pickups a week. It projects 10,000 Chevrolet pickup conversions alone in 1993 after converting 3,200 Chevrolet and GMC pickups in the 1992 model year, according to Charley Dority, Mark III president.

Mark III has a good track record for meeting its forecasts. It converted 43,000 vans and pickups in the 1992 model year — just 2,000 short of its original target for 1993. The company now has raised its 1993 projection to 65,000 conversions.

Similarly, Tiara Motor Coach, another firm with a good track record for achieving its targets, expects to do 5,000 pickup conversions in 1993 after doing 1,200 in 1992, according to Gerring.

For the 1992 model year, Tiara originally projected 16,800 total conversions and ended up doing 17,322, Gerring said. The company anticipates converting 20,000 vehicles in the 1993 model year.

Other converters besides Mark III and Tiara doing pickup conversions include Choo-Choo Customs Inc. in Chattanooga, Tenn., plus all the Texas-based converters, such as Royal Vans of Texas in Round Rock and Kentron Inc.'s plant in Mansfield.

ROSY OUTLOOK

The pickup truck conversion market is likely to be considerably larger than GM officials project.

The only thing restraining future growth may be GM's closer scrutiny of days' supply in filling orders for 1993. As a matter of new policy, the company won't fill order requests as readily as in the past, according to a top GM sales official.

The new conversion packages and discounts on pickups can only be ordered by converters, says Green. A dealer can't order the package and have it drop-shipped to a non-authorized company.

The conversions on pickups have a very contemporary look, says GMC's Degnan.

For example, Tiara conversions typically include leather interiors, fiberglass running boards, custom wheels and tires, pin or paint stripes and even hidden radar detectors. Only a limited amount of the interior is trimmed in wood.

Tiara is studying the market to determine what additional packages to offer, Gerring said. The wide variety of body styles, configurations, powertrain combinations, and cab and bed sizes in pickups complicates such research.

There are many items the company can offer, such as fiberglass lids or covers that lock down for the bed.

Starcraft chief stresses innovation, caution

JOSEPH BOHN
Truck and RV Editor

GOSHEN, Ind. — It's a cautious Kelly Rose who pilots Starcraft Corp. these days, after rescuing it from Chapter 11 21 months ago. Still, the company's chairman is receptive to new ideas.

One is a new type of running board for Starcraft's 1993 van conversions. The running boards are tucked inside the front doors, which come down and around them to conceal them from view.

Starcraft is adopting the design for Chevrolet and GMC vans this fall and for Fords in November.

Starcraft is now a healthy fourth in industry sales, after its brush with bankruptcy in November 1990. The other Top Five van pool converters are Mark III Industries of Ocala, Fla.; Glaval Inc. of Elkhart, Ind.; Tiara Motor Coach of Elkhart; and Explorer Van Co. of Warsaw, Ind.

Starcraft is producing 67 vans a day and is selling 10,000 to 12,000 units annually. More importantly, it has exceeded all its sales and profit forecasts for the past two years, Rose says.

By November, Starcraft will pay off the last of its former creditors — three years sooner than its December 1990 court agreement called for, Rose says.

He and Stephen Kash, president of Kentron Inc. in Elkhart, each own slightly more than 40 percent of Starcraft. The balance is held by investors that include Richard Newberry, Starcraft president.

Rose says he is not interested in "chasing sales numbers" that would make Starcraft the second or third largest converter.

"In this industry, we're known as the Top Five or the Big Five. So to get into the game of who is third, second, fourth or fifth doesn't really matter anymore," he says. "We're firmly positioned and accepted in the marketplace in the upper high end.

"I don't ever want to see this company go through what it went through — the blank, empty look on people's faces, not knowing if they were going to work today or tomorrow," Rose says, describing Jan. 18, 1991, the day he took over.

The economies of scale, or synergistic benefit, of having the owner of another big conversion firm as his partner never materialized, Rose says.

"Our Elkhart and Goshen salespeople and reps out in the field don't differentiate between Kentron's U.S. conversions or anybody else," he says.

To some degree, the firms compete in different arenas. Kentron is more of a regional converter; it doesn't do much business west of the Rockies, Rose says. Starcraft is well known nationally and internationally.

About 20 percent of Starcraft's sales are international.

Rose says international sales will be increasingly important to converters in the 1990s.

He says that with the Big Five converters controlling about 80 percent of a domestic market of 150,000 to 200,000 sales annually, Europe and Asia offer the most potential for growth.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	June 1992	June 1991	% change	6 mos. 1992	6 mos. 1991	% change
Travel trailers	5,000	4,500	+ 11.1	32,300	26,800	+ 20.5
Park Trailers	700	700	0.0	3,700	3,300	+ 12.1
Travel trailers-fifth wheel	3,100	2,600	+ 19.2	20,500	14,100	+ 45.4
Folding camping trailers	3,300	2,800	+ 17.9	22,400	17,200	+ 30.2
Truck campers	1,000	900	+ 11.1	5,200	6,100	+ 17.3
Towable RV total	**13,100**	**11,500**	**+ 13.9**	**85,000**	**66,600**	**+ 27.6**
Conventional (type A)	2,100	2,000	+ 5.0	14,000	11,500	+ 21.7
Van Campers (type B)	300	400	− 25.0	1,500	2,100	− 28.6
Chopped vans (all)	1,500	1,500	0.0	9,400	7,800	+ 20.5
Motor home total	**3,900**	**3,900**	**0.0**	**24,900**	**21,400**	**+ 16.4**
Van conversions	16,400	13,900	+ 18.0	97,700	59,600	+ 63.9
TOTAL ALL RVs	**33,400**	**29,300**	**+ 14.0**	**207,600**	**147,600**	**+ 40.7**

Source: Recreation Vehicle Industry Association

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IMPORTED CAR SALES, AUGUST & YTD

(Domestic cars not included in imported totals.)

	August 1992	August 1991	8 Mos., 1992	8 Mos., 1991
Integra	5,722	5,542	41,260	47,839
Legend	4,354	5,271	31,439	41,871
NSX	77	165	857	1,565
Vigor	993	1,756	11,128	6,454
ACURA	**11,146**	**12,734**	**84,684**	**97,729**
Milano	0	0	3	3
Spider	105	108	866	1,099
164	111	200	1,342	1,570
ALFA ROMEO	**216**	**308**	**2,211**	**2,672**
ASTON MARTIN*	**5**	**5**	**40**	**40**
S4	52	0	227	0
80	53	145	953	1,279
90	186	56	585	788
V8 Quattro	14	46	213	324
Coupe Quattro	0	17	57	212
100/200	925	478	5,865	4,622
100/200 Quattro	216	88	1,189	621
AUDI	**1,446**	**830**	**9,089**	**7,846**
3 series	3,540	3,017	25,460	17,115
5 series	1,609	1,467	12,962	11,772
635 CSi	1	0	4	6
7 series	558	632	3,973	3,383
850i	70	65	644	1,195
M3	3	26	69	296
M5	20	26	208	264
BMW	**5,801**	**5,233**	**43,320**	**34,031**
Geo Storm	6,909	7,714	45,124	58,670
Geo Metro (imported)	728	1,569	10,559	9,316
Geo Metro (domestic)	*7,276*	*6,406*	*63,857*	*45,645*
CHEVROLET/GEO	**7,637**	**9,283**	**55,683**	**67,986**
Colt	2,128	3,137	14,252	19,420
Stealth	1,197	1,585	11,904	12,797
Summit (imported)	1,045	839	8,904	5,531
Summit (domestic)	*732*	*1,034*	*4,667*	*5,292*
Vista	796	1,062	6,087	5,517
TC	0	64	0	863
CHRYSLER CORP.	**5,166**	**6,687**	**41,147**	**44,128**
DAIHATSU	**278**	**485**	**4,892**	**4,362**
FERRARI*	**80**	**80**	**640**	**640**
FORD Festiva	**2,810**	**2,942**	**23,733**	**25,088**
Civic/CRX (imported)	7,634	7,388	45,402	48,283
Civic (domestic)	*15,195*	*20,783*	*98,003*	*105,816*
Accord (imported)	4,056	4,132	40,128	51,856
Accord (domestic)	*30,732*	*32,895*	*222,486*	*225,713*
Prelude	3,282	3,009	25,516	17,519
HONDA	**14,972**	**14,529**	**111,046**	**117,658**
Excel	3,275	8,055	27,440	45,628
Sonata	2,582	2,595	12,286	15,687
Scoupe	1,504	2,756	12,689	20,537
Elantra	3,114	0	22,579	0
HYUNDAI+	**10,475**	**13,406**	**74,994**	**81,852**
M30	329	1,138	3,367	4,536
Q45	977	2,375	7,448	11,300
G20	1,437	1,289	9,802	9,996
J30	1,712	0	8,185	0
INFINITI	**4,455**	**4,802**	**28,802**	**25,832**
I-Mark	0	3	4	83
Impulse	178	246	2,841	2,463
Stylus	401	859	3,906	6,762
ISUZU	**579**	**1,108**	**6,751**	**9,308**
XJ6	368	854	4,243	4,537
XJS	186	383	1,577	1,875
JAGUAR	**554**	**1,237**	**5,820**	**6,412**
LAMBORGHINI*	**13**	**13**	**104**	**104**
ES250/300	3,810	721	24,615	11,553
LS400	3,012	4,045	20,754	25,057
SC400/300	1,709	1,486	14,586	4,490
LEXUS	**8,531**	**6,252**	**59,955**	**41,100**
LOTUS*	**27**	**27**	**216**	**216**
MASERATI*	**20**	**20**	**160**	**160**
323	1,025	2,007	11,042	13,048
Protege	6,321	6,550	52,824	35,558
626 (imported)	10	680	435	10,523
626 (domestic)	*4,600*	*5,385*	*34,200*	*41,651*
MX-6 (imported)	3	201	124	1,390
MX-6 (domestic)	*2,623*	*980*	*17,671*	*18,354*
MX-5 Miata	2,357	2,593	19,069	25,483
MX-3	2,614	0	19,793	0
929	1,419	1,632	14,431	10,121
RX-7	618	870	4,364	5,422
MAZDA	**14,367**	**14,533**	**122,082**	**101,575**
190 class	817	1,103	10,697	9,399
300 class	985	1,403	15,886	11,711
S class	1,503	1,916	12,916	11,450
SL Coupe/Roadster	280	563	3,351	5,298
Tourist	29	91	357	395
MERCEDES-BENZ	**3,614**	**5,076**	**43,207**	**38,253**
Tracer	4,066	3,538	28,760	30,216
Capri	1,033	1,733	10,089	13,866
MERCURY	**5,099**	**5,271**	**38,849**	**44,082**
Diamante	971	2,181	16,765	8,551
Mirage (imported)	335	525	4,749	15,693
Mirage (domestic)	*209*	*1,962*	*8,361*	*14,306*
Galant	1,307	2,381	16,419	24,808
Sigma	0	2	3	142
Precis	311	436	1,064	1,789
3000GT	1,117	638	7,626	8,299
Expo LRV	356	154	3,709	154
Expo	1,043	255	6,238	255
Wagon	0	5	5	187
MITSUBISHI	**5,440**	**6,577**	**56,578**	**59,878**
Sentra (imported)	2,846	3,649	31,327	19,299
Sentra (domestic)	*14,330*	*8,470*	*83,737*	*80,493*
Pulsar	0	1	0	32
NX	527	992	5,580	4,861
Stanza	6,353	9,475	43,292	49,705
Maxima	7,780	9,159	54,731	68,019
240SX/200SX	2,567	3,001	19,681	22,753
300ZX	963	1,662	7,067	9,886
Hawaii	0	338	258	1,741
NISSAN	**21,036**	**28,277**	**161,936**	**175,832**
PEUGEOT	**2**	**577**	**335**	**2,958**
PONTIAC LeMans	**1,036**	**4,029**	**11,120**	**25,767**
968/Cabriolet	126	78	919	685
911 Carrera 2	194	109	1,304	1,431
911 Turbo	23	29	282	324
911 Carrera 4	16	69	341	513
928S4/GT	16	22	133	199
PORSCHE	**375**	**307**	**2,979**	**3,150**
ROLLS/BENTLEY	**19**	**20**	**243**	**230**
900	460	235	2,956	3,326
900S	495	417	5,373	4,677
900 Turbo	353	537	2,793	3,502
9000S	578	532	3,588	3,168
9000CD	286	411	2,282	2,201
9000 Turbo	105	280	1,198	1,550
Tourist	5	12	93	75
SAAB	**2,282**	**2,424**	**18,283**	**18,494**
STERLING	**0**	**401**	**0**	**2,413**
Legacy (imported)	690	798	6,926	12,552
Legacy (domestic)	*3,612*	*3,975*	*36,154*	*34,197*
Loyale	2,759	2,372	24,739	20,853
XT/XT6	0	314	0	1,341
Justy	140	580	2,444	4,940
SVX	277	0	2,305	0
SUBARU	**3,866**	**4,064**	**36,414**	**39,686**
Swift (imported)	497	401	3,996	3,071
Swift (domestic)	*0*	*83*	*110*	*528*
SUZUKI	**497**	**401**	**3,996**	**3,071**
Corolla (imported)	1,125	3,175	37,702	40,471
Corolla (domestic)	*13,559*	*17,156*	*103,029*	*91,259*
Paseo	3,393	3,651	26,686	11,515
Tercel	9,064	9,673	64,671	73,112
Celica	4,556	5,505	29,502	46,268
Supra	113	327	866	2,515
Camry (imported)	6,569	2,092	47,144	38,789
Camry (domestic)	*18,660*	*22,664*	*139,958*	*141,504*
Cressida	295	897	2,681	6,773
MR2	413	754	4,148	7,404
TOYOTA	**25,528**	**26,074**	**213,400**	**226,847**
Cabriolet	586	524	5,727	4,285
Corrado	320	146	2,521	3,398
Jetta	3,575	3,683	23,539	27,625
Golf/GTI	752	1,392	7,700	10,063
Passat	1,110	1,863	7,910	11,389
Fox	816	970	6,747	9,498
VOLKSWAGEN	**7,159**	**8,579**	**54,144**	**66,258**
240 series	1,869	933	17,946	17,738
700 series	556	2,635	11,308	22,774
940 series	1,462	2,714	19,410	10,477
Tourist	80	53	417	368
VOLVO+	**3,967**	**6,335**	**49,081**	**51,357**
YUGO	**0**	**318**	**1,412**	**1,826**
IMPORT TOTAL	**168,498**	**193,325**	**1,367,346**	**1,429,199**

*Estimate

+ Includes units produced in Canada

Compiled by Karen Detkowski

August import sales dip hits sports cars hard

LINDSAY CHAPPELL

Staff Reporter

Sales of imported sports cars continued to lose ground last month.

Such cars as the Dodge Stealth, Toyota Celica and Nissan 300ZX and 240SX were down in August, as they have been throughout the year.

The trend has hurt Subaru of America Inc.'s plans to sell 10,000 SVX sports cars annually.

The company sold 2,305 SVXs through the end of August and just 3,818 since the car went on sale in August 1991.

Faced with high inventories, Subaru will delay shipments of 1993 models, and the SVX may miss the model year entirely.

Subaru was counting on the $26,250 car, with all-wheel drive and V-6 power, to give new pizzazz to its lineup. Spokesman Richard Marshall said sales have been disappointing.

"The SVX is a departure from what most people expect from Subaru, and so it's been a slow starter," Marshall said.

In August, Subaru began offering a $2,000 rebate to dealers on sales of the SVX.

Sales of all imported cars in August fell 12.8 percent from a year earlier and were off 4.3 percent for the first eight months of this year.

That compares to an overall car market that was down less than a percentage point through the first eight months of 1992. ■

VWoA

Young heads unified plan

continued from PAGE 1

tive division. The appointments suggest that Volkswagen United States Inc. and Audi of America Inc. will work more closely to contend in the U.S. market.

VWoA imports and markets VW and Audi brands in the United States. There are 692 VW dealers and 324 Audi dealers in the United States, 166 of them dualed with each other.

Shaver is the former director of consumer marketing for Saturn Corp.; and Klauss is the former vice president of corporate development for Mercedes-Benz of North America Inc.

Under the previous structure, Young retained the operations of VW U.S. when he took over his current position two years ago.

Richard Mugg, 60, who became vice president of Audi in 1988, will retire Oct. 1, after 34 years with VWoA.

Mugg spent most of the last four years trying to revive Audi. In the mid-1980s, Audi was accused of selling cars that accelerated uncontrollably, and sales fell.

Audi is showing some positive signs. The company virtually replaced its entire product line within the last year and sales are expected to improve about 30 percent next year, Young said.

In the first eight months of 1992, Audi sold 9,089 cars, 15.8 percent higher than same period last year. VW sales for January through August 1992 stood at 54,144, down 22 percent from the same period last year.

Wayne Williams, a VW-Audi dealer in Lansing, Mich., said Mugg improved the quality and image of the Audi and guided it to the brink of recovery: "Dick Mugg wanted to retire a year ago, but wanted to see the 90 and 100 launched before he retired. He leaves the job with a lot of respect from dealers."

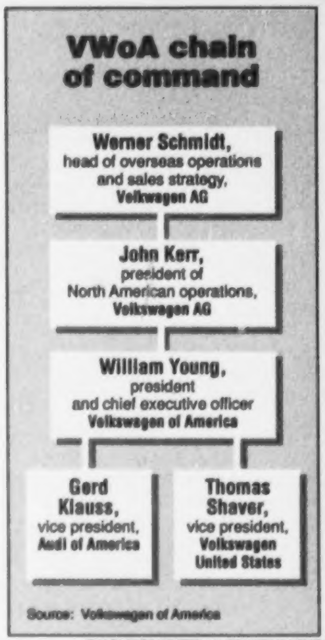
Young said the new structure will allow him to focus less on the day-to-day operations of VW U.S. and "concentrate more on the role of president, paying more attention to the short- and long- term strategies of both divisions." He said it was Mugg's decision to take an early retirement and praised the out-going executive for having set the standard for dedication and commitment.

Maryann Keller, an auto analyst at Furman, Selz, Mager, Dietz and Birney in New York, said the independent strategies of Audi and VW at the home office in Germany may have hindered the recovery of both in the United States. For example, VW and Audi separately developed 6-cylinder engines, when it would have been to their mutual advantage to have worked on the project together, she said.

She believes the reorganization at VWoA and the selection of Ferdinand Piech as chairman of Volkswagen AG in Germany signals a closer relationship between the divisions and is an indication of the company's commitment to the U.S. market.

"Audi and VW throughout their recent past have had independent strategies," she said.

"They are at a point where they'll have to make a stand in the United States or allow the market to bid them good-bye." ■


VWoA chain of command
Werner Schmidt, head of overseas operations and sales strategy, Volkswagen AG
John Kerr, president of North American operations, Volkswagen AG
William Young, president and chief executive officer Volkswagen of America
Gerd Klauss, vice president, Audi of America
Thomas Shaver, vice president, Volkswagen United States

Source: Volkswagen of America

CHARLOTTE WINTER / AUTOMOTIVE NEWS

Honda has big incentive to back new trade treaty

LINDSAY CHAPPELL

Staff Reporter

U.S. Trade Representative Carla Hills said an estimated $16 million charge against Honda Motor Co. for back import-duty payments could be dropped under the North American Free Trade Agreement.

If unsettled trade disputes with Canada aren't resolved before the pact takes effect, they will be governed under rules of the new treaty, Hills said as the Senate Finance Committee questioned her about the agreement last week.

Honda bumped heads with the U.S. Customs Service early this year over its Canadian-built Civics. Customs ruled that the cars did not contain the 50-percent North American content needed to qualify for duty-free entry under the 1989 U.S.-Canada Free Trade Agreement and levied back duties of $16 million.

Honda has disputed that finding. A final decision is still pending. But if the free-trade pact is approved by Mexico, Canada and the United States, Honda's case will be re-examined under the new rules, Hills told the committee.

The new treaty's methods for measuring North American content would allow Honda to count certain vehicle processing costs that Customs had previously excluded, such as labor content. It also does away with the so-called "roll-up" provision. That allows a part made up of 49 percent North American components to be counted as entirely imported because it falls below 50 percent.

Initial hearings on Capitol Hill indicated a brewing Democratic challenge to the accord.

The official 1,300-page text of the treaty was released last week. Automotive portions carried no surprises beyond details already released. Some carmakers are still waiting for a small U.S. printing contractor to provide them with a copy. ■

Staff Reporter Max Gates in Washington contributed to this report.

digest

FORD PICKS SPAIN FOR ENGINE PLANT

BRENTWOOD, England — Ford of Europe said last week it will build a $1 billion plant at an existing facility in Valencia, Spain, to produce the new Sigma range of 1.0- to 1.4-liter engines for its small cars in Europe. Ford said the plant, scheduled to be fully on stream in early 1997, will have an annual capacity of 550,000 engines a year. The engines will replace the HCS family that now powers Ford's Fiesta and Escort cars. The four-cylinder, 16-valve, twin-cam Sigma was designed and developed by Yamaha Motor Co.

TOYOTA STARTS ITS ENGINES IN WALES

LONDON — Toyota Motor Corp. last week began production at its first European engine plant at Deeside, Wales. The $280 million plant is scheduled to be producing 100,000 engines a year by 1995, rising to 200,000 annually before the end of the decade. The engine, the 1.6-liter 4A-FE, will be installed in the Carina E, now in pre-production at Toyota's assembly plant in Burnaston, England.

ADP, FTC SETTLE SUIT

WASHINGTON — The FTC and Automatic Data Processing have settled charges that ADP made misleading claims to dealers about consumers saving money by financing car purchases rather than paying cash. Under the final consent agreement, the New Jersey company denies any violation of law, but can be fined $10,000 for future violations.

BIG 3 OPPOSE CANADA LABOR REFORMS

TORONTO — Canadian Big 3 officials have told a government committee that proposed reforms of the Ontario Labor Relations Act will adversely affect jobs and investment, especially in the auto parts industry. The proposals include a ban on hiring replacement workers during strikes. That would "seriously erode the ability of Ontario-based suppliers . . . to maintain scheduled deliveries to the auto industry's North American facilities," said Maureen Kempston Darkes, vice president of corporate affairs at General Motors of Canada.

MITI PEGS $4.6 MILLION FOR CNG

TOKYO — The Ministry of International Trade and Industry last week asked the government to approve $4.6 million in spending to promote the development of vehicles fueled by compressed natural gas. Although Japan has only 67 CNG vehicles on the road today and six fueling stations, MITI said it wants to see 200,000 fueling stands in the country by the year 2000.

3 MAKERS CUT PRICES IN BRITAIN

LONDON — Britain's three largest carmakers have announced major price cuts in a bid to reverse the industry's worst sales slump since before World War II. Ford Motor Co. and General Motors/Vauxhall temporarily cut prices on selected models by up to £1,000 ($2,000), while Rover Group said it has cut list prices 7 percent across the board by reducing dealer margins to 10 percent from 17 percent.

DODGE HAS INTREPID AD LINE

HIGHLAND PARK, Mich. — Dodge will use the theme "Intrepid. This changes everything" for the estimated $40 million November ad launch of the Intrepid sedan. The division will adopt the theme line "The new Dodge," industry insiders said.

N.Y. BMW DEALERS FORM AD GROUP

WOODCLIFF LAKES, N.J. — About 35 BMW dealers in the metropolitan New York area have formed their own ad association and are in the process of selecting an advertising agency, said a BMW of North America Inc. spokesman. The dealers are in charge of the association. The corporation will be an adviser to the group and provide some financial assistance. Other BMW dealers located in areas where media costs are expensive may follow suit, the spokesman said. BMW disbanded its corporate-directed dealer ad groups in 1989.

AUSTRIA

Chrysler van plant subsidy broke rules

continued from PAGE 1

33,000 in 1993. The plant, which Chrysler says is expandable to 100,000 units a year, is a cornerstone of the automaker's strategy to return to Europe in a big way this decade.

Not surprisingly, a Chrysler of Europe spokesman charged Friday that the commission was singling out the U.S. carmaker for "discriminatory" treatment.

"The aid that the Austrian government gave to Chrysler was in line with what other manufacturers got at the time of negotiations five years ago," the spokesman said. "They are trying to use our joint venture to set a broader example."

But a spokesman for the EC said Friday the commission had concluded that Chrysler knowingly set out from the beginning to circumvent the Community's ceiling on state aid by setting up in Austria.

"We have an American car manufacturer trying to come through the back door to Europe without paying duties, and that is not right," the spokesman said.

"The maximum amount of state aid allowed in EC countries is 8 percent. In this case, Chrysler went to Austria to get around that provision and is receiving 33 percent."

The spokesman said the EC intends to crack down on future violations of the state aid provision of the trade agreement.

"We will remove the preferential treatment that Austria or any other non-EC country is getting on vehicles they export into the European Community," he said. "If they break the rules, we must act."

Although several other European joint ventures also are heavily subsidized, they apparently conform to EC guidelines. Portugal, for example, has agreed to pay 20 percent of the cost of a joint-venture minivan plant for Volkswagen AG and Ford Motor Co.

But because Portugal is a designated "economically disadvantaged" area, it was eligible under EC rules to pay up to 75 percent of the plant's costs.

Some industry analysts said the Eurostar ruling has implications for exports to Europe from the U.S. plants of Japanese carmakers, all of which built their facilities with generous subsidies from states and local communities. Such exports already are subject to a 10 percent EC import duty.

"The Community is beginning to take a closer look at state subsidies," said Ian Robertson, senior editor of London's Economist Intelligence Unit. "I think you might see the commission taking a closer look at the Japanese imports coming from North America and how the law applies to that situation."

But Robertson and others said they expect a negotiated settlement before the Sept. 30 deadline.

Somewhat ironically, the Chrysler case promises to be the only time that duties are seriously threatened under the 1972 free-trade agreement.

The agreement will be replaced on Jan. 1 by the European Economic Area, which creates a free trade zone between the European Community and the European Free Trade Association.

It was unclear last week whether any penalties that may be imposed on Chrysler would be dropped or renegotiated after the new accord takes effect.

Sales slump hikes supply to 64 days

KAREN DETKOWSKI

Statistician

U.S. car and light-truck inventories on Sept. 1 remained in line with month-earlier levels, but a sales downturn in August increased days' supply.

The supply of unsold light vehicles rose to 64 days on Sept. 1 from 62 on Aug. 1.

"If sales do not develop over the next few months, manufacturers may be forced to cut production or be faced with high inventories," said George Magliano, industry analyst for WEFA Inc.

The stockpile of domestic cars grew to 60 days from 51 on Aug. 1. But imported cars declined to 70 days from 82.

A nine-day strike at a Lordstown, Ohio, parts plant, which began Aug. 27, halted output at 10 General Motors plants, including Saturn. But the strike had little effect on GM inventories for August. GM's supply rose to 65 days up from 61 as August began.

Ford Motor Co.'s inventories were 64 days vs. 63 on Aug. 1. Ford's car average rose, but its truck supply slipped to 59 days from 66.

Chrysler Corp. had the largest increase of the Big 3, both in units and in days' supply. It had a 77-day supply of new cars and trucks on Sept. 1, up from 68 on Aug. 1. The breakout was 71 days for trucks and 79 days for domestic cars.

For the industry, the supply of light trucks was 66 days compared to 68 on Aug. 1. The domestic supply was 65 days; imports, 71.

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Sept. 1, 1992	Days' Supply Aug. 1, 1992
ALFA ROMEO (imp.)	600	96	118
Acura (imp.)	27,400	64	100
Domestic car	77,700	44	48
Imported car	34,700	60	82
Honda	112,400	48	55
AMERICAN HONDA	139,800	50	61
BMW (imp.)	14,700	66	65
Summit	3,400	121	144
Talon	9,500	93	94
Premier	0	0	78
Vision	1,200	20	0
Wrangler (trk.)	7,900	75	36
Cherokee (trk.)	25,700	68	73
Grand Wagoneer (trk.)	15,000	47	28
Comanche (trk.)	500	66	93
Total Jeep-Eagle	14,200	71	105
Total Jeep-Eagle (imp.)	6,400	159	149
Total Jeep-Eagle (trk.)	34,600	43	50
Laser	9,200	100	90
Sundance	17,800	83	92
Acclaim	16,200	71	73
Voyager (trk.)	40,500	74	53
Total Plymouth	43,200	82	83
Total Plymouth (trk.)	40,500	74	53
LeBaron A	6,800	81	81
LeBaron J	11,100	105	44
Fifth Avenue	9,600	85	52
Imperial	1,500	87	114
New Yorker	3,400	77	71
Town & Country (trk.)	2,500	65	22
Total Chrysler	32,400	80	55
Total Chrysler (imp.)	13,400	119	133
Total Chrysler (trk.)	2,500	65	22
Shadow	18,700	77	67
Monaco	0	0	100
Daytona	4,600	86	80
Spirit	16,400	79	78
Intrepid	2,000	49	0
Dynasty	12,500	70	40
Viper	100	145	0
Vans (trk.)	18,300	110	77
Ram Wagon (trk.)	2,100	82	29
Caravan (trk.)	42,800	69	46
Caravan C/V (trk.)	600	86	23
Ram 50 (imp. trk.)	2,800	142	196
Ramcharger (trk.)	1,000	91	55
Dakota (trk.)	37,500	93	83
Pickups (trk.)	19,400	95	79
Total Dodge	55,000	74	62
Total Dodge (imp.)	7,000	74	132
Total Dodge (trk.)	124,500	86	65
Total domestic car	144,800	79	69
Total imported car	26,843	135	122
Total domestic truck	202,100	71	58
CHRYSLER CORP.	373,700	77	68
Escort	69,500	85	76
Mustang	22,100	95	72
Tempo	32,900	56	38
Taurus	60,700	57	48
Thunderbird	14,000	63	47
Probe	22,500	90	67
Crown Victoria	22,300	70	54
Vans (trk.)	43,600	83	95
Aerostar (trk.)	23,600	48	39
Club Wagon (trk.)	4,300	41	27
Ranger (trk.)	42,500	56	67
Bronco (trk.)	6,400	88	69
Explorer (trk.)	40,500	41	48
Pickups (trk.)	122,300	65	60
Total Ford Division	244,000	78	55
Total Ford Division (imp.)	12,400	115	101
Total Ford Division (trk.)	206,300	58	66
Topaz	14,000	49	41
Sable	20,100	51	49
Cougar	9,200	50	56
Grand Marquis	22,100	70	59
Villager (trk.)	2,800	52	204
Total Mercury	65,400	56	51
Total Mercury (imp.)	17,700	90	78
Total Mercury (trk.)	2,800	52	294
Continental	7,800	58	81
Town Car	19,100	71	49
Mark VII	1,000	56	75
Total Lincoln	27,900	66	57
Total L-M Division	93,300	58	53
Total domestic car	337,300	66	55
Total imported car	30,100	90	66
Total domestic truck	286,800	59	66
FORD MOTOR CO.	656,200	64	63
Somerset	10,500	114	45
Century	12,500	46	37
Regal	13,200	54	39
LeSabre	31,100	68	44
Roadmaster	10,200	79	58
Park Avenue	14,900	92	82
Riviera	2,900	85	78
Total Buick	85,300	66	48
Allante	1,100	121	119
Seville	9,500	61	120
DeVille	14,900	68	62
Brougham	5,000	164	210
Eldorado	9,000	81	124
Total Cadillac	39,400	75	97
Geo Prizm	9,400	26	46
Cavalier	29,900	54	57
Camaro	12,600	61	52
Corsica-Beretta	16,600	48	36
Lumina	29,500	47	50
Caprice	14,200	80	46
Corvette	5,400	122	108
Vans (trk.)	31,400	95	99
Sportsvan (trk.)	1,200	124	72
Geo Tracker (trk.)	11,800	93	94
Astro (trk.)	31,200	104	74
Lumina APV (trk.)	8,100	73	68
S10 (trk.)	44,300	67	66
S10 Blazer (trk.)	23,300	44	53
Blazer (trk.)	4,600	75	66
Suburban (trk.)	5,500	39	22
Pickups (trk.)	97,400	56	75
Total Chevrolet	117,600	45	44
Total Chevrolet (imp.)	53,700	183	238
Total Chevrolet (trk.)	258,800	64	70
Achieva/Calais	21,800	96	84
Cutlass Ciera	14,800	54	36
Cutlass Supreme	13,700	102	58
Eighty Eight	16,000	82	114
Ninety Eight	7,200	75	63
Toronado	1,400	48	95
Silhouette (trk.)	2,800	71	74
Bravada (trk.)	2,000	82	87
Total Oldsmobile	60,200	82	66
Total Oldsmobile (trk.)	4,800	75	79
Sunbird	8,800	54	47
Firebird	6,000	82	76
Grand Am	29,600	50	45
Grand Prix	12,700	58	41
Bonneville	16,100	56	55
Trans Sport	5,600	66	87
Total Pontiac	73,200	55	48
Total Pontiac (imp.)	3,500	88	118
Total Pontiac (trk.)	5,600	66	87
Vans (trk.)	15,600	127	115
Safari (trk.)	12,300	121	88
S15/Sonoma (trk.)	14,000	84	87
S15 Jimmy (trk.)	9,300	63	69
Jimmy (trk.)	2,300	139	126
Suburban (trk.)	3,000	48	43
Pickups (trk.)	36,600	66	73
Total GMC (trk.)	93,100	79	79
Total Saturn	13,000	28	13
Total domestic car	418,700	57	52
Total imported car	57,200	171	222
Total domestic truck	362,300	68	72
GENERAL MOTORS	838,200	65	61
HYUNDAI (imp.)	22,200	55	69
Imported car	1,300	58	74
Truck (dom./imp.)	41,300	115	136
ISUZU	42,600	112	153
JAGUAR (imp.)	1,000	47	79
LAND ROVER (imp. trk.)	800	81	85
Domestic car	13,200	48	49
Imported car	33,900	61	66
Truck (dom./imp.)	25,800	76	77
MAZDA	72,900	62	58
MERCEDES-BENZ (imp.)	9,000	65	48
Domestic car	17,000	115	68
Imported car	31,000	148	66
Imported truck	7,600	169	96
MITSUBISHI	55,600	138	69
Infiniti (imp.)	6,000	35	49
Domestic car	30,900	56	63
Imported car	56,400	70	133
Truck (dom./imp.)	55,200	79	119
Nissan	142,500	69	93
NISSAN MOTOR CORP.	148,500	66	90
PORSCHE (imp.)	1,200	83	85
SAAB (imp.)	6,000	68	53
Domestic car	30,100	217	147
Imported car	19,100	128	66
SUBARU	49,200	171	99
Car (dom./imp.)	3,700	194	116
Truck (dom./imp.)	7,400	117	88
SUZUKI	11,100	135	119
Lexus (imp.)	6,600	20	20
Domestic car	29,700	24	18
Imported car	27,500	28	39
Imported truck	32,900	37	34
Toyota	90,100	29	28
TOYOTA MOTOR SALES	96,700	28	28
Audi (imp.)	6,000	108	202
Volkswagen (imp.)	27,500	108	119
Volkswagen (trk.)	1,000	191	118
VWoA	34,500	103	119
VOLVO (imp.)	8,700	57	48
Domestic car	1,099,300	60	51
Imported car	458,800	70	82
TOTAL CAR	1,558,100	63	58
Domestic truck	850,400	65	67
Imported truck	172,100	71	75
TOTAL TRUCK	1,022,500	66	68
TOTAL STOCK	2,580,600	64	62

More '93s wear rebate regalia

ARLENA SAWYERS
Staff Reporter

Toyota Motor Sales U.S.A. Inc., Ford Motor Co. and Pontiac announced incentive programs last week that include a wide selection of 1993 vehicles.

On the leasing side, Saab Cars USA Inc. extended its special retail lease plan.

Toyota's program includes 1992 cars and 1992 and 1993 compact pickups.

The incentives range from $100 to $500 on Tercels and $400 to $800 on Corollas and Celicas. Payments run from $300 to $1,200 on 1992 pickups and from $100 to $1,000 on 1993 pickups.

The amount of the rebate varies by model and is based on a dealership's performance against its factory-set quota.

Toyota's incentive program expires Nov. 3.

Ford sweetened consumer rebates on the 1992 Ford Crown Victoria and Mercury Grand Marquis.

The rebates, which were $500 and $750, respectively, are now $2,000 for both cars through Oct. 31.

Rebates on other 1992 and 1991 models are unchanged; they expire Sept. 23.

Also, Ford added nearly all its 1993 car lines to its rebate program.

The incentives range from $200 to $1,000 on 1993 cars and include every line except Ford Thunderbird and Probe, Mercury Cougar and Lincoln Mark VIII (which won't be introduced until Dec. 26).

As in the case of rebates on Ford's 1992 and 1991 models, some of the payments on the 1993s vary by regions.

Rebates on 1993 Ford trucks range up to $1,000. The rebates on the 1993 cars and trucks expire Dec. 18.

Pontiac is paying $500 retail rebates on the 1993 Grand Am, Grand Prix, Bonneville and Trans Sport through Jan. 24.

Saab has extended its special retail finance rates until the end of September.

A Saab 9000 or 900 may be leased for 25 percent down and zero percent finance rate for 48 months.

The zero percent financing is also available for 24 and 36 months.

incentive
WATCH

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CADILLAC (1992 models, expires Sept. 23)	
Eldorado, Seville (except STS)	$0-1,500, based on number sold
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
HONDA (1992 models; expires Sept. 30)	
Accord	$500
Civic	$400
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (1992 models, expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
FORD MOTOR CO.	
1993 models	
Expires Dec 18. In lieu of rebates, 7.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance incentive)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
PONTIAC (1993 models; expires Jan. 24; in lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.)	
Grand Am, Grand Prix, Bonneville, Trans Sport	$500
CONTINUING PROGRAMS	
CHRYSLER CORP.	
(Expires Sept 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent).	
1993 models	
Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$500
1992 models	
Chrysler coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000
1991 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000
FORD MOTOR CO.	
1992 models	
Expire Dec. 18 unless otherwise indicated. In lieu of rebates, 7.9 percent financing is available.	
Ford Crown Victoria (exp. Oct. 31)	$2,000
Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Grand Marquis (exp. Oct. 31)	$2,000
Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
1991 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400
GENERAL MOTORS	
1992 models	
Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical area.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct.2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

calendar

AUTO SHOWS — '92

Oct. 2-25 — State Fair of Texas Auto Show, Fair Park, Dallas, (214) 421-8728

Oct. 8-18 — Paris auto show, Paris, (1) 47 23 59 40

Oct. 2-14 — Austin Auto Show, Austin, Texas, (214) 637-0531

Oct. 8-11 — San Antonio Auto & Truck Show, San Antonio, Texas, (512) 732-9647

Oct. 13-25 — Los Angeles Recreation Vehicle Show, Recreation Vehicle Industry Association, Fairplex exposition complex, Pomona, Calif., (703) 620-6003

Oct. 15-18 — Auto Expo '93, Long Island's International New Car Show, Nassau Veterans Memorial Coliseum, Uniondale, Long Island, N.Y., (516) 368-8000

Oct. 15-18 — Winnipeg International Car & Truck Show, Winnipeg, Manitoba, (204) 889-4924

Oct. 16-18 — Northwood Institute Automotive Industry Show, Northwood Institute, Midland, Mich., (517) 837-4237 or (517) 631-1600

Oct. 17-18 — Portland Newspapers Auto Show, Maine Mall, S. Portland, Maine, (207) 780-9470

Oct. 23-Nov. 1 — South Florida International Auto Show, Miami Beach Convention Center, Miami Beach, Fla., (305) 758-2643

Oct. 28-Nov. 1 — Autobus RAI, Maastricht Exhibition and Congress Centre, Amsterdam, Netherlands

Oct. 30-Nov. 1 — First Hawaiian Auto Show, Neal Blaisdell Arena and Exhibition Hall, Honolulu

Oct. 31-Nov. 8 — New England International Auto Show, Bayside Exposition Center, Boston, (800) 732-2914 or (617) 451-1051

Nov. 6-8 — Auto Expo '93, Southern Connecticut's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 6-8 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (800) 345-1487 or (401) 732-6870

Nov. 11-15— Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (800) 345-1487

Nov. 11-15 — Greater Sacramento International Auto Show, California Exposition & State Fairgrounds, Sacramento, Calif., (800) 732-2914

Nov. 11-15 — Auto Expo, Oncenter, Syracuse, N.Y., (315) 474-1041

Nov. 11-15 — Seattle International Auto Show, Seattle, (206) 623-2034

Nov. 12-15 — Massachusetts International Auto Show, Centrum, Worcester, Mass., (508) 752-5240

Nov. 12-15 — Auto Expo '93, Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Nov. 19-22 — Jacksonville International Auto Show, Prime F. Osborn III Convention Center, Jacksonville, Fla., (800) 345-1487 or (717) 652-4053

Nov. 20-22 — Hampton Roads International Auto Show, Pavilion Virginia Beach Convention Center, Virginia Beach, Va., (800) 345-1487 or (804) 627-2277

Nov. 20-22 — Connecticut International Auto Show, Hartford Civic Center, Hartford, Conn., (203) 246-6566

Nov. 25-29 — Central Florida International Auto Show, Orange County Civic Center, Orlando, Fla., (407) 352-3420

Nov. 25-29 — Long Beach International Auto Show, Long Beach Convention Center, Long Beach, Calif., (310) 301-9019 or (310) 595-4326

Dec. 9-13 — Dayton Auto Show, Dayton Convention Center, Dayton, Ohio, (513) 825-1600 or (513) 277-0999

Dec. 9-13 — Las Vegas International Motor Car Show, Sands Expo Center, Las Vegas, (702) 369-6949

Dec. 26-Jan. 3 — National Capital Area International Auto Show, Washington Convention Center, Washington, (800) 732-2914 or (301) 670-1110

Dec. 26-Jan. 3 — Indianapolis Auto Show, Indianapolis, (317) 266-8455

AUTO SHOWS — '93

Jan. 2-10 — Los Angeles Auto Show, Los Angeles Convention Center, (310) 444-5965 or (213) 851-5075

Jan. 9-17 — North American International Auto Show, Cobo Center, Detroit, (313) 643-0250

Jan. 9-17 — Philadelphia International Auto Show, Philadelphia Civic Center, Philadelphia, (800) 345-1487 or (215) 279-5229

Jan. 14-17 — Utah Auto Show, Salt Lake City, (801) 484-8845

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER CORP.		
Belvidere, Ill.	9/14	
Chrysler Fifth Ave.		1,300
Chrysler Imperial		300
Chrysler New Yorker		500
Dodge Dynasty		4,250
Newark, Del.	9/14	
Dodge Spirit		1,800
Chrysler LeBaron J		700
Plymouth Acclaim		1,550
FORD MOTOR CO.		
Michigan Truck (Wayne, Mich.)	9/14	**2,000**
Ford Bronco		
Ford F series		
Oakville, Ontario	9/14, 9/21	
Ford Tempo		3,000
Mercury Topaz		1,250
Wayne, Mich.	9/14	**5,000**
Ford Escort		
GENERAL MOTORS		
Detroit-Hamtramck, Mich.	9/14	
Buick Riviera		165
Cadillac Eldorado		200
Cadillac Seville		400
Doraville, Ga.	9/14	
Oldsmobile Cutlass Supreme		2,130
Total U.S. car		**19,095**
Total Canada car		**4,250**
Total U.S. truck		**2,900**
Total units lost week of 9/14		**26,245**

Source: Automotive News Data Center

Honda exits Formula One racing

RICHARD JOHNSON
Staff Reporter

TOKYO — In another sign of the Japanese auto industry's weakened financial condition, Honda Motor Co. last week said it will withdraw from Formula One racing after this season.

"It is necessary now to go back to our roots . . . and re-consider the direction of Honda's future activities," said President Nobuhiko Kawamoto, a longtime advocate and former supervisor of Honda's motorsports activities.

The move was expected. Honda, which supplies the McLaren team's 3.5-liter V-12 engine, said in July it was considering withdrawal from the racing series. It had previously said the 100 engineers assigned to Formula One racing would be better used in advancing technologies to preserve the environment.

However, Honda appeared to slightly de-emphasize emissions technology. Kawamoto said environmental research would be only one area in which engineering talents will be redeployed. There has been talk Honda may switch to IndyCar racing in the United States, its biggest market.

Honda returned to Formula One racing in 1983 after a 14-year hiatus. Kawamoto orchestrated the return and served as the Japan-based racing "project leader" at that time in his post as head of Honda R&D Co. Since then, Honda has claimed 67 Grand Prix victories and won the Constructor's Championship six times. This season, the Honda-powered McLaren team has won three of 12 races.

Honda has never disclosed the cost of its Formula One activities, which are credited with several innovations — notably the development of its variable valve-timing VTEC engine technology. The most common outside estimate is $80 million a year, although Tanaka said the sum is much less. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 9/7-9/12/92	Actual 8/31-9/5/92	9/1-9/12	Year 1/1-9/12/92	Year 1/1-9/14/91
Concorde (Can.)	100	1	101	147	0
LeBaron A	450	627	1,077	3,082	100
LeBaron J	650	1,019	1,669	37,713	16,753
New Yorker	450	721	1,171	12,582	4,784
Fifth Avenue	1,050	1,360	2,410	31,178	20,699
Imperial	150	220	370	4,265	5,691
Town & Country (trk.)	350	510	860	12,516	2,882
Total Chrysler Div.	**3,200**	**4,458**	**7,658**	**101,483**	**50,909**
Sundance	1,300	1,668	2,968	45,842	41,838
Acclaim	1,350	1,708	3,058	53,387	55,544
Voyager (trk.)	1,500	1,968	3,468	70,851	66,900
Voyager (Can. trk.)	2,505	2,010	4,515	80,152	77,600
Total Plymouth	**6,655**	**7,354**	**14,009**	**250,232**	**241,882**
Intrepid (Can.)	1,248	1,239	2,487	6,814	0
Daytona	250	349	599	10,158	5,070
Shadow	1,800	2,262	4,062	68,804	46,601
Dynasty	1,500	1,837	3,337	62,444	62,872
Spirit	1,000	1,508	2,508	50,804	50,881
Viper	10	15	25	132	0
Monaco (Can.)	0	0	0	0	6,822
Caravan (trk.)	1,850	2,525	4,375	91,586	78,483
Caravan (Can. trk.)	2,915	2,238	5,153	116,544	96,188
Caravan C/V (trk.)	50	41	91	2,071	2,431
Caravan C/V (Can. trk.)	80	68	148	4,608	12,341
Dakota (trk.)	2,700	3,394	6,094	101,552	58,356
Ram pickup (trk.)	900	1,126	2,026	40,394	55,554
Ram wagon (Can. trk.)	280	288	568	15,468	14,053
Ram van (Can. trk.)	1,288	1,289	2,577	48,882	27,811
Total Dodge	**15,871**	**18,179**	**34,050**	**629,298**	**540,463**
Vision (Can.)	368	408	776	3,942	0
Premier (Can.)	0	0	0	0	9,728
Cherokee (trk.)	2,350	2,994	5,344	97,010	98,213
Comanche (trk.)	0	0	0	922	3,609
Grand Cherokee (trk.)*	2,900	3,614	6,514	62,076	1,560
Briarwood (trk.)	0	0	0	330	2,094
Wrangler (trk.)	1,150	1,501	2,651	9,107	0
Wrangler (Can trk.)	0	0	0	28,962	42,612
Total Jeep-Eagle	**6,768**	**8,517**	**15,285**	**202,379**	**157,816**
Total U.S. car	**9,960**	**13,294**	**23,254**	**386,281**	**332,833**
Total Can. car	**1,716**	**1,648**	**3,364**	**18,903**	**16,558**
Total U.S. truck	**13,750**	**17,673**	**31,423**	**488,484**	**370,082**
Total Can. truck	**7,068**	**5,893**	**12,961**	**294,614**	**273,685**
CHRYSLER CORP.	**32,494**	**38,508**	**71,002**	**1,174,367**	**993,076**
Escort	4,607	5,735	10,342	132,434	150,956
Mustang	2,240	2,805	5,045	69,621	63,780
Tempo	1,672	2,465	4,137	97,906	79,638
Tempo (Can.)	2,684	2,633	5,317	89,845	74,482
Taurus	8,994	10,040	19,034	284,702	224,667
Thunderbird	1,802	2,178	3,980	60,404	52,532
Crown Victoria (Can.)	1,796	1,611	3,407	75,919	66,308
Aerostar (trk.)	3,976	5,015	8,991	133,186	119,645
Bronco (trk.)	574	715	1,289	18,325	11,853
Explorer (trk.)	4,350	4,900	9,250	208,906	191,218
Mazda Navajo (trk.)	0	0	0	2,982	8,270
Econoline (trk.)	3,584	0	3,584	134,722	94,711
Heavy (trk.)	772	951	1,723	32,107	23,523
Light truck (trk.)	7,798	9,782	17,580	310,019	211,013
Light truck (Can. trk.)	2,438	2,162	4,600	85,223	70,788
Ranger (trk.)	0	0	0	158,168	189,358
Total Ford Division	**47,287**	**50,992**	**98,279**	**1,894,473**	**1,632,752**
Topaz	1,722	1,895	3,617	43,084	33,570
Topaz (Can.)	1,132	1,109	2,241	26,316	24,460
Cougar	1,225	1,434	2,659	30,112	41,895
Sable	1,516	2,715	4,231	90,767	72,563
Grand Marquis (Can.)	2,064	2,190	4,254	75,629	71,028
Mercury Villager (trk.)	853	663	1,516	7,408	0
Nissan Quest (trk.)	489	376	865	4,355	0
Total Mercury	**9,001**	**10,383**	**19,384**	**286,671**	**243,516**
Continental	673	847	1,520	27,453	39,554
Mark VII	0	0	0	2,380	6,925
Town Car	2,021	2,543	4,564	82,234	93,034
Total Lincoln	**2,694**	**3,390**	**6,084**	**112,067**	**139,513**
Total L-M Division	**11,694**	**13,774**	**25,468**	**408,738**	**383,029**
Total U.S. car	**25,472**	**32,807**	**58,129**	**938,697**	**830,114**
Total Can. car	**7,676**	**7,543**	**15,219**	**277,789**	**236,298**
Total U.S. truck	**22,365**	**22,494**	**44,799**	**1,010,182**	**849,581**
Total Can. truck	**2,438**	**2,162**	**4,600**	**85,223**	**70,788**
FORD MOTOR CO.	**58,981**	**64,766**	**123,747**	**2,303,211**	**2,015,781**
Skylark	1,480	1,948	3,428	42,255	29,607
Century	1,501	877	2,378	60,216	64,147
Regal (Can.)	2,050	2,062	4,112	67,315	84,698
Riviera	327	201	528	8,225	14,568
Park Avenue	1,566	391	1,957	40,847	77,347
LeSabre	2,882	1,031	3,913	111,492	50,660
Roadmaster sedan	734	632	1,366	32,128	20,954
Roadmaster wagon	0	0	0	6,924	18,221
Reatta	0	0	0	0	1,206
Total Buick	**10,540**	**7,142**	**17,682**	**369,402**	**361,408**
Eldorado	404	226	630	22,470	7,764
Seville	825	448	1,273	33,532	17,126
Brougham	732	281	1,013	4,203	14,206
DeVille	3,037	105	3,142	77,902	109,210
Allante	51	64	115	1,513	2,124
Total Cadillac	**5,049**	**1,124**	**6,173**	**139,620**	**150,430**
Cavalier	3,322	0	3,322	138,354	177,578
Camaro	0	0	0	47,762	37,925
Camaro (Can.)	15	8	23	49	0
Corsica-Beretta	2,880	921	3,801	130,142	170,791
Lumina (Can.)	4,500	4,378	8,878	155,584	159,292
Caprice	734	702	1,436	73,488	94,663
Corvette	384	481	865	15,005	14,541
Astro (trk.)	1,280	77	1,357	100,532	65,711
Blazer (trk.)	404	610	1,014	17,665	5,555
Lumina APV (trk.)	782	963	1,745	31,965	29,040
Mediums (trk.)	147	105	252	5,001	1,199
P-model (trk.)	416	600	1,016	15,167	14,848
Pickup (trk.)	4,923	6,592	11,515	198,131	199,540
Pickup (Can. trk.)	2,700	2,712	5,412	123,401	96,543
S10 (trk.)	3,816	4,972	8,788	136,522	180,538
S10 Blazer (trk.)	1,706	2,700	4,406	89,278	28,201
Sportvan (trk.)	92	51	143	11,836	29,033
Sportvan (Can. trk.)	1,100	1,081	2,181	50,290	36,469
Suburban (trk.)	1,516	1,966	3,482	43,919	21,106
Total Chevrolet	**30,719**	**28,919**	**59,638**	**1,384,183**	**1,361,443**
Achieva/Calais	800	454	1,254	74,087	34,616
Cutlass Ciera	2,999	1,602	4,601	91,914	64,105
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	1,920	2,198	4,118	57,105	73,476
Toronado	0	0	0	3,274	3,468
Eighty Eight	1,050	401	1,451	47,762	56,113
Custom Cruiser wag.	0	0	0	2,077	6,237
Ninety Eight	64	0	64	18,240	56,305
Silhouette (trk.)	136	137	273	9,779	14,141
Bravada (trk.)	188	228	416	8,506	10,943
Total Oldsmobile	**7,157**	**5,020**	**12,177**	**312,744**	**360,493**
Sunbird	1,228	0	1,228	56,942	82,519
Grand Am	4,868	5,507	10,375	178,467	89,016
Firebird	0	0	0	17,116	13,827
Firebird (Can.)	10	5	15	34	0
Grand Prix	2,009	2,443	4,452	76,774	71,970
Pontiac 6000	0	0	0	0	19,803
Bonneville	2,346	542	2,888	65,611	49,941
Trans Sport (trk.)	657	745	1,402	28,097	18,540
Total Pontiac	**11,118**	**9,242**	**20,360**	**423,041**	**345,616**
Yukon-Jimmy (trk.)	152	175	327	5,479	1,615
Medium (trk.)	198	257	455	14,025	2,174
P-model (trk.)	68	28	96	1,606	1,856
Pickup (trk.)	1,813	2,613	4,426	76,651	86,030
Pickup (Can. trk.)	1,200	1,158	2,358	45,636	36,128
Syclone-Sonoma (trk.)	1,008	1,083	2,091	35,139	43,317
Typhoon-S15 Jimmy (trk.)	1,144	871	2,015	26,853	10,180
Safari (trk.)	496	23	519	40,560	27,891
Suburban (trk.)	824	622	1,446	24,281	16,805
Vandura (trk.)	54	87	141	6,221	13,002
Vandura (Can. trk.)	450	436	886	21,726	15,783
Total GMC	**7,407**	**7,253**	**14,760**	**300,179**	**254,781**
Total Saturn+	**4,408**	**0**	**4,408**	**140,479**	**68,948**
Total U.S. car	**42,543**	**21,455**	**63,998**	**1,676,365**	**1,603,972**
Total Can. car	**6,575**	**6,448**	**12,998**	**222,982**	**286,879**
Total U.S. truck	**21,822**	**25,505**	**47,327**	**929,385**	**821,836**
Total Can. truck	**5,458**	**5,387**	**10,837**	**241,855**	**184,923**
GENERAL MOTORS	**76,398**	**58,797**	**135,192**	**3,080,648**	**2,896,080**
Can. car	1,900	1,825	3,725	70,643	73,681
Can. trk.	1,200	1,105	2,305	43,466	32,543
CAMI†	**3,100**	**2,930**	**6,030**	**114,109**	**106,224**
DIAMOND-STAR†	**2,178**	**2,650**	**4,828**	**108,111**	**119,333**
Civic	1,498	2,042	3,540	69,918	63,334
Civic (Can.)	1,737	2,082	3,819	76,726	75,620
Accord	5,610	7,041	12,651	265,928	256,929
Total U.S. car	**7,108**	**9,083**	**16,191**	**335,846**	**320,263**
Total Can. car	**1,737**	**2,082**	**3,819**	**76,726**	**75,620**
HONDA	**8,845**	**11,165**	**20,010**	**412,572**	**395,883**
HYUNDAI Sonata (Can.)+	**240**	**156**	**396**	**7,982**	**18,631**
AUTOALLIANCE†	**2,700**	**3,052**	**5,752**	**89,585**	**112,966**
U.S. trk.	1,268	1,594	2,862	46,901	47,508
Can. trk.	197	213	410	6,135	4,980
NAVISTAR	**1,465**	**1,807**	**3,272**	**53,036**	**52,488**
Altima	1,746	1,800	3,546	11,231	0
Sentra	1,848	2,283	4,131	84,706	93,655
Pickup (trk.)	2,208	2,664	4,872	93,008	92,474
NISSAN	**5,802**	**6,748**	**12,550**	**188,945**	**186,129**
Geo Prizm	215	212	427	52,120	68,769
Toyota Corolla	215	218	433	74,052	77,991
Toyota Pickup (trk.)	1,750	1,953	3,703	47,739	103
NUMMI	**2,180**	**2,383**	**4,563**	**173,911**	**146,863**
Legacy	944	1,232	2,176	41,333	40,548
Pickup (trk.)	445	558	1,003	17,129	18,217
Rodeo (trk.)	735	952	1,687	29,880	19,006
Total U.S. car	**944**	**1,232**	**2,176**	**41,333**	**40,548**
Total U.S. trk.	**1,180**	**1,510**	**2,690**	**47,009**	**37,223**
SUBARU-ISUZU	**2,124**	**2,742**	**4,866**	**88,342**	**77,771**
Camry	3,888	4,839	8,727	168,895	136,263
Corolla (Can.)	150	100	250	48,058	45,590
TOYOTA	**4,038**	**4,939**	**8,977**	**216,953**	**181,853**
VOLVO 740,940 (Can.)	**96**	**84**	**180**	**4,539**	**5,665**
AM GENERAL (trk.)	**240**	**300**	**540**	**18,529**	**14,378**
MISCELLANEOUS (trk.)**	**1,536**	**1,920**	**3,456**	**118,928**	**94,686**
Total U.S. car	**99,817**	**93,578**	**193,395**	**3,944,663**	**3,756,706**
Total Canada car	**20,090**	**19,878**	**39,968**	**718,651**	**757,124**
Total U.S.-Canada Car	**119,907**	**113,456**	**233,363**	**4,663,314**	**4,513,830**
Total U.S. truck	**66,149**	**75,523**	**141,672**	**2,800,156**	**2,327,876**
Total Canada truck	**16,353**	**14,760**	**31,113**	**670,493**	**566,839**
Total U.S.-Canada truck	**82,502**	**90,283**	**172,785**	**3,470,649**	**2,893,915**
TOTAL U.S.	**165,966**	**169,101**	**335,067**	**6,744,819**	**6,083,782**
TOTAL CANADA	**36,443**	**34,638**	**71,081**	**1,389,144**	**1,323,963**
TOTAL U.S.-CANADA CAR & TRUCK	**202,409**	**203,739**	**406,148**	**8,133,963**	**7,407,745**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

All plants return at GM

GWENDOLYN ZONGHETTI
Special Correspondent

With General Motors' Baltimore plant scheduled to return to work today, all 10 plants closed by the nine-day strike in Lordstown, Ohio, are back at work.

No plans have been made to compensate for the lost production of 26,090 vehicles.

In the United States last week, 99,817 autos were assembled, up 6.7 percent from the prior week but 13.7 percent below the year-ago week.

Year-to-date car production in the United States is 3,944,663, up 5.0 percent from the same week in 1991.

U.S. truckmakers produced an estimated 66,149 units last week, dropping 12.4 percent from the prior week and 16.9 percent from the 1991 week.

So far this year, 2,800,156 trucks have been assembled in the United States, up 20.3 percent from the same point last year.

In Canada last week, 20,090 cars were produced, 1.1 percent above the prior week, but 21.2 percent below the year-ago week.

Year-to-date Canadian car production is 718,651, a 5.1 percent decrease from 1991.

Canadian truckmakers assembled 16,353 units, up 10.8 percent over the prior week but down 12.7 percent from the year-ago week.

Year-to-date truck production in Canada is 670,493, up 18.3 percent over the 1991 period.

Last week, scheduled car and truck production was shared as follows:

GM, 38.9 percent; Ford Motor Co., 29.4 percent; Chrysler Corp., 14.3 percent; Honda of America Manufacturing Inc., 4.3 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.5 percent; Toyota Motor Manufacturing (U.S.A.), 2.3 percent; AutoAlliance International Inc., 1.6 percent; Diamond-Star Motors Corp., 1.3 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; New United Motor Manufacturing Inc., 1.3 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.8 percent; AM General, 0.1 percent.

GM scheduled daily overtime last week at the Moraine, Ohio, and Janesville, Wis., truck plants. The Scarborough, Ontario, truck plant worked one shift of weekend overtime.

Ford slated daily overtime last week at two car plants and three truck plants.

The car plants were Atlanta and Chicago. The truck plants were Louisville, Ky.; Kansas City, Mo.; and St. Louis.

This week, Chrysler has scheduled overtime at four plants.

The Jefferson North (Detroit), and Warren, Mich., truck plants will work daily overtime. The St. Louis truck plant and the New Mack (Detroit) car plant will work daily and weekend overtime. ■

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Automotive News

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NEWSPAPER

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Olds' ad agency on the ropes

Rock: Dealers say Burnett is the No. 1 problem

RAYMOND SERAFIN
Crain News Service

In a move that will send shock waves throughout the automotive and agency world, Oldsmobile is putting its $140 million account — now at Leo Burnett USA — into review.

If Burnett loses the account, it would be the first time since 1958 that General Motors has dismissed an agency, reports *Advertising Age*, a sister publication to *Automotive News*. Burnett and its predecessor have had the Oldsmobile account since 1934.

Pressured by unhappy dealers, Oldsmobile's new general manager John Rock and general marketing manager Knox Ramsey decided to review the advertising contract, or open it to competition.

Burnett will be included in the review.

"Dealers have a lengthy list of concerns, and the agency is at the top of the list," Rock said. "We can't say that we want more of a partnership with dealers, and then tell them that the status of the agency is off-limits."

Rock to dealers: Sell Bravada or lose it > 33

Rock: Olds should be like Saturn

Oldsmobile's sales have plummeted from over 1 million cars in 1986 to a projected 406,000 vehicles in the 1992 model year, which ends Sept. 30. Some critics have suggested that GM should drop the brand, but company executives have pledged to keep the division operating.

"We're looking at every aspect of our business, and as part of that we decided to go through an agency review process," Ramsey said.

We have a very high regard for Leo Burnett," added Ramsey, who said Oldsmobile has informed Burnett but hasn't yet contacted other

see OLDS, 33

Chrysler consolidates agency media buyers

JOSEPH BOHN
Staff Reporter

AUBURN HILLS, Mich. — Chrysler Corp. plans to streamline the media-buying activities of its three advertising agencies into a single group.

At stake is an estimated $400 million to $500 million in direct expenditures, according to John Damoose, Chrysler vice president of marketing.

"We've spent three hard years changing the culture of this company: cost-cutting, streamlining, process redesigning. The results are absolutely bubbling up. Now, we have to do it with the agencies," Damoose said.

Bozell, Jacobs, Kenyon & Eckhardt in

see CHRYSLER, 33

latenews

GM hastens plan to cut jobs

DETROIT — General Motors is accelerating its drive to trim white collar employment, Chairman Robert Stempel told employees Friday.

While the goal remains at 20,000, GM now plans to finish the cuts by the end of 1993 rather than during 1994. GM already has reached its goal of 9,000 job cuts this year.

No change was announced in blue collar cuts.

— Phil Frame

Honda prices up $482 for '93

American Honda Motor Co. Inc. last week raised prices an average of $482, or 2.7 percent, on its 1993 Honda Division cars.

Earlier, the company had posted an average hike of

see LATE NEWS, 2

Prechter and Eaton to open 1993 World Congress

DETROIT — Chrysler Corp.'s Robert Eaton will address the 17th Automotive News World Congress just 10 days after assuming the chairmanship from Lee Iacocca.

Heinz Prechter, chairman of ASC Inc. in Southgate, Mich., also will address the Jan. 10 opening session of the congress at the Westin Hotel in Detroit.

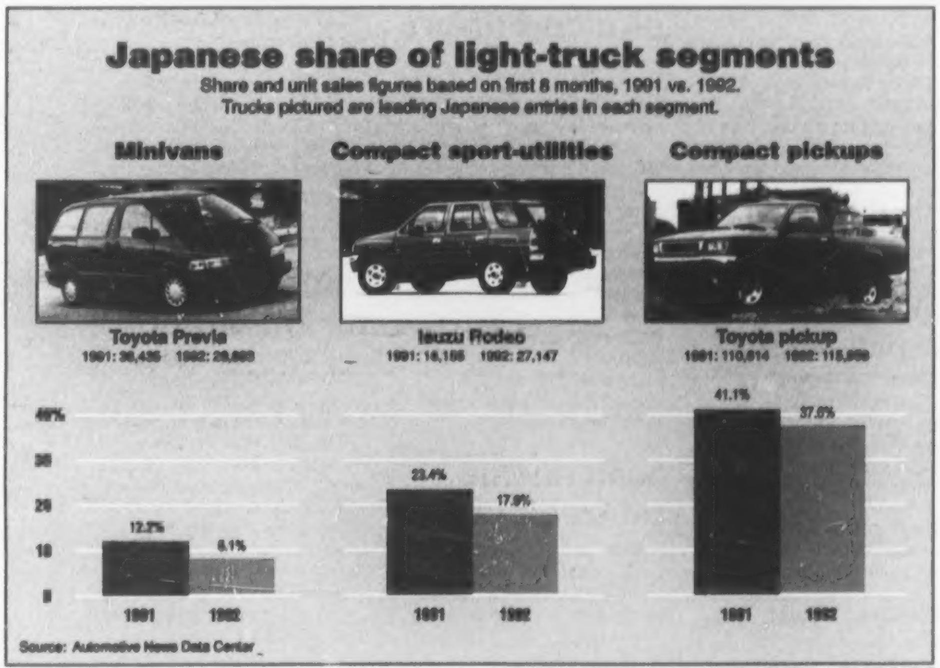
Besides Eaton and Prechter, 25 other automotive industry executives will speak during the four-day congress, which is held in conjunction with the North American International Auto Show. The 1993 Automotive News World Congress is co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute.

Keynote speaker Eaton began his automotive career at General Motors in 1963. He had risen to president of General Motors

see SPEAKERS, 32

Eaton

Prechter



Source: Automotive News Data Center

MARTHA GRATTAN / AUTOMOTIVE NEWS

Japanese trucks fall in U.S.

Sales drop in all segments as domestic deliveries soar

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Politics, prices and competitive pressures are dragging the Japanese share of light-truck sales to an eight-year low.

Through August, sales of Japanese-badged minivans, sport-utilities and pickups had fallen 10.4 percent from 1991. Meanwhile, sales of Big 3 light trucks soared 15.4 percent, boosting the total light-truck market in the United States by 302,000 units.

The combination of lower sales and a bigger market has cost the Japanese 3.3 points of truck share in the January-August period. Their current share of 14.0 percent is more than six points below their peak in 1986. Since 1984, Japanese light truck share had not been below 14.4 percent.

Combined with other trends, the decline is a sign of tougher times for Japanese truck sales in the United States.

Trucks have remained a Big 3 stronghold, in part because imported pickups and two-door sport-utilities carry a 25 percent tariff. Congress is thinking about slapping the same tariff on imported minivans and four-door sport-utilities. And the Big 3, through its appeal of an International Trade Commission decision, want Mazda and Toyota to pay higher tariffs on minivans.

In addition, financial pressures on Japanese manufacturers mean they'll be less able to pursue every segment aggressively. The truck segments have been heavily influenced by a "Buy American" mentality for years, especially in the Midwest. Japanese marketing dollars will likely be spent on cars, although the good margins in some truck segments continue to appeal to the Japanese.

One such segment is larger pickups. In November, Toyota will introduce its new big pickup with hopes of selling 60,000 a year. It is expected to

see TRUCKS, 30

Domestic truck sales in high gear > 6

Subaru to dump tiny Justy in 1994

It's latest casualty in a fading market

JIM HENRY
Staff Reporter

NEW YORK — Subaru of America Inc. plans to pull the plug on its Justy econocar in 1994, creating another casualty in a disappearing market.

Low gasoline prices and bigger baby-boomer families have shaved demand for cars at the very bottom of the price spectrum. As a group, the Justy and seven other cars available this year at base prices below $7,000 are selling at less than half their 1988 rate. And since Asian imports have dominated the segment, they are now hurting the most.

"There's no way (an import) can compete . . . and the more imported content you have, the worse it gets," said Robert A. Lutz, president of Chrysler Corp.

Lutz said the trend gives U.S. makers a chance to get back into the entry-level market. But for him, "entry-level" will mean a higher level of content, quality and price than the present offerings at the bottom.

He suggests that days are numbered for cars under $10,000.

And with good reason.

Two players with 1992 entries under $7,000, Daihatsu America Inc. and Yugo America Inc., have dropped out of the U.S. market this year. Annual sales of the Hyundai Excel have plunged by nearly 200,000 since 1988. Volume on the Korean-built Ford Festiva has dropped by more than a third.

see SUBARU, 32

Automotive News

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Trucks pull sales ahead in the first 10 days. PAGE 6

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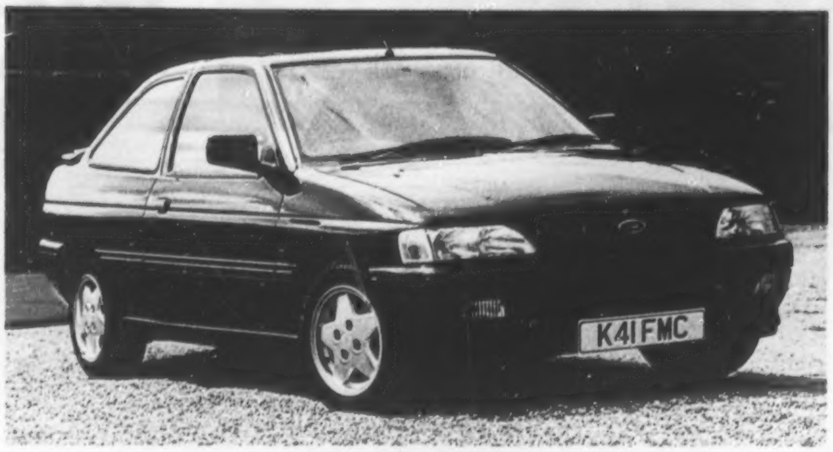


Ford gives European Escort a new look

Eighteen months after it was launched to generally scathing reviews, the European Ford Escort has been given a face lift and some structural upgrades. Changes include a new grille and bumpers, larger windows and more prominent headlamps and taillight clusters. Although it remains Britain's best-selling car, the new Escort has lost two points of European market share.

latenews

CONTINUED *from* PAGE 1

$582, or 2.5 percent on its Acura lineup.

The 1993 Honda Civic starts at $8,400, an increase of $300 over the 1992 model. The base Accord two-door is $13,750, up $450, and the Prelude is priced from $17,000, up $450.

A new model for 1993 is the Accord Special Edition sedan, which carries a sticker of $21,750.

Also pricing its 1993 cars last week was Hyundai Motor America, which announced an increase of 2 percent.

Hyundai's price leader, the Excel three-door hatchback, is $6,799, a boost of $204.

GM shares co-pay details

DETROIT — General Motors' white collar employees and retirees have learned details of the health care coverage they will be contributing toward for the first time.

Employees will have four coverage options, and the right to elect no coverage, beginning Jan. 1.

Plans range from no monthly premium but deductibles as high as $1,800 and co-payment provisions, to premiums as high as $148 a month and minimal deductibles and co-pays.

Retirees have the same choices, with some provisions delayed until 1994.

— Phil Frame

Californians get deal on Villager

DETROIT — Officials at Lincoln-Mercury Division believe the majority of its new Mercury Villager minivan sales will be leases, and officials are trying a sweeter deal than competitors in California.

Through December, California consumers will get free scheduled maintenance with two-year leases. The offer is good only in California, says Donald Huffman, L-M marketing plans manager, and the division has no plans to take the test nationwide.

Saab's name on credit card

Saab Cars USA Inc. last week joined the ranks of automakers that are linking themselves to credit cards.

The Saab Visa card is an affinity credit card, meaning that Saab will not directly issue the card and will not own the receivables, nor earn the interest income. The card is being issued by MBNA Bank of Delaware.

The card is being offered exclusively to Saab owners in a telemarketing program that started last week and a direct mail campaign slated for October, said spokeswoman Elke Martin.

The card is being offered in "silver" and more prestigious "gold" versions with a credit limit of up to $50,000.

It has no annual fee the first year and a "no fee" option thereafter if the cardholder charges a specified amount.

— Arlena Sawyers

Import post for Hutchinson

WASHINGTON — Philip Hutchinson, 54, has been named president of the Association of International Automobile Manufacturers. He will take over Sept. 30 when George Nield retires.

Hutchinson retired June 1 as vice president of public affairs, general counsel and secretary of Volkswagen of America Inc.

— Helen Kahn

3 reporters get new assignments

Three veteran *Automotive News* reporters have been given new assignments:

■ Arlena Sawyers will cover dealers, a new beat. She will write about malls, family succession, General Motors' Program 2000, new franchises, one-price selling, bankruptcies, customer satisfaction and other issues that directly affect new-car dealers. Charles M. Thomas will continue to cover the National Automobile Dealers Association, auctions, computers and service contracts.

Sawyers: dealers

Sawyers joined *Automotive News* in 1989, after 12 years at the *Detroit News.*

■ Mary Connelly will take over the marketing beat from Sawyers. She will cover automakers and their agencies, keeping readers abreast of advertising and marketing news.

Connelly: marketing

Bohn: Chrysler

Connelly has written for *Automotive News* since 1985. She has covered labor and, most recently, Chrysler Corp. She has been a journalist for 20 years.

■ Joseph Bohn will take over the Chrysler beat, writing about news from the boardroom to the showroom. In addition, he will continue as truck editor.

Bohn, a journalist for 24 years, joined *Automotive News* in 1970. His beats have included labor, marketing and engineering. ■

briefly

Rodney, move over

Americans scoff at Congress as a group but keep re-electing its members. And that's the way Congress views car dealers, says James Lust, next year's president of the National Automobile Dealers Association. "Legislators say and do pretty much what they want to us, because the retail auto industry is held in such low public esteem they don't have to worry about defending it," said Lust, who pressed the flesh with lawmakers during an NADA conference last week. "But even if Congress doesn't respect us as an industry, they do respect us as individuals."

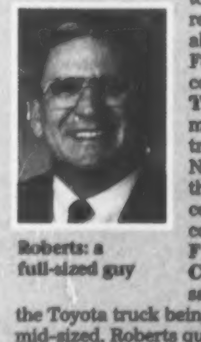
SIGN OF TIMES — **General Motors'** purchasing czar Inaki Lopez will move his watch from his right wrist to his left when the company makes record profits, but **Oldsmobile** General Manager John Rock is watching for another sign. Spotting Oklahoma City Olds dealer Ed Eskridge in the crowd at the division's 1993 preview, Rock said, "When Ed Eskridge puts his **Honda** dual up for sale, I know things are OK with Olds again."

YOUTH MOVEMENT — To better target young adults, **Ford Motor Co.** has named 14 college students to the Ford National Youth Council. The students will meet with Ford three or four times a year, test vehicles and attend marketing programs. Member Earl Lucas, 22, an automotive design student at the Center for Creative Studies in Detroit, says Ford's benchmark should be **Mazda.** Lucas says Mazda cars don't "look like something your mother or father had."

WAVE OF THE FUTURE — The world's first electric car pool was scheduled to start operation this week. John Dunning, a manager at **General Motors'** Delco-Remy subsidiary working on the electric vehicle team, and Hank Wedaa, chairman of California's South Coast Air Quality Management District, learned that they live fairly close to each other in Orange County, and Dunning's 35-mile route to work takes him past Weida's office. Dunning's battery-testing **Geo** Storm had room for one more, so a car pool was born.

IF YOU CAN'T LICK 'EM — **Chrysler Corp.** President Robert Lutz says his firm's close ties with suppliers are "as close as you're ever going to get in the United States to a *keiretsu.*" Lutz later bet his "entire annual compensation" that Chrysler's cooperative approach will work better than the supplier crackdown at **GM.** "The fear and intimidation approach just doesn't work," Lutz told the International Motor Press Association in New York. "I know — we tried it for years."

TOYOTA IS THE COPYCAT — **Ford Division** General Manager Ross Roberts took exception to a reporter's question about what product Ford would use to compete against **Toyota's** new mid-sized pickup truck, due to debut in November. "I think the Toyota truck is coming out to compete against our **F** series and the **Chevy** C/K," Roberts said. And referring to the Toyota truck being characterized as mid-sized, Roberts quipped: "I don't know about this mid-sized stuff. It's about as mid-sized as I am."



Roberts: a full-sized guy

Dealer sues over use of computer data

CHARLES M. THOMAS
Staff Reporter

Now that most dealerships are computerized from the showroom floor to the service department, questions are being raised over the value and ownership of consumer data collected by computer systems.

In an obscure lawsuit in Oregon, a Nissan dealer has sued computer vendor Automatic Data Processing Inc. of Hoffman Estates, Ill., alleging the company dipped into the dealership's data files after hours, lifted vehicle prices and then sold them.

Although the contract between Hutchins Imported Motors Inc. of Springfield, Ore., and ADP may have authorized the computer firm to collect the data, the dealership charges in its lawsuit that ADP had no right to gather the data. The suit was filed in Lane County Circuit Court.

"We are looking into the whole issue of dealer information and who owns it," said Jake Kelderman, National Automobile Dealers Association executive director of industry affairs.

Dealership computers contain a wealth of information on such topics as consumer credit, wholesale and retail prices, warranties, parts and service.

> ❛ Our position is that any data in a dealership belongs to the dealer and he should guard it. Nobody has a right to it except the dealers. ❜
>
> **JAKE KELDERMAN**
> NADA EXECUTIVE

Kelderman said that until recently, dealership computer systems have not been easy to access. But technology advances have made it easier for computer vendors to tap into dealer systems.

"Our position is that any data in a dealership belongs to the dealer and he should guard it," said Kelderman. "Nobody has a right to it except the dealer."

ADP declined an *Automotive News* request to discuss the issue. But the lawsuit says ADP's contract contains a clause authorizing it to extract data from dealerships.

It gives ADP "non-exclusive, royalty-free license to use and distribute the client data to third parties in statistical and/or compilation in forms in connection with ADP products and services."

It does not guarantee that the name of the dealership from which the information is extracted will be kept confidential.

That's how William Hutchins, owner of the Oregon dealership, discovered that ADP had lifted price information from his data base.

"An insurance adjuster called and asked about a car at my dealership that showed up on his price sheet," said Hutchins. "I asked him how the price information and my name got on his sheet, and he told me that the insurer buys the information."

Hutchins claims ADP has taken price information from the dealership since 1989 without his knowledge. He says ADP told him the company obtains the data on weekends and after hours so as not to disrupt business.

Hutchins claims he never gave ADP permission to dip into his dealership's computer files.

He has owned an ADP system since 1983. Three years ago, he leased a new system for $70,000 from ADP. Hutchins claims that ADP assured him dealership information would remain confidential and that he was unaware of the clause in the lease.

Hutchins spent $100,000 to replace the ADP computer and software. He is seeking $27 million in punitive damages and $174,000 in other damages, which would pay off both his lease from ADP and his new computer equipment.

The lawsuit says ADP violated the Uniform Trade Secrets Act.

ADP is a leading computer vendor that sells to thousands of new-car dealers in the United States.

Although most computer vendors have almost unlimited ability to rove around dealer files, theymaintain they don't abuse the privilege.

They say that when they enter computer systems, they are upgrading programs and performing other routine maintenance functions without the knowledge of the dealer. It is part of the service customers receive when they purchase a computer from a vendor.

Typically, computer vendors use special, dedicated telephone lines and computer

see DATA, 29

Same story: Trucks pull sales ahead

JIM HENRY
Staff Reporter

Trucks again outpaced the average gain for the industry in a strong early-September sales period.

Light-vehicle sales totaled 282,841, an increase of 9.0 percent on a daily-sales-rate basis. That topped 1992's overall pace; year-to-date volume was up 3.4 percent after eight months.

The early-September period included the Labor Day holiday and had eight selling days, compared to seven in 1991. Year-to-year percentage comparisons in this article are based on the daily selling rate.

As has been the case all year, cars again inched ahead while trucks took giant strides. Car sales rose 2.4 percent above the year-ago period; trucks jumped 20.8 percent. Trucks accounted for about 40 percent of the total volume.

Toyota and Pontiac provided exceptions to the trend. Toyota Motor Sales U.S.A. Inc. reported that its car sales volume more than doubled in early September.

Corolla sales shot up 77.5 percent to 3,965. About 40 percent of those were an all-new model introduced Sept. 4.

Pontiac's car sales rose 16.0 percent (daily rate), and the Grand Am more than tripled its year-ago total.

Overall, GM sales were up 2.4 percent in early September on a daily-rate basis.

At rival Ford Motor Co., Ford trucks outsold Chevrolet trucks by nearly 3,800 units.

Overall, Ford Motor Co. posted a 16.9 percent improvement.

Chrysler Corp. was up 20.9 percent. Helped by the extra day, Chrysler nearly doubled its light-truck volume, including Jeeps and minivans. Chrysler had a record month for minivans in August.

Automotive News estimates 10-day sales for Chrysler and for most imports.

American Honda Motor Co. Inc. slid 3.1 percent in early September, and Nissan Motor Corp. in U.S.A. fell 16.3 percent.

10-day sales table ➤ 29

Paris star

Renault will introduce the Twingo at the Paris auto show next month. The 135-inch long car will be marketed with just one equipment level and a price of about $10,600. A canvas-covered roof opening and air conditioning will be the only options. Power comes from a 55-horsepower 1.2-liter engine.

Ford realigns senior executives

KATHY JACKSON
Staff Reporter

Personnel changes at Ford Motor Co. last week give a further glimpse of how the company may operate after the retirements of Chairman Harold Poling and President Philip Benton.

Company sources say Benton will retire by the end of the year, and Poling has said he will leave next year.

Last week, veteran Executive Vice President Louis Ross, 60, moved from head of International Automotive Operations to the new post of executive vice president and chief technical officer.

W. Wayne Booker, 58, a Ford vice president who headed Asia Pacific Operations, succeeded Ross as executive vice president for International Automotive Operations. Robert Sparvero, 52, general manager of North American export sales, succeeded Booker and was elected a corporate vice president.

Booker's promotion appears to represent the biggest jump in rank and responsibility.

But Ross' job change diminishes some of the responsibilities of the Ford Automotive Group, headed by Allan Gilmour, who has been groomed for several years to succeed either Poling or Benton.

As chief technical officer, Ross will oversee the departments of technical affairs and automotive components. He also will supervise the launch of Ford's new CDW27 program, the joint manufacture and sale of replacements for the Tempo/Topaz in North America and the Sierra in Europe.

Ross: chief technical officer

Booker: new executive vp

Sparvero: heads Asia group

Technical affairs is headed by John McTague, a Ford vice president. It includes Ford's environmental and safety staff; its Alpha division, which looks at futuristic concepts; and the design staff. Technical affairs used to report to Gilmour.

The $6 billion Tempo/Topaz program was supervised by Ross and Alex Trotman, North American Automotive Operations boss. Both reported to Gilmour.

Now, Ross will oversee the development and launch. The Sierra will debut in Europe for the 1994 model year, and the Tempo/Topaz will bow in the United States the following year. Ross will report to Benton.

Ford spokesman Al Chambers said Ross' new job was created to emphasize and coordinate the various technical areas.

"He (Ross), in effect, has been the technical spokesperson to the board for some time," Chambers said. "He will look at the technicals of programs, not the business and marketing."

Some Ford insiders wouldn't be surprised to see the Ford Automotive Group phased out when the new management team is put in place. Under that scenario, executives who now report to the head of the group would report directly to the president of Ford Motor Co.

Trotman and Gilmour are favored to replace Poling and Benton. But also waiting in the wings is Ken Whipple, 57, president of the Ford Financial Services Group since March 1988.

Whipple heads Ford's most profitable operation and was chairman of Ford of Europe from 1986 to 1988.

The Ford Automotive Group was established in 1987 to coordinate the domestic and overseas automotive operations. Benton was the first president of the group, and Gilmour was named to the post in 1989.

Dealers eke out more profits

MAX GATES
Staff Reporter

WASHINGTON — Sales continued to drag, but dealers made more money in the first half of 1992.

Dealers' before-tax profits averaged 1.7 percent in the January-to-June period, according to the National Automobile Dealers Association. That compares with barely 1.0 percent for each of the past three years, said Jake Kelderman, NADA's executive director of industry affairs.

Only 10 percent of NADA members lost money during the first half of the year. Last year, 20 to 25 percent of dealers lost money, Kelderman said in a report to the association's annual Washington conference and lobbying session last week.

Most of the upturn in profits came from tighter operations. Sales, especially new-car sales, remained stagnant. The average dealer hasn't made money on new-vehicle sales in five years, Kelderman said.

NADA Chief Economist Thomas Webb lowered his estimate of total car and light-truck sales this year to about 12.9 million. Webb earlier had predicted 13.2 million sales.

But Webb said he doesn't foresee a third downslide in this recession, a so-called triple dip. "We will have growth, but it will be painfully slow," he said.

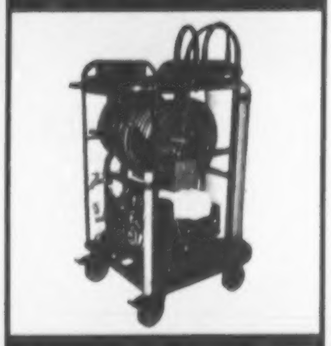
Despite the mixed financial news, the estimated 400 representatives of state and local dealer associations were in a generally upbeat mood.

The conference culminated Tuesday afternoon when dealer representatives went to Capitol Hill. At the top of their wish lists was a bill to prohibit mandatory binding arbitration in franchise agreements with automakers.

The dealers also pushed for repeal of the luxury tax on high-line cars and defeat of protectionist trade legislation aimed at Japanese-badged cars.

Dealers were also looking for protection from auto parts labeling laws currently getting a lot of attention in Congress. Those laws could contain requirements for labeling and certifying used parts that could create a paperwork nightmare for dealers.

CLEAN CARS SELL



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trucks

Orders in Class 8 augur strong '93

JOSEPH BOHN
Truck Editor

The heavy-truck market is swinging into high gear with sharp increases in retail sales and net new orders that set the stage for a strong 1993.

Net new orders for Class 8s more than doubled in July to total 16,795 units, up from 7,020 a year ago, according Rothschild Inc., a New York investment firm. For August, the firm estimated net heavy-truck orders at 14,000 units, a big gain over 7,776 a year earlier.

Normally, deliveries are scheduled for two to three months after orders are placed.

But now, fleets are spreading deliveries over the next 12 months, said Jim Hebe, Freightliner Corp. president.

Freightliner, Kenworth Truck Co. and Navistar International Corp. appear to be garnering the bulk of the orders, according to industry sources.

Frank Prezelski, an analyst with Rothschild, said the big increase in orders represents an attempt by fleets to lock into what are considered bargain prices.

The industry has been slashing prices for the past two years because of the recession.

"It reflects the trucking companies' anticipation of a much better 1993 and sets the stage for strong retail sales by manufacturers," Prezelski said.

Actually, truck company operators haven't been doing too badly this year. The tonnage of freight hauled has been rising steadily for 18 months.

August's order increase was particularly encouraging because a falloff had been anticipated following exceptionally strong orders in July.

The sustained increase in demand is now approaching a point at which manufacturers will have to increase production, Prezelski said.

Separately, the Motor Vehicle Manufacturers Association said Class 8 retail sales in August totaled 10,121 units, up 34.9 percent from the year-ago month.

Retail sales for the first eight months of 1992 totaled 74,289, up 16.4 percent from a year ago.

Medium-duty sales also are up over last year, though the recovery hasn't been as strong as for Class 8s.

Class 4-7 sales totaled 10,364 in August, up from 10,026 in August 1991.

For the first eight months of this year, medium-duty sales were 87,021, slightly ahead of the86,884 vehicles sold in the year-ago period.

While the strength of the medium-duty market earlier had been concentrated in the heavier end, it has now swung over to Classes 4 and 5, which are lately showing the biggest gains.

AUGUST 1992 TRUCK SALES BY GVW

	August 1992	August 1991	8 mos., 1992	8 mos., 1991
Class 1-3	124,961	99,329	929,998	788,590
Class 4	1,528	1,419	11,561	13,718
Class 6	689	422	4,123	3,672
Class 7	1,514	1,407	13,620	13,737
Class 8	1,024	518	8,813	5,546
FORD	**129,716**	**103,095**	**968,115**	**825,263**
Class 6	49	1	207	1
Class 7	160	9	905	9
Class 8	2,611	1,849	17,237	14,483
FREIGHTLINER	**2,820**	**1,859**	**18,349**	**14,493**
Class 1-3	104,066	89,850	769,378	726,075
Class 4	306	188	2,391	1,092
Class 5	6	32	55	94
Class 6	83	221	1,237	2,085
Class 7	439	495	3,679	4,270
CHEVROLET	**104,900**	**90,786**	**776,740**	**733,616**
Class 1-3	30,652	25,044	224,590	192,172
Class 4	158	86	1,176	713
Class 5	47	27	285	241
Class 6	199	186	6,797	2,441
Class 7	966	712	7,292	9,490
GMC	**32,022**	**26,055**	**240,140**	**205,057**
Class 7	13	24	132	198
Class 8	1,094	1,153	8,464	7,484
KENWORTH	**1,167**	**1,177**	**8,596**	**7,682**
Class 6	35	39	272	344
Class 7	79	52	581	460
Class 8	1,090	654	7,780	6,988
MACK	**1,204**	**745**	**8,633**	**7,792**
Class 6	19	31	315	222
Class 7	6	66	105	539
MERCEDES-BENZ	**25**	**97**	**420**	**761**
Class 4	0	2	0	17
Class 5	0	1	6	23
Class 6	660	900	4,770	5,483
Class 7	2,569	2,929	19,792	21,633
Class 8	2,104	1,471	15,130	15,107
NAVISTAR	**5,333**	**5,303**	**39,698**	**42,263**
Class 7	9	14	107	169
Class 8	857	819	6,875	6,244
PETERBILT	**866**	**833**	**6,982**	**6,413**
Class 7	54	110	545	665
Class 8	1,259	950	9,310	7,211
VOLVO/GM HEAVY	**1,313**	**1,060**	**9,855**	**7,876**
Class 1-3	4	6	14	166
Class 4	19	7	210	28
Class 5	33	31	338	263
Class 6	42	32	390	376
Class 7	50	37	458	417
HINO	**148**	**113**	**1,410**	**1,250**
Class 1-3	83	72	632	412
Class 5	74	71	538	489
Class 6	59	70	551	301
Class 7	26	27	210	238
NISSAN DIESEL	**242**	**240**	**1,931**	**1,440**
Class 1-3	311	422	3,392	4,208
Class 4	165	94	1,356	680
Class 5	91	68	637	598
Class 6	66	55	1,150	553
Class 7	14	20	138	153
ISUZU TRUCK	**647**	**659**	**6,673**	**6,192**
Class 1-3	174	154	1,271	1,126
Class 5	73	59	515	435
Class 6	43	54	404	261
Class 7	21	28	183	234
MITSUBISHI FUSO	**311**	**295**	**2,373**	**2,056**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**43**	**45**	**406**	**419**
Class 1-3	142,728	142,683	1,182,980	1,077,684
Class 6,7,8	39	42	274	331
OTHER TRUCKS	**142,767**	**142,725**	**1,183,254**	**1,078,015**
CLASS 1-3	**402,979**	**357,560**	**3,112,256**	**2,701,341**
CLASS 4	**2,176**	**1,796**	**16,694**	**16,545**
CLASS 5	**324**	**289**	**2,374**	**2,292**
CLASS 6	**1,944**	**2,011**	**20,216**	**15,835**
CLASS 7	**5,920**	**5,930**	**47,747**	**52,212**
CLASS 8	**10,121**	**7,501**	**74,289**	**63,813**
TOTAL TRUCKS	**423,484**	**375,067**	**3,273,565**	**2,942,038**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

Ryder awards body contracts for '93s

JOSEPH BOHN
Truck Editor

Several major body-equipment companies won bids to equip Ryder Systems Inc.'s 1993 model chassis.

Utilimaster Motor Corp. of Wakarusa, Ind.; Grumman Corp. of Bethpage, N.Y.; and Morgan Trailer Manufacturing Co. of Morgantown, Pa., reportedly received orders for 1,800 to 2,000 vehicles each.

Supreme Corp. in Goshen, Ind., received a contract for about 1,100 units. In confirming his company's figure, Christy Miller, Supreme's vice president of manufacturing, noted it was twice the size of last year's.

The converters are expected to finish equipping Ryder's 1993-model chassis by May — just in time for the peak summer moving season.

This year's big trend is for people to leave California, said James Mellott, Supreme vice president of sales and marketing. So rental companies want a lot of their vehicles built there, he said.

Supreme is close to receiving another big order for a completely new, all-fiberglass body it created for Tru Green Corp. of Memphis, Tenn., according to Mellott.

Tru Green acquired Chem Lawn Inc. of Columbus, Ohio, and wants to strike a more environmentally harmonious image with modern-looking, low profile vehicles that also have the ability to handle chemicals, fertilizers and fungicides.

Tru Green calls the new body design the Rhino. ■

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NATIONAL AUTO AUCTION ASSOCIATION

AUTO AUCTIONS MARKET FACILITIES AND NEW SERVICES TO DEALERS

For years, the Dallas Auto Auction conducted auctions in a building that had once been a food warehouse.

The enormous increase in the volume of vehicles sold at the auction during the 1980s forced the auction's owner, Anglo American Auto Auctions, Nashville, to construct a new facility on a nearby 100-acre site.

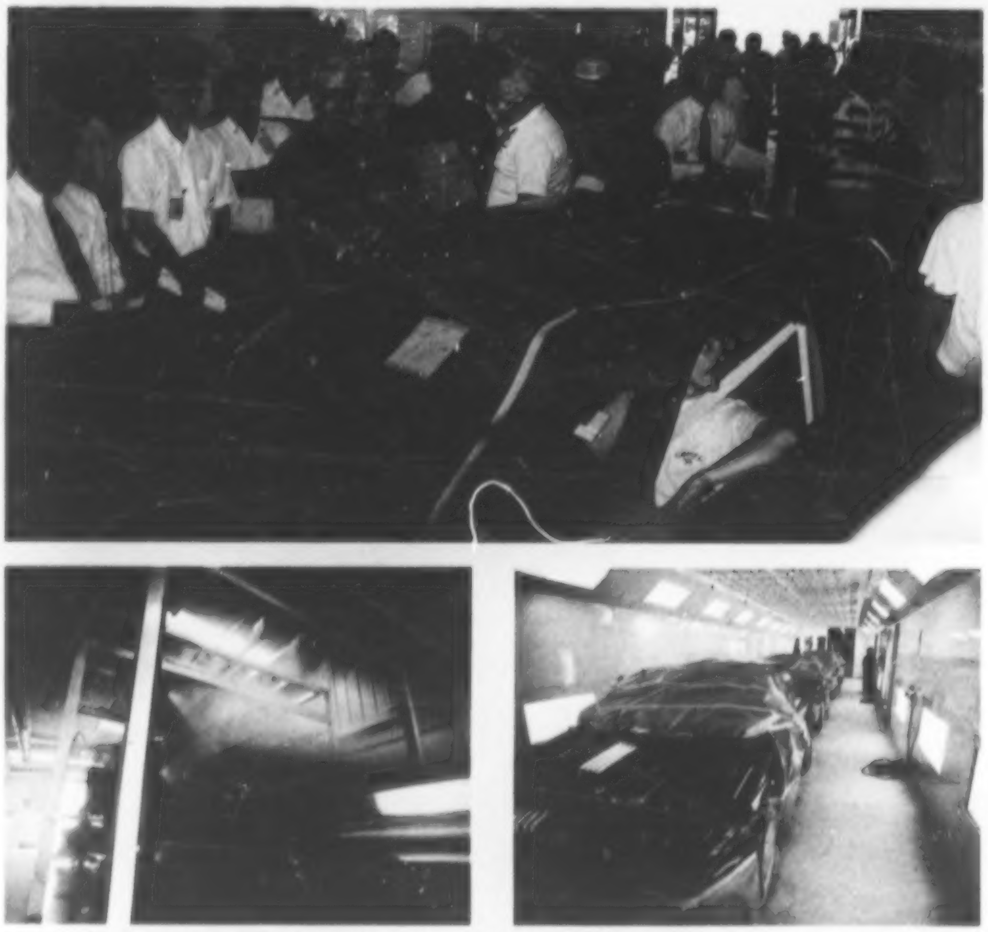
The new facility contains features unthinkable in the old building.

A state-of-the-art air exchange system draws emissions away from dealers attending the auctions. An automated body shop, a computerized paint shop and a $100,000 car cleaning system rivals that of any new-car dealership.

The sophisticated computer stores pictures of dealers who register for the auction, tracks their buying patterns as well as vehicles bought and sold. A silent paging system uses television monitors located around the auction to page people or provide information by remote.

The modernization of the Dallas Auto Auction is but one example of the massive modernization that occurred across the auto auction industry during the 1980s. Virtually every major auto auction in the country underwent renovation or new construction.

The National Auto Auction Association estimates more than $1 billion was invested by auctions in new or improved facilities in the past decade.



Auction attendees, above, gather for weekly auctions in facilities that are new or have been renovated in the past decade. Below, auctions today operate modern car-washing systems and sophisticated paint booths that rival those of new-car dealerships.

Building boom is over

While the auto auction business is expected to remain strong throughout the 1990s, no one predicts a continuation of the explosive growth in vehicle volume of the past decade.

The building boom is also over. The chains and independent operators say they are done with construction.

Darryll Ceccoli, president of Manheim Auctions, Atlanta, says in addition to modernizing auction facilities, the industry gained sophistication in the way it does business.

"We became inventory trackers, paint, body and reconditioning experts," he adds. "We learned to market in a bigger way to get the message out to new-car dealers about factory sales. We learned new sophisticated operating systems."

With this new infrastructure in place but with the prospect of lower volumes of program cars, auto auctions face the challenge - and opportunity - to find new markets and new ways to use their facilities, capabilities and people.

1990s: The decade of customer service

If the 1980s were the decade of explosive growth, the 1990s willbe the decade of customer service.

"I think if you are doing business today like you did yesterday you are behind the times," says Larry Hedrick, owner of Statesville Auto Auction, Statesville, N.C. and outgoing president of NAAA. "Instead of just passing one title to another and collecting a fee, I see auctions adding a lot more services in the future."

Barry Roop, general manager of the Dallas Auto Auction and incoming NAAA president, predicts some auctions will create job positions exclusively aimed at customer service.

"These will be employees whose job is to keep tabs on an account, be it a manufacturer, a fleet/lease customer or a new- or used-car dealer, to make sure those customers are handled properly," says Roop.

"Auction people realize if their business are to succeed we have to not only do what we do efficiently but we must make customer service absolutely key," adds Roop.

Auctions adopt 'cradle to grave' approach

An advancement Manheim's Ceccoli sees is a more "cradle to grave approach" to the resale business. This approach has been used to some extent by some auctions, but Ceccoli expects it to become more widespread.

In this concept, auctions track a vehicle, pick it up and transport it to the auction. The auction then reconditions and sells the vehicle and transports it to the buyer.

Larry Brasher, owner of Brasher's Sacramento Auto Auction, Rio Linda, Calif. and Brasher's Northwest Auto Auction, Eugene, Ore. calls it the full-service auction.

Brasher says the concept will be expanded from primarily transportation and reconditioning to include repossession services for financial institutions, financing, titling administration and warranties, many of which are already offered by his West Coast auto auctions.

Marketing reconditioning to dealers

Auctions must also find new markets for their modernized reconditioning services. New-car dealers top the list of prime candidates.

"Hundreds of millions of dollars were invested by auctions for the benefit of manufacturers to put the program cars into A-1, ready-to-sell condition," says Anglo President Michael Richardson. "With manufacturers' demand decreasing, we will concentrate our efforts on marketing our reconditioning services to dealers who don't have the facilities and don't have the money or permits to build these facilities.

Adds Manheim's Ceccoli: "Our paint booths and reconditioning operations are second to none. Now we have the opportunity to market our reconditioning services to other customers, whether they are auction users or not. And I predict our shops will be full again."

Computers allow host of new services

Along with modernizing their buildings and reconditioning operations, most auctions installed sophisticated computer systems during the 1980s. Those computer systems allow auctions, among other things, to track their customers and their buying patterns as well as vehicles.

"Automation has opened a whole range of possibilities that never existed before," says Ray Nichols, co-owner of Bel Air Auto Auction, Bel Air, Md. "It allows auctions to gather a data base on its customers - both buyers and sellers."

Echoes Richardson: "Data processing and computer information will become a huge part of our future."

Wire transfer of funds will be commonplace in the future, predicts Lin Musick, owner of Pensacola Auto Auction, Pensacola, Fla. as well as auctions in New Orleans and Alabama.

"Instead of using checks," he says, "we'll wire funds directly into our accounts and wire funds out of our accounts into our customer's account."

Computer automation also makes auctions at satellite locations a future possibility.

Skyline Auction Group already has conducted off-site sales for Mercedes in Jacksonville, Fla.

"I don't know if there is a future for remote sales for us," says Dennis Thee, Skyline president. "But the concept does appear to have certain advantages. The cars never leave the location, and everything is handled on the spot.

"Whatever the outcome, computers, which can be taken anywhere, will allow auctions to be more flexible and creative," adds Thee.

But high-tech won't replace the high-touch nature - that is the personal attention to the customer - of the auto auction business, insists Ceccoli, of Manheim.

Floorplanning: Still off in the future

Auto auction operators are mixed about whether providing floorplanning to dealers will become a widespread practice in the future. Floorplanning has been tried and is now offered by some auctions but has yet to spread widely throughout the industry.

Brasher predicts an increasing number of auctions will extend credit to dealers. His West Coast auctions provide financing for 45 days to their dealers.

Other auction operators, including Skyline's Thee, believe financing by auctions has inherent problems, including the need for a major financial source and instant confirmation of a customer's credit report.

Warranties: has their time come?

Likewise, warranties get similar mixed reviews. Some auctions have offered warranties on vehicles they sell, but the practice too has yet to become widespread. Still, many auction operators believe it is in their future.

"I think it's a thing of the future - a big thing," says Richardson.

Adds Ceccoli: "There's room for warranties. It's a matter of how you bring it out."

Brasher's California auto auction already offers a warranty. Called the Sacramento 500, the warranty guarantees that if the dealer-buyer has a mechanical problem in the first four days or 500 miles, whichever comes first, the seller will fix it.

Auctions tap new markets

Many auction companies also are using or looking at using their sophisticated auctioneering skills and modernized facilities to sell items other than motor vehicles.

Manheim, for example, obtained a contract with the U.S. Department of Justice to sell merchandise seized by the U.S. marshals east of the Mississippi River. That merchandise has included, so far, gold bullion, art and jewelry. ■

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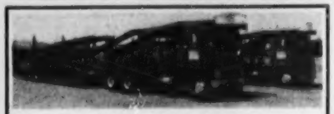

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DATA

Dealer, ADP clash over computer files

continued from PAGE 6

ports to enter computer systems to correct problems or make data base changes.

"We may be making adjustments to a dealer's computer system five times a week," said Jack Proud, senior vice president of automotive systems for Reynolds and Reynolds Co. in Dayton, Ohio.

Proud decscribed one typical situation.

He said a dealer may have performance problems — the computer slows down — at certain times of the day. The vendor will enter the system to monitor the number of programs and transactions running in that period. The vendor can then suggest remedies.

"Sometimes the computer industry doesn't do a good enough job of telling dealers the number of services we perform in the dealership without their knowledge," said Proud. "We are constantly fixing programs and making upgrades to keep the systems current."

Even Reynolds and Reynolds has an interest in dealer information. It has teamed with J.D. Power and Associates, a market research firm in Agoura Hills, Calif., to collect raw data from dealers who subscribe to a new service.

Power analyzes data on topics such as consumer satisfaction, then gives dealers its findings.

David Kiefer, national marketing manager for Auto Tell Service, based in King of Prussia, Pa., says the company doesn't have access to the systems of most of its customers because most modifications are sent to the dealerships on tape.

But the company is selling some auto-dial modems that enable it to make modifications by telephone.

"We feel the data belongs to the dealers, and we don't want to use it without permission," Kiefer said.

Manufacturers are limited to the information they can obtain from dealers.

They have access only to information in dealership computer systems that dealers want them to have.

"A dealer must decide on privacy on an individual basis," said Kelderman.

"As the market becomes more competitive and information more critical, dealer information will become more of an issue."

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Lab gets funds for battery r&d

BERKELEY, Calif. — The Lawrence Berkeley Laboratory, a government research center, will get $1.1 million for basic research on lithium-polymer batteries for electric vehicles. Until now, the lab's high-tech batteries have been tiny, as for a watch.

The U.S. Advanced Battery Consortium has a $260 million research budget.

LEASE

For '93, GM offers attractive plan

continued from PAGE 3

That means if a car's sticker is $20,000, the most the dealer can charge is $18,400 in determining the rate.

Oldsmobile excludes the Eighty Eight, Ninety Eight and Bravada from this program. Buick and Pontiac also exclude some models.

If a customer opts for an uncapped rate, dealers can charge 7 percent interest and base the transaction on as much as the full sticker price of the vehicle, while getting the same residual value support.

One of the drawbacks of the new lease programs is that none of the option package rebates GM is offering on 1993 models can be applied to those plans.

GM has made a major change in its rebates this year, basing them on the value of its optional equipment packages. The more expensive the package, the higher the rebate.

The 1SB equipment package on the Oldsmobile Ciera, for example, carries a $500 rebate, and the more expensive 1SD package carries a $750 rebate.

"But," Pickelhaupt said, "you can't use the special lease program in conjunction with the rebate program."

10-DAY CAR AND TRUCK SALES, BY MAKE

See story on Page 6

	Sept. 1-10, 1992	Sept. 1-10, 1991
ALFA ROMEO (imp. car)*	43	62
Acura (imp. car)	2,454	2,238
Domestic car	10,377	10,231
Imported car	3,431	2,212
Honda	13,808	12,443
AMERICAN HONDA	16,262	14,681
ASTON MARTIN		
Imported car*	1	1
BMW (imp. car)*	1,106	1,047
Domestic car*	2,279	2,210
Imported car*	0	9
Domestic truck*	115	65
Chrysler Division*	2,394	2,284
Domestic car*	6,419	6,222
Imported car*	478	716
Domestic truck*	13,041	7,342
Imported truck*	103	57
Dodge*	20,041	14,337
Domestic car*	668	648
Imported car*	213	156
Eagle*	881	804
Domestic truck*	5,037	2,836
Jeep*	5,037	2,836
Domestic car*	3,734	3,620
Imported car*	297	313
Domestic truck*	4,807	2,707
Plymouth*	8,837	6,639
Domestic car*	13,100	12,699
Imported car*	988	1,195
Domestic truck*	23,000	12,950
Imported truck*	103	57
CHRYSLER CORP.*	37,191	26,901
Imported car*	56	97
Imported truck*	18	47
DAIHATSU*	73	144
FERRARI (imp. car)*	16	18
Domestic car	25,027	19,663
Imported car	838	752
Domestic truck	34,330	25,104
Ford Division	60,195	45,519
Domestic car	3,170	2,189
Lincoln	3,170	2,189
Domestic car	6,810	4,857
Imported car	1,126	1,045
Domestic truck	323	0
Mercury	8,259	5,902
Domestic car	35,007	26,709
Imported car	1,964	1,797
Domestic truck	34,653	25,104
FORD	71,624	53,610
Domestic car	10,719	10,547
Buick	10,719	10,547
Domestic car	4,745	4,296
Cadillac	4,745	4,296
Domestic car	17,449	19,830
Imported car	3,216	2,093
Domestic truck	30,794	24,310
Imported truck	81	49
Chevrolet	51,540	46,282
GMC	8,404	6,083
Domestic car	9,828	8,993
Domestic truck	499	551
Oldsmobile	10,327	9,544
Domestic car	10,254	7,555
Imported car	234	366
Domestic truck	593	336
Pontiac	11,081	8,257
Domestic car	4,973	1,941
Saturn	4,973	1,941
Domestic car	57,968	53,162
Imported car	3,450	2,459
Domestic truck	40,290	31,280
Imported truck	81	49
GENERAL MOTORS	101,789	86,950
HYUNDAI*†	2,095	2,681
Imported car*	116	222
Domestic truck	1,394	619
Imported truck*	469	1,169
ISUZU*	1,979	2,010
JAGUAR (imp. car)*	111	247
LAMBORGHINI (imp. car)*	3	3
LAND ROVER (imp. trk.)*	52	62
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,309	658
Imported car*	2,873	2,907
Domestic truck	447	201
Imported truck*	1,542	2,617
MAZDA*	6,171	6,383
MERCEDES-BENZ		
Imported car*	723	1,015
Domestic car	1,449	959
Imported car*	1,088	1,315
Imported truck*	233	477
MITSUBISHI*	2,770	2,752
Infiniti	891	960
Domestic car	2,150	1,386
Imported car*	4,207	5,655
Domestic truck	2,373	2,181
Imported truck*	784	688
Nissan*	9,514	9,910
NISSAN MOTOR CORP.	10,405	10,870
PEUGEOT (imp. car)*	0	115
PORSCHE (imp. car)*	75	61
ROLLS/BENTLEY		
Imported car*	4	4
SAAB (imp. car)*	456	485
STERLING (imp. car)*	0	96
Domestic car	699	634
Imported car*	773	813
SUBARU*	1,472	1,447
Imported car	99	80
Imported truck	254	211
SUZUKI†	353	291
Lexus (imp. car)	1,824	1,143
Domestic car	7,811	3,399
Imported car	9,129	3,673
Domestic truck	2,296	0
Imported truck	4,403	3,592
Toyota	23,639	10,664
TOYOTA MOTOR SALES	25,463	11,807
Audi (imp. car)*	289	166
Imported car*	1,432	1,716
Imported truck*	27	96
Volkswagen*	1,459	1,812
VWoA*	1,748	1,978
VOLVO*†	793	1,267
YUGO (imp. car)*	0	64
Domestic car	129,870	109,837
Imported car	40,555	35,821
TOTAL CAR	170,425	145,658
Domestic truck	104,453	72,335
Imported truck	7,965	9,065
TOTAL TRUCK	112,418	81,400
TOTAL CAR & TRK.	282,842	227,058

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 7 last year.

PONTIAC

New campaign touts 'driving excitement'

continued from PAGE 3

Mark Gjovik, DMB&B management supervisor on the Pontiac account, said the division is taking on the imports as a way of reaching out to import intenders and reassuring domestic buyers that Pontiac cars are just as good as the imports.

Added Noel Nauber, DMB&B group creative director: "We want to keep focused on relevant features and salient benefits. Our cars, under close scrutiny, hold up and in many cases exceed the competition. We've got the stuff and, in some cases, the stuff they don't have."

The 1993 campaign is a departure from Pontiac's advertising trademark of the 1980s: shots of hard driving cars, pulsating music, people depicted in leisure activities. Then, the focus was style, with little or no emphasis on value and quality.

Pontiac's image readjustment for the 1990s began in earnest last spring with a TV spot for Bonneville, called "Market Street." In that spot, two executives discussed the virtues of various luxury cars and compared Bonneville to Lexus and BMW.

Pontiac's fall buys include network TV, cable TV, radio, newspapers and magazines.

Gjovik said Pontiac's fall media schedule will include fewer TV programs and publications, but with greater frequency.

Pontiac's print campaign will include "copy splits" in newsweeklies, meaning that subscribers will get different Pontiac ads in their magazines depending on their ZIP codes.

Gjovik said, "Now we can target more specifically the media that is more friendly to reaching (our) audience."

Europe's sales up in August, but future gloomy

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — European auto sales rose 3.6 percent in August with the aid of a 38.7 percent increase in Germany, but analysts said the rise is only temporary.

According to *Automotive News* estimates, sales in the 17-nation market rose to 1,049,800 units last month from 1,013,000 a year earlier. But for the eight-month period, sales were down 2.3 percent from last year, to 9.56 million.

Sales in Germany, Europe's biggest market, soared to 228,900 units last month from 165,000 a year earlier.

But analysts said the 1991 figure was artificially depressed by the expiration of incentive programs. "Germany is working off the backlog and getting back to normal levels," said Edmund Chew, who follows the industry for DRI/Europe in Frankfurt.

For the eight-month period, German sales were off 11.5 percent to 2.77 million units.

Arthur Maher, an analyst in DRI's London office, said European makers are moving deeper into recession: "The downturn in Europe will continue into 1993."

Italy, Europe's second biggest market, was down 2.6 percent for the month but was up 3.7 percent for the year through August. The Italian market has been showing solid gains since August 1991.

Sales in the United Kingdom edged up 1.7 percent last month to 373,800 units, but still were off 2.5 percent for the year to date. Analysts expect sales to total about 1.55 million this year, the lowest since 1980.

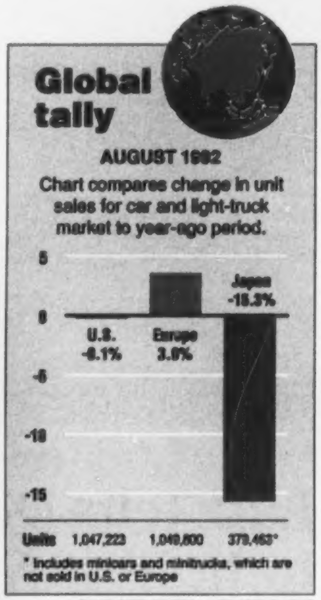
Despite a cut in the value-added tax to 18.6 percent from 22 percent, sales in France remained flat in August at 153,000 units. For eight months, sales in France were up 0.2 percent.

Ford of Europe surpassed Volkswagen AG as Europe's best-selling automaker in August. Ford sales rose 5.7 percent, to 148,300, while Volkswagen jumped 16.3 percent from a weak 1991 month, to 144,300.

But Ford, which recently announced production cuts, cannot maintain that momentum.

Analysts expect Ford and other makers in the United Kingdom to slash output further in the coming months amid currency and interest-rate problems.

For the eight months, VW sales totaled 1.63 million units to Ford's 1.12 million. AN



CHARLOTTE WINTER / AUTOMOTIVE NEWS

EUROPEAN SALES BY MANUFACTURER

Ranked by year-to-date

Manufacturer	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Volkswagen[1]	144,300	124,100	1,632,600	1,578,200
Peugeot S.A.[2]	133,500	136,300	1,153,300	1,127,300
General Motors[3]	126,900	112,800	1,144,400	1,197,200
Fiat Auto[4]	82,500	91,600	1,122,300	1,235,200
Ford[5]	148,300	140,300	1,121,200	1,184,800
(Jaguar)	1,700	1,800	7,900	9,100
Renault	105,200	88,700	1,008,800	953,400
Nissan	41,100	42,800	311,900	335,200
Mercedes-Benz	27,900	34,700	294,000	330,400
Toyota	29,600	33,400	227,000	265,900
Rover	48,900	54,200	222,600	261,900
Mazda	21,300	23,700	193,900	215,100
Volvo	17,600	16,900	147,100	143,000
Honda	17,800	15,300	126,200	127,600
Mitsubishi	11,800	14,900	115,600	143,500
Suzuki	8,100	8,600	76,200	74,600
Lada	7,700	9,500	63,200	75,900
Subaru	3,400	3,400	37,600	38,300
Saab	4,600	4,100	37,000	36,000
Daihatsu	3,800	4,200	32,900	38,700
Skoda	4,400	4,100	32,800	34,600
BMW	36,600	32,300	318,800	287,000
Others	24,700	17,100	142,200	106,500
TOTAL	1,049,800	1,013,000	9,561,600	9,790,300

1 Includes Volkswagen, Audi and Seat brands.
2 Includes Peugeot and Citroen.
3 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
4 Includes Fiat, Alfa Romeo and Lancia.
5 Includes Jaguar.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	8 mos. 1992	Pct. change vs. 1991
Germany	2,768,600	−11.5
Italy	1,722,400	3.7
France	1,366,300	0.2
United Kingdom	1,175,600	− 2.5
Spain	696,000	13.5
Belgium-Lux.	387,600	3.5
Netherlands	353,800	− 8.7
Austria	238,800	6.8
Switzerland	214,200	− 5.0
Portugal	188,100	23.0
Greece	128,800	14.6
Sweden	110,300	− 9.7
Denmark	63,600	5.3
Ireland	56,000	− 0.9
Finland	49,500	−26.9
Norway	40,000	11.7
TOTAL	9,561,600	− 2.3

Lordstown defeated Mexico in GM pact

LIZ PINTO
Staff Reporter

The Mexican standoff in Lordstown, Ohio, between the UAW and General Motors earlier this month ended when GM flinched first.

A strike at the Lordstown fabricating plant had GM against the wall, and GM wanted to avoid a separate strike at the Lordstown assembly plant where 7,800 workers threatened to walk off the job. Many analysts believe the company caved in to union demands too soon.

The most significant portion of the agreement that staved off a strike by the assembly workers was a guarantee by GM that any decline in production of the Chevrolet Cavalier and Pontiac Sunbird will come out of the production schedule at GM's plant in Ramos Arizpe, Mexico, not Lordstown.

GM spokeswoman Linda Cook said, "Based on our forecasts and schedules, we believe we will be able to support both plants (Lordstown and Ramos Arizpe) with orders."

Michael Luckey, an independent analyst, said the concession could affect GM's ability to reduce costs by keeping work at Lordstown during economic downturns instead of allowing GM to take advantage of lower Mexican production costs.

"GM should have hung a lot tougher in Lordstown," Luckey said. "The Mexican concession sets a precedent for other plants to get the same kind of deal and will have strong implications for the industry because of pattern agreements."

Harley Shaiken, labor expert from the University of California San Diego, calls that portion of the settlement "clear and extremely important language" that "explicitly addresses the relationship of U.S. and Mexican plants that produce the same or similar product for the U.S. and Canadian market."

The Plymouth Acclaim and Ford Escort are produced at both U.S. and Mexican plants.

Steve Babson, a labor expert at Wayne State University in Detroit, said Ford's Wayne, Mich., plant, which builds the Escort, is concerned about production moving south of the border and taking jobs along with it.

He said the Lordstown provision "could very well produce interest in that kind of protection" for other Big 3 plants.

Bill Bowers, president of UAW Local 1112 in Lordstown, said the agreement at the assembly plant "guarantees our future by guaranteeing that any decline in production will be suffered in Mexico not in Lordstown."

The UAW is playing up that part of the settlement in the aftermath of the agreement by the United States, Canada and Mexico on a free trade pact. UAW President Owen Bieber has said the trade pact "will vaporize thousands and thousands" of good-paying U.S. jobs.

The trade agreement must be ratified by the legislatures of the three countries before it takes effect.

Labor leaders fear automakers will transfer jobs to Mexico to take advantage of cheaper labor and relatively relaxed environmental protection costs.

Analysts estimate that Mexican labor costs are one-tenth of those in plants in the United States. AN

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3-door Escort lure tested

Calif. offer adds free equipment

KATHY JACKSON
Staff Reporter

Using California as a test market, Ford Motor Co. hopes to increase three-door Escort LX sales by jazzing up the model with a sports package and offering it to California buyers free of charge.

The sports package includes a liftgate spoiler; 14-inch aluminum wheels; bigger tires; sport steering wheel and tachometer. Retail cost to buyers of the package in other parts of the country is $757. But for Californians, it will be free.

"This will definitely increase sales" of the three-door, said Jim Forster, new-car sales manager at Ray Andrews Ford in Covina, Calif.

The three-door LX needs help. Ford implemented a national one-price Escort program in April when the 1993 models went on sale. Under the program, all LX models — the three-door, five-door, sedan and wagon — sell for the same price: $10,899 for the manual and $11,631 for the automatic. Standard equipment includes power steering, rear window defroster, air conditioning and other equipment.

But sales of the three-door have suffered because most Escort buyers want the larger vehicles. Ford Division General Manager Ross Roberts says wagon sales represent over 50 percent of total Escort LX sales, compared with 17 percent before the one-price program began.

"It's the best value in America — period," Roberts said of the Escort wagon.

But workers at the Wayne, Mich., plant, who assemble the three-door model, have faced massive downtime, while their colleagues at Hermosillo, Mexico, who produce the wagon and sedan, are working a steady schedule.

"We recognize the concerns of workers at the Wayne assembly plant," Roberts said. "We need to se'l more three-doors so we'll look at a lot of opportunities to take care of that issue."

The sports package will be part of the one-price program only in California. Roberts says Ford Division is considering other programs for other parts of the country. "We're looking at several alternatives which should equalize downtime," he said.

California has been an important market for Ford's test programs. Sales of the 1992 Thunderbird soared 100 percent and sales of the 1992 Cougar jumped 85 percent in the Golden State after Ford loaded the vehicles with equipment and sold them at base-car prices.

California dealers say adding the sports package to the three-door Escort should make a difference.

"Before, it was just a plain three-door car," said Bruce Newmark, general sales manager at Midway Ford in Los Angeles. Newmark said with the sport appearance group, "it will make the car more competitive to the imports; it will now appeal to the market it was intended for — the younger buyer."

The three-door also gets a radio and cassette player as standard.

Forster said about 10 percent of his Escort orders had been for the three-door, but with the new sport package, he will raise his three-door mix to about 20 percent. ■

Mercury has record budget to spend on Villager launch

DETROIT — Lincoln-Mercury will spend an estimated $20 million on the 1993 Mercury Villager advertising launch — the most expensive launch in the division's history.

Lee Miskowski, L-M general manager, said the extensive campaign is needed because the division has no minivan owner body and must attract a new group of buyers.

L-M has scheduled a "roadblock" on the four major TV networks to advertise the Villager at 9 p.m. Sept. 24. The division will reach 51 million people within minutes.

A four-page insert in *Time, Life, Newsweek, Reader's Digest, USA Weekend* and automobile enthusiast publications also is planned.

Villager ads stress the message: "The Minivan that Drives Like a Car."

Miskowski said the theme of advertising for the 1993 Mark VIII is "Drive Everything Else First." The Mark VIII, bowing Dec. 26, will compete with the Lexus SC400 and SC300, the Acura Legend and the Cadillac Eldorado.

The Mark VIII will be priced between $37,000 and $38,000, and is expected to appeal to buyers 45 to 50 years old with a $100,000 annual income, Miskowski said. Fifty-five percent of buyers are expected to be male.

In a departure from recent years, Mercury plans a TV spot showcasing its seven car lines. "We want to let our consumers know that we make more than just big cars," Miskowski said.

Mercury retains its theme line: "All This and the Quality of Mercury." Lincoln keeps its established theme: "What a Luxury Car Should Be."

The division will be the exclusive sponsor of the TV miniseries "The Wild West," a 10-hour, five-night program airing in March. ■

SUBARU

Tiny Justy marked for death in 1994

continued from PAGE 1

"I'm not sure anybody makes money in the segment. I know we don't," said Joel Pitcoff, research and analysis manager for Ford Motor Co.

And now Subaru of America plans to kill its money-losing Justy in the United States, said Chuck Worrell, executive vice president.

"It's become too expensive for what it is, and when you look at the numbers, it really doesn't make sense," he said last week.

Subaru sold only 2,444 Justys in the first eight months of this year, down 50 percent from last year. And 1991 sales were 75 percent below 1988. Fuji Heavy Industries Ltd., which builds Subarus, has a Justy replacement in the works for 1994 or 1995, but America probably won't get it.

The basic 1992 Justy is priced at $6,945. But such features as four-wheel drive, air conditioning and automatic transmission (Subaru's Electronic Continuously Variable Transmission) push the sticker to $10,537.

The eight nameplates with models priced below $7,000 accounted for 223,377 sales in 1991, compared with 474,093 in 1988. The only one to increase volume over the span is the Geo Metro, which is built in Canada on a Suzuki platform. The Metro and its Suzuki Swift twin are the only two among the eight to increase volume through the first eight months of 1992.

The extreme low end is being squeezed on all sides:

- Manufacturing costs are rising in Japan and also in Korea, the countries where most econocars are built.
- Consumers are demanding bigger and better cars. Safety and emissions requirements have also boosted entry-level prices.
- Plans for most of the cars were made in the mid-1980s, when the dollar was worth about 250 Japanese yen. Since then, the rate has fallen and stayed at about half that, making Japan's exports to the United States less profitable.
- Gasoline prices are low. In 1981, after the last gas crisis, all subcompacts had 29.8 percent of the market, according to Ford figures. Last year, their share was 19.6 percent.
- People at the entry level have the least money, obviously. When the economy turns down and credit tightens up, they're the most vulnerable. And there are fewer potential entry-level buyers out there. The "baby bust" has followed the baby boom, and the boomers are now driving bigger cars.

"Entry-level buyers have the lowest creditworthiness and the highest need to finance. That hurts them. They're buying a used car or keeping the old car," said Ford's Pitcoff.

Chrysler's Lutz said he couldn't predict where entry-level prices will be a year from now.

"The real question in this segment is, what kind of a car do you give people? If you give 'em a tiny, little box, with no content and no value perception, you're going to have real trouble," he said.

"If you give 'em an entry-level car with a big package, with features not normally found in a car of this type, with a level of performance not found in a car of this type, with excellent styling, we think we can find 250,000 to 300,000 customers for a car like that," Lutz said.

"Now, I've given you our game plan," he said, referring to the PL line of subcompacts that replace the Shadow/Sundance in the 1994 model year.

Without the Justy, Subaru will rely on the compact Legacy and the subcompact Impressa, which replaces the 8-year-old Loyale next February. The new car hasn't been officially named for the U.S. market, but insiders refer to it as the Impressa, which is its name in the Japanese market.

Subaru in the future will also sell a smaller volume of a "third vehicle," Worrell said. That's likely to be a sport-utility built by another maker, maybe Nissan Motor Corp., Fuji's partner in Japan. ■

ECONOCAR SALES, 1987-1991
(Cars priced $7,000 or less)

	1991	1990	1989	1988	1987
Geo Metro/Sprint	90,712	97,165	52,792	48,088	60,359
Daihatsu Charade	6,202	10,630	15,118	11,460	0
Ford Festiva	42,080	52,520	69,328	69,167	26,750
Hyundai Excel	66,376	100,590	148,563	264,282	263,610
Mitsubishi Precis	3,329	4,665	15,037	21,713	20,658
Subaru Justy	6,741	14,363	21,536	27,313	13,240
Suzuki Swift	4,845	6,525	6,009	524	0
Yugo	3,092	6,359	10,576	31,546	48,812
TOTAL	**223,377**	**292,817**	**338,959**	**474,093**	**433,429**

Source: Automotive News Data Center

Subaru sold only 2,444 Justys in the first eight months of 1992, just half of year-ago period sales. And 1991 sales were 75 percent below the 1988 total.

Lutz tells Dodge dealers to hold to Viper price

NEW YORK — Some Dodge dealers are gouging customers for more than twice the $50,000 suggested retail price of the Viper sports car, says Chrysler Corp. President Robert Lutz.

"I hate to say it, but I guess we underpriced it," Lutz told the International Motor Press Association.

He confessed it was "kind of nice" to have a car that sells at such a high premium.

But he said Chrysler tries to discourage gouging: "We don't like what's going on. We're contacting dealers and pointing out that this is the creation of dissatisfied customers."

As of last week, Dodge had built 120 Vipers, he said. Plans call for 200 to be built this year, but production is supposed to jump to 5,000 in 1993. Through the end of August, 39 Vipers had been sold.

"They (customers) will find out we are not producing a limited-edition collection series. We have to produce this thing in some volume," Lutz said.

He said some dealers have stuck to company policy and sold for sticker price, only to have customers sell the car for a much higher price at auction. He said last week one was resold for about $118,000.

One general manager said his dealership had received only one Viper, and he decided to hang onto it, rather than sell it to one customer and anger everybody else.

"With all the hype this car has gotten, then you only get one car out of 200, it would be ridiculous to sell it at sticker. What does Chrysler expect?" said Carl Galeana of Saturn of Warren (Mich.).

The family also owns Van Dyke Dodge in Warren.

— *Jim Henry*

SPEAKERS

Eaton, Pretcher top World Congress list

continued from PAGE 1

Europe when on March 16, 1992, the Chrysler board chose him to succeed Chairman Lee Iacocca. He also was elected a member of Chrysler's board of directors.

At GM, Eaton held various management and engineering positions before being named assistant chief engineer at Oldsmobile in 1979. He became director of quality and reliability for Oldsmobile and vice president in charge of the advanced engineering staff in 1982.

In 1986, Eaton was named vice president and group executive in charge of the GM technical staffs, and in 1988, he was appointed to the Europe post.

Prechter formed ASC in a two-car garage in 1965, and expanded to Detroit in 1967. Today, ASC Inc. is the parent company of three worldwide subsidiaries: American Sunroof Co., Automobile Specialty Co. and Aeromotive Systems Co.

The company supplies the auto industry with vehicle conversions and specialty components, including sunroofs, convertibles and vinyl tops.

Prechter began installing sunroofs while studying business administration and English at San Francisco State College.

Prechter is also active in national politics, and he heads a presidential advisory committee on international trade. Prechter accompanied President Bush to Japan last winter.

Eaton and Prechter will open the 1993 Automotive News World Congress in an evening session Sunday, Jan. 10. Two days of sessions will follow, including a gala dinner Tuesday night.

The Automotive News World Congress concludes with a private tour of the North American International Auto Show on Wednesday, Jan. 13. For more information, write Wendy Barhydt and Lisa Hart, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150. The telephone number is (313) 764-5592. ■

Chrysler mails its minivan incentive to 1.7 million

ARLENA SAWYERS
Staff Reporter

incentive
WATCH

Chrysler Corp. is making direct-mail discount offers to 1.7 million current minivan owners.

Buick and Oldsmobile are offering option package discounts on 1993 models, and Chevrolet has rebates on some 1993 cars and trucks.

Volkswagen United States Inc. is offering dealer incentives on 1992 models, and Ford Motor Co. has implemented a new retail lease program.

Chrysler Corp. is mailing "Minivan Purchase Certificates" worth the $599 price of anti-lock brakes or $500 on minivans not equipped with ABS. The discounts apply to the purchase or lease of 1992 and 1993 **Plymouth** or **Dodge** short- or long-wheelbase minivans. The certificate is worth $500 on the **Chrysler** Town & Country minivan, which has ABS as standard equipment.

The certificates are being sent to 1.7 million persons who currently own 1987 through 1990 Chrysler minivans. The first mailing of 670,000 went out in early September.

The second mailing, directed to about 1 million persons, will go out this month. Owners of 1984 through 1992 minivans who do not receive a certificate can obtain one from their local dealer.

The certificate expires Nov. 27.

Through Jan. 24, **Buick** and **Oldsmobile** are offering rebates on 1993 vehicles depending on the option package selected. The Buick rebates range from $250 to $1,500; Oldsmobile's range from $500 to $1,500.

Chevrolet rebates on 1993 cars and trucks expire Sept. 23. The rebates range from $500 to $1,000 on cars and from $300 to $1,000 on trucks.

The 1993 Geo Storm has no rebate, but 2.9 percent financing for up to 48 months is available.

Through Sept. 30, **Volkswagen** is paying dealers $500 to $1,500 on its 1992 cars.

Ford Motor has implemented a new lease program in an effort to hype sales of the Ford Taurus and Mercury Sable.

With a $1,000 down payment, consumers can lease a Taurus for 24 months at $249 a month, and the company guarantees the residual price at 50 percent at the end of the lease.

The Sable program is identical except the down payment is $1,500.

Staff Reporter Kathy Jackson and Special Correspondent Jennifer Heil contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires Sept. 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent.	
1993 models	
Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$500
1992 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000
1991 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000
FORD MOTOR CO.	
1993 models	
Expires Dec. 18. In lieu of rebates, 7.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance incentive)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
1992 models	
Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 7.9 percent financing is available.	
Ford Crown Victoria (exp. Oct. 31)	$2,000
Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Grand Marquis (exp. Oct. 31)	$2,000
Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000
1991 models	
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.	
Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400
GENERAL MOTORS	
1993 models	
Expires Sept. 23 for Chevrolet, Jan. 24 for Buick, Oldsmobile and Pontiac. In lieu of rebates, 2.9 to 6.9 percent financing is available.	
Buick Riviera, Park Avenue Ultra	$750-1,000
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered.	
Chevrolet Caprice	$1,000
Corsica, Beretta, Lumina, Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup, other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered.	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500
1992 models	
Expires Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by region.	
Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000
Rebates based on option package ordered.	
Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500
Some rebates may vary by region.	
Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750
Rebates vary by geographical area.	
1991 models	
Chevrolet Geo Storm (expires Sept. 23)	$750
HYUNDAI (expires Oct. 2)	
Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
VOLKSWAGEN (1992 models; expires Sept. 30)	
Cabriolet, Corrado	$1,500
Passat	$750
Fox, Golf	$500
Jetta GL and Carat	$500
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
AUDI (1991 models, no expiration date)	
Audi 100 and 200	$1,500
Audi 90	$1,000
Rebates apply to models purchased by dealer from Audi of America port stocks.	
BMW (no expiration date)	
750iL (1991)	$10,000
CADILLAC (1992 models, expires Sept. 23)	
Eldorado, Seville (except STS)	$0-1,500, based on number sold
CHEVROLET (1992 models, expires Sept. 23)	
Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000
FORD (1992 models; expires Sept. 23)	
Taurus SHO (demos)	$2,000
Econoline van conversion	$750
GMC (1992 models; expires Sept. 23)	
G van conversion	$750-1,000, quota
HONDA (1992 models; expires Sept. 30)	
Accord	$500
Civic	$400
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991, no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (1992 models, expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000
TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$600-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

CARB approves Cummins engine

COLUMBUS, Ind. — Cummins Engine Co.'s L10 is the first natural gas fueled heavy-duty engine to receive the California Air Resources Board's approval. It was certified for the transit bus market in that state.

The company also has begun producing a clean-burning diesel version of the 10-liter, called the L10-280E. The engine is designed to meet the same stringent 1994 urban bus emissions set by California and the federal government.

Separately, Cummins said its N14-430 heavy-duty diesel is the latest in its Command engine series to produce a 430 horsepower rating. Like other N14 Command engines, the engine features a newly designed block and other technological changes.

Discovery's U.S. debut delayed

LONDON — The U.S. debut of Land Rover's new Discovery could be a year or more away while the vehicle is revised and upgraded for American buyers, the company's commercial director said last week.

"We won't send it until we feel it's right," said John Russell. "Apart from satisfying legal requirements, we are working to adapt Discovery to United States tastes."

One problem that surfaced is that although the four-wheel-drive sport-utility is marketed as a rugged, go-anywhere vehicle, clinics have shown that Americans find the Discovery's interior "too utilitarian."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD MOTOR CO.		
Dearborn, Mich.	9/21	
Ford Mustang		2,800
Oakville, Ontario	9/21	
Ford Tempo		3,000
Mercury Topaz		1,250
GENERAL MOTORS		
Detroit-Hamtramck, Mich.	9/21	
Buick Riviera		165
Cadillac Eldorado		200
Cadillac Seville		400
Doraville, Ga.	9/21	
Oldsmobile Cutlass Supreme		2,130
Total U.S. car		5,695
Total Canada car		4,250
Total units lost week of 9/21		9,945

Source: Automotive News Data Center

Parts groups seek changes in trade pact

MAX GATES
Staff Reporter

WASHINGTON — Two trade groups told a House subcommittee last week they don't like the special protection given to Canada's parts industry under the North American Free Trade Agreement.

The industry wants to see loopholes closed that could give an advantage to its competitors in Canada and Japan, or force higher levels of U.S. investment in Mexico over the next 18 months.

Other concerns may emerge this week when President Bush is expected to release an industry critique of the deal. In it, parts makers, automakers and truck firms detail their views of the agreement.

Last week, parts associations said they are unhappy with provisions in the text that set aside an estimated 15 percent of the parts in Canadian-built vehicles for Canadian parts makers. That provision existed under previous U.S.-Canada trade agreements and was retained under the proposed U.S.-Mexico-Canada deal.

In testimony before the House subcommittee on trade last Thursday, the 900-member Automotive Parts and Accessories Association urged that special protections for Canadian parts makers be dropped. The group said U.S. negotiators should reject any effort by Mexico to adopt similar protective measures.

At the same hearing, the Motor and Equipment Manufacturers Association raised fears that Mexico may try to force U.S. companies to increase their investments south of the border before free trade would take effect in January 1994.

Mexico could do that by putting into effect more of the trade restrictions contained in its 1989 Auto Decree. Most of the Auto Decree restrictions would be eliminated over the first 10 years after the trade pact takes effect.

In the meantime, "we believe the U.S. government must monitor this situation and seek resolution of any problems which develop before January 1994," said Christopher Bates, director of policy analysis and international trade for MEMA.

Staff Reporter Lindsay Chappell in Nashville, Tenn., contributed to this report.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 9/14-9/19/92	Actual 9/7-9/12/92	9/1 9/19/92	Year 1/1-9/19/92	Year 1/1-9/21/91
Concorde (Can.)	782	17	800	846	0
LeBaron A	0	499	1,001	3,111	0
LeBaron J	0	755	1,570	37,818	18,846
New Yorker	0	510	1,087	12,622	4,836
Fifth Avenue	0	1,043	2,131	31,171	20,786
Imperial	0	176	352	4,291	5,902
Town & Country (trk.)	600	405	1,413	13,171	3,010
Total Chrysler Div.	1,382	3,405	8,353	103,030	53,399
Sundance	1,595	1,281	4,210	47,418	44,047
Acclaim	0	1,399	2,765	53,446	56,887
Voyager (trk.)	2,440	2,081	6,095	73,882	69,353
Voyager (Can. trk.)	3,006	2,499	7,113	83,152	80,302
Total Plymouth	**7,041**	**7,260**	**20,184**	**257,898**	**250,589**
Intrepid (Can.)	1,013	1,265	3,269	7,844	0
Daytona	375	273	927	10,556	5,026
Shadow	2,280	1,799	5,889	71,083	48,866
Dynasty	0	1,535	3,005	62,479	88,276
Spirit	0	1,177	2,383	50,981	52,480
Viper	15	15	42	172	0
Monaco (Can.)	0	0	0	0	8,552
Caravan (trk.)	2,430	2,365	6,815	94,540	81,054
Caravan (Can. trk.)	3,498	2,845	8,133	119,972	102,904
Caravan C/V (trk.)	50	60	143	2,131	2,492
Caravan C/V (Can. trk.)	96	80	230	4,704	12,446
Dakota (trk.)	3,675	2,767	9,157	105,294	62,809
Ram pickup (trk.)	1,200	897	2,998	41,591	56,702
Ram wagon (Can. trk.)	350	264	844	15,800	14,518
Ram van (Can. trk.)	1,610	1,304	3,945	50,508	29,323
Total Dodge	**16,592**	**16,646**	**47,781**	**637,655**	**565,448**
Vision (Can.)	420	292	1,038	4,286	0
Premier (Can.)	0	0	0	0	9,557
Cherokee (trk.)	3,000	2,285	7,680	99,945	103,705
Comanche (trk.)	0	0	0	952	3,721
Grand Cherokee (trk.)*	3,420	2,718	9,029	65,314	1,560
Briarwood (trk.)	0	0	0	330	2,121
Wrangler (trk.)	1,575	1,180	3,956	10,712	0
Wrangler (Can trk.)	0	0	0	28,962	44,210
Total Jeep-Eagle	**8,415**	**6,475**	**21,704**	**210,501**	**164,874**
Total U.S. car	**4,265**	**10,462**	**25,362**	**385,148**	**345,952**
Total Can. car	**2,215**	**1,574**	**5,107**	**12,976**	**18,109**
Total U.S. truck	**18,390**	**14,758**	**47,286**	**507,862**	**386,527**
Total Can. truck	**8,560**	**6,992**	**20,265**	**303,098**	**283,703**
CHRYSLER CORP.	**33,430**	**33,786**	**98,022**	**1,209,084**	**1,034,291**
Escort	0	4,644	9,232	132,471	150,696
Mustang	2,692	2,165	7,101	72,238	67,468
Tempo	2,311	1,805	6,068	100,350	82,430
Tempo (Can.)	0	2,940	5,046	90,101	76,647
Taurus	11,316	8,977	28,325	296,001	234,835
Thunderbird	2,276	1,758	5,776	62,636	55,550
Crown Victoria (Can.)	2,251	1,842	5,382	78,216	68,233
Aerostar (trk.)	4,957	3,986	12,955	138,155	124,293
Bronco (trk.)	0	573	1,145	18,324	12,626
Explorer (trk.)	4,785	4,418	13,123	213,761	196,696
Mazda Navajo (trk.)	0	0	0	2,982	8,546
Econoline (trk.)	4,480	3,531	8,011	139,149	97,475
Heavy (trk.)	954	789	2,504	33,078	24,561
Light truck (trk.)	7,725	7,827	23,378	317,773	221,247
Light truck (Can. trk.)	3,055	2,459	7,244	88,299	73,663
Ranger (trk.)	144	0	144	158,312	196,790
Total Ford Division	**46,946**	**47,714**	**135,454**	**1,941,846**	**1,693,765**
Topaz	2,089	1,589	5,194	45,040	34,634
Topaz (Can.)	0	951	1,838	36,135	25,362
Cougar	1,524	1,189	3,860	40,600	43,188
Sable	1,884	1,511	5,567	92,646	74,983
Grand Marquis (Can.)	2,562	2,070	6,364	78,197	74,161
Mercury Villager (trk.)	854	700	2,084	8,109	0
Nissan Quest (trk.)	499	421	1,222	4,787	0
Total Mercury	**9,412**	**8,431**	**26,150**	**305,514**	**252,328**
Continental	842	665	2,185	28,287	40,696
Mark VII	0	0	0	2,380	7,126
Town Car	2,530	1,999	6,563	84,742	95,724
Total Lincoln	**3,372**	**2,664**	**8,748**	**115,409**	**143,546**
Total L-M Division	**12,784**	**11,095**	**34,898**	**420,923**	**395,874**
Total U.S. car	**27,464**	**26,302**	**79,912**	**957,391**	**887,339**
Total Can. car	**4,813**	**7,803**	**18,630**	**282,649**	**244,403**
Total U.S. truck	**24,398**	**22,245**	**64,566**	**1,034,430**	**884,234**
Total Can. truck	**3,055**	**2,459**	**7,244**	**88,299**	**73,663**
FORD MOTOR CO.	**59,730**	**58,809**	**170,352**	**2,362,769**	**2,089,639**
Skylark	1,855	873	4,286	43,503	30,947
Century	1,710	0	2,412	60,425	66,987
Regal (Can.)	2,200	2,135	5,985	69,600	88,978
Riviera	0	251	412	8,149	14,813
Park Avenue	1,965	1,052	3,330	42,298	79,183
LeSabre	3,614	2,730	7,169	114,954	53,537
Roadmaster sedan	921	519	1,946	32,834	22,237
Roadmaster wagon	205	2	207	7,131	18,444
Reatta	0	0	0	0	1,206
Total Buick	**12,470**	**7,562**	**25,746**	**378,894**	**376,332**
Eldorado	0	326	507	22,392	8,125
Seville	0	658	1,016	33,365	17,795
Brougham	1,106	438	1,771	5,017	14,841
DeVille	3,793	2,293	6,170	80,951	112,953
Allante	64	51	166	1,577	2,188
Total Cadillac	**4,963**	**3,766**	**9,630**	**143,302**	**155,902**
Cavalier	4,417	3,078	7,495	142,527	182,359
Camaro	0	0	0	47,762	38,376
Camaro (Can.)	15	15	36	64	0
Corsica-Beretta	4,000	1,900	6,637	133,162	174,311
Lumina (Can.)	4,800	4,796	13,098	160,680	167,684
Caprice	2,001	672	3,235	75,427	97,294
Corvette	480	384	1,249	15,465	15,003
Astro (trk.)	3,100	1,117	4,288	103,478	69,356
Blazer (trk.)	457	402	1,347	18,120	5,594
Lumina APV (trk.)	980	744	2,494	32,907	30,700
Mediums (trk.)	173	113	370	5,230	1,367
P-model (trk.)	0	484	964	15,235	15,148
Pickup (trk.)	6,278	5,058	16,610	204,544	206,096
Pickup (Can. trk.)	2,750	2,731	7,651	126,182	100,596
S10 (trk.)	3,796	3,860	11,634	140,362	185,980
S10 Blazer (trk.)	3,615	2,041	7,816	93,226	30,244
Sportsvan (trk.)	316	214	571	12,276	30,005
Sportsvan (Can. trk.)	1,200	1,177	3,242	51,567	36,941
Suburban (trk.)	1,653	1,406	4,632	45,462	21,147
Total Chevrolet	**40,042**	**30,192**	**93,367**	**1,423,696**	**1,408,260**
Achieva/Calais	995	472	1,830	74,754	34,616
Cutlass Ciera	3,413	0	4,695	92,328	67,771
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	1,867	3,625	57,052	75,858
Toronado	0	0	0	3,274	3,639
Eighty Eight	1,317	1,060	2,698	49,089	59,340
Custom Cruiser wag.	0	50	50	2,127	6,364
Ninety Eight	320	17	337	18,513	57,827
Silhouette (trk.)	172	141	423	9,956	14,490
Bravada (trk.)	157	191	530	8,666	11,211
Total Oldsmobile	**6,374**	**3,798**	**14,188**	**315,759**	**372,205**
Sunbird	1,633	1,134	2,767	58,481	84,938
Grand Am	6,085	2,783	13,274	182,467	90,658
Firebird	0	0	0	17,116	14,476
Firebird (Can.)	10	10	24	44	0
Grand Prix	2,560	1,934	6,448	79,259	74,835
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,944	1,367	4,745	67,576	52,158
Trans Sport (trk.)	823	640	2,059	28,903	19,455
Total Pontiac	**14,055**	**7,868**	**29,317**	**433,846**	**356,123**
Yukon-Jimmy (trk.)	211	164	515	5,702	1,631
Medium (trk.)	286	224	716	14,337	2,553
P-model (trk.)	0	61	83	1,590	1,895
Pickup (trk.)	2,272	1,771	6,133	78,861	88,283
Pickup (Can. trk.)	900	909	2,735	46,245	36,958
Syclone-Sonoma (trk.)	1,076	974	2,916	36,181	44,790
Typhoon-S15 Jimmy (trk.)	1,179	756	2,632	29,644	11,016
Safari (trk.)	1,063	298	1,379	41,425	29,196
Suburban (trk.)	1,059	721	2,278	25,237	16,829
Vandura (trk.)	129	88	287	6,384	13,377
Vandura (Can. trk.)	500	504	1,353	22,282	16,070
Total GMC	**8,675**	**6,470**	**21,027**	**307,917**	**262,598**
Total Saturn+	**4,400**	**4,400**	**8,800**	**144,879**	**63,298**
Total U.S. car	**49,898**	**30,311**	**97,275**	**1,713,874**	**1,665,960**
Total Can. car	**7,025**	**6,931**	**19,083**	**230,388**	**297,751**
Total U.S. truck	**28,884**	**21,468**	**70,676**	**967,756**	**859,423**
Total Can. truck	**5,350**	**5,321**	**14,981**	**246,276**	**190,584**
GENERAL MOTORS	**90,979**	**64,031**	**202,015**	**3,148,293**	**2,904,718**
Can. car	0	1,900	3,360	70,643	74,954
Can. trk.	0	1,200	2,084	43,466	33,634
CAMI†	**0**	**3,100**	**5,444**	**114,109**	**108,588**
DIAMOND-STAR†	**2,729**	**2,187**	**7,836**	**102,849**	**113,786**
Civic	2,315	1,498	5,447	72,233	64,715
Civic (Can.)	2,020	1,715	5,401	78,724	78,261
Accord	7,137	5,247	18,017	272,702	265,435
Total U.S. car	**9,452**	**6,745**	**23,463**	**344,935**	**330,150**
Total Can. car	**2,020**	**1,715**	**5,401**	**78,724**	**78,261**
HONDA	**11,472**	**8,460**	**28,864**	**423,659**	**408,411**
HYUNDAI Sonata (Can.)	**0**	**240**	**365**	**7,092**	**18,788**
AUTOALLIANCE†	**5,313**	**4,363**	**12,758**	**96,561**	**117,744**
U.S. trk.	1,585	1,291	4,151	48,509	49,063
Can. trk.	250	191	611	6,379	5,142
NAVISTAR	**1,835**	**1,482**	**4,763**	**54,888**	**54,205**
Altima	2,498	1,777	5,717	13,760	0
Sentra	2,310	1,829	5,965	86,997	96,362
Pickup (trk.)	2,760	2,148	7,039	95,708	95,208
NISSAN	**7,568**	**5,754**	**18,722**	**196,465**	**191,570**
Geo Prizm	460	356	986	52,721	70,569
Toyota Corolla	460	404	1,036	74,701	80,291
Toyota Pickup (trk.)	1,500	1,424	4,486	48,913	178
NUMMI	**2,420**	**2,184**	**6,510**	**176,335**	**151,038**
Legacy	1,200	931	3,117	42,520	41,731
Pickup (trk.)	565	444	1,455	17,693	18,779
Rodeo (trk.)	935	759	2,456	30,839	19,721
Total U.S. car	**1,200**	**931**	**3,117**	**42,520**	**41,731**
Total U.S. trk.	**1,500**	**1,203**	**3,911**	**48,532**	**38,500**
SUBARU-ISUZU	**2,700**	**2,134**	**7,028**	**91,052**	**80,231**
Camry	3,911	4,860	12,642	173,778	136,263
Corolla (Can.)	250	142	472	48,300	47,268
TOYOTA	**4,161**	**5,002**	**13,114**	**222,078**	**183,531**
VOLVO 740, 940 (Can.)	**120**	**96**	**283**	**4,858**	**5,748**
AM GENERAL (trk.)	**300**	**240**	**700**	**18,920**	**14,770**
MISCELLANEOUS (trk.)**	**1,920**	**1,536**	**4,902**	**120,848**	**97,340**
Total U.S. car	**109,862**	**90,527**	**275,251**	**4,045,235**	**3,876,089**
Total Canada car	**16,443**	**20,401**	**52,721**	**735,430**	**785,282**
Total U.S.-Canada Car	**126,305**	**110,928**	**327,972**	**4,780,665**	**4,661,371**
Total U.S. truck	**81,157**	**66,313**	**207,968**	**2,881,477**	**2,416,243**
Total Canada truck	**17,215**	**16,163**	**45,106**	**687,518**	**586,706**
Total U.S.-Canada truck	**98,372**	**82,476**	**253,074**	**3,568,995**	**3,002,949**
TOTAL U.S.	**191,019**	**156,840**	**483,220**	**6,926,712**	**6,292,332**
TOTAL CANADA	**33,658**	**36,564**	**97,827**	**1,422,948**	**1,371,988**
TOTAL U.S.-CANADA CAR & TRUCK	**224,677**	**193,404**	**581,047**	**8,349,660**	**7,664,320**

+Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

All plants working on '93s

GWENDOLYN ZONGHETTI
Special Correspondent

Last week was the first full week of 1993-model production; all changeover downtime has ended.

Car production in the United States last week was scheduled at 109,862, up 21.4 percent over the prior holiday week but down 8.6 percent from the year-ago week.

Year-to-date U.S. car production is 4,045,235, up 4.4 percent from last year.

Truckmakers in the United States assembled 81,157 units last week, a 22.4 percent hike from the prior week, but a 4.9 percent drop form the year-ago week.

So far this year, 2,881,477 trucks have been produced, up 19.3 percent from 1991.

In Canada last week, carmakers scheduled production of 16,443 autos, plummeting 19.4 percent from the prior week and 33.8 percent from the year-ago week.

So far this year, car production in Canada is 735,430, down 6.3 percent from the last year.

Truck production in Canada last week was estimated at 17,215, up 6.5 percent over the prior week but down 10.8 percent from the 1991 week.

Year-to-date truck production in Canada is 687,518, up 17.2 percent from 1991.

Last week's scheduled car and truck production was shared as follows:

General Motors, 41.1 percent; Ford Motor Co., 27.2 percent; Chrysler Corp., 11.9 percent; Honda of America Manufacturing Inc., 4.9 percent; Nissan Motor Manufacturing Corp. U.S.A., 4.0 percent; AutoAllianceInternational Inc., 2.8 percent; Toyota Motor Manufacturing (U.S.A.), 2.0 percent; Diamond-Star Motors Corp., 1.4 percent; Subaru-Isuzu Automotive Inc., 1.4 percent; New United Motor Manufacturing Inc., 1.3 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; and AM General, 0.2 percent.

Today, GM's Lake Orion, Mich., car plant begins a two-week schedule of one shift per day due to high inventories. The plant will resume two-shift production Oct. 5.

At the Janesville, Wis., truck plant, all vehicle lines except the Chevrolet Kodiak and GMC TopKick worked daily overtime last week. The postal line at the Moraine, Ohio, truck plant also worked daily overtime.

Ford slated daily overtime last week at the Atlanta and Chicago car plants and the Kansas City, Mo., and St. Louis truck plants.

Chrysler scheduled daily overtime this week at three car plants and five truck plants.

The car plants are: Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich. The truck plants are: St. Louis; Jefferson North (Detroit); Warren, Mich.; Toledo, Ohio; and Windsor, Ontario.

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latenews

GM reviewed by Moody's

NEW YORK — The long-term debt and commercial paper of General Motors and its subsidiaries is under review for a possible downgrade by Moody's Investors Service, a move that could make it more expensive for GM to borrow money.

Moody's said last Friday that it will review GM's competitiveness in core product areas, its ability to improve operations during the soft market, the effectiveness of its cost-reduction programs, its ability to raise capital to implement product programs, how labor unrest might adversely affect operations and how continued erosion of GM's balance sheet could hurt its major subsidiaries.

Those subsidiaries include GM Hughes Electronics Corp., Electronic Data Systems Corp. and General Motors Acceptance Corp.

Two events last week contributed to Moody's review: GM's decision to cut production estimates for the second half of 1992 and a strike at a Lansing, Mich., body plant.

see LATE NEWS, 2

Porsche AG replaces Arno Bohn

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Arno Bohn's abrupt departure as chairman of Porsche AG last week was apparently prompted by worse fiscal-year results than the controlling families had expected.

Bohn: In in Feb., out in Sept.

Last Friday, the Porsche supervisory board unanimously named one of its members as Bohn's replacement, probably on a temporary basis.

Wendelin Wiedeking, 40, the board member responsible for production, will serve as speaker, rather than chairman of the board of management, giving the families that own Porsche greater daily control over the company.

Because Bohn is departing just before the release of Porsche's 1991-92 fiscal year results, analysts speculate that a loss will be reported. Bohn predicted at the annual meeting in March that the company would show a profit.

see BOHN, 35

GM supplier blitz takes toll

Rockwell exit may threaten timetable for electric car

AL FLEMING
Industry Editor

The aggressive, warrior-like tactics of General Motors' worldwide purchasing czar have prompted a major supplier to withdraw from GM's electric vehicle project, raising the possibility the Impact could be delayed.

GM last week, however, said the project is still on schedule.

Rockwell International Corp. has pulled the plug on a single-source program to develop and produce plastic body panels for GM's electric car, scheduled for introduction in mid-decade.

Rockwell Automotive in Troy, Mich., declined comment, but sources close to the project said the company made the decision when asked by GM purchasing to rebid on the electric-car contract.

The move is an example of suppliers chafing under GM's three-month-old blitzkrieg on costs. In June, J. Ignacio Lopez, GM vice president in charge of worldwide purchasing, canceled existing supply contracts and threw them open to bids worldwide in an effort to cut costs. Sources said Rockwell's management decided that if GM would not honor an existing contract, it could not be trusted to honor a new contract.

A few months ago, it would have been heresy for a supplier to turn down GM business. Rockwell's bold action is raising eyebrows in Detroit. Major suppliers such as Rockwell, with long histories of doing business with GM, are repelled by what they feel are questionable tactics by Lopez and his purchasing organization.

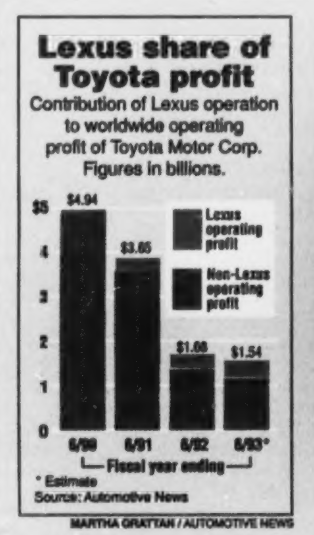
Lopez swings ax at meeting > '34

The officer of a major supply firm said, "We all made a lot of adjustments to accommodate 3-2-2 (GM's program to reduce supply costs by 7 percent from 1991 through 1993). With Lopez, it just comes down to competing with the low- priced guy. We're deciding whether it's worth doing business with him."

Lopez: GM's purchasing czar

Growing numbers of suppliers say they will continue to bid on GM contracts involving commodity products, but not on the advanced programs requiring major investments in new technology, facilities and equipment.

see LOPEZ, 34



Lexus share of Toyota profit

Contribution of Lexus operation to worldwide operating profit of Toyota Motor Corp. Figures in billions.

* Estimate
Source: Automotive News

MARTHA GRATTAN / AUTOMOTIVE NEWS

Lexus Chief Engineer Ichiro Suzuki zealously avoided the gas-guzzler tax by reserving approval on design changes that would add more than one-third of an ounce to the LS400's weight.

'We achieved the dream'

In just three years, Lexus redefined luxury

It had been a long flight from California, and J. Davis Illingworth had wrestled with demons most of the way.

For 13 hours, as the Japan Air Lines plane flew westward toward Tokyo, the 44-year-old executive, who soon would be named head of Toyota Motor Corp. in U.S.A.'s fledgling Lexus Division, fought hard to beat back waves of anxiety over the project he was about to see.

But the anxiety remained, hounding him through the night. *So much is riding on this*, he'd remind himself. *You have to get it right.*

On the ground on that sparkling March morning in 1987, Illingworth's fears persisted. But as he caught his first glimpse of the car, a silver LS400 prototype, he knew that everything was fine.

The demons were gone. Illingworth had seen his first Lexus.

A BRAND NEW FORCE

Perhaps appropriately, the car that caused Illingworth so much grief that night in 1987 has since wreaked equal havoc on the nerves and equilibrium of scores of automotive executives at rival companies around the globe.

These articles were reported by Staff Reporters Kristine Stiven Breese in Los Angeles; Diana T. Kurylko in Frankfurt; and Richard Johnson and Mary Ann Maskery in Tokyo. They were edited by International Editor James R. Crate in Detroit.

Indeed, in the three years since it went on sale in the United States in September 1989, Lexus has stood the industry on its ear as few cars have.

By presenting a challenge that few thought attainable — a superior-quality, volume-produced luxury car priced below $40,000 — Lexus almost overnight moved the price/value bar in the segment to stunning new heights.

All the marques that once dominated the luxury class have felt the new competitor's bite. Sales of all Lexus models, which rose 12 percent in 1991 over 1990 to 71,206 units, were up 46 percent for the first eight months of 1992 to 59,955. About one-third of last year's sales and 40 percent of this year's have been the near-luxury ES sedan.

And the gains continue to come out of competitors' pockets: Through July, 39 percent of trade-in Lexus sales were defectors from European marques; 38 percent came from U.S. marques; and

see LEXUS, 16

Paint flaw haunts Nissans in Tenn.

11,000 damaged; acid rain suspected

LINDSAY CHAPPELL
Staff Reporter

NASHVILLE, Tenn. — Nissan Motor Corp. in U.S.A. is selling more than 11,000 new cars and trucks at discount rates to fleets, auctions and company employees because of a mysterious paint problem at its U.S. factory.

The company suspects that acid rain caused surface damage to at least 11,000 vehicles located outside Nissan Motor Manufacturing Corp. U.S.A.'s plant in Smyrna, Tenn. Other automotive operations in the region — including dealerships and General Motors' Corvette plant 90 miles away in Bowling Green, Ky. — have experienced similar problems.

The Saturn Corp. plant in Spring Hill, Tenn., has not reported any similar damage.

Nissan is titling most of its damaged vehicles and selling them at discounts to dealers, auctions, employees and fleet buyers as used vehicles.

Officials at the Nissan plant say they have not determined the cause of the problem. Imported vehicles at a Nissan distribution center located beside the factory also were damaged, including dozens of Infiniti, Pathfinder, Maxima and 300ZX models.

In Bowling Green, similar conditions prompted the Chevrolet Corvette plant to begin covering its completed vehicles with plastic sheets this summer. Past incidents have required the sports-car plant to repaint the cars.

The problem at Nissan affected mostly Sentras, pickups and Altimas. About 1,300 Altimas had to

see NISSAN, 34

inside Automotive News

CAMPBELL QUITS CAMP
46-year-old GM fast tracker moves to Textron helm. PAGE 4

NEW BOSS FOR VOLVO
Joseph Nicolato resigns; Mats Ola Palm takes over. PAGE 4

ATYPICAL MID-SEPTEMBER
Daily sales rate dips 3.9%; even trucks feel pinch. PAGE 6

MODEL-YEAR CHAMPS
Toyota, Caravan, F series emerge as '92 winners. PAGE 8

VAN VANGUARD
Chrysler team keeps watch over minivan build. PAGE 8

N. AMERICA CIVIC COUPE

▲ Honda adds Ohio-, Ontario-built coupe to '93 line. PAGE 21

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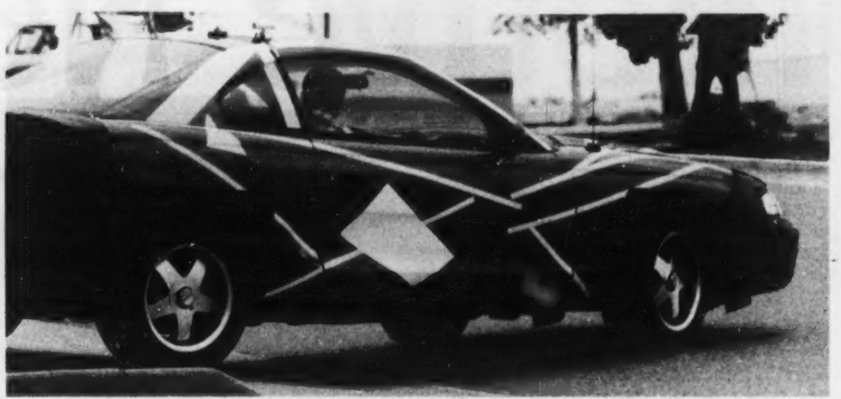
correction

The Oldsmobile Bravada has a high-output, 200-horsepower, 4.3-liter V-6 engine as standard equipment. The same engine is an option for the Chevrolet S10 Blazer and GMC Jimmy. A Sept. 21 story on Page 33 incorrectly stated the availability of the engine with the Chevrolet and GMC sport-utilities.



HANS G. LEHMANN/HIDDEN IMAGE

A blast from the past

This spy photo shows that Ford designers have sculpted a bodyside scoop in the next-generation Mustang that is reminiscent of the original pony car, introduced in April 1964. The new Mustang is expected in Ford showrooms for either the 1994 or 1995 model year.

latenews

CONTINUED *from* PAGE 1

UAW strikes GM Lansing

More than 4,000 UAW workers at the General Motors body assembly operations in Lansing, Mich., walked off the job Friday over issues relating to relief scheduling and work loading. Talks were scheduled to reconvene Saturday, but the impact was immediate, forcing GM to shut its chassis operation there.

The union wants GM to reactivate about 300 people placed in GM's Job Opportunity Bank-Security program when the company changed plant relief time schedules. Workers in the program receive 100 percent of their pay and benefits even though they have no jobs.

The local also wants additional manpower to ease workloads in the plant.

— Liz Pinto

Ford warns of buckle flaw

DEARBORN, Mich. — Ford Motor Co. is notifying owners of about 337,200 1984-85 Ford Mustangs and Mercury Capris that the front seat belt buckles may break.

Ford said a small plastic component in the belt buckle assembly may deteriorate due to long-term exposure to sunlight. If it breaks, the buckle may separate from the belt webbing.

CAMI rebuffs union overture

The striking union at CAMI Automotive Inc. in Ingersoll, Ontario, was rebuffed last week in an effort to open negotiations with the company.

Canadian Auto Workers bargaining representatives approached the company twice with what appeared to be concessions to their original demands. But a CAW spokeswoman said no talks are scheduled for the joint venture and none are expected.

CAMI, a joint venture between General Motors of Canada Ltd. and Suzuki Motor Co. Ltd., went on strike Sept. 14 over compensation and worker grievance issues.

Union officials said they offered to negotiate a three-year phase-in of contract agreements with the company, and also indicated that they now would accept non-parity with the rest of GM's Canadian work force. By special agreement, CAMI workers earn about $1.33 Canadian ($1.07 U.S.) less an hour than other GM workers in Canada, and about $1 Canadian (80 cents U.S.) less in benefits.

— Lindsay Chappell

Moody's looks at Volvo rating

LONDON — Commercial paper ratings for AB Volvo of Sweden and its subsidiaries is under review for a possible downgrade by Moody's Investors Service, Moody's announced last week.

The review focuses on the adequacy of Volvo's debt-reduction efforts, considering the continued sluggish worldwide vehicle market and growing financial pressures in Scandinavian countries, Moody's said. Volvo's debt was being reduced more slowly than expected, Moody's said.

New Camaro to pace Indy

INDIANAPOLIS — The redesigned 1993 Chevrolet Camaro Z28 will pace the Indianapolis 500 on May 30.

This marks a record ninth time for Chevrolet as an Indy 500 pace car and a record fourth time for the Camaro.

The new Camaro Z28 coupe and its 275-horsepower version of the Corvette LT1 5.7-liter V-8 engine will be able to pace the 77th running of the race without performance modifications.

Fiat reports 55% profit dip

FRANKFURT — Fiat SpA, parent company of the automaker, said group pretax profit fell 55 percent in the first half to $566 million from $1.25 billion a year earlier.

Revenues were up 2 percent to $22.53 billion from $22.17 billion in 1991.

Fiat Auto, the company's core business, sold 918,000 units in the first six months with a 12.6 percent market share in Europe, compared with 973,000 cars and a 13.5 percent share a year earlier.

— Diana Kurylko

Dems push content clause

WASHINGTON — In an 11th-hour move, congressional Democrats attached a tough domestic content labeling law to a key transportation funding bill that emerged from a House-Senate conference committee late Thursday.

The law would require that cars sold in the United States carry a label detailing the percentage of domestic content in the engine, transmission and the entire vehicle.

U.S. and Canadian content would be considered "domestic," but labor costs would not be included in the calculation. Importers have criticized the bill as a "back-door, Buy American" maneuver. A veto by President Bush is unlikely.

— Max Gates

GM, Iveco eye Argentina

General Motors and Iveco, the Italian truckmaker, are studying a joint venture in Argentina to build trucks or cars.

Nothing built would conflict with Iveco's truck line, said Albert Buchanan, the senior adviser to the company that is handling the negotiations. But a joint venture could affect one of two distribution agreements GM now has in Argentina, which will run out this year, he said.

One involves local assembly of Brazilian-built kits for pickups and distribution by the Sevel group and marketed under the Chevrolet name.

The second agreement is with Ciades, in which Renault of France is a minority shareholder. Ciades sends Renault's Trafic van to Brazil, to be marketed there with the Chevrolet nameplate, while GM Brazil sends to Argentina its Chevette subcompact and the Chevy 500 pickup version, both of which are marketed with a GMC nameplate.

— Rik Turner

briefly

Ads say Saturn is slow good

Saturn Corp. wants to make sure that out-of-cars doesn't result in out-of-mind. To reassure wannabe Saturn owners, the company is running newspaper ads explaining that high demand for the import-fighters has left cupboards almost bare — for the time being. "Of course we could build them faster," touts one ad. "It's just that we won't."

STOCK OPTION — The first Chinese company to be listed on the New York Stock Exchange could be a carmaker. **Brilliance China Automotive Holdings** is preparing its paperwork for the Big Board. It owns 51 percent of **Shenyang JinBei Passenger Vehicle Manufacturing Co.**, the company that has a joint venture with **General Motors** to build pickups.

FORD FANS — Readers of *Design News*, an engineering magazine, were asked this year to name the U.S. automaker "with the best combination of technical know-how and business acumen." Results: **Ford Motor Co.**, 56.1 percent; **GM**, 25.2 percent; **Chrysler Corp.**, 17.0 percent. Readers also named the Ford Taurus their favorite "New Car I Would Buy Today." **Lexus** was their favorite luxury car under $35,000 and **Mercedes-Benz** their favorite without regard to practicality or cost.

SHOPPING BAGS — Car thieves in Detroit are stripping the airbags out of their targets and selling them to unscrupulous auto parts dealers. Police Chief Stanley Knox said stepped up inspections of used-parts dealers have resulted in two junkyard closings and some fines. No numbers are kept on this relatively new crime, but one Detroit victim was a police commander whose unmarked **Ford** Taurus was stolen from his driveway.

POWERFUL TIE-UPS — J.D. Power and Associates, whose mission is to help automakers put more cars on the road, has been bitten by the hand that feeds it. The market research firm has opened a satellite office in Torrance, Calif., closer to the Los Angeles-area headquarters of many of its Asian import customers. Why? Power and its clients want to meet "without having to contend with the near impossible traffic problems" around firm headquarters in Agoura Hills, Calif.

WHERE'S THE STOPWATCH? GM will bring the electric Impact next month to Convergence '92, part of which happens on a **Ford** test track in Dearborn, Mich. A total of 13 electric vehicles are coming to the party.

ALL IN THE TIMING — Synchronous operation isn't just for manufacturing anymore at **Oldsmobile**. General Manager John Rock ordered the sales and marketing employees to undergo the same type of training given to **GM** manufacturing employees. Strategies include reducing lead time, building in small lots, organizing facilities and equipment to improve production flow, leveling the production schedule and verifying quality. Rock believes creating a proper atmosphere to attract buyers requires a change in thinking from the top of the organization to the bottom.

Rock: all of Olds gets trained

Chevrolet looks beyond '93 to new products

PHIL FRAME
Staff Reporter

GOODISON, Mich. — Taking a page from Lee Iacocca's book, Chevrolet General Manager Jim Perkins climaxed a preview of the division's 1993 products with a slide show of seven future cars and trucks.

The goal was to show that reinforcements — in the form of fresh new models — are coming in a wave between now and the 1995 model year.

The future-product presentation also was intended to keep journalists from reporting how badly Chevy is doing because its cars and trucks are old.

Iacocca and Chrysler Corp. used the same tactic before the 1981 model year introductionof the K-cars and last year with the 1993 LHs to show that rumors of that company's demise were unfounded.

Perkins showed off the next Camaro, due midway through the 1993 model year; the 1994 Monte Carlo coupe; the 1994 Lumina sedan redesign; the 1994 S10 pickup redesign; the S10 two-door and four-door Blazer redesigns due midway through the 1994 model year; and the 1995 Cavalier redesign.

"Between now and 1996, nearly all of our cars will have a major redesign, and between now and 1998, nearly all of our trucks," Perkins said.

Some of Chevrolet's 4,555 dealers have complained that parent General Motors has ignored the needs of its biggest division while pouring out billions of dollars to launch Saturn Corp.

To counter that claim, many of the corporation's top executives attended last week's preview at a Detroit area cider mill to show they support Chevrolet.

While the future may appear bright for Chevrolet based on the slides of the new vehicles, the problem will be getting through the 1993 model year, which Perkins admitted will be a year of transition.

In other words, Chevrolet dealers should prepare themselves for a rerun of what happened in the 1992 model year. Perkins said sales in the 1992 model year are expected to total 1,019,000 cars (down about 14 percent from the previous model year) and 1,186,000 trucks (up about 9 percent).

In the 1991 model year, Chevrolet beat Ford Division in car sales and lost in trucks. In the 1992 model year, Ford will win both crowns by comfortable margins.

Through eight months of the calendar year, Chevrolet sold 720,378 cars, compared with 825,540 for the same period of 1991. Chevrolet sold 776,740 trucks in the first eight months of 1992, compared with 733,616 in 1991.

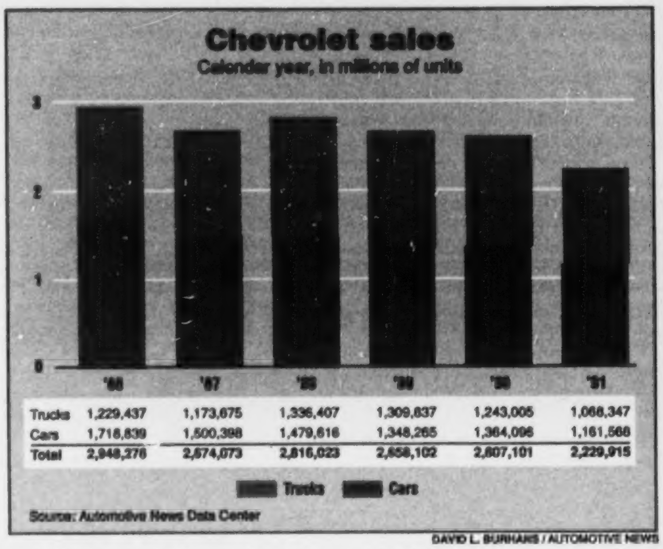
Perkins said he doesn't believe the 1993 model year for cars will be much better — a 3.5 percent sales growth for Chevrolet compared with industrywide sales growth forecast at 5 to 8 percent. That translates to industry car sales of 8.2 million to 8.9 million.

Chevrolet will suffer because it expects one-third fewer fleet sales, mainly because GM ceased subsidies for daily rental fleets.

"Program cars saved a lot of grief for a lot of people, but we've got to find the balance point," Perkins told the group.

He said the program car busi-

see CHEVY, 33



	'86	'87	'88	'89	'90	'91
Trucks	1,229,437	1,173,675	1,336,407	1,309,837	1,243,005	1,068,347
Cars	1,718,839	1,500,398	1,479,616	1,348,265	1,364,096	1,161,568
Total	2,948,276	2,674,073	2,816,023	2,658,102	2,607,101	2,229,915

Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

HONDA ISN'T RESTING

Minivan, V-6, sport-utility eyed

DAVID VERSICAL
National Editor

DETROIT

Honda's U.S. sales boss came to the Motor City with news to dispel any conceptions that Honda has lost its edge.

Thomas Elliott, executive vice president of American Honda Motor Co. Inc., was coy about details, but strongly suggested that the company:

- Will offer a V-6 in the next Accord, due out next year.
- Will build a minivan.
- May sell a sport-utility.

And he has already started a program to bolster lagging sales satisfaction levels at dealerships.

The product plans cut to the heart of questions about the Honda line. By some popular accounts, the division has grown conservative while leading the U.S. sales charts for three years with the Accord.

But Elliott, in Detroit for a press preview of Honda's 1993 line, dismissed the suggestion that Honda has lost its glow.

"The halo is not diminishing," he said in an interview with *Automotive News*. "There are just a whole lot more alternatives out there."

Lots of those alternatives have V-6 engines or are trucks, but Honda finally appears ready to compete head-to-head.

Elliott gave no specifics on the V-6, and he did not say if it would be ready in time for the start of 1994 production next year. But his words came as a rare, firm signal of Honda's future product plans. And his comments were echoed last week in Japan by the parent company's No. 2 executive, executive vice president Yoshihide Munekuni. "If consumers want a V-6 within the family car concept, we are waiting to respond to that request," Munekuni said.

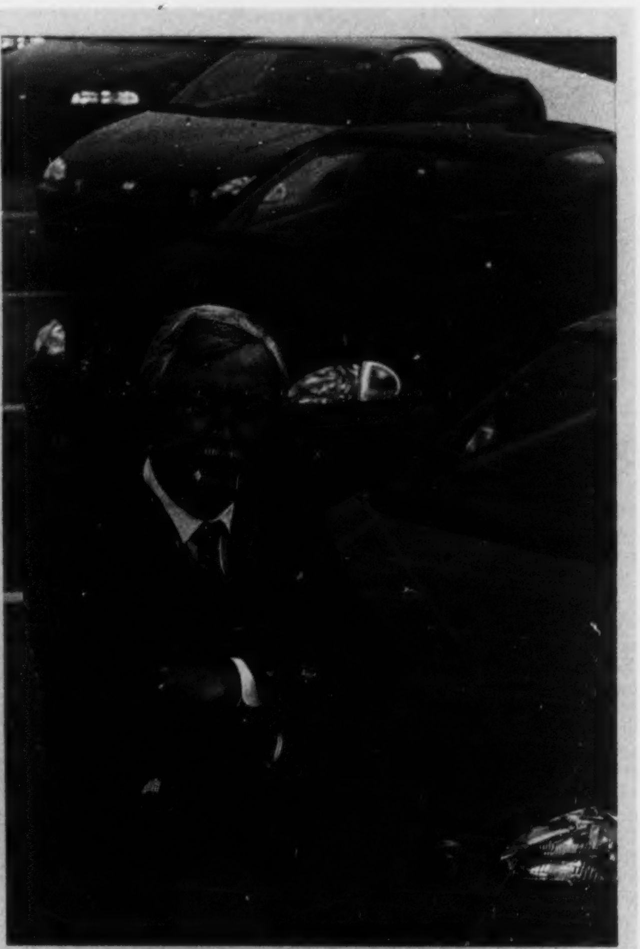
In addition, next year's Accord will have a "very different styling look" than the current model, Elliott said. The current generation echoes its predecessor.

Honda appears ready to expand its long-standing lineup of the Civic, Accord and Prelude.

"If Honda is going to grow long term, you have to look at more segments," Elliott said. A decision on a minivan is near, he said. Sport-utilities will be a second choice for a new line, followed by a car below the Civic, he said. He said Honda is not ready to do a pickup truck.

Honda has traditionally taken a hands-off approach to dealers, Elliott said. But that is changing. The company ranks low in J.D. Power and Associates sales satisfaction rankings. And it needs to reduce the 40 percent-plus turnover in its sales force every year. While Elliott didn't share specifics about the programs, he said 15 people have been hired at the company's California headquar-

see HONDA, 33


JOE WILSSENS/AUTOMOTIVE NEWS

Thomas Elliott, American Honda Motor Co.'s executive vice president, dismisses the suggestion that Honda's products have lost their glow: "There are just a whole lot more alternatives out there."

Honda adds Civic coupe > 21

Recession catches up with high-priced cars

Aura of immunity is shattered

JIM HENRY
Staff Reporter

NEW YORK — Times are tough, conspicuous consumption is uncool and you can't get much more conspicuous than a red Ferrari. Therein lies the problem for cars that have six-figure prices.

Cars such as Ferrari, Rolls-Royce, Aston Martin and Lamborghini once had a reputation for being recession-proof. They survived the 1980-82 recession with barely a dent in sales.

More than 90 percent of Rolls-Royce's customers are millionaires, and about half have a net worth of more than $5 million. They own at least five cars and two or more houses.

Because the customers are so rich and the cars so rare, exotic cars aren't affected by economic downturns, the theory went.

Until this recession.

U.S. sales for Rolls-Royce, for instance, fell more than 60 percent to only 447 cars last year. Sales were up 12 percent through June, to about 250 cars. But that's still less than half the 1990 rate, and marketers are worried that the volumes of the late 1980s are gone for good.

"I don't think anyone's immune if things are bad enough," said Howard Mosher, president and chief executive officer of Rolls-Royce Motor Cars Inc.

Things are pretty bad, even for millionaires.

"The economy's really been down for three years, and I figure it'll take another two years to recover. I just want to survive," said Ferrari owner James Haas Jr., a builder-developer in Vincentown, N.J. He said the construction business is bad in every sector — residential and commercial, private and public.

"Survive till '95, that's the goal."

He sounds like lots of harried businessmen — until the conversation turns to the Ferrari F40 on display in his living room.

A Ferrari enthusiast in a three-Ferrari family, Haas bought the F40 last year. After waiting more than three years for the car, he's never driven it.

Haas bought the car primarily as an investment, but F40 prices have nosedived. Without saying

see EXOTICS, 9

EXOTIC CAR SALES, 1988-1991
(Cars priced over $100,000)

	Ferrari	Lamborghini	Rolls-Bentley	Total
1991..	801	110	447	1,358
1990..	964	156	1,200	2,320
1989..	805	167	1,216	2,188
1988..	1,079	150	1,214	2,443

Toyota executive on speakers list

DETROIT — Yale Gieszl, Toyota Motor Sales U.S.A. Inc. executive vice president for sales and operations, will address the Automotive News World Congress Monday evening, Jan. 11.

Gieszl is one of 27 industry experts scheduled to speak during the 17th Automotive News World Congress, to be held Jan. 10-13 at the Westin Hotel in Detroit.

Automotive News and the University of Michigan Transportation Research Institute co-sponsor the four-day event, which includes a gala dinner Tuesday evening,

see CONGRESS, 19

Gieszl: Monday night speaker

Registration information > 19

Eaton trims industry forecast

13.1 million year predicted

JOSEPH BOHN
Staff Reporter

HIGHLAND PARK, Mich. — Chrysler Corp. has reduced its estimate of U.S. calendar 1992 sales by 300,000 units, down to 13.1 million cars and trucks.

Chrysler expects to sell 1.7 million vehicles in calendar 1992, up from 1.5 million last year.

"Typically, the first year after a recession you'd be looking at a 15 percent improvement over the previous year. This year we're more in the 4 percent range," Chrysler Vice Chairman Robert Eaton said. "The recovery is much more anemic than we or the rest of the industry had been projecting." Chrysler, however, sees industry sales growing to 14.5 million units in calendar 1993.

"The ability to buy is definitely improving. The amount of debt is coming down. But the willingness to buy, the concern over the economy and jobs are enough of a psychological damper on the market that it will be a slow recovery," he said.

Eaton expects the Japanese to lose about 2 percentage points of market share in calendar 1992 and another point in 1993. But he said their setback, caused by a weak dollar that forced the Japanese to raise prices higher than domestic competitors, would be short-lived.

"The Japanese have shown themselves to be extremely resilient. The competitive pressures on us will not lessen," Eaton said.

Chrysler will be able to reduce its pension liability "dramatically" and ahead of government schedule, raise requisite operating cash, pay down its debt and fund a $17.3 billion five-year product plan if the economy keeps growing, Eaton said. But a slide in the gross national product would jeopardize those plans.

The company will sell about 115,000 vehicles overseas in 1992, including exports from the United States, Eaton said. He looks for a 10 to 15 percent yearly growth in those sales.

Eaton said Chrysler may sell its remaining 5.9 percent stake in Mitsubishi Motors Corp. but that won't jeopardize its product relationship: "We're looking at cooperative efforts out past the middle of this decade. Those will continue regardless of what happens from the standpoint of holding shares" in Mitsubishi.

He said no decision has been made regarding which product brand to drop. "We're going to let the marketplace determine that. It may well be that we'll continue to have all the brands. And it may be that ultimately one will fall out. Even if one were to fall out, we don't have any idea of what it would be," Eaton said. ■

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NHTSA's new chief zeroes in on electrics

MAX GATES
Staff Reporter

WASHINGTON — The nation's new highway safety chief wants to stake out a new frontier for automotive safety: electric vehicles.

The National Highway Traffic Safety Administration will likely begin writing safety rules for alternative-fuel vehicles this fall, said Marion Blakey, who was sworn in as NHTSA administrator last week.

Blakey: battery vehicles No. 1 priority

Battery-powered electric vehicles will be a first priority. On-board compressed natural gas tanks and methanol toxicity also will get close looks, she said.

"If we're going to move forward to the next level of (fuels) technology, we have to be ready with the safety considerations. It's a real priority," Blakey said.

Blakey succeeds Jerry Curry, who resigned under fire last June. She is a career federal bureaucrat and was communications director for Transportation Secretary Andrew Card before being named acting administrator in July.

She could be out of a job if Gov. Bill Clinton defeats President Bush. In the meantime, Blakey, 44, takes over at a relatively quiet time for NHTSA.

Still, there is the occasional flash-fire, such as the recent publicity over fire hazards in 1973-87 General Motors full-sized pickups and television reports questioning the reliability of seat-belt buckles.

Blakey said NHTSA has begun a review of the tank design on pickups equipped with "side-saddle" fuel tanks, which sit outside the truck's frame. The agency expects to decide by December whether to conduct a full defect investigation.

The agency also will respond to two petitions filed by the Institute for Injury Reduction, a lawyers' group headed by Benjamin Kelley.

The petitions call for an investigation and new rules for safety-belt buckle design.

The institute, following up on a CBS report, said so-called side-release style buckles could open in a crash if struck sharply on the back.

Blakey questioned the validity of the claim.

She said those conditions aren't likely in a real-world auto crash, and NHTSA's telephone hotline has received few calls on the issue.

On corporate average fuel economy, said Blakey, "The administration's position is pretty clear: A large increase in CAFE is not in the best interests of the American public."

But the CAFE issue is likely to arise in Congress in 1993, and Blakey would like some attention given to alternative ways of regulating fuel economy. ■

Marion Blakey

Age: 44

Title: Administrator, National Highway Traffic Safety Administration

Safety experience: Assistant Secretary for Public Affairs, Department of Transportation, 1990-92

Past jobs: Career federal bureaucrat at National Endowment for Humanities, Departments of Education and Commerce, Bush White House staff.

Drives: Lincoln Continental with dual airbags and Ford Taurus wagon with driver-side airbag.

Views: "I'm struck by how much people want to talk about old issues. People ask me, 'Are you going to revisit the airbag issue?' As far as I'm concerned, the jury is in. They work. And consumers want them."

10-DAY CAR AND TRUCK SALES, BY MAKE

	Sept. 11-20, 1992	Sept. 11-20, 1991
ALFA ROMEO (imp. car)*	85	92
Acura (imp. car)	2,644	3,846
Domestic car	11,058	16,786
Imported car	3,281	4,858
Honda	14,339	21,644
AMERICAN HONDA	16,983	25,490
ASTON MARTIN Imported car*	2	2
BMW (imp. car)*	1,740	1,670
Domestic car*	2,366	3,341
Imported car*	0	14
Domestic truck*	110	92
Chrysler Division*	2,476	3,446
Domestic car*	6,664	9,408
Imported car*	717	1,074
Domestic truck*	12,474	10,375
Imported truck*	154	85
Dodge*	20,009	20,942
Domestic car*	694	979
Imported car*	320	234
Eagle*	1,013	1,214
Domestic truck*	4,818	4,008
Jeep*	4,818	4,008
Domestic car*	3,876	5,472
Imported car*	445	470
Domestic truck*	4,596	3,825
Plymouth*	8,919	9,767
Domestic car*	13,600	19,200
Imported car*	1,482	1,792
Domestic truck*	22,000	18,300
Imported truck*	154	85
CHRYSLER CORP.*	37,236	39,377
Imported car*	83	146
Imported truck*	26	70
DAIHATSU*	110	216
FERRARI (imp. car)*	24	24
Domestic car	27,447	28,765
Imported car	685	916
Domestic truck	34,178	34,687
Ford Division	62,310	64,368
Domestic car	3,853	3,865
Lincoln	3,853	3,865
Domestic car	7,772	6,837
Imported car	1,184	1,569
Domestic truck	491	0
Mercury	9,447	8,206
Domestic car	39,072	39,267
Imported car	1,869	2,485
Domestic truck	34,669	34,687
FORD	75,610	76,439
Domestic car	12,820	15,331
Buick	12,820	15,331
Domestic car	5,659	7,955
Cadillac	5,659	7,955
Domestic car	16,985	28,737
Imported car	2,803	2,517
Domestic truck	27,210	34,300
Imported truck	3,586	7,160
Chevrolet	50,584	72,794
GMC	8,877	7,820
Domestic car	6,667	11,882
Domestic truck	428	791
Oldsmobile	7,095	12,673
Domestic car	10,884	9,180
Imported car	206	937
Domestic truck	732	514
Pontiac	11,822	10,631
Domestic car	3,206	2,720
Saturn	3,206	2,720
Domestic car	58,221	75,805
Imported car	3,009	3,454
Domestic truck	36,447	43,505
Imported truck	3,586	7,160
GENERAL MOTORS	101,263	129,824
HYUNDAI*†	3,143	4,822
Imported car*	174	332
Domestic truck	1,904	1,299
Imported truck*	704	1,754
ISUZU*	2,782	3,385
JAGUAR (imp. car)*	166	371
LAMBORGHINI (imp. car)*	4	4
LAND ROVER (imp. trk.)*	77	93
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,531	1,575
Imported car*	4,310	4,360
Domestic truck	102	390
Imported truck*	2,313	3,926
MAZDA*	8,256	10,251
MERCEDES-BENZ Imported car*	1,664	1,523
Domestic car	1,038	1,841
Imported car*	1,632	1,973
Imported truck*	350	716
MITSUBISHI*	3,020	4,530
Infiniti	1,337	1,441
Domestic car	2,150	1,386
Imported car*	6,311	8,463
Domestic truck	2,373	2,181
Imported truck*	1,176	1,031
Nissan*	12,010	13,082
NISSAN MOTOR CORP.	13,346	14,522
PEUGEOT (imp. car)*	1	173
PORSCHE (imp. car)*	113	92
ROLLS/BENTLEY Imported car*	6	6
SAAB (imp. car)*	685	727
STERLING (imp. car)*	0	144
Domestic car	1,126	2,058
Imported car*	1,160	1,219
SUBARU*	2,286	3,277
Imported car	149	120
Imported truck	380	316
SUZUKI†	530	437
Lexus (imp. car)	1,841	2,016
Domestic car	6,761	6,283
Imported car	7,264	9,645
Domestic truck	2,001	0
Imported truck	75	60
Toyota	16,101	15,988
TOYOTA MOTOR SALES	17,942	18,004
Audi (imp. car)*	434	249
Imported car*	2,148	2,574
Imported truck*	41	144
Volkswagen*	2,189	2,717
VWoA*	2,622	2,966
VOLVO*†	1,190	1,981
YUGO (imp. car)*	0	95
Domestic car	134,557	164,201
Imported car	47,362	59,753
TOTAL CAR	181,919	223,954
Domestic truck	99,496	100,362
Imported truck	8,882	15,356
TOTAL TRUCK	108,378	115,718
TOTAL CAR & TRK.	290,297	339,672

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Daily sales rate dips 3.9%; even trucks feel the pinch

JIM HENRY
Staff Reporter

Car sales slipped more than usual, and truck sales gained less than usual in the next-to-last 10-day period of the 1992 model year.

The daily selling rate for cars and light trucks in the United States dipped 3.9 percent below a disappointing year-ago period. The industry sold 290,297 light vehicles in the Sept. 10-20 span. There were eight selling days this year and nine last year, so percentage comparisons in this article are on a daily-selling-rate basis.

Car sales, which were off less than 1 percent through August, fell 8.6 percent in mid-September. Unit sales totaled 181,919.

Trucks gained 5.4 percent, only half the 10.8 percent improvement trucks showed after eight months. The industry sold 108,378 light trucks, minivans and sport-utilities in the mid-September period.

General Motors sold the most trucks, 40,033, but its daily rate fell 11.1 percent. GM car-truck sales dropped 12.3 percent.

Ford Motor Co.'s daily sales rate climbed 11.3 percent. Ford sold 75,610 cars and trucks. The truck sales rate improved 12.4 percent, with 34,669 sold.

Chrysler Corp. continued a hot streak in light trucks, with daily sales up 35.5 percent. Unit sales were 22,154. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Sales for American Honda Motor Co. Inc. fell 25.1 percent, as both Acura and Honda were down.

Nissan Motor Corp. in U.S.A. rose 3.4 percent on a daily-rate basis, compared to a volume decline of 4.1 percent through eight months. Toyota Motor Sales U.S.A. Inc. climbed 12.1 percent.

NHTSA seeks Big 3 aid for GM fuel tank inquiry

MAX GATES and HELEN KAHN
Staff Reporters

WASHINGTON — Federal safety officials have requested a long list of records from each of the Big 3 as they probe for alleged safety defects in General Motors "side-saddle" gas tanks.

The National Highway Traffic Safety Administration is calling the charges against the GM full-sized pickups more serious than typical consumer complaints.

"We have an allegation (of) a fairly large casualty toll," said William Boehly, associate administrator for enforcement at the National Highway Traffic Safety Administration.

The Center for Auto Safety has charged that as many as 300 people have died in fires or explosions involving side-impact accidents in 1973-87 Chevrolet and GMC R/V pickups. Gas tanks on the trucks were mounted outside the frame rails.

The center has asked NHTSA for a full defect investigation. The agency has until Dec. 12 to decide whether it will proceed.

In the meantime, NHTSA will review state and national accident and casualty data to see if fires or fatalities occur more often in GM trucks than in other models. And federal engineers may conduct their own crash tests to see how the tanks perform in side-impact collisions, said Boehly.

They also will review lawsuits filed against GM to see if court records contain engineering information about the design and performance of the tanks.

Some critical information could be made public Oct. 15, when Joan Claybrook, president of Public Citizen, testifies in a Texas case. She is expected to release settlement data from nearly two dozen side-saddle suits.

The consumer advocacy group wants 96th District Court Judge Jeff Walker to release data about the truck design that was sealed after a settlement last March. That case involved the 1989 death of Francis Zelenuk, who died after his 1987 pickup caught fire after it was struck by another vehicle.

In late August, NHTSA enforcement staff wrote each of the Big 3 requesting information on their pickup trucks from the 1970-89 model years.

"As far as we know, Ford and Chrysler don't have saddle tanks," Boehly said, but NHTSA wants information for comparison with the GM trucks.

NHTSA also asked for each company's "opinion of the crashworthiness of light trucks with fuel tanks located outside the main frame rails."

In addition, GM engineers were asked to: explain why the company switched from the in-cab fuel tank design used on its pickups from 1949 through 1972; give descriptions of alternative tank designs considered by GM and the reasons for not using them; and provide details of the employment history of Ronald Elwell, a former GM engineer who has testified for the company in lawsuits over the fuel-tank design.

Elwell says he subjected himself to possible criminal sanctions because he did not know, he alleges, that GM had done tests showing that side impacts caused the large pickups to rupture. He says GM concealed the data from him.

A Detroit court has barred Elwell from talking about the pickups. But GM says Elwell has already breached it by talking to an ABC-TV reporter in Texas.

> NHTSA also asked for each Big 3 company's "opinion of the crashworthiness of light trucks with fuel tanks located outside the main frame rails."

Toyota leads for No. 3

Model year race goes to the wire

JIM HENRY
Staff Reporter

The auto industry's semiannual sales scorekeeping ends Wednesday, the last day of the 1992 model year. Toyota Motor Sales U.S.A. Inc. is poised to become No. 3 in car sales, edging out a slipping American Honda Motor Co. Inc.

With one 10-day report left, Toyota and Lexus were 2,323 cars ahead of Honda and Acura. Toyota finished the 1991 model year about 73,000 units behind Honda. General Motors will be No. 1, and Ford Motor Co. No. 2.

Before 1988, Toyota perennially outsold Honda in cars. But Honda introduced the Acura in 1986 and outsold Toyota two years later. Toyota started its comeback when it introduced the Lexus in 1989. Toyota holds a wide lead over Honda in overall sales because it sells trucks.

While much of model year's significance has vanished with the advent of year-round car introductions, statisticians still crunch numbers on a model-year basis. For the winners, at least, the results provide another opportunity for advertising bragging rights.

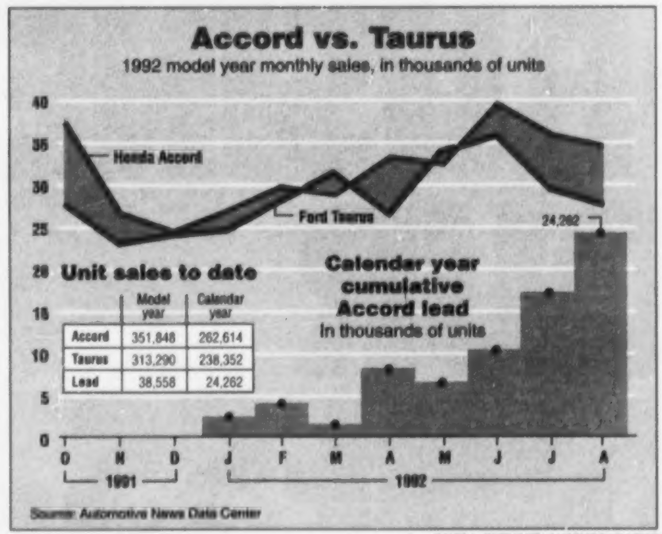
Chrysler Corp. remains third overall but will fall to fifth in car sales. As of Sept. 20, Toyota and Honda each led Chrysler by nearly 100,000 cars.

Chrysler hopes to rebound in the coming year with its new line of LH sedans. A record year for minivan sales has bolstered the company's truck numbers 14.8 percent.

Some other trends for the 1992 model year, most of them based on sales through 11 months:

- The Honda Accord will keep its title as the best-selling car in the United States, but the Ford Taurus made it a lot closer. For the 1991 model year, Accord outsold Taurus by about 83,000 units. As of the end of August, the margin was 38,558. The Accord built the bulk of its lead in the last six months.
- Trucks dominated a flat market overall. Truck sales, led by increases at each of the Big 3, rose 6.6 percent for the 11 months, while car sales decreased 2.8 percent. Combined car and truck sales gained a bare 0.3 percent. Trucks made up 35.3 percent of the light-vehicle market, compared with 33.2 percent a year earlier.
- The Dodge Caravan minivan broke into the Top 10 vehicle sellers, as sales grew 15.7 percent from the year-ago period to 215,764. Combining Caravan with Voyager and Town & Country, Chrysler sold 408,285 passenger minivans.
- The Ford F-series pickup repeated as the best-selling vehicle. With 438,484 after 11 months, it led the Chevrolet C/K pickup by about 15,000 units. Last year at the same time, Ford was ahead by only 1,476 in a hotly contested race.
- The Ford Explorer roared up the charts from No. 9 to No. 5, with sales up 19.9 percent. The Chevrolet Cavalier, which was fifth at the end of the 1991 model year, fell out of the Top 10 through August, as sales dropped 25.1 percent. The Honda Civic also fell off the select list. Cavalier and Civic were replaced by the Dodge Caravan and the Chevrolet Lumina.

Automakers will announce model year results Oct. 5.


Accord vs. Taurus
1992 model year monthly sales, in thousands of units

Unit sales to date

	Model year	Calendar year
Accord	351,848	262,614
Taurus	313,290	238,352
Lead	38,558	24,262

Source: Automotive News Data Center

DAVID L. BURHANS / AUTOMOTIVE NEWS

Chrysler team checks minivans every 2 weeks

JOSEPH BOHN
Staff Reporter

AUBURN HILLS, Mich. — As linchpins of the company's profitability, Chrysler Corp. minivans are scrutinized by a platform team every two weeks.

Chrysler owns half of the minivan market and will take whatever steps necessary to keep it.

Annual sales are more than 500,000 units, and a big chunk of Chrysler's income is riding on the success of the Plymouth Voyager, Dodge Caravan and Chrysler Town & Country minivans.

At the platform team's most recent meeting, which *Automotive News* and other media were invited to attend, one by one, members discussed subjects ranging from exports and sales to days' supply and quality. Joe Casola, Chrysler manager of business planning and marketing strategies, set the tone for what turned out to be a very upbeat meeting:

- The automaker's U.S. minivan sales are up 18 percent for the Oct. 1, 1991, to Aug. 30, 1992, period. The company sold 408,000 minivans during that period and boosted market share 4 percentage points, Casola said.

Chrysler has single-handedly expanded the segment, he said. Its sales increased 62,000 units during that period; the segment's sales were up only 52,000.

"We were the segment increase and then some," Casola told the group, calling attention to an 8 percent industry increase to 810,000 sales during the period.

- Chrysler is expected to have only 11,000 of its 1992 minivans (16 days' supply) in dealer inventories on Oct. 1. That means most of the minivan inventory in dealers' hands will be "fresh stuff," about 75,000 of the 1993 models, Casola said.
- Chrysler is predicting a 38 percent increase in U.S. minivan sales for the last four months of calendar 1992. Casola said that is realistic, in view of a 35 percent sales hike in the first 16 days of September.

He reported that a marketing program in California helped boost Chrysler's minivan share from 33.6 percent in January to 46.0 percent by the end of July.

Chrysler is offering stronger incentives along with heavy advertising support.

- Ralph Sarotte, Chrysler director of international marketing and program planning, told the team that the European Commission may torpedo plans for a second minivan shift at the automaker's joint venture plant in Graz, Austria.

The European Commission ruled that the $140 million subsidy Austria gave Chrysler to build its plant far exceeded the EC's 8 percent ceiling on such state aid. It told Austria it must get back the difference from Chrysler, $106.6 million, or 10 percent duties will be imposed on Eurostar exports to the European Community countries.

The second shift was expected to start in January. Chrysler must decide soon if it should cancel the shift and ship units from the United States, which would add a 10 percent import duty to their price.

- Joe Mollahan, Chrysler's acting general manager of minivan platform assembly, is pleased with programs to improve minivan quality: 98 out of 108 complaints were investigated and resolved this year, and five major changes are being implemented to improve quality in 1993.

The plant validation is working particularly well, Mollahan said. Minivans are randomly test-driven before they leave the plant, and errors are corrected before the vehicles reach dealerships. For example, he said the Windsor, Ontario, plant recently picked up a "slight chuckling" noise in the front-end strut of a minivan. It resulted in 47 vans being repaired before they were shipped.

The morning meetings of the minivan platform team usually last about an hour. Tom Gale, Chrysler vice president of design and general manager of the team, presides. The 18 core members of the team are department heads representing all functions within the company.

About 16 or 17 of the core members usually attend every meeting. If they can't make it, their designated alternate attends.

It is not the kind of meeting the players can afford to miss. As Marketing Vice President John Damoose notes, Chrysler is calling itself "the Minivan Company" in ads for the 1993 model year.

The new LH models are important. But for the foreseeable future, minivans will continue to pay most of Chrysler's bills.

Ford's Louisville plant is top producer

ANNE E. WRIGHT
Chief Statistician

Ford Motor Co.'s Louisville, Ky., truck plant wins the model year production championship for the second consecutive year.

The plant produced more vehicles than any other car or truck facility in the United States or Canada. The 1992 Ford Rangers, Ford Explorers and Mazda Navajos were assembled from July 1991 through August 1992, a 14-month model year due to the increased demand for the Ford Explorer. Model-year sales for the Explorer were up 19.9 percent through August.

In the 1992 model year, car production in the United States and Canada dropped 2.2 percent from 1991. Truck production was up 3.25 percent.

Total 1992-model production in the United States and Canada was 11,210,399 cars and trucks, 60,651 units above the 11,149,748 built in the 1991 model year.

Model-year production figures are reported by the manufacturers to *Automotive News* and reflect the total number of 1992 vehicles produced. There is no set time period, as there is in the model year for sales. In production, the

see BUILD, 33

EXOTICS

Recession hammers buyers, dealers

continued from PAGE 3

Lamborghini imported only 66 Diablos for the 1992 model year, compared with 110 sales in 1991.

what he paid, Haas said F40s are now selling for $475,000 to $550,000. That's above the $423,000 sticker price, but it's half of what some early buyers paid.

"If the economy comes back — if — I speculate the F40 will be back to $1 million, maybe $1.2 million," he said. Ferrari imported only about 200 F40s, and the last one arrived in August. The exact number is a matter of dispute, because it affects the scarcity. But Ferrari isn't building more, so Haas felt the investment was justified.

Exotic cars also are being challenged by the rising prices of relatively "mass-produced" cars.

Mercedes-Benz of North America Inc. broke the $100,000 barrier with the 1992 600SEL, at $127,000 suggested retail. Mercedes should come close to its sales target of 1,000 for the model year, probably stealing some sales from competitors such as Rolls-Royce. The Porsche 911 Turbo, with gas-guzzler tax, now lists for more than $100,000.

"It would be foolish for me to say the 600SEL hasn't had an impact on a very small part of the market," Rolls-Royce's Mosher said. Mercedes is selling an average of 80 of them a month, more than Rolls-Royce's entire volume.

As a group, Ferrari, Lamborghini and Rolls-Royce sold fewer than 1,400 cars in 1991. That's more than 40 percent below 1990 and about 45 percent below the all-time high in 1988. Rolls-Royce sales are up more than 10 percent this year, but Ferrari and Lamborghini have continued to slide. Ferrari is down about 20 percent, and Lamborghini about 40 percent.

Tiny Aston-Martin Lagonda of North America Inc. is selling only about three dozen cars a year, half its annual U.S. total in the late 1980s. Those four importers had a total of 121 U.S. dealers at the beginning of this year, down only slightly from 123 a year earlier. Almost none are exclusive, which has enabled dealers to rely on other franchises.

TOO MANY TAXES

What's different about this recession?

■ The government doubled gas-guzzler taxes in 1991. The penalty is $4,500 on a Ferrari 512-TR, which already costs $189,500 suggested retail.

■ The luxury tax, adopted at the same time, is a real deal-killer in this price range. The tax, 10 percent on the amount over $30,000, would be $14,300 on a 1992 Rolls-Royce Silver Spur II at suggested retail. Mosher said most buyers still bitterly resent the tax.

■ Consumer confidence — or what Mosher called "the affluent equivalent of consumer confidence" — is low. This has been more of a white-collar recession than previous downturns, as industries such as the auto industry shed managers and executives to become "lean."

Wall Street cut thousands of jobs following the 1987 stock market crash. It's also a presidential election year, and that has focused a lot of attention on economic problems.

■ In the early 1990s, conspicuous consumption is unfashionable.

"There's no shortage of money; there never is," said Martin Bennett, owner of Thoroughbred Motorcars (Ferrari-Jaguar-Saab) in Nashville, Tenn.

"The prevailing mood in the country dictates whether people will spend it, and right now it's distasteful, for whatever reason, to spend it on luxury cars. People are supposed to be saving, or prudent or conservative, or at least appear to be. It's not that they can't afford them."

Mosher said most buyers in the $100,000-and-up range are self-employed, self-made men. They're cutting expenses, laying people off and seeing their own incomes erode.

They still have money, but it's tough to justify a six-figure price tag, especially when it's for a sports car that can barely carry an overnight bag.

ENCOURAGING SIGNS

Still, there are some encouraging signs in the automotive stratosphere.

Ferrari says more than 95 percent of its customers still pay cash. As noted, Ferrari sold out the F40 for 1991, even if resale values have fallen.

Lamborghini USA Inc. introduced the Diablo in 1991, replacing the 15-year-old Countach. The Diablo's price was $239,000 compared with $145,000 for the Countach, but Lamborghini still managed to sell 110 in the 1991 model year, compared with 156 Countachs in 1990. Sales for the 1992 model year through mid-September were 66.

Rolls-Royce sold out the 1993 Bentley Continental R, at $261,800 suggested retail, before the first car arrived. Fewer than 100 will be imported. ■

Speculators desert Ferrari showrooms

Maker welcomes enthusiasts back

JIM HENRY
Staff Reporter

ENGLEWOOD CLIFFS, N.J. — The bubble has burst at Ferrari North America Inc., but new President Gian Luigi Longinotti Buitoni says he's not sorry.

"Some very good customers had to pay a premium — or else not get the car. The intelligent ones didn't" buy, he said.

Before the recession, speculators drove the price of Ferraris so high that you could sell a new Testarossa, sight unseen, for about $300,000, or twice the retail price.

Why not? After all, it would be worth 30 or 40 percent more in two or three years.

Ferrari didn't profit directly, but the skyrocketing showroom prices allowed the company to hike the 1990 Testarossa, for instance, more than $20,000 to $161,600.

Then came the recession, the luxury tax and doubled gas-guzzler taxes. Fewer people decided they really needed a Ferrari. U.S. sales fell from about 960 in 1990 to 801 in 1991. Sales through June this year were 311.

The same Ferrari that commanded a 100 percent premium a few years ago might now be worth 30 percent less than what the buyer paid. That is still a terrific residual value, but it's moving in the wrong direction. That has some customers unhappy.

When the F40 was introduced in 1991, the suggested retail was $423,000. But prices as high as $1.4 million were quoted.

Then prices softened, said Martin Bennett, owner of Thoroughbred Motorcars (Ferrari-Jaguar-Saab), in Nashville, Tenn.

He said several lawsuits were filed when customers tried to get out of contracts to buy at "extremely high" prices. Bennett said he sold two F40s, and he settled one such case out of court.

"I still made a very considerable amount of money, but not what the guy had contracted to pay me," he said.

Today, he said, "any Ferrari dealer would be grateful to sell anything at sticker price."

It'll be nice selling Ferraris to people who might actually drive the cars, said Buitoni, who took over Aug. 1.

He said American owners average only 4,000 miles a year in their Ferraris, and some used 1988 models have as few as 120 miles on them.

"It's different selling to speculators who have no interest, really, in the car," Buitoni said. "In the crazy years, you could just sell a car on the phone.

"We want customers to try the car, so they can enjoy it. We want people to take a 600-mile drive and be upset when they arrive — because it means they have to get out of the car," he said.

Hugh Steward, director of marketing and sales at Ferrari North America, admitted that profits are "tighter" than they used to be. But Buitoni insisted Ferrari has always been profitable — "very profitable" — in the United States.

"One of the things we really want to do is not to chase numbers. We are very flexible; our break-even is very low," he said.

"As a matter of fact, we are trying to reduce the number of cars. And we are not that far off last year. One of the strengths of Ferrari is we don't *have* to sell cars." ■

> ‘Some very good customers had to pay a premium — or else not get the car. The intelligent ones didn't buy.’
>
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JAPANESE TRANSPLANT CAR PRODUCTION IN EUROPE

			Production			Forecast	
Manufacturer	Country	Model	1988	1989	1990	1995	2000
Honda	United Kingdom	Concerto; Accord starting in 1992	—	2,000	26,000	105,000	160,000
Isuzu	United Kingdom	Opel/Vauxhall Frontera	—	—	—	43,000	50,000
Mitsubishi	Netherlands	Lancer with Volvo	—	—	—	5,000	100,000
Nissan	United Kingdom	Bluebird; Primera; new Micar	57,000	77,000	76,000	290,000	300,000
	Spain	Patrol; '93 sport-utility	20,000	26,000	27,000	75,000	95,000
		Serena	—	—	—	31,000	35,000
	Turkey	Car with 1.0 to 2.0 liter engine	—	—	—	50,000	70,000
Suzuki	Spain	SJ-series, Vitara since 1990	22,000	18,000	21,000	35,000	40,000
	Hungary	Swift	—	—	—	60,000	100,000
Toyota	United Kingdom	Carina II	—	—	—	107,000	150,000
		Corolla	—	—	—	25,000	80,000
	Turkey	Corolla	—	—	—	80,000	90,000
Total			99,000	123,000	150,000	906,000	1,270,000

Source: Marketing Systems GmbH

Continental Drift

Japanese penetration of Europe heads changes in store for world auto markets

The world's auto markets have taken a spectacular tumble in the 1990s, with massive financial losses by the Big 3, shrinking corporate profits in Japan, mergers, buyouts, massive job losses and a pervasive crisis in morale. This article by Marketing Systems GmbH, a European-based international marketing and forecasting firm, examines the future from the European perspective.

Annual growth of worldwide new car sales will continue at just above 2 percent during the rest of the decade, with a year of 43 million-plus sales by 2000.

The competitive situation will remain characterized by expansionist aims of Japanese automakers, although they are switching from an aggressive, volume-oriented strategy to one of qualitative growth and global cooperation.

By year 2000, the Japanese are on line to reach market shares of 20 percent in Western Europe and 40 percent in North America, while maintaining their 70 percent stake in Asia.

As the 1980s ended, Western Europe became the world's largest market, with annual sales topping 13 million cars. The opening of Eastern Europe can only mean bigger things ahead.

However, 1990 and 1991 saw sales stagnate in Europe, mainly due to markets in Spain and Great Britain. More serious losses this year were averted by positive effects of Germany's reunification.

While a European economic recovery is expected before too long, annual car-sales growth from 1990 to 2000 will be only about half the 3 percent rate marked up from 1980 to 1990.

Indeed, the West European car market is on the brink of saturation, with remaining growth expected to be grabbed off by the Japanese and, to a lesser extent, new producers from countries such as South Korea.

The European Community has set a limit of 1.2 million direct imports of Japanese vehicles annually to 1999. But additional Japanese transplant production will boost Japanese manufacturers' market share in Western Europe from the current 11 percent to 18 in 2000.

Competitive pressures will be especially severe in Spain, Italy and France, whose doors until now have been virtually closed to the Japanese. But all European automakers will find themselves at a disadvantage against the efficient lean-production systems and low manufacturing costs of Japanese transplants.

European automakers have taken their time reacting to the Japanese. Only now, it seems, is Europe taking a cue from America's Big 3 to streamline organizations, rationalize plants, cut work forces, improve their supplier base and adopt proven Japanese manufacturing practices.

Meantime, the traditionally strong inclination of West European automakers to concentrate on their domestic markets has limited their opportunities abroad. For example, overseas sales by Germany's auto industry totaled 390,000 units in 1991 compared to 490,000 in 1980. During the same period, French makers' exports dropped 29 percent, Italian manufacturers' exports dipped 76 percent and British makers had a 41 percent decrease.

And while European companies made headway in Japan's domestic market in the late 1980s, only minor growth at best is expected in the foreseeable future. The current level of 4 percent imported car sales in Japan will double in the next five years, but it will primarily favor units imported from Japanese transplant operations abroad. By cooperative ventures (Volkswagen and Toyota, Opel and Yanase) and by establishing their own distribution networks in Japan, the Europeans are trying to expand their market position. But the Japanese are strengthening their stance in the upper-market niche, traditionally dominated by European imports.

The Pacific Basin — the market with the greatest growth rates the last few years (15 to 20 percent) — is ruled more or less by the Japanese, except for a few projects such as Volkswagen's in China.

Neither have European manufacturers had much luck in North America recently. Europeans got caught in the struggle between the Big 3 and Japanese transplants, which has greatly harmed Saab, Volvo and Porsche.

The depressed North American car market with muted prospects for growth spell continued competitive pressures for West European automakers. Not only will they find tough sledding in North America, but Europe becomes an inviting target for North Americans. Unable to compensate for their market-share losses at home with export boosts to Asia, the Big 3 will turn increasingly to Western Europe, both directly and via their European subsidiaries.

In 1991 the Japanese took 30 percent of the U.S. and Canadian market, which was down overall 11 percent from 1990. Japanese transplants accounted for 17 percent of 1991 sales. That will grow to 20 percent in 1995, as Japanese imports decline, according to a forecast by Vernon Lacy of Strategic Marketing Systems Inc.

Meantime, BMW AG's announced plant-construction plans in South Carolina, with initial production of 30,000 and eventual production of 70,000 cars based on the 3 series for sale throughout the world, is seen as a sign that Europeans may be rethinking their cautious approach to vehicle manufacture in North America.

For now, however, Western Europe's automakers are concentrating on opening East European markets, which is seen as their greatest challenge and opportunity. Millions will be invested there up to the year 2000, mostly by West European manufacturers, in a market expected to double its level of demand to well above 3 million cars annually by the turn of the century. Even in the medium term, markets such as Poland and Hungary will show growth which, although perhaps not as rapidly as East Germany, will nonetheless be of considerable proportions.

Those aspirations also seem justified for the long-term, with car density in Eastern Europe ay 80 cars per 1,000 inhabitants and expected progressive opening of political and economic fronts.

On the other hand, given the backdrop of national unrest in Eastern Europe, losses in purchasing power arising from the restructuring process and the heavy question mark looming over the former Soviet Union, Western Europe's hopes are doused with caution.

North Americans, Japanese and Koreans are eager to claim their share of the Eastern European bounty. Expansion of those markets will be closely linked to general economic and political commitments.

Still and all, the hunt is on in Eastern Europe, attracting companies intent on strengthening their competitive positions. So far, Volkswagen has been the most aggressive, but the Renault-Volvo linkup and many other strategic alliances can't be ignored. Even in these tough times, the big-is-better mentality (for geographic expansion or widening the product line) is strong enough for Western European automakers to go for broke in the the worldwide competitive stakes. ☐

Marketing Systems GmbH is represented in the United States by Strategic Marketing Systems Inc. of Farmington Hills, Mich.

CHEVY

New products on the horizon

continued from PAGE 3

ness is "an expensive solution to absorbing excess production capacity," but it also made it impossible for the manufacturer to keep track of the customers who were buying the nearly new cars.

He said GM stayed in the program car business to save market share, but the program cars also helped save a lot of GM dealers.

Perkins' industry sales forecast for trucks in the 1993 model year is 4.7 million to 5.1 million units, a growth rate of about 8.8 percent.

Chevrolet may sell an additional 73,000 trucks in the 1993 model year, up about 4 percent, he said.

Perkins said he is concerned that negotiations with the UAW might adversely affect the predictions. The Big 3 contracts with the UAW expire Sept. 14, 1993.

Also, Perkins noted that the CAMI Automotive Inc. plant in Ingersoll, Ontario, where the Geo Metro and Tracker are built, is on strike. CAMI Automotive is a joint venture between GM and Suzuki Motor Co. Ltd.

Further, the new Camaro, which may be badged as a 1994 model when it is introduced in the middle of the 1993 model year, won't be available in volume until early spring 1993.

Perkins said 1993 marks the beginning of a five-year period of Chevrolet new-model introductions, starting with the new Geo Prizm. During that period, he said, the division's image will be redefined.

He spoke enthusiastically about the success of the Geo line, which is entering its fifth model year after selling 1 million cars and trucks.

"For those of you who think Chevy doesn't take chances, how 'bout in your face with a million Geos," Perkins crowed.

He said that no Geos will be sold into daily rental fleets in the 1993 model year, which means all of the 72,000 Geo Prizms Chevrolet expects to sell will be retail.

Although Chevrolet is not ready to follow Ford Motor Co. and Saturn into so-called one-price selling, it is moving away from incentive programs and toward lower prices. AN

Chevy pushes value image

MARY CONNELLY
Staff Reporter

In the 1993 model year, Chevrolet will try to cast itself as America's premier value brand.

The division will use national print and TV campaigns to tout pricing on two critical, high-volume car lines. Prices for the 1993 Lumina are unchanged from 1992 on all but base two-door models, which have more standard equipment. The sticker prices on the Cavalier coupe, sedan and wagon, depending on model, are up to $579 lower than the 1992 model.

Chevrolet said the redesigned 1993 Geo Prizm will carry a $9,995 sticker price, which is $130 less than the 1992 model.

"We have to be America's value leader," said Chevrolet General Manager Jim Perkins. Chevrolet is on the threshold of a five-year product and image "renaissance," Perkins said.

The goal is to meet increasing consumer demand for good value.

Noted Jeff Hurlbert, Chevrolet general marketing manager, "The 1993 car campaign sets the course for a new definition at Chevrolet. That definition is, 'Nobody cares more for me than Chevrolet because nobody gives me more for the money than Chevrolet.' "

Chevrolet will continue its "Heartbeat of America" theme in 1993. But Hurlbert said ad messages will focus more strongly on "quality, reliability, durability and, most importantly, value."

Chevrolet will continue its "Like a Rock" truck campaign. AN

1993 IMPORT PRICES
(Not adjusted for equipment changes)

	1993 Price	Change from final 1992 price
HONDA		
Civic		
CX 3-door hatch	$ 8,400	+$ 300
DX 3-door hatch	10,100	+ 250
VX 3-door hatch	10,800	+ 250
Si 3-door hatch	12,200	+ 300
DX 4-door	11,055	+ 300
LX 4-door	11,885	+ 300
EX 4-door	15,100	+ 1,325
DX coupe*	10,350	—
EX coupe*	12,400	—
Civic del Sol		
S Targa*	13,200	—
Si Targa	15,000	—
Accord		
DX coupe	13,750	+ 450
LX coupe	16,350	+ 450
EX coupe	18,770	+ 450
SE coupe*	21,520	—
DX 4-door	13,950	+ 450
LX 4-door	16,550	+ 450
EX 4-door	18,970	+ 450
SE 4-door*	21,720	—
LX wagon	17,975	+ 250
EX wagon	20,425	+ 250
Prelude		
S coupe	17,000	+ 450
Si coupe	20,000	+ 450
Si coupe (4ws)	22,320	+ 450
VTEC coupe*	22,690	—

*New model for 1993

	1993 Price	Change from final 1992 price
MITSUBISHI		
Mirage		
S 2-door	7,649	+ 50
ES 2-door	8,939	+ 740
LS 2-door	10,299	+ 1,540
S 4-door	9,439	+ 210
ES 4-door	10,479	+ 700
LS 4-door	12,079	+ 879

Mirage model designations have been changed for 1993. This table compares the entry-level, mid-level and top-line models for the two years.

	1993 Price	Change from final 1992 price
Eclipse		
Coupe	11,719	+ 350
GS coupe	13,429	+ 780
GS DOHC coupe	14,359	+ 750
GS DOHC Turbo coupe	18,049	+ 780
GSX DOHC Turbo coupe (awd)	20,769	+ 1,740
Galant		
S 4-door	12,599	+ 540
ES 4-door	15,509	+ 270
LS 4-door	16,539	+ 900
Diamante		
ES 4-door	22,399	+ 910
LS 4-door	29,850	+ 3,400
3000GT		
Coupe	23,659	+ 2,760
SL coupe	28,709	+ 1,420
VR-4 Twin Turbo coupe	37,250	+ 3,100

Precis, Expo RV and Expo models will be priced later.

	1993 Price	Change from final 1992 price
HYUNDAI		
Excel		
3-door hatch	6,799	+ 204
GS 3-door hatch	7,699	+ 100
4-door	7,699	+ 4
GS 4-door	8,599	+ 100
Scoupe		
Coupe	9,069	+ 270
LS coupe	10,199	+ 200
Turbo coupe*	10,999	—
Elantra		
4-door	8,999	+ 4
GLS 4-door	10,299	+ 300
Sonata		
4-door	12,399	+ 1,249
4-door V-6	13,939	+ 1,249
GLS 4-door	13,799	− 196
GLS 4-door V-6	15,339	− 196

*New model for 1993

Mitsubishi, Honda, Hyundai increase prices on most '93s

JOHN K. TEAHEN JR.
Senior Editor

Mitsubishi Motor Sales of America Inc. has added expensive equipment to some of its big-ticket cars and has tacked on the biggest price hike of the Japanese-badged cars in this country.

Automotive News estimates the increase at $1,005, or 6.1 percent, before adjusting for year-to-year equipment changes. The company did not place a figure on the boost because some of its 1993 models have not yet been priced.

Among Japanese-badged cars, increases on 1993 models have ranged from 1.4 percent to 2.9 percent for Nissan, Infiniti, Honda, Acura, Toyota, Lexus and Mazda. Those percentages are figured after adjusting for equipment changes. Mitsubishi's 6.1 percent hike will drop when similar adjustments are made.

Major equipment additions for 1993 include anti-lock brakes ($943) on the Eclipse GSX Turbo with all-wheel drive; keyless entry system on the Diamante LS and 3000GT VR-4; and air conditioning and power windows and door locks on the base 3000GT.

Also, the Mirage subcompacts are new for 1993 and higher priced than the 1992 entries. Mitsubishi's biggest hikes are $3,100 on the 3000GT VR-4 and $3,400 on the Diamante LS.

Price hikes by Honda Division of American Honda Motor Co. Inc. are easy to summarize. Civics are up $250 to $300; Prelude coupes and Accord sedans and coupes are up $450; and Accord wagons are up $250. Exception: The Civic EX sedan rose $1,325 because air conditioning and a stereo system now are standard. The average increase is $482, or 2.7 percent.

Hyundai's changes cover a broader spectrum. An Excel sedan and an Elantra sedan rose only $4 while base Sonata sedans climbed $1,249. The Sonata GLS sedans were reduced $196. Other Hyundais went up $100 to $300. Hyundai Motor America said its 1993 cars are up 2 percent, which *Automotive News* estimates at $200. AN

Acura sets up national dealer ad group

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — With sales down and dealer dissatisfaction on the rise, American Honda Motor Co.'s Acura Division has set up a national dealer advertising association. Acura says the group will bring much-needed consistency to its image.

The new program will replace the current 34 associations.

Acura's ad agency, Ketchum Advertising L.A., now will handle all regional advertising as well as the national ads.

In addition to projecting a more consistent image, the program will enable more dealers to be involved in advertising planning. Acura says 32 percent of its dealers are not members of any association.

"We had 34 associations working with 26 agencies and what they thought Acura was," said Thomas Elliott, executive vice president of American Honda. "So it's going to be a lot cleaner."

There are competitive pressures as well. Both Lexus and Infiniti, which have moved in on Acura's turf, handle advertising that way.

Acura will assess dealers 1 percent of invoice for every vehicle sold and will match that with an 0.85 percent contribution of its own. The money will be used to buy ads in the market in which the funds were generated. Acura will provide ads for the zone groups to choose from each quarter.

Some dealers are wary of the change. One dealer claimed the trend toward abolishing autonomous regional ad groups takes money away from the localized promotions dealers need most.

The dealer said Acura's move is similar to one Mazda made this summer. He said companies do it to cut costs and increase control.

"Sure, they'll put the money back into our market, but it will be in the form of spot TV buys like they were already making. This just means that they're reducing their own spot TV costs," said a dealer who is president of his local ad association. That group will be abolished when the new program takes effect. Jan. 1. The dealer asked to remain anonymous.

Acura sales were down 13.3 percent through the first eight months of this year, and many dealers have blamed Ketchum for not creating the right advertising messages.

Some expressed surprise that the agency is going to become more involved with the account.

But all dealers interviewed for this report agreed that Acura must communicate its identity in the marketplace better, especially vis-a-vis Lexus and Infiniti. AN

HONDA

Minivan, V-6 sport-utility eyed

continued from PAGE 3

ters to work on them.

Honda division sales were down 3.9 percent through the end of August. That's not bad, Elliott said, given the weak overall U.S. car market and the absence of the Honda Civic CRX and Civic wagon during the 1992 model year.

Next year, Accord sales will drop to 360,000 or 370,000 units from a projected 390,000 in 1992, in part because of the changeover to a redesigned Accord and because of an anticipated decrease in demand during the last year of the product cycle.

The company will offer an Accord value package next spring, probably based on the LX model, to help spring sales.

Marketing will tie the value package to celebration of this fall's 10th anniversary of Honda car production in the United States.

Honda also will offer a nationally advertised monthly base lease of $199 for a 1993 Accord LX sedan with five-speed manual transmission.

The term is 60 months with a $500 down payment. The program runs from Oct. 1 through end of November.

Lease terms can be shortened to 24, 36 or 48 months by paying higher rates, according to preliminary information given to dealers. AN

Staff Reporters Richard Johnson in Tokyo and Mary Connelly contributed to this report.

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1992 U.S. AND CANADA MODEL YEAR CAR AND TRUCK OUTPUT, BY PLANT

CAR OUTPUT	
CHRYSLER CORP.	
Chrysler Fifth Avenue	37,884
Chrysler Imperial	7,643
Chrysler New Yorker Salon	19,779
Dodge Dynasty	96,403
Belvidere, Ill.	**161,709**
Eagle Premier	5,180
Dodge Monaco	1,960
Bramalea, Ontario	**7,140**
Dodge Spirit	78,740
Chrysler LeBaron A	3
Chrysler LeBaron J	44,434
Plymouth Acclaim	77,105
Newark, Del.	**200,282**
Dodge Viper*	162
New Mack Ave. (Detroit)	**162**
Dodge Daytona	13,478
Dodge Shadow	89,987
Plymouth Sundance	66,557
Sterling Heights, Mich.	**170,022**
Total Chrysler	**530,315**
FORD MOTOR CO.	
Ford Taurus	183,999
Mercury Sable	61,656
Atlanta	**245,655**
Ford Taurus	184,055
Mercury Sable	65,874
Chicago	**249,929**
Ford Mustang	79,280
Dearborn, Mich.	**79,280**
Ford Tempo	128,912
Mercury Topaz	57,409
Kansas City, Mo.	**186,321**
Ford Thunderbird	77,789
Mercury Cougar	49,254
Lorain, Ohio	**127,043**
Ford Tempo	110,058
Mercury Topaz	43,813
Oakville, Ontario	**153,871**
Ford Crown Victoria	152,373
Mercury Grand Marquis	163,262
St. Thomas, Ontario	**315,635**
Ford Escort	104,830
Wayne, Mich.	**104,830**
Lincoln Continental	40,822
Lincoln Mark VII	5,732
Lincoln Town Car	113,458
Wixom, Mich.	**160,012**
Total Ford	**1,622,576**
GENERAL MOTORS	
Buick Roadmaster	73,817
Cadillac Brougham	13,761
Chevrolet Caprice	55,385
Arlington, Texas	**142,963**
Chevrolet Corvette	20,479
Bowling Green, Ky.	**20,479**
Buick Riviera	12,585
Cadillac Allante	1,931
Cadillac Eldorado	31,151
Cadillac Seville	43,954
Olds. Toronado	6,436
Detroit-Hamtramck, Mich.	**96,057**
Olds. Cutlass Supreme	91,945
Doraville, Ga.	**91,945**
Pontiac Grand Prix	119,319
Fairfax, Kan.	**119,319**
Buick LeSabre	171,551
Olds. Eighty Eight	79,107
Flint, Mich. (Buick City)	**250,658**
Cadillac DeVille	142,328
Olds. Ninety Eight	47,584
Lake Orion, Mich.	**189,912**
Buick Skylark	60,646
Pontiac Grand Am	103,621
Lansing, Mich. (C plant)	**164,267**
Oldsmobile Achieva	77,456
Pontiac Grand Am	104,947
Lansing, Mich. (M plant)	**182,403**
Chevrolet Cavalier	225,633
Pontiac Sunbird	100,402
Lordstown, Ohio	**326,035**
Buick Century	93,937
Olds. Cutlass Ciera	139,906
Oklahoma City	**233,843**
Chevrolet Lumina	188,245
Oshawa, Ontario (No. 1)	**188,245**
Buick Regal	114,893
Chevrolet Lumina	68,025
Oshawa, Ontario (No. 2)	**182,918**
Saturn	169,959
Spring Hill, Tenn.**	**169,959**
Chevrolet Camaro	70,008
Pontiac Firebird	27,566
Van Nuys, Calif.	**97,574**
Buick Park Avenue	68,942
Olds. Eighty Eight	36,217
Pontiac Bonneville	124,511
Wentzville, Mo.	**229,670**
Buick Roadmaster wagon	11,715
Chevrolet Caprice	61,394
Olds. Custom Cruiser wag.	4,347
Willow Run, Mich.	**77,456**
Chevrolet Corsica-Beretta	197,284
Wilmington, Del.	**197,284**
Total General Motors	**2,960,987**
CAMI	
Geo Metro/Suzuki Swift	104,237
Ingersoll, Ontario	**104,237**
Total CAMI***	**104,237**
DIAMOND-STAR MOTORS CORP.	
Eagle Summit	7,728
Eagle Talon	33,512
Mitsubishi Eclipse	64,056
Mitsubishi Mirage	23,176
Plymouth Laser	26,866
Normal, Ill.	**155,338**
Total Diamond-Star	**155,338**
HONDA OF AMERICA MFG. INC.	
Honda Civic	81,543
Alliston, Ontario	**81,543**
Honda Civic	82,492
Honda Accord	22,275
East Liberty, Ohio	**104,767**
Honda Accord*	355,438
Marysville, Ohio	**355,438**
Total Honda	**541,748**
HYUNDAI AUTO CANADA	
Hyundai Sonata	21,331
Bromont, Quebec	**21,331**
Total Hyundai	**21,331**
MAZDA MOTOR MFG. (U.S.A.) CORP.	
Ford Probe	50,517
Mazda MX-6	8,575
Mazda 626	29,069
Flat Rock, Mich.	**88,161**
Total Mazda	**88,161**
NEW UNITED MOTOR MFG. INC.	
Chevrolet Geo Prizm	85,000
Toyota Corolla	115,985
Fremont, Calif.	**200,985**
Total NUMMI	**200,985**
NISSAN MOTOR MFG. CORP. U.S.A.	
Nissan Sentra	128,484
Smyrna, Tenn.	**128,484**
Total Nissan	**128,484**
SUBARU-ISUZU AUTOMOTIVE INC.	
Subaru Legacy	58,728
Lafayette, Ind.	**58,728**
Total Subaru-Isuzu	**58,728**
TOYOTA MOTOR MFG. INC. U.S.A.	
Toyota Camry	187,726
Georgetown, Ky.	**187,726**
Toyota Corolla	71,053
Cambridge, Ontario	**71,053**
Total Toyota	**258,779**
VOLVO	
Volvo 740-940 series	6,517
Halifax, Nova Scotia	**6,517**
Total Volvo	**6,517**
Total U.S. car	**5,554,696**
Total Canada car	**1,132,490**
Total U.S. and Canada car	**6,687,186**
TRUCK OUTPUT	
CHRYSLER CORP.	
Jeep Wrangler	62,015
Brampton, Ontario	**62,015**
Jeep Grand Cherokee	36,623
Jefferson North (Detroit)	**36,623**
Dodge Ram Van	54,801
Dodge Ram Wagon	18,733
Pillette (Windsor, Ontario)	**73,534**
Chrysler Town & Country	13,542
Dodge Caravan	123,640
Dodge Caravan C/V	3,533
Plymouth Voyager	99,473
St. Louis (No. 2)	**240,188**
Jeep Cherokee	150,124
Jeep Comanche	3,297
Jeep Wagoneer	1,629
Toledo, Ohio	**155,050**
Dodge full-sized pickups	60,061
Dodge Dakota	136,124
Warren, Mich.	**196,185**
Dodge Caravan	162,225
Dodge Caravan C/V	6,140
Plymouth Voyager	118,616
Windsor, Ontario	**286,981**
Total Chrysler	**1,050,576**
FORD MOTOR CO.	
Ford Ranger	92,120
Edison, N.J.	**92,120**
Ford F-series pickups	203,572
Kansas City, Mo.	**203,572**
Ford heavy trucks	37,445
Kentucky truck (Louisville)	**37,445**
Ford Econoline	166,572
Lorain, Ohio	**166,572**
Ford Explorer	329,730
Ford Ranger	87,192
Mazda Navajo	9,202
Louisville, Ky.	**426,124**
Ford Bronco	25,516
Ford F-series pickups	76,427
Michigan Truck (Wayne)	**101,943**
Ford F-series pickups	118,804
Norfolk, Va.	**118,804**
Ford F-series pickups	118,238
Ontario Truck (Oakville)	**118,238**
Ford Aerostar	181,416
St. Louis	**181,416**
Ford F-series pickups	28,537
Ford Ranger	85,458
St. Paul, Minn. (Twin Cities)	**113,995**
Total Ford	**1,560,229**
GENERAL MOTORS	
Chevrolet Astro	134,015
GMC Safari	51,345
Baltimore	**185,360**
Chevrolet & GMC P models	23,315
Detroit	**23,315**
Chevrolet C/K pickups	139,481
GMC Sierra	45,024
Fort Wayne, Ind.	**184,505**
Chevrolet Blazer	17,444
GMC Yukon	5,353
Chevrolet Suburban	38,881
GMC Suburban	23,386
Chevrolet C/K pickups	6,273
GMC Sierra	3,059
Chevrolet Kodiak	6,363
GMC Topkick	17,688
Janesville, Wis.	**118,447**
Chevrolet full-sized vans	32,502
GMC full-sized vans	13,752
Lordstown, Ohio	**46,254**
Chevrolet S10 pickups	38,078
Chevrolet S10 Blazer	88,302
Chevrolet postal vehicles	19,592
GMC Sonoma	9,469
GMC S15 Jimmy	29,700
Oldsmobile Bravada	11,870
Moraine, Ohio	**197,011**
Chevrolet C/K pickups	170,834
GMC Sierra	61,579
Oshawa, Ontario	**232,413**
Chevrolet C/K pickups	135,101
GMC Sierra	56,451
Pontiac, Mich. (East)	**191,552**
Chevrolet S10 pickups	27,550
Chevrolet S10 Blazer	36,658
GMC Sonoma	12,107
GMC S15 Jimmy	11,163
Pontiac, Mich. (West)	**87,478**
Chevrolet full-sized vans	68,776
GMC full-sized vans	29,979
Scarborough, Ontario	**98,755**
Chevrolet S10 pickups	126,332
GMC Sonoma	29,245
Shreveport, La.	**155,577**
Chevrolet Lumina APV	55,354
Oldsmobile Silhouette	16,727
Pontiac Trans Sport	41,529
Tarrytown, N.Y.	**113,610**
Total General Motors	**1,634,277**
CAMI	
Geo Tracker-Suzuki Swift	62,999
Ingersoll, Ontario	**62,999**
Total CAMI***	**62,999**
NISSAN MOTOR MFG. CORP. U.S.A.	
Nissan pickup	80,942
Smyrna, Tenn.	**80,942**
Total Nissan	**80,942**
NEW UNITED MOTOR MFG. INC.	
Toyota pickup	46,704
Fremont, Calif.	**46,704**
Total NUMMI	**46,704**
SUBARU-ISUZU AUTOMOTIVE INC.	
Isuzu Pickup*	31,584
Isuzu Rodeo*	55,902
Layfayette, Ind.	**87,486**
Total Subaru-Isuzu	**87,486**
Total U.S. truck	**3,588,278**
Total Canada truck	**934,935**
Total U.S. and Canada truck	**4,523,213**
TOTAL U.S. & CANADA CAR AND TRUCK	**11,210,399**

*Company estimate; 1992 model production will end in October. **Automotive News estimate; 1992 model production will end in October. ***Automotive News estimate

BUILD

Cars dip, trucks rise in model-year tally

continue[illegible]GE 8

length [illegible]odel year varies from [illegible]odel and is governed [illegible] inventories.

The Ma[illegible], Ohio, plant of Honda of America Manufacturing Inc. moved up a notch to second place.

Sales of domestically produced Accords in the first 11 months of the model year rose 1.9 percent, while imported Accords fell 34.4 percent. For the 1992 model year, 355,438 Honda Accords were assembled at Marysville, bumping General Motors' Lordstown, Ohio, car plant to third place.

In 1992, Lordstown, which produces the Chevrolet Cavalier and the Pontiac Sunbird, assembled 14.2 percent fewer vehicles than in 1991 because of a decrease in demand for both cars.

Ford's St. Thomas, Ontario, car facility rose to the fourth place because of an extended model year. Ford began production of the 1992 Ford Crown Victoria and Mercury Grand Marquis in January 1992. Total 1992 production was 315,635, up 87.9 percent over 1991.

Chrysler opened two new plants and launched two new vehicles in the 1992 model year. The New Mack Avenue. facility in Detroit began production of the Dodge Viper in December 1992. Production of the 1992 Viper is slated to end in October.

The Jefferson North assembly plant, also in Detroit, began building the Grand Cherokee in January 1992 and ended the model year in July with 36,623 units.

Chrysler's Windsor, Ontario, facility finished fifth and for the first time was joined by the St. Louis (No. 2) minivan facility in response to a 17.3 percent rise in Chrysler's minivan sales. The Windsor plant builds the Dodge Caravan, the Dodge Caravan C/V and the Plymouth Voyager. It produced 286,891 units, up 27.7 percent over 1991. The St. Louis (No. 2) facility built 240,188 minivans in 1992, a gain of 42.1 percent over 1991. ■

1992 MODEL YEAR PRODUCTION

BY STATE	Car	Truck	Total
Michigan	1,563,220	637,096	2,200,316
Ohio	913,283	564,887	1,478,170
Missouri	415,991	625,176	1,041,167
Kentucky	208,205	463,569	671,774
Illinois	566,976	—	566,976
Delaware	397,566	—	397,566
Tennessee	298,443	80,942	379,385
California	298,559	46,704	345,263
Georgia	337,600	—	337,600
Indiana	58,728	271,991	330,719
Oklahoma	233,843	—	233,843
Maryland	—	185,360	185,360
Louisiana	—	155,577	155,577
Texas	142,963	—	142,963
Kansas	119,319	—	119,319
Virginia	—	118,804	118,804
Wisconsin	—	118,447	118,447
Minnesota	—	113,995	113,995
New York	—	113,610	113,610
New Jersey	—	92,120	92,120
Total U.S.	**5,554,696**	**3,588,278**	**9,142,974**
BY PROVINCE			
Ontario	1,104,642	934,935	2,039,577
Quebec	21,331	—	21,331
Nova Scotia	6,517	—	6,517
Total Canada	**1,132,490**	**934,935**	**2,067,425**
TOTAL U.S. & CANADA	**6,687,186**	**4,523,213**	**11,210,399**

Source: Automotive News Data Center

TOP 10 PLANTS BY PRODUCTION U.S. and CANADA

Louisville, Ky.	Ford	426,124
Marysville, Ohio	Honda	355,438
Lordstown, Ohio	GM	326,035
St. Thomas, Ontario	Ford	315,635
Windsor, Ontario	Chrysler	286,981
Flint, Mich. (Buick City)	GM	250,658
Chicago	Ford	249,929
Atlanta	Ford	245,655
St. Louis (No. 2)	Chrysler	240,188
Oklahoma City	GM	233,843

BOHN

Porsche replaces top boss Arno Bohn

continued from PAGE 1

In February, after a bitter, public battle with the board, Bohn won a contract that runs through 1995. There was no indication last week of how the contract affected Bohn's departure.

Bohn left Porsche Sept. 25, the day of the announced change, although he was officially to have departed Sept. 30. In a two paragraph statement, Porsche said he left by mutual agreement because of differences of opinion over business policy.

Wiedeking worked at Porsche from 1983 to 1988 and was responsible for special tasks, including construction of the new paint shop and body shop.

He left the company to become a director at Glyco AG, a supplier, and returned to Porsche Oct. 1, 1991, to head production and materials.

According to sources, Porsche sales for the fiscal year ended July 31, plummeted to 18,500 vehicles compared with about 22,000 a year earlier.

Porsche also produced 4,100 of the 500E models for Mercedes-Benz. Bohn had predicted Porsche would break even building 21,000 vehicles.

For the first half of the fiscal year, Porsche earnings fell 97 percent to $1.3 million.

Analysts said Bohn is being blamed for Porsche's financial ills, perhaps unfairly.

"You just have to look around the rest of the luxury market, and it's obvious that none of the manufacturers are in a better state. It is difficult to call the problem at Porsche a management failure," said John Lawson at DRI/Europe in London.

The fate of the new Porsche roadster that Bohn spearheaded is unknown. To bolster sales of the year-old 968 in Europe, Porsche will introduce a $52,000 version in October, $8,000 less than others.

Porsche said the company is content with the car's performance in the United States.

"We hope the car will attract interest in Europe; for the first time in three years, we will have a car for less" than $54,000, said a Porsche spokesman.

Bohn, 45, joined Porsche on Jan. 1, 1990, and was named chief executive on March 1, 1990. Seven months ago, the supervisory board declined to renew Bohn's contract and tried to lure Wolfgang Reitzle, BMW research and development chief, to the helm. Reitzle turned the board down.

Bohn mustered union and employee support, threatened to resign and won a three-year renewal of his contract on Feb. 25.

Sources say the contract is worth more than $650,000.

Confident of the labor support behind him — which makes up half of the supervisory board — Bohn boldly suggested the Porsche and Piech families reduce their membership on the board.

Ferdinand Piech, the new chairman of Volkswagen AG, is a member of the Porsche board, and reportedly he personally tried to recruit Reitzle. ■

GM, Ford spin new web of rebates

JENNIFER HEIL
Special Correspondent

incentive
WATCH

General Motors and **Ford Motor Co.** have new incentive programs to replace the rebates that expired Sept. 23.

Customer incentives for the 1992 and 1993 **Buick** Park Avenue, Park Avenue Ultra and Riviera now range from $750 to $1,500 and expire Jan. 24. Buick had offered rebates on those models ranging from $750 to $1,000 on 1993s and from $1,000 to $2,000 on 1992s.

GMC Truck announced rebates of $300 to $1,000 on 1993 models. Excluding the $1,000 rebate on the 1992 G Van with the YF7 option package, all incentives on 1992 GMC models have expired. Current 1992 and 1993 rebates expire Jan. 24.

The rebate for the 1991 **Chevrolet** Geo Storm has been raised from $$750 to $1,500 and expires Jan. 24. New and continuing incentives for 1992 and 1993 models also expire Jan. 24.

Dealer incentives for Chevrolet include $1,500 for the 1993 Geo Prism and $1,000 for 1992 and 1993 Corvettes.

Oldsmobile is offering new factory-to-dealer incentives on 1992 models, but is not extending the 1992 customer rebates that expired Wednesday. Dealer incentives range from $750 to $1,000 and expire Jan. 24, 1993.

New customer rebates for 1992 **Pontiac** models expire March 31. Incentives range from $500 on the 1992 Firebird to $1,250 on the 1992 Grand Prix and Bonneville.

Cadillac rebates to buyers of 1992 models have not been extended, but Cadillac is offering a $1,500 dealer incentive on the 1992 Fleetwood, DeVille, Seville and Eldorado. It expires Oct. 31.

Ford has reduced finance rates to 5.9 percent from 7.9 in its 1992- and 1993-model programs. New and continuing customer rebates on 1992 and 1993 models expire Dec. 18. Ford did not extend customer incentives on 1991 models.

Chrysler Corp. has added 1993 minivans to its incentive package until Dec. 31. The rebate is $1,000 on long-wheelbase models in California and Hawaii and $500 in other states, and $500 on short-wheelbase models in all 50 states.

Chrysler has extended its Physically-Challenged Assistance Program for the 1993 model year. The program provides incentives for the purchase or installation of special adaptive equipment for Chrysler vehicles.

The program, which had more than 3,000 participants in the 1992 model year, provides a cash reimbursement up to $500 per vehicle for expenses incurred by the customer for as many as two new vehicles in the 1993 model year.

New **Hyundai** rebates for 1993 models range from $500 to $750. Incentives for 1992 Excels and Scoupes have been raised to $750 to $1,000; they were $500 to $750. The 1991 Excel has a $1,200 rebate. Incentives for 1992 and 1993 models expire Nov. 3, and 1991-model rebates expire Oct. 2.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
CADILLAC (1992 models; expires Oct. 31)	
DeVille, Fleetwood, Eldorado, Seville	$1,500
OLDSMOBILE (1992 models; expires Jan. 24)	
Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
BMW (no expiration date)	
750iL (1991)	$10,000
HONDA (1992 models; expires Sept. 30)	
Accord	$500
ISUZU (expires Sept. 30)	
Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400
*Dealer can choose flat payment or one based on number sold.	
Dealer has the option to sharing rebate with buyer.	
LOTUS (1991 models; no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (1992 models; expires Sept. 30)	
Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold
NISSAN (1992 models; expires Sept. 30)	
Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (1992 models; expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (expires Oct. 2)	
Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000
TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500
VOLKSWAGEN (1992 models; expires Sept. 30)	
Cabriolet, Corrado	$1,500
Passat	$750
Fox, Golf	$500
Jetta GL and Carat	$500

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
HYUNDAI (expires Oct. 2 on 1991 models; Nov. 3 on 1992-93 models)	
Sonata (1993)	$750
Elantra (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000
Excel (1991)	$1,200
CONTINUING PROGRAMS	
CHRYSLER CORP.	
Expires Sept. 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent.	
1993 models	
Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	.$500
Minivans	
Long-wheelbase (Calif., Hawaii)	$1,000
Long-wheelbase (other states)	$500
Short-wheelbase (all states)	$500
1992 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	-$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000
1991 models	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000
FORD MOTOR CO.	
1993 models	
Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance incentive)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
1992 models	
Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.	
Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000
No finance option on Lincoln.	
Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750
GENERAL MOTORS	
1993 models	
Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.	
Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered.	
Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (exclude Typhoon), G-Van (with YF7)	$1,000
Sonoma, other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered.	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500
1992 models	
Expires Jan. 24. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000
Rebates based on option package ordered.	
Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC G-Van (with YF7)	$1,000
1991 models	
Chevrolet Geo Storm (expires Jan. 24)	$1,500

GM, Suzuki get break on trade content

LINDSAY CHAPPELL
Staff Reporter

General Motors and Suzuki Motor Co. will avoid future domestic-content confrontations over their Canadian-made vehicles because of a special clause in the proposed North American Free Trade Agreement.

The pact singles out CAMI Automotive Inc. for a unique exception from tough new rules on the origin of auto components.

CAMI, an assembly joint venture between Suzuki and GM of Canada Ltd., builds up to 200,000 Geo Metros and Trackers and Suzuki Swifts and Sidekicks annually, most of them for U.S. sales.

Under the CAMI clause, all four products can be averaged together with GM's other Canadian-made vehicles to determine an average U.S.-Canada content level.

Since most of GM's products boast U.S.-Canada content levels of more than 90 percent, the averaging is certain to push CAMI safely above the new rules.

That could save both partners 2.5 percent in tariff charges when the cars enter the United States, and 25 percent in tariffs on the sport-utilities.

CAMI, along with other Japanese-associated Canadian makers, have been grappling with the U.S. Customs Service over whether their vehicles contain at least 50 percent U.S.-Canada content. If not, the vehicles do not qualify for U.S. duty-free entry.

Earlier this year, Customs told Honda of Canada Manufacturing Inc. that its Civic hatchbacks did not meet the requirement, which made Honda liable for more than $16 million in back duty payments. Honda and Canada have challenged the ruling, and no tariffs have been paid yet.

Under the new North American Free Trade Agreement rules, the content requirement will rise to 62.5 percent for Canada, the United States and Mexico, but the new method of calculation is less ambiguous than the old, and Honda Civics should have no trouble avoiding duties on passage.

The issue has been a political one for the Canadian transplants, and the group has expressed concerns over how it will comply with the proposed North American Free Trade Agreement rule.

"CAMI's content level is really close to the line," said Tayce Wakefield, director of public relations for GM of Canada. "This gives CAMI extra protection and makes sure that it doesn't get caught in any glitches."

Customs is currently auditing CAMI's vehicles to determine their U.S.-Canada content levels under the existing U.S.-Canadian Free Trade Agreement. However, whatever those findings are, they will be superceded by the NAFTA rules if the treaty is adopted.

Even then, the CAMI clause will not guarantee CAMI products entry into Mexico. Suzuki remains effectively barred from sales in Mexico under the agreement, because it doesn't manufacture in the country. And while GM can sell its CAMI versions there, the cars still will have to meet the 62.5-percent requirement on their own, without Canadian averaging.

"That's one of the things we were not real pleased about," said GM of Canada spokesman Stuart Low, "but it's a workable compromise."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
GENERAL MOTORS		
Willow Run, Mich.	**9/28, 10/5**	
Buick Roadmaster wagon		100
Chevrolet Caprice sedan and wagon		1,200
Total U.S. car		**1,300**
Total units lost week of 9/28		**1,300**

Source: Automotive News Data Center

GM lowers estimated 3rd-quarter production

PHIL FRAME

Staff Reporter

General Motors reduced its third-quarter North American production estimate by 79,000 units and said it would build 27,000 fewer cars and trucks in the fourth quarter this year than it did in the last three months of 1991.

Most of the third-quarter reduction — 48,000 units — was due to an Aug. 26 strike at a Lordstown, Ohio, parts plant that forced the shutdown of several assembly plants and a slowdown at others, GM said last week.

GM now estimates that production in the third quarter, which ends Wednesday, will be 897,000 cars and trucks in North America. That compares with 1,000,876 in the third quarter of 1991 and 1,197,267 in 1990's third quarter.

Fourth-quarter production this year was forecast at 1,181,000 units, down from 1,208,000 in the same period of 1991 but higher than the 1,066,447 built in the last three months of 1990.

The early release of production estimates last week was unusual.

"Based on previous figures we had given and the number of vehicles we were going to miss it by, we felt it would be important to let everybody know we were going to miss it," a GM spokesman said.

Fourth-quarter production plans reflect GM's expectation that the North American vehicle market will remain sluggish in the period.

The reduction from 1991's fourth quarter also reflects this summer's decision to end price subsidies to daily rental car companies. GM had used the subsidies to stimulate sales and maintain production and market share.

But the ensuing glut of program cars returning to the marketplace hurt residual values and exacerbated GM's losses.

Earlier this year, GM decided that turning a profit was more important than maintaining a certain market share, so the company changed its policies on production, fleet subsidies and program cars.

The policy changes mean that rental cars will remain in service longer, and that means rental car companies will be buying cars less often.

The in-service cycle for GM rental cars is expected to increase from six-to-seven months now to eight-to-nine months during 1993.

Besides affecting production, it also means that used daily rental vehicles are less likely to undermine new-vehicle sales.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 9/21-9/26/92	Actual 9/14-9/19/92	9/1-9/26/92	Year 1/1-9/26/92	Year 1/1-9/28/91
Concorde (Can.)	1,150	682	1,850	1,896	0
LeBaron A	600	0	1,601	3,711	0
LeBaron J	1,050	0	2,620	38,868	18,988
New Yorker	850	0	1,937	13,472	5,135
Fifth Avenue	650	0	2,781	31,821	21,432
Imperial	180	0	532	4,471	6,303
Town & Country (trk.)	550	442	1,805	13,563	3,094
Total Chrysler Div.	**5,030**	**1,124**	**13,125**	**107,802**	**54,952**
Sundance	1,550	1,656	5,821	49,029	45,894
Acclaim	1,350	0	4,115	54,796	59,261
Voyager (trk.)	2,150	2,627	8,432	76,219	72,085
Voyager (Can. trk.)	3,006	2,690	9,803	85,842	82,654
Total Plymouth	**8,056**	**6,973**	**28,172**	**265,886**	**259,894**
Intrepid (Can.)	845	1,032	4,133	8,708	0
Daytona	350	348	1,250	10,879	5,252
Shadow	2,300	2,298	8,207	73,401	50,763
Dynasty	1,450	0	4,455	63,929	92,062
Spirit	1,550	0	3,933	52,531	54,989
Viper	10	7	44	174	0
Monaco (Can.)	0	0	0	0	7,880
Caravan (trk.)	3,250	2,801	10,436	98,161	84,043
Caravan (Can. trk.)	3,498	3,019	11,152	122,991	106,613
Caravan C/V (trk.)	50	58	201	2,189	2,551
Caravan C/V (Can. trk.)	96	74	304	4,778	12,543
Dakota (trk.)	3,600	3,536	12,618	108,755	66,963
Ram pickup (trk.)	1,200	1,173	4,171	42,764	58,038
Ram wagon (Can. trk.)	350	307	1,151	16,107	14,914
Ram van (Can. trk.)	1,610	1,607	5,552	52,115	30,703
Total Dodge	**20,159**	**16,260**	**67,606**	**657,482**	**587,314**
Vision (Can.)	280	446	1,344	4,592	0
Premier (Can.)	0	0	0	0	10,222
Cherokee (trk.)	2,900	3,002	10,582	102,847	108,094
Comanche (trk.)	0	0	0	952	3,909
Grand Cherokee (trk.)*	3,700	3,426	12,737	69,022	1,560
Briarwood (trk.)	0	0	0	330	2,175
Wrangler (trk.)	1,450	1,586	5,417	12,173	0
Wrangler (Can trk.)	0	0	0	28,962	45,816
Total Jeep-Eagle	**8,330**	**8,460**	**30,080**	**218,878**	**171,776**
Total U.S. car	**11,890**	**4,309**	**37,296**	**397,082**	**360,079**
Total Can. car	**2,275**	**2,160**	**7,327**	**15,196**	**18,102**
Total U.S. truck	**18,850**	**18,653**	**66,399**	**526,975**	**402,512**
Total Can. truck	**8,560**	**7,697**	**27,963**	**318,795**	**293,243**
CHRYSLER CORP.	**41,575**	**32,819**	**138,985**	**1,258,048**	**1,073,936**
Escort	5,783	0	15,015	138,254	156,426
Mustang	0	2,718	7,127	72,264	67,468
Tempo	2,655	2,363	8,795	103,057	85,517
Tempo (Can.)	0	0	5,046	90,101	79,581
Taurus	11,205	11,267	39,481	307,157	244,772
Thunderbird	2,557	2,281	8,338	65,196	58,254
Crown Victoria (Can.)	2,253	2,246	7,630	80,464	70,009
Aerostar (trk.)	5,020	4,644	17,662	142,862	129,195
Bronco (trk.)	718	0	1,863	19,042	13,302
Explorer (trk.)	6,462	4,840	19,640	220,278	205,165
Mazda Navajo (trk.)	0	0	0	2,962	8,712
Econoline (trk.)	4,480	4,480	12,491	143,629	100,705
Heavy (trk.)	966	953	3,469	34,043	24,556
Light truck (trk.)	9,824	7,675	33,152	327,547	230,534
Light truck (Can. trk.)	3,051	3,075	10,315	91,370	76,178
Ranger (trk.)	1,768	161	1,929	160,097	203,628
Total Ford Division	**56,742**	**46,703**	**191,963**	**1,998,345**	**1,754,082**
Topaz	1,745	2,037	6,887	46,733	35,764
Topaz (Can.)	0	0	1,838	36,135	26,049
Cougar	1,715	1,519	5,570	42,310	44,813
Sable	1,829	1,837	7,349	94,428	77,285
Grand Marquis (Can.)	2,587	2,512	8,921	80,734	77,125
Mercury Villager (trk.)	986	767	2,963	9,008	0
Nissan Quest (trk.)	608	477	1,808	5,373	0
Total Mercury	**9,470**	**9,149**	**35,357**	**314,721**	**261,036**
Continental	845	846	3,034	29,136	41,875
Mark VII	0	0	0	2,380	7,336
Town Car	2,527	2,544	9,104	87,283	98,495
Total Lincoln	**3,372**	**3,390**	**12,138**	**118,799**	**147,706**
Total L-M Division	**12,842**	**12,539**	**47,495**	**433,520**	**408,742**
Total U.S. car	**30,861**	**27,412**	**110,781**	**988,286**	**918,005**
Total Can. car	**4,840**	**4,758**	**23,435**	**287,434**	**252,764**
Total U.S. truck	**30,832**	**23,997**	**94,977**	**1,064,861**	**915,797**
Total Can. truck	**3,051**	**3,075**	**10,315**	**91,370**	**76,178**
FORD MOTOR CO.	**69,584**	**59,242**	**239,448**	**2,431,885**	**2,162,744**
Skylark	1,855	1,805	6,091	45,308	32,326
Century	1,710	1,723	4,135	62,148	69,841
Regal (Can.)	2,500	2,505	8,790	72,405	92,111
Riviera	281	0	693	8,430	15,041
Park Avenue	1,965	1,928	5,258	44,226	80,085
LeSabre	3,614	3,565	10,734	118,519	58,048
Roadmaster sedan	828	771	2,624	33,512	23,853
Roadmaster wagon	230	191	423	7,347	18,787
Reatta	0	0	0	0	1,206
Total Buick	**12,983**	**12,488**	**38,747**	**391,895**	**391,298**
Eldorado	694	0	1,201	23,086	8,645
Seville	1,193	0	2,209	34,558	18,214
Brougham	1,104	838	2,605	5,851	15,586
DeVille	1,853	3,704	7,934	82,715	116,538
Allante	64	64	230	1,641	2,252
Total Cadillac	**4,908**	**4,606**	**14,179**	**147,851**	**161,235**
Cavalier	4,015	4,267	11,360	146,392	186,082
Camaro	0	0	0	47,762	39,782
Camaro (Can.)	15	15	51	79	0
Corsica-Beretta	4,100	3,675	10,412	136,937	178,397
Lumina (Can.)	6,300	6,282	20,880	168,462	173,170
Caprice	2,273	1,921	5,428	77,020	100,253
Corvette	479	482	1,730	15,966	15,480
Astro (trk.)	2,734	2,795	6,708	105,898	71,954
Blazer (trk.)	510	438	1,838	18,611	5,622
Lumina APV (trk.)	980	958	3,452	33,865	32,758
Mediums (trk.)	178	158	533	5,393	1,545
P-model (trk.)	460	13	1,437	15,706	15,626
Pickup (trk.)	6,300	6,245	22,937	219,871	213,280
Pickup (Can. trk.)	3,400	3,380	11,661	130,192	103,791
S10 (trk.)	4,748	4,913	17,490	140,227	102,438
S10 Blazer (trk.)	2,655	2,667	9,523	94,933	32,576
Sportsvan (trk.)	231	380	866	12,571	30,631
Sportsvan (Can. trk.)	1,600	1,606	5,248	53,573	37,925
Suburban (trk.)	1,834	1,484	6,297	47,127	21,160
Total Chevrolet	**42,872**	**41,659**	**137,858**	**1,466,187**	**1,454,478**
Achieva/Calais	995	941	2,771	75,695	34,616
Cutlass Ciera	3,413	3,400	8,095	95,726	71,436
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	0	0	3,625	57,052	78,522
Toronado	0	0	0	3,274	3,750
Eighty Eight	1,317	1,410	4,108	50,499	62,283
Custom Cruiser wagon	0	0	50	2,127	6,527
Ninety Eight	381	169	567	18,743	59,288
Silhouette (trk.)	172	173	596	10,129	14,928
Bravada (trk.)	166	147	686	8,822	11,435
Total Oldsmobile	**6,444**	**6,240**	**20,498**	**322,067**	**383,874**
Sunbird	1,485	1,590	4,209	59,923	87,851
Grand Am	6,085	5,890	19,164	188,357	93,250
Firebird	0	0	0	17,116	15,090
Firebird (Can.)	10	10	34	54	0
Grand Prix	2,600	2,565	9,053	81,864	78,196
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,944	2,731	7,476	70,307	54,164
Trans Sport (trk.)	823	801	2,860	29,704	20,577
Total Pontiac	**13,947**	**13,587**	**42,796**	**447,325**	**368,731**
Yukon-Jimmy (trk.)	199	235	738	5,925	1,644
Medium (trk.)	282	288	1,000	14,621	2,914
P-model (trk.)	74	2	159	1,675	1,938
Pickup (trk.)	2,396	2,119	8,376	81,124	89,673
Pickup (Can. trk.)	1,275	1,256	4,366	47,876	37,874
Syclone-Sonoma (trk.)	1,192	1,163	4,195	37,460	45,921
Typhoon-S15 Jimmy (trk.)	971	956	3,380	30,392	12,001
Safari (trk.)	1,094	951	2,361	42,407	29,958
Suburban (trk.)	964	996	3,179	26,138	16,832
Vandura (trk.)	128	87	373	6,470	13,672
•Vandura (Can. trk.)	550	531	1,934	22,863	17,444
Total GMC	**9,125**	**8,584**	**30,061**	**316,951**	**289,871**
Total Saturn•	**4,400**	**4,400**	**13,200**	**149,279**	**65,646**
Total U.S. car	**49,878**	**48,030**	**145,383**	**1,761,982**	**1,712,646**
Total Can. car	**8,825**	**8,787**	**29,670**	**241,086**	**306,370**
Total U.S. truck	**29,151**	**27,969**	**98,982**	**986,071**	**879,083**
Total Can. truck	**6,825**	**6,753**	**23,209**	**254,504**	**197,834**
GENERAL MOTORS	**94,679**	**91,539**	**297,254**	**3,243,557**	**3,095,127**
Can. car	0	0	3,360	70,643	77,683
Can. trk.	0	0	2,084	43,466	35,170
CAMI†	**0**	**0**	**5,444**	**114,109**	**112,853**
DIAMOND-STAR†	**2,335**	**2,688**	**9,330**	**105,143**	**117,856**
Civic	2,335	2,243	7,710	74,496	63,435
Civic (Can.)	1,380	1,943	6,704	80,027	80,383
Accord	6,915	6,708	24,503	279,188	273,458
Total U.S. car	**9,250**	**8,951**	**32,212**	**353,684**	**336,893**
Total Can. car	**1,380**	**1,943**	**6,704**	**80,027**	**80,383**
HONDA	**10,630**	**10,894**	**38,916**	**433,711**	**417,276**
HYUNDAI Sonata (Can.)	**590**	**586**	**1,451**	**8,178**	**19,563**
AUTOALLIANCE†	**6,276**	**4,822**	**18,543**	**102,346**	**121,629**
U.S. trk.	1,585	1,594	5,745	50,103	49,464
Can. trk.	278	240	879	6,647	5,276
NAVISTAR	**1,863**	**1,834**	**6,624**	**56,750**	**54,740**
Altima	2,647	2,466	8,332	16,375	0
Sentra	2,310	2,302	8,267	89,299	99,088
Pickup (trk.)	2,760	2,750	9,769	98,458	95,202
NISSAN	**7,717**	**7,518**	**26,368**	**204,132**	**194,290**
Geo Prizm	930	795	2,251	53,986	72,518
Toyota Corolla	930	738	2,246	75,909	82,922
Toyota Pickup (trk.)	2,000	1,872	6,858	51,285	211
NUMMI	**3,860**	**3,405**	**11,355**	**181,180**	**155,651**
Legacy	1,184	1,266	4,367	43,770	43,030
Pickup (trk.)	559	545	1,994	18,232	19,398
Rodeo (trk.)	921	909	3,351	31,734	20,506
Total U.S. car	**1,184**	**1,266**	**4,367**	**43,770**	**43,030**
Total U.S. trk.	**1,480**	**1,454**	**5,345**	**49,966**	**39,904**
SUBARU-ISUZU	**2,664**	**2,720**	**9,712**	**93,736**	**82,934**
Camry	4,798	4,758	18,287	179,423	136,263
Corolla (Can.)	800	660	1,682	49,510	48,606
TOYOTA	**5,598**	**5,418**	**19,969**	**228,933**	**184,869**
VOLVO 740,940 (Can.)	**120**	**120**	**403**	**4,778**	**5,849**
AM GENERAL (trk.)	**380**	**380**	**1,890**	**19,229**	**15,170**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**6,912**	**122,768**	**99,990**
Total U.S. car	**123,289**	**108,537**	**397,215**	**4,167,199**	**4,000,122**
Total Canada car	**18,740**	**19,014**	**74,032**	**756,766**	**809,320**
Total U.S.-Canada Car	**142,029**	**127,551**	**471,248**	**4,923,965**	**4,809,442**
Total U.S. truck	**88,878**	**80,509**	**296,118**	**2,969,707**	**2,497,333**
Total Canada truck	**18,714**	**17,765**	**64,450**	**708,782**	**608,901**
Total U.S.-Canada truck	**107,592**	**98,274**	**360,568**	**3,678,489**	**3,106,234**
TOTAL U.S.	**212,167**	**189,046**	**693,334**	**7,136,906**	**6,497,455**
TOTAL CANADA	**37,454**	**36,779**	**138,482**	**1,465,548**	**1,418,221**
TOTAL U.S.-CANADA CAR & TRUCK	**249,621**	**225,825**	**831,816**	**8,602,454**	**7,915,676**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Output up 10.5% for week

GWENDOLYN ZONGHETTI

Special Correspondent

With several plants working overtime, production in the United States and Canada rose 10.5 percent last week.

In the United States, makers assembled 123,289 cars, up 13.6 percent from the prior week but down 2.2 percent from the 1991 week.

For 1992 to date, U.S. makers have produced 4,167,199 cars, up 4.2 percent from last year.

U.S. truckmakers last week produced 88,878 units, up 10.4 percent over the prior week and 4.2 percent over the 1991 week.

Year-to-date, U.S. truck production is 2,969,707 a gain of 18.9 percent over 1991.

Canadian automakers last week manufactured 18,740 cars, 1.4 percent fewer than the preceding week and 27.3 percent fewer than the year-ago week.

Since the start of the year, Canadian carmakers have produced 756,766 units, down 6.5 percent from 1991.

Canadian truckmakers last week produced 18,714 units, up 5.3 percent over the preceding week but off 10.0 percent from last year.

Last week's scheduled car and truck production was shared as follows:

General Motors, 37.2 percent; Ford Motor Co., 29.1 percent; Chrysler Corp., 14.5 percent; Honda of America Manufacturing Inc., 4.4 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.6; AutoAlliance International Inc., 3.0; Toyota Motor Manufacturing (U.S.A.), 2.3 percent; New United Motor Manufacturing Inc., 1.8 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; Diamond-Star Motors Corp., 1.1 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.7 percent; and AM General, 0.1 percent.

General Motors has decided to continuing producing the Buick Roadmaster Estate Wagon and Chevrolet Caprice station wagon at Willow Run., Mich., until February. Wagon output, which accounts for 29 percent of the plant's production, had been scheduled to move to Arlington, Texas, this fall.

Due to inventory adjustments, General Motors' Wentzville, Mo., car plant will work one shift daily this week and next. The morning shift will work one week; the evening shift will work the other.

GM's Scarborough and Oshawa, Ontario, truck plants worked Saturday overtime last week. The Moraine, Ohio, truck plant worked daily overtime, and the Janesville, Wis., truck plant worked daily and weekend overtime.

Ford slated daily overtime last week at the Atlanta and Chicago car plants and the Kansas City, Mo.; Avon Lake, Ohio; Louisville, Ky.; and St. Louis truck plants.

Chrysler's St. Louis truck plant will work overtime this weekend.

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NEWSPAPER

OCTOBER 5, 1992

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late news

EC seeks refund of Eurostar aid

LONDON — The European Commission moved late Friday to formally seek repayment of more than $100 million in subsidies paid by Austria to Chrysler Corp.'s Eurostar plant and to impose a 10 percent import duty on every minivan produced there for sale in Europe.

The commission, executive arm of the 12-nation European Community, sent the dispute to the Council of Ministers, which is empowered to impose the penalties. In early September, the commission ruled that the $141 million subsidy given to Chrysler far exceeded EC guidelines and set a Sept. 30

see LATE NEWS, 2

Ford to define paint policy on 'F' pickups

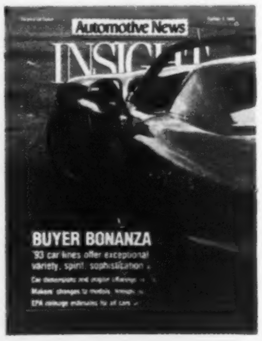
KATHY JACKSON
Staff Reporter

Ford officials have agreed to meet with Virginia investigators this month regarding complaints that the company may be using discriminatory policies in fixing paint flaws on F-series trucks.

A.E. Hantwerker, who manages the consumer affairs investigations office for Virginia, said the Oct. 27 meeting is a result of a letter he sent to Ford Chairman Harold Poling regarding numerous calls to his office from consumers who say Ford fixes some trucks but not others.

"One of the concerns is whether there is a warranty or a non-publicized adjustment program," Hantwerker said.

see PAINT, 38



Automotive News
INSIGHT
BUYER BONANZA
'93 car lines offer exceptional variety, spirit, sophistication

A model year for cars

Never before has there been such a variety of choices for buyers. *Automotive News Insight,* which follows Page 22, has the deal on all the '93 cars.

Program car total to drop

Makers slate 1.2 million for '93; mileage will grow

CHARLES M. THOMAS
Staff Reporter

Although the overall program car volume is down from 1991, when it reached a peak of 1.5 million vehicles, some automakers are finding it hard to keep a pledge to dealers to make major reductions in daily rental fleets. Still, program car volume will drop to 1.2 million vehicles in the 1993 model year from 1.4 million in 1992.

Part of the dilemma for automakers stems from this summer's air fare wars, which boosted travel enormously.

Cars are staying in rental fleets longer, so they are returning to auctions from daily rental fleets with much higher mileage than before.

As a result, there is a clearer distinction between program cars and new cars, which should please dealers.

A General Motors official told members of the National Auto Auction Association meeting in Nashville, Tenn., recently that GM plans to slash 250,000 program cars from daily rental fleets in the new model year.

But if retail sales remain sluggish, automakers -- particularly GM — could backpedal and increase sales to daily rental companies to hold market share and keep factories humming.

Chrysler said it will raise its program car volume to 200,000 in the 1993 model year, up from 150,000 in the 1992 model year.

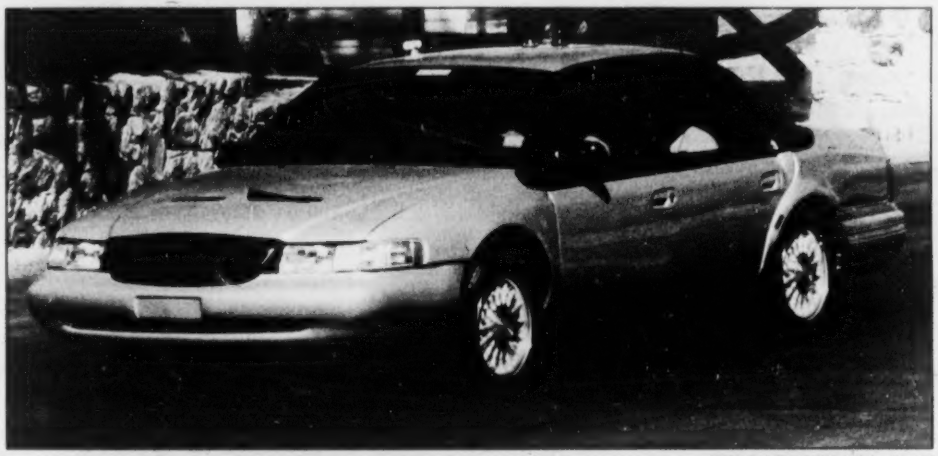
Ford Motor Co. will stay at about the same level in 1993, selling 377,000 daily rental vehicles at the auctions.

Program-car volume peaked in 1991 with an estimated 1.5 million units sold to daily rental companies and repurchased by the automakers for sale to dealers at closed auctions.

Domestic automakers keep those clean, low-mileage vehicles in daily rental fleets for six months and a minimum of 12,000 to 15,000 miles. Importers tend to keep the vehicles in fleets for fewer than 10,000 miles.

Although program cars have helped new-car dealers weather the recession, dealers have complained that program cars replaced new-

see PROGRAM, 38



HANS G. LEHMANN/HIDDEN IMAGE

Lincoln tests new Continental design

Here's the first spy photograph of the new, larger Lincoln Continental that is expected in early 1994 as a 1995 model. The sloping grille design mimics the Mark VIII and will house the same double-overhead-camshaft 4.6-liter V-8. Insiders say upper and lower control arms will replace MacPherson struts up front to allow a lower cowl and hoodline.

Q&A

Thomas Mignanelli has spent five years trying to rebuild Nissan Motor Corp. in U.S.A., and he's frustrated by the lack of visible signs of progress. But that will change soon, he says. In an interview on Page 21, Mignanelli discusses Nissan's struggles and hopes.

Paris parade pinches pennies

Facelifts and new engines are profuse at '92 car show

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Blame it on the economy, too many firecracker prototypes at previous shows or that old standby — the engineering department.

Whatever, there is little doubt that this week's Paris auto show will be about as tantalizing as the new long hemlines the haute couture designers are touting this year.

The show, the biennial *Mondial de l'Automobile,* runs from Thursday to Oct. 18.

But there will be plenty of facelifts and new engines as makers try to breathe new life into aging or not-so-popular cars. Nothing to ooh and ahh over, of course, except the new Ferrari 456GT. But a Ferrari is like an Yves Saint Laurent gown: Few can afford the original, but it won't be long before the stylists create a cheaper copy.

In the slow race, Nissan's Micra may capture the show's "Most Significant" award. The car comes from Nissan's factory in Sunderland, England, and is one of the first fruits of the Japanese industry's looming new industrial presence in Britain.

About 130,000 of the tiny cars will flood Europe within a year — and that annual production will require only 1,600 workers. Nissan claims the Micra has 83 percent European content.

The boxy, all-new Micra moves up a notch from its predecessor to compete in an already crowded supermini segment with the Renault Clio, Rover Metro, Ford Fiesta and Volkswagen Polo. Its predecessor, which came from Japan, competed in the mini segment.

The Micra has the same exterior

see PARIS, 5

Auto
SHOW
Paris
Los Angeles
Detroit
Chicago
Geneva
New York

Ferrari S.p.A. is showing its all-new 2 + 2 coupe, the 187-mph 456 GT, at Paris.

Lopez denies breaking contracts

EDWARD LAPHAM
Managing Editor

WARREN, Mich. — It was his turn to talk, and General Motors' worldwide purchasing czar defended his new world order that has turned the automotive supplier community upside down.

J. Ignacio Lopez, GM vice president in charge of worldwide purchasing, met reporters last week for the first time in his new job. Speaking at the headquarters for GM's North American Operations, Lopez said emphatically that the company hasn't broken any contracts with suppliers, and won't break any.

GM's suppliers have been in an uproar for four months, claiming they were told all contracts were open and would have to be rebid.

Some suppliers have complained that GM has canceled their contracts, taken their proprietary designs and given them to other suppliers, with no regard to cost, patent rights or the supplier's ability to recoup investments.

see LOPEZ, 39

Automotive News

BIG LEAP FOR ALTIMA
Nissan ads jump past competition to build image. PAGE 6

ALASKANS SEEK ALLIANCE
Need for dealer representation is growing in 50th state. PAGE 8

SWEETHEART ENGINEERING
States tap into fleet funds for home-team technology. PAGE 8

MAZDA MUNCHKIN

▲ AZ-1 mini is attention-getter for Japan. PAGE 23

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Advertising Production Dept. (313) 446-6063
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corrections

- A Sept. 21 article on Page 16 incorrectly included the Cadillac Fleetwood among 1993 General Motors cars that will use R134a refrigerant.
- A Sept. 21 article on Page 34 incorrectly said Cummins Engine Co. was the first to certify a natural-gas heavy-duty engine in California. Tecogen Inc. of Waltham, Mass., did it Feb. 27, 1991.
- A Sept. 28 article on Page 4 incorrectly stated the loss by the parent of Rolls-Royce Motor Cars Ltd. in the first half of 1992. The correct figure is £4.3 million ($7.6 million).

JIM DUNNE/POPULAR MECHANICS

Ford contemplates Suburban fighter

Ford's on-again, off-again, full-sized sport-utility project appears to be back on the burner again. This spy photograph shows a test vehicle based on an F-150 chassis. Word is Ford has firm plans to have the vehicle ready for 1995 along with a new F series pickup. The attraction of the vehicle is its heavy-duty towing capacity and high per-vehicle profits.

latenews

CONTINUED *from* PAGE 1

deadline for repayment.

The ministers are expected to take up the dispute as early as today. If they uphold the commission, Chrysler minivans exported from Austria to the Community would be hit with a 10 percent import levy.

Although Austria is not a part of the European Community, its trade with Europe is governed by a 1972 agreement that bans subsidies which "distort competition."

— *Ed Wendt*

Chrysler prices up 2.4% for '93

DETROIT — Chrysler Corp. said last week that firm prices of its 1993 cars will be an average of 2.4 percent higher than comparably equipped 1992 models.

The increase is slightly less than the preliminary boost of 2.6 percent that Chrysler announced in July. The company did not disclose a dollar amount, but *Automotive News* estimates that the hike is $372.

Chrysler said optional equipment prices and destination charges have not been raised for 1993.

Chrysler's 2.4 percent increase compares with boosts of 0.3 percent announced by Ford Motor Co. and 1.66 percent for General Motors.

The leading Japanese makes have increased prices 1.4 percent to 2.9 percent on comparably equipped 1993 models.

M-B takes 5% of Ssangyong

FRANKFURT — Mercedes-Benz AG said last week it has agreed to acquire a 5 percent stake in Ssangyong Motor Co., a Korean truckmaker. Terms of the agreement were not disclosed.

"It is possible that our cooperation will deepen and it might develop in other areas, but this is a commercial vehicle joint project," said a Mercedes spokesman.

Under an agreement signed in March 1991, Mercedes licensed Ssangyong to produce 50,000 Mercedes light-commercial vehicles and 80,000 engines a year, beginning in 1994. Mercedes will use 50,000 of the engines for its Gelandewagen sport-utility for sale in Asian countries. Ssangyong will put the remaining 30,000 engines into a G-wagon wearing its badge for the Korean market.

— *Diana T. Kurylko*

Ford, Nissan recall minivans

DETROIT — Brake and seat belt problems have prompted a recall of about 5,900 1993 Mercury Villager and Nissan Quest minivans. Both vehicles are built by Ford Motor Co.

The belt recall involves inspecting and possibly tightening the bolts that secure the front automatic seat belt system tracks to the B pillar.

In the second recall, the companies said that brake master cylinders on some of the vehicles may have been improperly assembled, which could reduce brake effectiveness.

Both automakers have told their dealers to offer to pick up the vehicles to perform the repairs and offer free loaner vehicles to customers.

Ford said that only 2,000 of the 4,400 affected Mercury Villagers had been delivered to customers, with the rest in dealer inventories. About 600 of the vehicles are in Canada. Nissan said about 1,500 Quest minivans were affected.

Agnelli to quit Fiat in 1994

TURIN, Italy — Giovanni Agnelli, 71-year-old chairman of the Fiat Group, parent of Fiat Auto S.p.A., confirmed last week that he will retire on April 30, 1994.

Agnelli, grandson of Fiat's founder, joined the huge conglomerate in 1946 and was named chairman in 1966.

Agnelli declined to name a successor, but sources said his younger brother, 58-year-old Umberto, is the most likely choice.

— *Luca Ciferri*

Big 3 streamline quality audits

Supplier companies are getting relief from costly and redundant quality audits by manufacturers.

The Automotive Industry Action Group and the American Society for Quality Control, Chrysler Corp., Ford Motor Co. and General Motors sent letters to first-tier suppliers last week describing streamlined audit procedures.

The letter, signed by Thomas Stallkamp, Chrysler vice president for procurement and supply; Norman Ehlers, Ford vice president for purchasing and supply, and J. Ignacio Lopez, GM vice president in charge of worldwide purchasing, says that a quality assessment by any one of the Big 3 satisfies the requirement for a quality assessment.

Suppliers estimate that adoption of the process could save them $500 million a year.

GM recalls A-cars for seats

DETROIT — General Motors is recalling 1990-91 Buick Centurys, Pontiac 6000s, and Oldsmobile Cutlass Cieras and Cutlass Cruisers equipped with power seats because a short circuit could set the seats on fire.

A GM spokesman could not say how many of the A-body cars could be affected, nor whether any accidents or injuries resulted from the defect.

Affected cars are equipped with six-way power seats or power recliners. The wiring harness for the seats is routed so that it could be pinched or chafed on the seat frame. That could cause intermittent short circuits, which could weld the circuit breaker closed and create enough heat to produce smoke or ignite the seat cushion materials.

— *Phil Frame*

Daihatsu warns loss is expected

TOKYO — Daihatsu Motor Co. said last week that it expects to post a 5 billion yen ($41.6 million) pretax loss for the fiscal year ending next March 31, the first since it was listed on the stock exchange in 1949.

Daihatsu cited the severe slump in the Japanese market. Daihatsu, a mini-vehicle maker, said sales declined 10 percent to 301,722 in the first eight months of the year.

Daihatsu had forecast a 4.5 billion yen ($37.5 million) pretax profit for this fiscal year, approximately the same as last year.

— *Mary Ann Maskery*

briefly

Mazda plugs into star show

Why did **Mazda** Vice Chairman Norimasa Furuta choose Convergence '92 in Dearborn, Mich., to announce **Mazda's** electric-car plans? Maybe it's the stellar company at the Oct. 19-21 confab between the electronics and automotive industries. Other automaker bosses scheduled to speak are **Chrysler's** Robert Eaton, **GM's** Robert Stempel, **Toyota's** Shoichiro Toyoda and **Kia's** Kim Sun Hong.

REAL BIG BUCKS — The world's wealthiest auto folks, according to *Fortune* magazine: **BMW AG's** Johanna Quandt and family with $4 billion; **Fiat Group's** Giannini Agnelli and family, $3.3 billion; and **Hyundai's** Chung Ju-Yung and family, $2.3 billion.

MATERIALISM — Ten steel companies are getting together to battle aluminum and plastics in the automotive weight reduction program, and they've called an Oct. 16 "major news announcement" in Detroit to give details.

GM WISH LIST — Former **General Motors** Chairman James Roche, named to the Automotive Hall of Fame Oct. 1, offered a list of the most important issues facing the company: safety, minority, product quality and dealer organization. But "most important," he said, "is to stop the bleeding and make a little money."

POTATO PUNDIT — At last week's groundbreaking for **BMW's** South Carolina assembly plant, press badges were printed with the German word *"presse"* on one side. Quipped a dealer: "Dan Quayle must have made those up."

THE BUCK STOPS — You remember how **Chrysler** announced it would move its headquarters from urban Highland Park to its suburban tech center just three weeks after chairman designate Bob Eaton told journalists it wouldn't happen? Here's another twist, says an exec: "Lee Iacocca told me in December that if the company started making money, they'd build a small building out there for **Jeep**-Truck and advanced research and the headquarters staff." So far, only HQ got the nod for a move.

DIVERSIFICATION — **American Honda Motor Co.** will spend $40 million over the next decade to build and operate a residential, alternative high school for 100 Colorado students interested in community service and the environment. Plus, last week Honda showed a solar-powered canoe at a Chicago boat show.

HOUSECALLS I — **General Motors Acceptance Corp.** kicks off its 1992 Dealer Appreciation Week today, as GMAC branch managers throughout the nation start making personal visits to the 10,000 General Motors dealers to thank them for their finance and insurance business.

HOUSECALLS II — **Ford Motor Co.** officials will hit the bricks beginning in mid-November to meet real people at Rotary Clubs, schools, dealerships and supplier offices. The journey will take executives to about 130 cities, similar to a program last year. Each official, including Chairman Red Poling, will visit one or two cities.

ROYAL WHEELS — Britain's Princess Diana has returned the £74,000 **Mercedes-Benz** 500SL that she leased 10 months ago. Newspapers had a field day blasting her for the choice when the British industry is suffering a recession.

1993 EPA mileage report

The size classes are defined by the EPA.

Car Line	Est mpg City	Est mpg Hwy	Displ (liters)	Trans
Two Seaters				
Acura NSX	18	23	3.0	L4
Acura NSX	19	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Cadillac Allante	14	21	4.6	L4
Chevrolet Corvette	17	25	5.7	M6
Chevrolet Corvette	17	24	5.7	L4
Chevrolet Corvette	17	25	5.7	M6
Ferrari 348 TB/TS	13	18	3.4	M5
Ferrari 512 TR	11	16	4.9	M5
Geo Metro LSi convertible	32	38	1.0	A3
Geo Metro LSi convertible	41	46	1.0	M5
Honda Civic del Sol	30	36	1.5	L4
Honda Civic del Sol	34	38	1.5	M5
Honda Civic del Sol	27	34	1.6	L4
Honda Civic del Sol	29	33	1.6	M5
Jaguar XJS convertible	17	23	4.0	L4
Jaguar XJS convertible	14	21	4.0	M5
Jaguar XJRS convertible	12	15	6.0	A3
Lamborghini DB13/Diablo	9	14	5.7	M5
Lotus Elan	23	30	1.6	M5
Lotus Espirit Turbo	17	27	2.2	M5
Mazda MX-5 Miata	24	28	1.6	L4
Mazda MX-5 Miata	24	30	1.6	M5
Mazda RX-7	18	24	1.3	L4
Mazda RX-7	17	25	1.3	M5
Nissan 300ZX	18	23	3.0	L4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Porsche 911 Carrera 4/2	17	25	3.6	M5
Porsche 911 Carrera 4/2	15	23	3.6	M5
Porsche 911 Carrera 4/2	16	23	3.6	S4
Porsche 968	16	25	3.0	A4
Porsche 968	17	26	3.0	M6
Toyota MR2	20	27	2.0	M5
Toyota MR2	21	28	2.2	L4
Toyota MR2	22	29	2.2	M5
Vector W8	7	11	6.0	A3
Minicompact Cars				
Mercury Capri	23	26	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX	27	36	1.6	L4
Nissan NX	28	38	1.6	M5
Nissan NX	22	29	2.0	L4
Nissan NX	23	30	2.0	M5
Nissan 240SX	21	26	2.4	L4
Nissan 240SX	22	28	2.4	M5
Porsche 911 Carrera 4/2	17	25	3.6	M5
Porsche 911 Carrera 4/2	15	23	3.6	M5
Porsche 911 Carrera 4/2	16	23	3.6	S4
Porsche 928 GTS	15	19	5.4	L4
Porsche 928 GTS	12	19	5.4	M5
Porsche 968	16	25	3.0	A4
Porsche 968	17	26	3.0	M6
Toyota Celica convertible	21	28	2.2	L4
Toyota Celica convertible	22	30	2.2	M5
Toyota Paseo	26	32	1.5	L4
Toyota Paseo	28	34	1.5	M5
Volkswagen Cabriolet	23	26	1.8	A3
Volkswagen Cabriolet	24	30	1.8	M5
Subcompact Cars				
Acura Integra	24	29	1.7	M5
Acura Integra	23	29	1.8	L4
Acura Integra	25	31	1.8	M5
Audi 90 Quattro	17	22	2.8	M5
BMW 318i, 318iS	22	30	1.8	A4
BMW 318i, 318iS	22	30	1.8	M5
BMW 325i convertible	17	24	2.5	M5
BMW 325i, 325iS	20	28	2.5	L4
BMW 325i, 325iS	19	28	2.5	M5
BMW 850Ci	12	18	5.0	L4
BMW 850Ci	12	19	5.0	M6
Chevrolet Camaro	19	28	3.4	L4
Chevrolet Camaro	19	28	3.4	M5
Chevrolet Camaro	17	24	5.7	L4
Chevrolet Camaro	17	25	5.7	M6
Chevrolet Cavalier	23	31	2.2	L3
Chevrolet Cavalier	25	36	2.2	M5
Chevrolet Cavalier	20	28	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron convertible	21	27	2.5	L3
Chrysler LeBaron convertible	21	28	3.0	L4
Chrysler LeBaron convertible	19	27	3.0	M5
Dodge Colt	29	33	1.5	A3
Dodge Colt	32	40	1.5	M5
Dodge Colt	27	34	1.8	L4
Dodge Colt	27	34	1.8	M5
Dodge Daytona	19	27	2.2	M5
Dodge Daytona	23	28	2.5	L3
Dodge Daytona	25	32	2.5	M5
Dodge Daytona	21	28	3.0	L4
Dodge Daytona	19	27	3.0	M5
Dodge Shadow convertible	23	28	2.5	L3
Dodge Shadow convertible	25	32	2.5	M5
Dodge Shadow convertible	21	28	3.0	L4
Dodge Shadow convertible	19	27	3.0	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	19	25	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Summit	29	33	1.5	A3
Eagle Summit	32	40	1.5	M5
Eagle Summit	27	34	1.8	L4
Eagle Summit	27	34	1.8	M5
Eagle Talon	23	30	1.8	L4
Eagle Talon	23	32	1.8	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ferrari Mondial T/Cabriolet	13	17	3.4	M5
Ferrari Mondial T/Cabriolet	12	17	3.4	S5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	42	1.3	M5
Ford Mustang	22	29	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	17	24	5.0	M5
Ford Mustang	17	24	5.0	L4
Ford Probe	24	30	2.0	L4
Ford Probe	26	33	2.0	M5
Ford Probe	20	26	2.5	L4
Ford Probe	21	26	2.5	M5
Geo Metro	36	40	1.0	A3
Geo Metro	46	50	1.0	M5
Geo Metro LSi	36	40	1.0	A3
Geo Metro LSi	46	50	1.0	M5
Geo Metro XFi	53	58	1.0	M5
Geo Storm	25	31	1.6	A3
Geo Storm	29	35	1.6	M5
Geo Storm	22	30	1.8	L4
Geo Storm	23	31	1.8	M5
Honda Civic	30	38	1.5	L4
Honda Civic	34	40	1.5	M5
Honda Civic	40	46	1.5	M5
Honda Civic	42	46	1.5	M5
Honda Civic	27	34	1.6	L4
Honda Civic	29	35	1.6	M5
Honda Civic HB VX	44	51	1.5	M5
Honda Civic HB VX	48	55	1.5	M5
Honda Prelude	23	30	2.2	L4
Honda Prelude	24	31	2.2	M5
Honda Prelude	22	26	2.2	M5
Honda Prelude	22	26	2.3	L4
Honda Prelude	22	26	2.3	M5
Hyundai Excel	28	33	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	26	32	1.5	M5
Hyundai Scoupe	26	32	1.5	L4
Hyundai Scoupe	27	35	1.5	M5
Infiniti J30	18	23	3.0	L4
Isuzu Impulse	22	30	1.8	L4
Isuzu Impulse	23	31	1.8	M5
Jaguar XJS Coupe	17	23	4.0	L4
Jaguar XJS Coupe	14	22	4.0	M5
Jaguar XJRS Coupe	12	16	6.0	A3
Lexus SC300/SC400	18	23	3.0	L4
Lexus SC300/SC400	18	23	3.0	M5
Lexus SC300/SC400	18	23	4.0	L4
Mazda MX-3	25	32	1.6	L4
Mazda MX-3	28	35	1.6	M5
Mazda MX-3	20	27	1.8	L4
Mazda MX-3	23	28	1.8	M5
Mazda MX-6	23	31	2.0	L4
Mazda MX-6	26	34	2.0	M5
Mazda MX-6	19	25	2.5	L4
Mazda MX-6	21	26	2.5	M5
Mercedes-Benz 190E 2.3	20	26	2.3	A4
Mercedes-Benz 190E 2.3	20	29	2.3	M5
Mercedes-Benz 190E 2.6	20	25	2.6	A4
Mercedes-Benz 190E 2.6	19	27	2.6	M5
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	29	33	1.5	A3
Mitsubishi Mirage	32	40	1.5	M5
Mitsubishi Mirage	27	34	1.8	L4
Mitsubishi Mirage	27	34	1.8	M5
Mitsubishi 3000 GT	18	24	3.0	L4
Mitsubishi 3000 GT	18	24	3.0	M5
Mitsubishi 3000 GT	19	25	3.0	M5
Nissan Sentra	27	35	1.6	L4
Nissan Sentra	29	38	1.6	M5
Nissan Sentra	23	30	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX 2 + 2	18	23	3.0	L4
Nissan 300ZX 2 + 2	18	24	3.0	M5
Plymouth Colt	29	33	1.5	A3
Plymouth Colt	32	40	1.5	M5
Plymouth Colt	27	34	1.8	L4
Plymouth Colt	27	34	1.8	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	18	21	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Plymouth Laser	20	25	2.0	M5
Pontiac Firebird/Formula	19	28	3.4	L4
Pontiac Firebird/Formula	19	28	3.4	M5
Pontiac Firebird/Formula	17	24	5.7	L4
Pontiac Firebird/Formula	17	25	5.7	M6
Pontiac Sunbird	23	31	2.0	L3
Pontiac Sunbird	25	35	2.0	M5
Pontiac Sunbird	20	28	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Rolls-Royce/Bentley Continental	10	14	6.8	L4
Rolls-Royce Corniche IV	10	14	6.8	L4
Saab convertible	18	21	2.1	A3
Saab convertible	20	26	2.0	M5
Saab convertible	18	21	2.1	A3
Saab convertible	20	26	2.1	M5
Saturn SC	24	33	1.9	L4
Saturn SC	26	36	1.9	L4
Saturn SC	24	35	1.9	M5
Saturn SC	28	37	1.9	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy awd	31	31	1.2	AV
Subaru Justy awd	28	32	1.2	M5
Subaru SVX	18	26	3.3	L4
Subaru SVX awd	17	25	3.3	L4
Suzuki Swift	36	40	1.0	A3
Suzuki Swift	46	50	1.0	M5
Suzuki Swift	29	34	1.3	A3
Suzuki Swift	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	24	31	1.6	L4
Toyota Celica	25	32	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	20	27	2.2	L4
Toyota Celica	22	28	2.2	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	32	36	1.5	M4
Toyota Tercel	28	34	1.5	M5
Volkswagen Corrado SLC	17	23	2.8	L4
Volkswagen Corrado SLC	18	25	2.8	M5
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Acura Legend	19	24	3.2	L4
Acura Legend	18	25	3.2	M5
Acura Vigor	20	26	2.5	L4
Acura Vigor	20	27	2.5	M5
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	17	25	3.0	M5
Alfa Romeo 164	18	27	3.0	M5
Audi S4	18	23	2.2	M5
Audi 100 Quattro	18	22	2.8	L4
Audi 100 Quattro	18	23	2.8	M5
Audi 90	16	25	2.8	L4
Audi 90	20	26	2.8	M5
BMW 525i	18	25	2.5	L4
BMW 525i	19	28	2.5	M5
BMW M5	12	23	3.5	M5
BMW 535i	16	22	3.4	L4
BMW 535i	15	23	3.4	M5
Buick Skylark	22	32	2.3	L3
Buick Skylark	20	29	3.3	L3
Chevrolet Beretta	23	31	2.2	L3
Chevrolet Beretta	25	34	2.2	M5
Chevrolet Beretta	21	30	2.3	M5
Chevrolet Beretta	20	28	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chevrolet Corsica	23	31	2.2	L3
Chevrolet Corsica	25	34	2.2	M5
Chevrolet Corsica	20	28	3.1	L3
Chrysler LeBaron	23	28	2.5	L3
Chrysler LeBaron	20	27	3.0	L3
Chrysler LeBaron	21	28	3.0	L4
Chrysler LeBaron	19	28	3.0	M5
Dodge Shadow	23	29	2.2	L3
Dodge Shadow	27	32	2.2	M5
Dodge Shadow	23	28	2.5	L3
Dodge Shadow	25	32	2.5	M5
Dodge Shadow	21	29	3.0	L4
Dodge Shadow	19	28	3.0	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	33	1.9	L4
Ford Escort	30	37	1.9	M5
Ford Escort FS	31	39	1.9	M5
Ford Tempo	22	27	2.3	A3
Ford Tempo	24	33	2.3	M5
Ford Tempo	20	24	3.0	A3
Ford Tempo	21	28	3.0	M5
Geo Prizm	26	29	1.6	L3
Geo Prizm	27	34	1.6	M5
Geo Prizm	26	33	1.8	L4
Geo Prizm	28	34	1.8	M5
Honda Accord	22	28	2.2	L4
Honda Accord	24	31	2.2	M5
Hyundai Elantra	22	29	1.6	M5
Hyundai Elantra	23	26	1.8	L4
Hyundai Elantra	21	28	1.8	M5
Hyundai Precis	28	32	1.5	L4
Hyundai Precis	29	33	1.5	M4
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	27	30	1.6	A3
Isuzu Stylus	30	36	1.6	M5
Isuzu Stylus	23	31	1.8	M5
Jaguar XJ6	17	24	4.0	L4
Lexus ES300	18	23	3.0	L4
Lexus ES300	18	24	3.0	M5
Lincoln-Mercury Topaz	22	27	2.3	A3
Lincoln-Mercury Topaz	24	33	2.3	M5
Lincoln-Mercury Topaz	20	24	3.0	A3
Lincoln-Mercury Topaz	21	28	3.0	M5
Lincoln-Mercury Tracer	23	30	1.8	L4
Lincoln-Mercury Tracer	26	31	1.8	M5
Lincoln-Mercury Tracer	25	33	1.9	L4
Lincoln-Mercury Tracer	29	36	1.9	M5
Mazda Protege	24	29	1.8	L4
Mazda Protege	24	31	1.8	L4
Mazda Protege	25	30	1.8	M5
Mazda Protege	28	36	1.8	M5
Mazda 323	26	33	1.6	L4
Mazda 323	25	32	1.6	L4
Mazda 323	29	37	1.6	M5
Mazda 323	28	35	1.6	M5
Mercedes-Benz 400E	18	24	4.2	A4
Mitsubishi Diamante	18	24	3.0	L4
Mitsubishi Diamante	18	25	3.0	L4
Mitsubishi Galant	21	28	2.0	L4
Mitsubishi Galant	20	26	2.0	M5
Mitsubishi Galant	22	30	2.0	M5
Nissan Stanza Altima	21	29	2.4	L4
Nissan Stanza Altima	24	30	2.4	M5
Oldsmobile Achieva	22	32	2.3	L3
Oldsmobile Achieva	22	29	2.3	L3
Oldsmobile Achieva	23	35	2.3	M5
Oldsmobile Achieva	21	30	2.3	M5
Oldsmobile Achieva	20	29	3.3	L3
Plymouth Sundance	23	29	2.2	L3
Plymouth Sundance	27	32	2.2	M5
Plymouth Sundance	23	28	2.5	L3
Plymouth Sundance	25	32	2.5	M5
Plymouth Sundance	21	29	3.0	L4
Plymouth Sundance	19	28	3.0	M5
Pontiac Grand Am	22	32	2.3	L3
Pontiac Grand Am	22	29	2.3	L3
Pontiac Grand Am	23	35	2.3	M5
Pontiac Grand Am	21	30	2.3	M5
Pontiac Grand Am	20	29	3.3	L3
Pontiac LeMans	26	32	1.6	L3
Pontiac LeMans	28	37	1.6	M4
Pontiac LeMans	31	41	1.6	M5
Rolls-Bentley Continental R	11	16	6.8	L4
Saab 900	19	23	2.0	A3
Saab 900	21	28	2.0	M5
Saab 900	21	27	2.0	M5
Saab 900	18	21	2.1	A3
Saab 900	20	26	2.1	M5
Saturn SL	24	33	1.9	L4
Saturn SL	26	36	1.9	L4
Saturn SL	24	35	1.9	M5
Saturn SL	28	37	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy awd	21	27	2.2	L4
Subaru Legacy awd	21	27	2.2	M5
Subaru Legacy awd Turbo	18	23	2.2	L4
Subaru Legacy awd Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	27	34	1.6	M5
Toyota Corolla	26	33	1.8	L4
Toyota Corolla	27	33	1.8	M5
Volkswagen Golf III/GTI	21	28	2.0	L4
Volkswagen Golf III/GTI	24	32	2.0	M5
Volkswagen Jetta III	21	28	2.0	L4
Volkswagen Jetta III	23	30	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Sized Cars				
Audi 100	19	24	2.8	L4
Audi 100	19	26	2.8	M5
BMW 740i	16	22	4.0	L5
BMW 740iL	15	22	4.0	L5
BMW 750iL	12	18	5.0	L4
Buick Century	23	31	2.2	L3
Buick Century	19	26	3.3	L3
Buick Century	20	29	3.3	L4
Buick Regal	19	27	3.1	L3
Buick Regal	19	30	3.1	L4
Buick Regal	19	28	3.8	L4
Buick Riviera	19	27	3.8	L4
Cadillac Eldorado	16	25	4.6	L4
Cadillac Eldorado	16	25	4.9	L4
Cadillac Seville	16	25	4.6	L4
Cadillac Seville	16	25	4.9	L4
Chevrolet Lumina	21	29	2.2	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	30	3.1	L4
Chevrolet Lumina	17	26	3.4	L4
Chevrolet Lumina	17	27	3.4	M5
Chrysler New Yorker	20	26	3.3	L4
CX XM-V6	14	20	3.0	M5
CX SM-V6A	14	20	3.0	A4
Dodge Dynasty	21	27	2.5	L3
Dodge Dynasty	21	28	3.0	L4
Dodge Dynasty	20	26	3.3	L4
Dodge Spirit	22	27	2.5	L3
Dodge Spirit	23	28	2.5	L3
Dodge Spirit	25	32	2.5	M5
Dodge Spirit	20	27	3.0	L3
Dodge Spirit	21	29	3.0	L4
Ford Taurus	21	30	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Taurus	19	27	3.8	L4
Ford Thunderbird	19	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	17	24	5.0	L4
Hyundai Sonata	20	27	2.0	L4
Hyundai Sonata	20	27	2.0	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	17	22	4.5	L4
Infiniti Q45a	15	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Lincoln-Mercury Cougar	19	26	3.8	L4
Lincoln-Mercury Cougar	17	24	5.0	L4
Lincoln-Mercury Sable	21	30	3.0	L4
Lincoln-Mercury Sable	19	27	3.8	L4
Mazda 626	23	31	2.0	L4
Mazda 626	26	34	2.0	M5
Mazda 626	19	25	2.5	L4
Mazda 626	21	26	2.5	M5
Mazda 929	19	24	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	19	25	3.0	L4
Nissan Maxima	21	26	3.0	M5
Oldsmobile Cutlass Ciera	23	31	2.2	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	20	29	3.3	L4
Oldsmobile Cutlass Supreme	19	27	3.1	L3
Oldsmobile Cutlass Supreme	19	30	3.1	L4
Oldsmobile Cutlass Supreme	17	26	3.4	L4
Oldsmobile Cutlass Supreme	17	27	3.4	M5
Oldsmobile Toronado	19	27	3.8	L4
Plymouth Acclaim	22	27	2.5	L3
Plymouth Acclaim	23	28	2.5	L3
Plymouth Acclaim	25	32	2.5	M5

Car Line	Est mpg City	Est mpg Hwy	Displ (liters)	Trans
Plymouth Acclaim	20	27	3.0	L3
Plymouth Acclaim	21	29	3.0	L4
Pontiac Grand Prix	19	27	3.1	L3
Pontiac Grand Prix	19	30	3.1	L4
Pontiac Grand Prix	17	26	3.4	L4
Pontiac Grand Prix	17	27	3.4	M5
Rolls-Royce Bentley Brookland	10	14	6.8	L4
Rolls-Royce Bentley Turbo R	11	16	6.8	L4
Rolls Royce Silver Spirit II	10	14	6.8	L4
Toyota Camry	21	28	2.2	L4
Toyota Camry	22	30	2.2	M5
Toyota Camry	18	24	3.0	L4
Toyota Camry	18	24	3.0	M5
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volkswagen Passat	17	24	2.8	L4
Volkswagen Passat	19	27	2.8	M5
Volvo 850	20	28	2.4	L4
Volvo 850	21	30	2.4	M5
Volvo 940	19	23	2.3	A4
Volvo 940	19	27	2.3	L4
Volvo 960	17	25	2.9	L4
Large Cars				
Buick LeSabre	19	28	3.8	L4
Buick Park Avenue	19	27	3.8	L4
Buick Park Avenue	17	27	3.8	L4
Buick Roadmaster	16	25	5.7	L4
Cadillac Deville	16	25	4.9	L4
Cadillac Fleetwood	16	25	5.7	L4
Chevrolet Caprice	18	26	4.3	L4
Chevrolet Caprice	17	26	5.0	L4
Chevrolet Caprice	16	25	5.7	L4
Chrysler Concorde	20	28	3.3	L4
Chrysler Concorde	18	26	3.5	L4
Chrysler Fifth Ave./Imperial	20	26	3.3	L4
Chrysler Fifth Ave./Imperial	19	26	3.8	L4
Dodge Intrepid	20	28	3.3	L4
Dodge Intrepid	18	26	3.5	L4
Eagle Vision	20	28	3.3	L4
Eagle Vision	18	26	3.5	L4
Ford LTD Crown Victoria	18	26	4.6	L4
Lincoln-Mercury Continental	17	26	3.8	L4
Lincoln-Mercury Grand Marquis	18	26	4.6	L4
Lincoln-Mercury Town Car	18	26	4.6	L4
Mercedes-Benz 300SD	20	23	3.5	A4
Mercedes-Benz 300SE	15	19	3.2	A5
Mercedes-Benz 400SEL	14	18	4.2	A4
Mercedes-Benz 500SEL	13	17	5.0	A4
Oldsmobile Eighty-Eight	19	28	3.8	L4
Oldsmobiel Ninety-Eight	19	27	3.8	L4
Oldsmobiel Ninety-Eight	17	27	3.8	L4
Pontiac Bonneville	19	28	3.8	L4
Pontiac Bonneville	17	25	3.8	L4
Rolls-Royce Silver Spur II	10	14	6.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	18	24	2.3	L4
Saab 9000	19	26	2.3	M5
Saab 9000	19	27	2.3	M5
Small Station Wagons				
Audi 100 Quattro	18	22	2.8	L4
BMW 525i Touring	18	25	2.5	L4
Chevrolet Cavalier	23	31	2.2	L3
Chevrolet Cavalier	20	28	3.1	L3
CX XM-V6BREAK	14	20	3.0	A4
Ford Escort	25	33	1.9	L4
Ford Escort	29	36	1.9	M5
Honda Accord	21	27	2.2	L4
Honda Accord	23	28	2.2	M5
Lincon-Mercury Tracer	25	33	1.9	L4
Lincon-Mercury Tracer	29	36	1.9	M5
Saturn SW	24	33	1.9	L4
Saturn SW	25	35	1.9	L4
Saturn SW	24	35	1.9	M5
Saturn SW	28	37	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy awd	21	27	2.2	L4
Subaru Legacy awd	21	27	2.2	M5
Subaru Legacy awd turbo	18	23	2.2	L4
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	30	1.8	M5
Toyota Corolla	26	33	1.8	L4
Toyota Corolla	27	33	1.8	M5
Mid-Size Station Wagons				
Buick Century	21	29	2.2	L3
Buick Century	19	26	3.3	L3
Buick Century	20	29	3.3	L4
Eagle Summit	23	28	1.8	L4
Eagle Summit	21	25	1.8	L4
Eagle Summit	23	29	1.8	M5
Eagle Summit	22	26	1.8	M5
Eagle Summit	20	26	2.4	L4
Eagle Summit	19	23	2.4	L4
Eagle Summit	21	28	2.4	M5
Eagle Summit	19	24	2.4	M5
Ford Taurus	21	30	3.0	L4
Ford Taurus	19	27	3.8	L4
Lincoln-Merucry Sable	21	30	3.0	L4
Lincoln-Merucry Sable	19	27	3.8	L4
Mitsubishi Expo	20	26	2.4	L4
Mitsubishi Expo	19	23	2.4	L4
Mitsubishi Expo	21	28	2.4	M5
Mitsubishi Expo	19	24	2.4	M5
Mitsubishi Expo LRV	23	28	1.8	L4
Mitsubishi Expo LRV	21	25	1.8	L4
Mitsubishi Expo LRV	23	29	1.8	M5
Mitsubishi Expo LRV	22	26	1.8	M5
Mitsubishi Expo LRV	20	26	2.4	L4
Mitsubishi Expo LRV	19	23	2.4	L4
Mitsubishi Expo LRV	21	28	2.4	M5
Mitsubishi Expo LRV	19	24	2.4	M5
Mitsubishi Diamante	19	25	3.0	L4
Oldsmobile Cutlass Cruiser	21	29	2.2	L3
Oldsmobile Cutlass Cruiser	19	26	3.3	L3
Oldsmobile Cutlass Cruiser	20	29	3.3	L4
Plymouth Colt Vista	23	28	1.8	L4
Plymouth Colt Vista	21	25	1.8	L4
Plymouth Colt Vista	23	29	1.8	M5
Plymouth Colt Vista	22	26	1.8	M5
Plymouth Colt Vista	20	26	2.4	L4
Plymouth Colt Vista	19	23	2.4	L4
Plymouth Colt Vista	21	28	2.4	M5
Plymouth Colt Vista	19	24	2.4	M5
Toyota Camry	21	28	2.2	L4
Toyota Camry	18	24	3.0	L4
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volkswagen Passat	17	24	2.8	L4
Volkswagen Passat	19	27	2.8	M5
Volvo 240	20	25	2.3	A4
Volvo 240	21	27	2.3	M5
Volvo 940	19	23	2.3	A4
Volvo 940	19	27	2.3	L4
Volvo 960	17	25	2.9	L4
Large Station Wagons				
Buick Roadmaster	16	25	5.7	L4
Chevrolet Caprice	17	25	5.0	L4
Chevrolet Caprice	16	25	5.7	L4

NOTES: Transmissions: M = Manual; A = Automatic; L = Lockup; C = Creeper; AV = Continuously Variable; S = Semiautomatic

Source: EPA

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both the Eldorado Sport Coupe, Eldorado Touring Coupe and the Seville Touring Sedan will be fitted with the corporation's flagship engine and the more robust 4T80-E four-speed automatic transaxle.

Chrysler introduced its Chrysler Concorde, Eagle Vision and Dodge Intrepid with them an optional 214-hp, 3.5-liter, 24-valve V-6. Noteworthy is that Chrysler manages to operate the engine's 12-valve heads with just a single cam per cylinder bank. The advantages are weight savings and easier packaging under the drop-away LH hoodline.

Chevrolet announced that it would build far fewer ZR-1 Corvettes in 1993. But the ones they will build will make extra ponies. Instead of 375 hp, the Corvette LT-5 double-overhead camshaft V-8 will now pump out 405 hp. The power comes from easier breathing cylinder heads and a high-flow intake manifold.

Import competitors have also been beefing up powertrain muscle. BMW will break with tradition of inline six cylinders for its large sedans and coupes. For 1993, the 7 series sedan will be powered by a 4.0-liter, 282-hp, double-overhead camshaft V-8. The current 2.5-liter inline-six used in the 3 and 5 series will get a variable valve timing system that will boost power and torque.

Mazda introduced an all-new RX-7 for 1993. It is powered by a sequentially turbocharged rotary that produces 255 hp at 6,500 rpm and redlines at 8,000 rpm. With the new engine and a strict vehicle-weight-reduction campaign, the RX-7's power-to-weight ratio was increased by 25 percent.

Honda will offer a 190-hp, 2.2.-liter VTEC-E four-cylinder in the 1993 Prelude.

Important pieces of transmission news are the addition of a four-speed automatic in the Ford Taurus SHO and the five-speed automatic in the new BMW 740i.

— Jack Keebler

Big 3 clean up with alternative fuels

There are three big environmental trends in the auto industry. The first is the greater availability of flex-fuel methanol-gasoline vehicles and natural gas-powered vehicles.

The second is the move away from ozone-depleting R-12 air conditioning systems. These are being replaced with systems charged with R-134a. It is believed that 134a will not damage the atmospheric ozone layer that protects the Earth from excessive ultraviolet radiation.

The other trend is toward plastic parts marked with coding to enable easier identification and recycling. Most new cars from domestic, European and Asian makers feature marked plastic parts.

Vehicles that operate on methanol or natural gas will be offered by several makers this year.

Chrysler is producing a full-sized van that runs on natural gas and a flexible-fueled Dodge Spirit/Plymouth Acclaim. The cars run on either unleaded gasoline or a gasoline-methanol blend of up to 85 percent methanol. Both offer full factory warranties.

Chrysler is also promising by the end of the calendar year to be the first major U.S. maker to offer an electric minivan.

In August, Chevrolet started offering specially equipped 3.1-liter V-6 Lumina sedans that can be fueled with either unleaded gasoline or a gasoline-methanol blend of up to 85-percent methanol.

GMC offers a dedicated natural-gas-powered pickup in both its two-wheel-drive Sierra 1500 and Sierra 2500 series. The division also is planning to add a dual-fuel 5.7-liter V-8 option in late 1993 for the Sierra and the full-sized Vandura/Rally van. Customers choose the fuel or combination of fuels with which they intend to operate: natural gas, propane, gasoline/propane or gasoline/natural gas.

Ford has demonstration fleets of alternative-fuels vehicles it will offer to public utilities and government pools. California dealers can take orders for up to 2,500 flex-fuel gasoline/methanol Taurus models. Canadian dealers can take orders for up to 300 units. Late this year, Ford Division will offer 10 to 15 compressed natural gas F-600 medium-duty heavy trucks powered by 7.0-liter V-8 engines. For 1993, Ford is also building 40 to 50 Crown Victoria sedans for lease customers who wish to operate on compressed natural gas.

Ford also hopes to sell 200 to 600 full-sized vans in late 1993 that operate on compressed natural gas. And finally for 1993, Ford will be the first American maker to build LPG-powered trucks that meet California's current and projected clean-air standards. Ford has modified F-600-G and F-700-G trucks for the cleaner-burning fuel.

— Jack Keebler

Ford Motor Co. 1993 platforms

	Ford	Mercury	Lincoln
BT17	Festiva	—	—
CT20	Escort, Escort wagon	Tracer, Tracer wagon	—
DN5	Taurus, Taurus wagon	Sable, Sable wagon	—
FN9	—	—	Continental
Fox	Mustang	—	—
FN10	—	—	Mark VIII
MN12	Thunderbird	Cougar	—
Panther	LTD Crown Victoria	Grand Marquis	Town Car
SA30	—	Capri	—
ST16	Probe	—	—
Topaz	Tempo	Topaz	—

Chrysler Corp. 1993 platforms

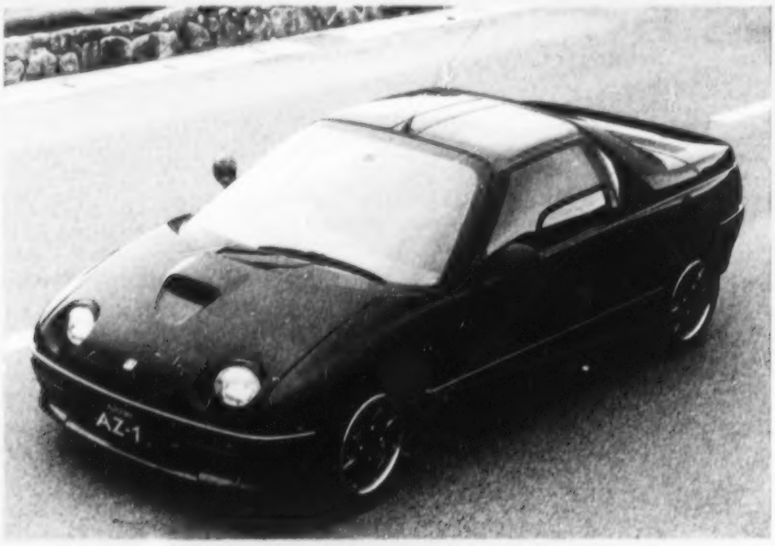
	Plymouth	Dodge	Chrysler	Eagle
A	Acclaim	Spirit	LeBaron sedan	—
C	—	Dynasty	New Yorker Salon	—
G	—	Daytona	—	—
H24S	Laser	—	—	Talon
J	—	—	LeBaron coupe, convertible	—
LC	Colt	Colt	—	Summit sedan, coupe
P	Sundance	Shadow	—	—
Y	—	—	Imperial, New Yorker Fifth Avenue	—
R	—	Stealth	—	—
CZ	Colt Vista	—	—	Summit wagon
LH	—	Intrepid	Concorde	Vision
LH207	—	—	New Yorker	—
SR	—	Viper	—	—

General Motors 1993 platforms

	Chevrolet	Pontiac	Oldsmobile	Buick	Cadillac
A			Cutlass Ciera, Cutlass Cruiser wagon	Century, Century wagon	—
B	Caprice, Caprice wagon	—	—	Roadmaster Sedan, Roadmaster Estate Wagon	—
C	—	—	Ninety Eight	Park Avenue	DeVille, Sixty Special
D	—	—	—	—	Fleetwood
E	—	—	—	Riviera	Eldorado
F	Camaro	Firebird	—	—	—
H	—	Bonneville	Eighty Eight	LeSabre	—
J	Cavalier, Cavalier wagon	Sunbird	—	—	—
K	—	—	—	—	Seville
L	Corsica, Beretta	—	—	—	—
M	Geo Metro	—	—	—	—
N	—	Grand Am	Achieva	Skylark	—
R	Geo Storm	—	—	—	—
S	Geo Prizm	—	—	—	—
T	—	LeMans	—	—	—
V	—	—	—	—	Allante
W	Lumina	Grand Prix	Cutlass Supreme	Regal	—
Y	Corvette	—	—	—	—

Saturn Corp. 1993 platforms

Z		SC1/SC2 coupe	SL/SL1/SL2 sedan	SW1/SW2 wagon	—



Mazda's AZ-1 mini-coupe has gull-wing doors, a full glass canopy and goes on sale in Japan Oct. 20.

AZ-1 gives Mazda sizzle while market fizzles

RICHARD JOHNSON
Staff Reporter

TOKYO — Mazda Motor Corp. is seeking to create some excitement in the lackluster Japanese car market with its new AZ-1, a mid-engined, two-seater mini-coupe that goes on sale Oct. 20.

Based on the AZ-550 Sport concept car shown at the 1989 Tokyo Motor Show, the AZ-1 has gull-wing doors and a full glass canopy. It's powered by a turbocharged, three-cylinder, 12-valve engine developing 64 horsepower at 6,500 rpm.

The new mini will be sold through Mazda's Autozam channel in Japan and is not planned for export. Instead, it is intended to serve as an image booster at home, much like last year's pair of Japanese mini-roadsters, the Honda Beat and Suzuki Cappuccino.

Mazda clearly places great importance on the AZ-1, even though projected sales are modest. The project was headed by Toshihiko Hirai, product program manager of the MX-5 Miata.

The AZ-1 is the first Japanese car to use plastic for all outer body panels, which are attached to a steel skeleton type monocoque frame. The rear-wheel-drive minicar weighs 1,584 pounds. It is 130 inches long and rides on an 88-inch wheelbase.

Sales of the AZ-1, which is priced at 1.498 million yen($12,480), are projected at only about 800 units per month. There are about 1,000 Autozam dealers in Japan.

However, a Mazda official said the overriding mission of the AZ-1 is to generate showroom traffic and create new awareness for the Autozam network.

One of five Mazda sales channels in Japan, Autozam is expanding its line beyond minicars. Earlier this year, a Cronos/626 spin-off called the Autozam Clef was added to the product lineup.

Mazda officials say there are no plans to offer the AZ-1 in other markets, although they expect requests from dealers, especially in some European markets.

Fuji retains 'boxer' for new Impressa

RICHARD JOHNSON
Staff Reporter

MITAKA, Japan — Fuji Heavy Industries Ltd., parent company of Subaru of America, will stick with its traditional "boxer" engine design on the new Impressa subcompact to be launched this fall in Japan and in the United States early next year.

Takemasa Yamada, general manager of Fuji's engine development department, said in an interview that Nissan Motor Co., which owns 4.2 percent of Fuji, will not supply a traditional inline engine for the new car.

The boxer engine is so-named because the pistons operate in opposing motion, much like fighters trading punches.

Nissan began taking an active role in Fuji last year in a bid to curb Fuji's losses.

Subsequently, reports have circulated that Nissan would supply a conventional inline four-cylinder engine for the new Impressa, which replaces the Loyale/Leone in Japan this fall.

But Yamada said it won't happen. Instead, Fuji's existing flat-four engine family will be offered with only minor modifications because of the problems in trying to link Nissan's engine programs with those of his own company.

"It's very difficult, almost impossible," he said.

He said the complexity of engine planning by larger manufacturers like Nissan virtually precludes quick adoption of a common engine plan with Fuji.

"Just adding one car line to the Nissan engine matrix is technically very difficult. I think . . . not so practical," he said.

Furthermore, Yamada said Fuji is committed to the horizontally opposed design for the future.

"One of the merits is that it is the engine Subaru needs," he said. "The flat-four is very flexible because our different engines are produced on the same production line."

Meanwhile, he disclosed, Fuji is moving ahead with the two-stroke V-4 that was shown as a development concept at the Tokyo Motor Show in 1991.

The engine is undergoing prototype testing and could go into production by the end of the decade, Yamada said.

The 90-degree, 1.5-liter V-4 has a maximum output of 165 horsepower at 6,000 rpm.

The engine, which is being developed by Subaru Research Center, also makes use of a lean-burn combustion system that increases fuel economy.

Yamada said there are no major technical obstacles to achieving lean combustion.

"The problem is how to reduce nitrogen oxide," he said. "The easiest course is to find a suitable catalyst supplier."

Geo takes mpg crown for 3rd year

HIGHEST MPG VEHICLES BY CLASS
1993 model year

	City	Hwy.
Two Seater		
Geo Metro LSi conv.	41	46
Minicompact		
Nissan NX	28	38
Subcompact		
Geo Metro XFi	53	58
Compact		
Pontiac Lemans	31	41
Mid-sized		
Mazda 626	26	34
Large		
Eagle Vision/ Chrysler Concorde/ Dodge Intrepid	20	28
Small wagon		
Ford Escort/ Mercury Tracer	29	36
Saturn SW	28	37
Mid-sized wagon		
Eagle Summit wagon/ Plymouth Colt Vista/ Mitsubishi Expo	23	29
Large wagon		
Chevrolet Caprice	17	25
Small pickup		
GMC Sonoma/ Chevrolet S10	23	27
Standard pickup		
Mazda B2200/B2600i	24	26
Vans		
Ford Aerostar	19	25
Special purpose vehicles		
Suzuki Samurai	28	29

Source: EPA

MAX GATES
Staff Reporter

EPA car mpg listings > 34i

WASHINGTON — Different versions of the Honda Civic and Geo Metro/Suzuki Swift took all top 10 places on the EPA's list of most fuel-efficient cars for 1993.

The Geo Metro XFi is the most fuel efficient car sold in the United States for the third consecutive model year, recording 53 mpg in city driving and 58 mpg on the highway. The Metro and Swift are produced by CAMI Inc., a Canadian joint venture between General Motors and Suzuki Motor Corp.

The Honda Civic hatchback VX took second with 48 mpg city and 55 mpg highway.

And Chrysler's new LH cars — the Concorde, Dodge Intrepid and Eagle Vision — were rated the highest among large cars, at 20 mpg city and 28 mpg highway.

Rolls-Royce cars with 6.8-liter engines were rated the lowest in four segments, getting about 10 mpg city and 14 to 16 mpg highway. They qualify for gas-guzzler penalties because they get less than 22.5 mpg.

The top 10 vehicles in fuel economy account for less than 2 percent of new car sales, said the Coalition for Vehicle Choice in Washington. "That's because they're small subcompacts, with manual transmission and small engines — vehicles which just don't meet the needs of most motorists," the coalition said.

Consumers are more interested in safety than in higher fuel economy, the group said. The coalition is an industry-backed group that has opposed higher CAFE standards.

The EPA statistics are issued in conjunction with the agency's emission test program. Calculation of corporate average fuel economy, or CAFE, is made at the end of the year, after final sales figures for each model are known.

Clothing designer buys 50% of TWR Racing

LONDON — Italy's Benetton S.p.A., the designer of upscale, trendy clothing for children and young adults, has acquired 50 percent of TWR Racing Ltd., one of Britain's most successful automotive engineering and racing groups.

Terms were not disclosed, but sources close to TWR put Benetton's investment at $115 million.

TWR, which includes Ford, General Motors, Mazda and Rover among its clients, produces Jaguar's XJ220 supercar. Production of the Aston-Martin Lagonda is scheduled to begin when the limited-edition run of 350 XJ220 models ends.

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IRS joins FBI investigation of dealer ad fund theft

ARLENA SAWYERS
Staff Reporter

An FBI investigation of a former Bozell Inc. employee in connection with $750,000 allegedly stolen from two Chrysler-Plymouth dealer ad groups has been joined by the IRS, individuals contacted by the two government agencies said last week.

The investigation also has veered in another direction, calling into question Chrysler Corp.'s relationship with the advertising agency.

About 18 months ago, the FBI acknowledged it was investigating Joseph Haines, a former Bozell employee, in connection with more than $750,000 missing from two Chrysler-Plymouth dealer ad associations in Chrysler's Memphis, Tenn., zone.

Ed Bradberry, FBI special agent and media representative in Memphis, said last week, "no final prosecutive action has taken place."

Those familiar with the case said that among other things, the federal agencies now want to know about Chrysler Corp.'s relationship with Bozell, and whether tax or anti-trust laws are being violated.

Some dealers speculate that Chrysler acquired a financial stake in Bozell when the company was purchased by a management group from Lorimar Telepictures Corp. in 1987.

But Lou Goldfarb, Chrysler assistant general counsel, last week denied the notion and said the allegations are the "rumblings of disgruntled" Chrysler dealers in a California advertising association.

James Fieler, president of A.I.M., a Foster City, Calif., agency that handles the 40-dealer San Francisco Chrysler-Plymouth ad group, said he was contacted by the Treasury Department, the FBI and the Tennessee attorney general's office in August.

"They asked a lot of things regarding the relationship between Bozell and Chrysler," said Fieler.

Chrysler requires its dealer ad groups to use the factory-appointed agencies in order to receive matching funds from the factory.

The San Francisco group is the only Chrysler-Plymouth ad group not represented by Bozell. The group pays A.I.M. and also contributes to the Chrysler Marketing Adjustment, the fund that pays Bozell.

A source familiar with the matter said the agencies seem to be investigating why Chrysler makes it financially advantageous for dealer ad groups to use Bozell and if any federal laws are being broken.

Eugene Isaak, an attorney who represented dealers in past disputes with Chrysler, said he was contacted by the federal agencies and questioned about Chrysler's dealer advertising associations.

The ad associations that were victimized by the missing funds are the Memphis Mid-South Chrysler-Plymouth Ad Association and the Memphis Metro Chrysler-Plymouth Dealer Ad Association.

Haines left Bozell in 1990. Goldfarb said Chrysler and Bozell replaced the missing money.

PROGRAM

'93 volume to dip; mileage will grow

continued from PAGE 1

car sales in their operations.

Manufacturers responded by keeping the vehicles in fleets longer, in some cases upward of 25,000 miles.

Automakers now repurchase all the program cars bought by daily rental companies. The makers used to purchase 75 percent of the vehicles and let the rental companies dispose of the rest.

CHRYSLER CORP.

Chrysler's procedure differs slightly from those of other manufacturers. It guarantees the values of the vehicles sold to daily rental companies rather than repurchasing them.

The company's program car volume reached 240,000 in the 1991 model year.

"That was a high year and unique," said D. Wayne Snyder, Chrysler's fleet general marketing manager. "Two hundred thousand a year is where we will probably be for some time to come."

PROGRAM CAR VOLUMES

	1992	1993
Chrysler Corp.	150,000	200,000
Ford Motor Co.	377,000	377,000
General Motors	750,000	500,000
Mazda	20,000	20,000
Mitsubishi	40,000	40,000
Nissan	20,000	20,000*
Subaru	12,000	12,000
Toyota	40,000	50,000
TOTAL	**1,409,000**	**1,219,000**

*Automotive News estimate
Source: Manufacturers

Snyder said Chrysler is trimming costs from its daily rental car program by eliminating the fast-start allowance that encourages companies to order cars before Aug. 1.

Chrysler also shaved money for cooperative advertising with daily rental companies.

Chrysler Credit Corp. told daily rental companies not owned by Chrysler that they must find other financing sources to purchase Chrysler vehicles.

Chrysler owns Dollar Rent-A-Car Systems, Thrifty Rent A Car Systems Inc. and Snappy Car Rental and has just Acquired General Rent-A-Car.

"Chrysler has 1,000 LH vehicles in Florida and Colorado that eventually will return to the auctions," said Snyder. "Another 3,000 units will go to the rental agencies in November and will come back to the auctions."

In addition, the 2,000 LH vehicles recalled recently for a defective washer will be refitted and returned to the auctions for sale to dealers.

"Chrysler is in the daily rental business to stay and in the auction business to stay," said Snyder. "Earlier in the year, there was some concern that we were retrenching but we are not."

He said the volume of program cars coming to the auctions will increase during the next few months even though the mileage on the vehicles will be higher than in past years.

FORD MOTOR CO.

Tom Cunningham, manager of vehicle remarketing for Ford, said the company also plans to excise some of the costs associated with its daily rental program. Ford also has eliminated its fast-start allowances.

"The program car business is good business for manufacturers and dealers," he said. "It has helped dealers make reasonable profits and brought them through difficult times in 1991 and 1992."

Cunningham said this year's airfare wars have slowed the number of cars being sent to auctions because rental agencies are holding them longer and putting more miles on them.

Ford sold 377,000 program units in the 1991 model year, and to date this year it has returned 250,000 units to auto auctions.

"We will be reasonably close to the 1991 numbers this year, and we expect volume in 1993 will be similar," Cunningham said.

He also told auction owners that repossessions and off-lease vehicles should increase during the next few years if retail sales improve. Those vehicles are remarketed through auctions.

"Ten percent of Ford's volume is in retail leases," he said. "These are not program cars, but they are important and there is a good market for them."

GENERAL MOTORS

Ford Sims, GM's manager of redistribution, estimated 1993-model industrywide program car sales at 1.2 million and GM's at about 500,000.

"GM's strategy is to further differentiate program cars from new cars," he said. "We are putting more miles on them so they look more like used cars."

He said GM eventually will reduce its program car volume by 250,000 units.

In 1991, GM's program car volume was 700,000 units; in the 1992 model year, it increased to about 750,000.

But Sims was quick to add that it could take some time for those reductions to work their way through the system, so the company may end up paring only 125,000 program units in the 1993 model year instead of its goal of 250,000.

Like other automakers, GM is expected to cut costs by looking at options in daily rental cars, transportation costs and which auctions get the highest retention values. It has also trimmed cooperative advertising with rental car firms.

IMPORTS

John Ables, manager of administrative operations for Mitsubishi Motor Sales of America Inc., said the company expects to sell 40,000 program vehicles in 1993 — about the same as this year.

Mitsubishi dealers sell an average of about eight such units a month. The company allows dealers 45 days to pay for vehicles purchased at auctions, and it pays for air fare and hotel rooms for dealers based on the number of vehicles they buy.

Mitsubishi leases vehicles to daily rental companies. The company plans to hold fewer, but larger, auctions to cut costs and improve retention values.

David Alfonso, manager of national remarketing programs for Mazda Motor of America Inc., said Mazda expects to sell about 20,000 program cars in the 1993 model year — about the same as in 1992.

He said Mazda will use auctions to remarket repossessions and off-lease vehicles, essentially doubling the volume of vehicles sent by Mazda to the auctions during the next five years.

"We see this program as a marketing tool for dealers, not a grab for market share," he said.

John Limon, national used-vehicle remarketing manager for Toyota Motor Sales U.S.A. Inc., said the company will remarket about about 50,000 program vehicles in 1993, up from 40,000 in 1992. "Toyota will continue to use the auctions as a sole outlet for sale of program and company cars," he said.

Bob McNay, remarketing field operations manager for Nissan Motor Corp. in U.S.A., said the number of auctions Nissan uses is growing, but he declined to provide any numbers. Sources estimate Nissan's repurchase volume in the 1993 model year will be nearly 20,000 vehicles, about the same as in 1992.

Steve Wallerstein of Subaru of America Inc. said the company will repurchase 12,000 vehicles in 1992 and expects that volume to remain the same in 1993.

Chrysler buys another rental firm

Chrysler Corp. bolstered its fleet holdings with last week's acquisition of General Rent-A-Car, a Florida-based daily rental agency with a fleet of 16,000 vehicles. The purchase price was undisclosed.

The automaker acquired the daily rental car unit, which has 55 locations in 13 states, through its Dollar Rent A Car Systems Inc. The Los Angeles-based Dollar is owned by Pentastar Transportation Group, a wholly owned subsidiary of Chrysler.

Chrysler is consolidating its rental companies under Pentastar Transportation, which also includes Thrifty Rent-A-Car System Inc. and Snappy Car Rental. It will give the company a rental fleet of nearly 140,000 vehicles in North America.

General Motors, Ford Motor Co. and Mitsubishi Motor Sales of America Inc. each own or have major stakes in daily rental companies.

— *Charles M. Thomas*

PAINT

Ford to explain policy on F series

continued from PAGE 1

Ford spokesman John Ochs confirmed the meeting.

He said the company has been talking with a number of states and consumer divisions about the trucks.

In June, the Center for Auto Safety charged that F-series trucks were rusting and peeling prematurely and that Ford was repainting some of the trucks under a secret warranty.

The following month, Tom Wagner, general manager of Ford's Parts and Service Division, told *Automotive News* that the company would notify the approximately two million owners of 1987-91 F-series trucks and fix all legitimate problems, paint or otherwise.

Ochs said he does not know how many paint problems the company has corrected or how many requests have been turned down. He said the company will write 200,000 F-series owners a month until all are notified.

The F-series pickup has been the best-selling vehicle in the United States for 10 straight years, and Ford dealers say they're being swamped with paint requests. Dealers say the company has authorized thousands of free paint jobs, but they also say there are no clear-cut criteria.

Some consumers get free paint jobs; some pay hundreds of dollars; some are turned down.

"My feeling is they're fixing a lot of them," a Ford dealer said. "But they're still turning down a lot, too."

Dealers say a full paint job can cost $1,800 to $2,300.

A service manager in Virginia said his paint shop is booked through next August for F-series paint jobs.

Clarence Ditlow, executive director of the Center for Auto Safety, said his office still gets complaints daily from unhappy F-series owners.

"They're not doing an adequate job of taking care of the paint problems as they said they would," Ditlow said.

Virginia passed a law last year that makes secret warranties illegal. Hantwerker said the state wants to meet with Ford officials because various sources in the state have complained that Ford may be using a secret warranty to fix the trucks in Virginia.

"We have drawn no conclusions," Hantwerker said. "This is very early in the process."

He said Ford will be represented at the meeting by Lassie Lewis, an attorney, and Frank Kerry, manager of Ford's customer support center.

Toyota dealer settles false-ad charge

Reliable Toyota has agreed to settle allegations that its advertising misrepresented a national inventory clearance.

The Springfield, Mo., dealership advertised that it was chosen for a "special sales event." The ad claimed the dealership had "exclusive Toyota factory-to-dealer incentives."

The state attorney general's office asserted that the promotion did not exist. The agency also said that the Toyota dealership did not have a special agreement with the manufacturer.

Under the settlement, Reliable Toyota will not advertise a nationwide inventory clearance unless Toyota has so ordered. In addition, the dealership agreed that when the same incentives are available to all dealerships, it will not claim exclusivity.

The company has been ordered to pay $500 to a state fund that is used to investigate and prosecute consumer fraud and has agreed to pay all court costs.

— *Helen Kahn*

GM transfers Eighty Eight assembly

PHIL FRAME
Staff Reporter

Production of the Oldsmobile Eighty Eight at Wentzville, Mo., will be moved to a plant in Lake Orion, Mich., for the 1994 model year, General Motors confirmed.

The move will be made to balance the production at the Flint Automotive Division's three assembly plants — Lake Orion, Wentzville and Buick City in Flint, Mich., a spokeswoman said.

All three plants build about 58 cars an hour now, but the Lake Orion plant is losing production of the Cadillac DeVille to the Detroit-Hamtramck plant after the 1993 model run.

The Lake Orion plant also builds the Oldsmobile Ninety Eight.

Wentzville currently builds about 120 Eighty Eight units per day. Buick City builds about 400 Eighty Eights per day, and the Buick LeSabre.

The switch will allow for more production of the Eighty Eight and the popular Pontiac Bonneville. Wentzville is the sole source for the Bonneville.

Sales of the Bonneville were up more than 55 percent for the calendar year and model year through Sept. 20, compared with the year-ago periods.

The Lake Orion, Mich., plant will begin Eighty Eight assembly in the 1994 model year.

Sales of the Eighty Eight were up 7 percent for the model year and flat for the calendar year through Sept. 20.

Wentzville, which now builds the Bonneville, Eighty Eight and Buick Park Avenue, will be able to devote all of its 58-cars-per-hour output to the Pontiac and Buick models. The Eighty Eight is likely to take up much of the production at Lake Orion.

The plant also will assemble the redesigned 1994 Buick Riviera and Oldsmobile Aurora, the Toronado replacement. The plant will keep the Oldsmobile Ninety Eight in the new production arrangement.

The announcement also is tantamount to removing the three Flint Automotive plants, plus Hamtramck, from the list of potential plants GM might close. GM still must announce the closing of the four assembly plants.

Nissan, Hino hike truck prices

JOSEPH BOHN
Truck Editor

Two Japanese medium-duty truck importers raised 1993-model prices.

Nissan Diesel America Inc. of Irving, Texas, raised prices 4.3 to 6.5 percent depending on the model, effective Oct. 1.

The increases affect any units in the distributor's inventory as of that date, but not those in dealer inventory, according to Rick Bliss, Nissan senior vice president. They apply only to chassis and standard items. Optional equipment prices did not increase, Bliss said.

The typical Nissan UD-brand truck retails for about $25,000, including destination charges.

This is Nissan Diesel's second increase since its 1993 models bowed in April. It raised prices an average 4.7 percent then, Bliss said.

The new increases resulted from currency revaluations. The yen is now 10 percent stronger than six months ago, Bliss said.

Nissan Diesel's sales are up 34 percent for calendar 1992 through August over last year.

The company is exceeding its sales target and anticipates selling more than 3,000 trucks in calendar 1992, Bliss said.

Hino Diesel Trucks (U.S.A.) Inc. of Orangeburg, N.Y., also raised prices on 1993 FD through SG models by 3.7 to 6.8 percent, according John Hanrahan, vice president of marketing.

Hino is the last of the medium-duty importers to bring out new models this year, essentially because they have new cabs.

Hanrahan said the price increases applied after adjusting for the addition of air dryers to the brakes of 1993 models.

EUROPE

Taxes, inefficiencies cause price gap

continued from PAGE 6

distribution than either the distributor's or dealer's gross trading margins."

The balance of the price disparity between Europe, Japan and North America reflects European production inefficiencies and the cost of funding more than 150,000 surplus automaking jobs, the study notes.

"Judged by hours required to assemble a car, Europeans attain less than half the productivity of the Japanese and little more than two-thirds that of the U.S. producers," the report said.

"European car plants employ close to 150,000 more assembly workers than they would if Japanese average production standards were maintained," the company added.

On a per-car basis, the company said, U.S. carmakers' costs on average are $190 higher per vehicle than their Japanese counterparts. But for European producers, the gap widens to about $308 per vehicle.

"Thus, competing in North America for volume European manufacturers remains beyond the practical bounds of economic pricing," the study concludes.

"These are the crippling disadvantages that forced Rover and Peugeot from the United States."

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.

Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

1993 models

Chrysler LeBaron coupe (expires June 30)	$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	$1,250
N.Y. Salon (expires June 30)	$750
LeBaron sedan	$750
LeBaron conv.	$700
Dodge Daytona (expires June 30)	$1,000
Dynasty, Spirit	$750
Shadow	$500
Dodge Ramcharger, Ram pickup (gas; expires June 30)	$1,500
Ram wagon (expires June 30)	$1,000
Dakota, Ram 50, Ram diesel puckup (excludes Club Cab)	$500
Eagle Talon	$700
Jeep Wrangler	$500
Cherokee (excludes Calif., Hawaii)	$500
Plymouth Acclaim	$750
Laser	$700
Sundance	$500
Minivans (excludes Calif., Hawaii) Caravan, Voyager (short and long wheelbase)	$500

1992 models

Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Monaco	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon	$1,000
Dakota, Ram 50 pickup	$750
Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon Turbo, Premier	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (excludes Calif., Hawaii)	$700
Summit wagon (excludes Calif., Hawaii)	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Sundance, Acclaim, other Laser	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Vista (excludes Calif., Hawaii)	$500
Minivans: (excludes Calif., Hawaii)	
Long wheelbase	$1,000
Short wheelbase	$500

CONTINUING PROGRAMS

FORD MOTOR CO.

1993 models

Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.

Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance incentive)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500

1992 models

Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.

Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000

No finance option on Lincoln.

Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750

GENERAL MOTORS

1993 models

Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.

Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000

Rebates based on option package offered.

Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (excludes Typhoon), G-Van (with YF7)	$1,000
Sonoma	$750
Other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750

Rebates based on option package ordered.

Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500

1992 models

Expires Jan. 24 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000

Rebates based on option package ordered.

Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC Jimmy (excludes Typhoon)	$2,000
G-Van (with YF7), Safari (with YF7)	$1,000
Sonoma	$750
Other G-Van, other Safari	$500
Sierra pickup	$300
Pontiac (expires March 31)	
Grand Prix, Bonneville	$1,250
Trans Sport	$1,000
Grand Am	$900
Sunbird	$750
Firebird	$500

1991 models

Chevrolet Geo Storm (expires Jan. 24)	$1,500

HYUNDAI (expires Nov. 3 on 1992-93 models)

Sonata (1993)	$750
Elantra (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
BMW (no expiration date)	
750iL (1991)	$10,000
CADILLAC (1992 models; expires Oct. 31)	
DeVille, Fleetwood, Eldorado, Seville	$1,500
CHEVROLET (expires Jan. 24)	
Corvette (1992-93)	$1,000
Geo Prizm (1992)	$1,500
LOTUS (1991 models; no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
OLDSMOBILE (1992 models; expires Jan. 24)	
Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
SUBARU (1992 models; expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

incentive WATCH

Chrysler alters rebates, cuts finance rates

Chrysler Corp. has announced a new customer incentive program and has reduced finance rates for 1992 and 1993 models.

The program runs until Dec. 31 for 1992 and most 1993 models and until June 30 for some 1993s.

Rebates range from $500 to $2,000 on 1992 models and from $500 to $1,500 on 1993 models. The top rebate of $2,000 is on the 1992 Ramcharger. The highest rebate on 1993 cars is $1,500 on the Chrysler LeBaron coupe.

Finance rates in lieu of rebates now range from 2.9 to 7.9 percent. The rates were previously 4.9 to 7.9 percent.

Customer incentives on 1991 Chrysler models have been discontinued.

GMC raised the customer rebate on the 1993 Sonoma from $500 to $750. Incentives on 1992 models have been extended and now range from $500 to $2,000.

GMC's customer incentives expire Jan. 24.

Expired **Honda** dealer incentives on the Accord have been replaced by a lease program that runs until Nov. 30. The payment is $199 per month.

The $1,200 customer incentive that expired Oct. 2 for the 1991 **Hyundai** Excel was not renewed.

— Jennifer Heil

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Kansas City, Mo.	**10/5**	**4,400**
Ford Tempo		
Mercury Topaz		
Wayne, Mich.	**10/5, 10/12**	**5,000**
Ford Escort		
Michigan Truck (Wayne, Mich.)	**10/5**	**2,900**
Ford Bronco		
Ford F series		
Lorain, Ohio	**10/5, 10/12**	**4,500**
Ford Econoline		
St. Thomas, Ontario	**10/5**	**4,500**
Ford Tempo		
Mercury Topaz		
GENERAL MOTORS		
Willow Run, Mich.	**10/5**	
Buick Roadmaster wagon		100
Chevrolet Caprice sedan and wagon		1,200
Total U.S. car		**10,700**
Total Canada car		**4,500**
Total U.S. truck		**7,400**
Total units lost week of 10/5		**22,600**

Source: Automotive News Data Center

CAW seeks Suzuki help to end strike

LINDSAY CHAPPELL

Staff Reporter

The head of Canada's auto union appealed to Suzuki Motor Co. President Osamu Suzuki last week to get the carmaker back to the negotiating table to settle a three-week strike at CAMI Automotive Inc. in Ingersoll, Ontario

CAW President Basil "Buzz" Hargrove claimed in the letter that CAMI labor costs are $10 an hour less than Chrysler Corp.'s Jeep plant in Toledo, Ohio.

While the national leader appealed to Suzuki, a local union leader raised the prospects of more trouble after learning that CAMI officials told some parts suppliers the strike will last another month.

"If they're going to keep the workers out another month, they're going to have a problem on their hands," said Brian Daley, president of CAMI's CAW Local 88. "A lot of people are pretty mad about this. People are only going to be peaceful for so long."

CAW leader Hargrove said that when the 3-year-old joint venture between Suzuki and General Motors of Canada was proposed in the late 1980s, the union accepted a request for a "two-year lag" behind industry labor rates. While that original pact left CAMI out of the Big 3 contract pattern, he said, there was no agreement that it would always remain so.

Hargrove said CAMI, which builds the Suzuki Sidekick/Geo Tracker sport-utility and Suzuki Swift/Geo Metro, is also saving $300 to $400 per vehicle now under a national sales tax act that passed after the plant opened.

Daley added that CAMI has additionally saved about $30 million over the past three years as a result of employee ideas for improved factory efficiency.

About 2,100 union workers walked off the line Sept. 14. CAMI views the strike as an economic issue, saying CAMI depends on lower wage and benefit rates than the rest of the industry to make its products competitive with imports. Workers are asking CAMI to partially close the gap. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 9/28-10/3/92	Actual 9/21-9/26/92	Sept. Est.	Year 1/1-10/3/92	Year 1/1-10/5/91
Concorde (Can.)	1,185	735	2,146	2,666	0
LeBaron A	550	585	1,916	4,246	0
LeBaron J	650	799	2,759	39,267	19,353
New Yorker	1,000	1,054	2,741	14,676	5,569
Fifth Avenue	600	799	3,410	32,770	23,302
Imperial	200	209	681	4,700	6,566
Town & Country (trk.)	650	685	2,330	14,348	3,317
Total Chrysler Div.	**5,035**	**4,866**	**15,982**	**112,673**	**58,107**
Sundance	1,550	1,606	6,807	50,635	48,010
Acclaim	2,050	1,693	5,688	57,189	61,624
Voyager (trk.)	1,950	1,917	9,369	77,936	74,528
Voyager (Can. trk.)	3,006	2,859	11,460	88,701	84,963
Total Plymouth	**6,556**	**8,075**	**33,325**	**274,461**	**269,125**
Intrepid (Can.)	900	1,199	5,027	9,962	0
Daytona	350	354	1,464	11,233	5,316
Shadow	2,300	2,293	9,580	75,694	52,820
Dynasty	1,950	1,844	6,019	66,273	93,403
Spirit	1,550	1,770	5,083	54,301	57,547
Viper	15	0	43	179	0
Monaco (Can.)	0	0	0	0	7,880
Caravan (trk.)	3,350	3,266	12,462	101,527	87,037
Caravan (Can. trk.)	3,498	3,559	13,312	126,550	110,520
Caravan C/V (trk.)	100	81	292	2,320	2,610
Caravan C/V (Can. trk.)	96	96	362	4,874	12,640
Dakota (trk.)	3,600	2,908	14,086	111,663	70,020
Ram pickup (trk.)	1,050	973	4,574	43,587	58,857
Ram wagon (Can. trk.)	350	330	1,341	16,437	15,363
Ram van (Can. trk.)	1,610	1,634	6,542	53,749	32,187
Total Dodge	**20,719**	**20,307**	**80,188**	**678,349**	**606,200**
Vision (Can.)	240	398	1,606	4,950	0
Premier (Can.)	0	0	0	0	10,222
Cherokee (trk.)	3,000	3,034	12,516	105,981	112,465
Comanche (trk.)	0	0	0	952	3,965
Grand Cherokee (trk.)*	4,000	3,762	15,199	73,084	1,560
Briarwood (trk.)	0	0	0	330	2,213
Wrangler (trk.)	1,650	1,611	6,568	13,984	0
Wrangler (Can trk.)	0	0	0	28,962	47,513
Total Jeep-Eagle	**8,890**	**8,805**	**35,890**	**228,243**	**177,938**
Total U.S. car	**12,965**	**13,006**	**46,191**	**411,163**	**373,510**
Total Can. car	**2,325**	**2,332**	**8,779**	**17,578**	**18,102**
Total U.S. truck	**19,350**	**18,237**	**77,396**	**545,712**	**416,572**
Total Can. truck	**8,560**	**8,478**	**33,017**	**319,273**	**303,186**
CHRYSLER CORP.	**43,200**	**42,053**	**165,384**	**1,293,726**	**1,111,370**
Escort	5,799	5,884	18,595	144,154	161,988
Mustang	0	0	7,127	72,264	67,468
Tempo	2,215	2,645	10,114	105,262	88,643
Tempo (Can.)	2,864	0	6,765	92,965	79,221
Taurus	11,412	11,174	46,297	318,538	250,972
Thunderbird	2,883	2,553	10,064	68,077	58,268
Crown Victoria (Can.)	2,224	2,296	9,007	82,731	72,052
Aerostar (trk.)	5,015	5,050	20,701	147,907	133,148
Bronco (trk.)	726	719	2,300	19,769	14,049
Explorer (trk.)	6,703	6,530	23,730	227,049	212,643
Mazda Navajo (trk.)	0	0	0	2,982	9,011
Econoline (trk.)	4,484	4,480	15,181	148,113	104,350
Heavy (trk.)	1,020	967	4,082	35,064	25,577
Light truck (trk.)	9,727	9,861	39,025	337,311	240,965
Light truck (Can. trk.)	3,053	3,068	12,163	94,440	79,196
Ranger (trk.)	4,628	1,781	4,719	164,738	210,944
Total Ford Division	**62,753**	**57,008**	**229,870**	**2,061,364**	**1,808,495**
Topaz	2,185	1,755	8,208	48,928	36,855
Topaz (Can.)	1,259	0	2,594	37,394	25,977
Cougar	1,917	1,719	6,724	44,231	44,799
Sable	1,776	1,749	8,335	96,124	80,006
Grand Marquis (Can.)	2,578	2,594	10,475	83,319	80,402
Mercury Villager (trk.)	896	929	3,464	9,847	0
Nissan Quest (trk.)	528	571	2,088	5,864	0
Total Mercury	**11,139**	**9,317**	**41,888**	**325,707**	**268,039**
Continental	843	849	3,543	29,983	43,056
Mark VII	0	0	0	2,380	7,552
Town Car	2,529	2,541	10,636	89,826	101,281
Total Lincoln	**3,372**	**3,390**	**14,179**	**122,189**	**151,889**
Total L-M Division	**14,511**	**12,707**	**56,067**	**447,896**	**419,928**
Total U.S. car	**31,559**	**30,869**	**129,644**	**1,019,767**	**940,888**
Total Can. car	**8,925**	**4,890**	**28,840**	**296,409**	**257,652**
Total U.S. truck	**33,727**	**30,888**	**115,289**	**1,098,644**	**950,687**
Total Can. truck	**3,053**	**3,068**	**12,163**	**94,440**	**79,196**
FORD MOTOR CO.	**77,264**	**69,715**	**285,937**	**2,509,260**	**2,228,423**
Skylark	1,855	1,571	6,920	46,879	33,411
Century	1,754	1,692	5,169	63,884	72,178
Regal (Can.)	2,600	2,684	10,534	75,189	96,245
Riviera	282	333	914	8,764	15,307
Park Avenue	984	1,958	5,841	45,203	81,985
LeSabre	3,614	3,492	12,780	122,011	61,582
Roadmaster sedan	790	783	3,053	34,257	25,136
Roadmaster wagon	0	227	420	7,344	19,096
Reatta	0	0	0	0	1,206
Total Buick	**11,879**	**12,740**	**45,631**	**403,531**	**406,146**
Eldorado	696	455	1,379	23,543	9,065
Seville	1,198	906	2,641	35,469	18,926
Brougham	1,142	973	3,159	6,862	16,128
DeVille	1,950	2,073	9,324	84,885	120,247
Allante	64	64	269	1,705	2,316
Total Cadillac	**5,050**	**4,471**	**16,772**	**152,464**	**166,682**
Cavalier	5,260	4,700	15,201	152,337	193,404
Camaro	0	0	0	47,762	41,190
Camaro (Can.)	15	15	60	94	0
Corsica-Beretta	4,320	3,866	12,770	141,023	183,210
Lumina (Can.)	10	6,139	14,596	162,182	179,659
Caprice	0	1,415	4,570	76,762	102,703
Corvette	480	480	2,019	16,447	15,960
Astro (trk.)	2,757	2,596	8,224	108,517	74,858
Blazer (trk.)	487	598	2,218	19,186	5,701
Lumina APV (trk.)	984	977	4,040	34,846	34,852
Mediums (trk.)	199	157	631	5,571	1,577
P-model (trk.)	543	373	1,676	16,164	15,604
Pickup (trk.)	6,257	6,278	26,609	217,046	220,309
Pickup (Can. trk.)	3,700	3,756	14,237	134,248	107,256
S10 (trk.)	4,156	4,737	19,982	150,374	198,439
S10 Blazer (trk.)	1,023	2,662	10,144	95,963	34,725
Sportsvan (trk.)	453	312	1,219	13,105	31,804
Sportsvan (Can. trk.)	1,500	1,546	6,094	55,019	38,981
Suburban (trk.)	1,845	1,872	7,442	49,010	21,324
Total Chevrolet	**33,991**	**42,479**	**151,731**	**1,495,656**	**1,501,556**
Achieva/Calais	995	813	3,186	76,508	34,616
Cutlass Ciera	3,369	3,431	10,134	99,115	74,650
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	2,400	0	5,065	59,452	81,215
Toronado	0	0	0	3,274	3,906
Eighty Eight	1,172	1,259	4,753	51,613	65,068
Custom Cruiser wag.	0	0	50	2,127	6,685
Ninety Eight	284	76	432	18,722	60,780
Silhouette (trk.)	264	175	757	10,396	15,518
Bravada (trk.)	97	171	750	8,924	11,630
Total Oldsmobile	**8,581**	**5,925**	**25,128**	**330,131**	**395,157**
Sunbird	1,990	1,773	5,691	62,201	90,328
Grand Am	6,085	5,229	21,959	193,586	95,900
Firebird	0	0	0	17,116	15,682
Firebird (Can.)	6,000	10	9,763	12,183	0
Grand Prix	2,582	2,526	10,529	84,372	81,522
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,470	2,918	8,332	71,751	57,397
Trans Sport (trk.)	727	804	3,277	30,412	21,898
Total Pontiac	**18,854**	**13,260**	**59,550**	**471,621**	**382,330**
Yukon-Jimmy (trk.)	171	966	1,606	6,863	1,704
Medium (trk.)	255	303	1,174	14,897	2,850
P-model (trk.)	84	39	175	1,724	1,916
Pickup (trk.)	2,364	2,171	9,570	83,263	92,095
Pickup (Can. trk.)	1,300	1,382	5,253	49,283	39,987
Syclone-Sonoma (trk.)	1,059	1,127	4,766	38,454	47,250
Typhoon-S15 Jimmy (trk.)	367	782	3,411	30,570	12,739
Safari (trk.)	1,070	1,231	3,140	43,614	30,704
Suburban (trk.)	909	826	3,586	26,909	16,886
Vandura (trk.)	276	151	561	6,769	14,131
Vandura (Can. trk.)	500	582	2,266	23,395	17,123
Total GMC	**8,355**	**9,560**	**35,509**	**325,741**	**277,385**
Total Saturn*	**4,400**	**4,400**	**15,840**	**153,679**	**70,013**
Total U.S. car	**49,136**	**47,413**	**172,400**	**1,808,653**	**1,770,415**
Total Can. car	**8,625**	**8,848**	**25,130**	**249,648**	**316,993**
Total U.S. truck	**26,349**	**29,308**	**114,958**	**1,012,577**	**908,514**
Total Can. truck	**7,000**	**7,266**	**27,850**	**261,945**	**203,347**
GENERAL MOTORS	**91,110**	**92,835**	**340,338**	**3,332,823**	**3,199,269**
Can. car	0	0	3,360	70,643	79,794
Can. trk.	0	0	2,084	43,466	36,712
CAMI†	**0**	**0**	**5,444**	**114,109**	**116,506**
DIAMOND-STAR†	**2,778**	**2,772**	**11,434**	**108,358**	**119,821**
Civic	2,225	2,186	8,896	76,572	63,774
Civic (Can.)	1,620	1,432	7,728	81,699	82,563
Accord	5,811	6,915	27,989	284,999	282,202
Total U.S. car	**8,036**	**9,101**	**36,885**	**361,571**	**345,976**
Total Can. car	**1,620**	**1,432**	**7,728**	**81,699**	**82,563**
HONDA	**9,656**	**10,533**	**44,613**	**443,270**	**428,539**
HYUNDAI Sonata (Can.)	**500**	**379**	**1,630**	**8,557**	**20,065**
AUTOALLIANCE†	**4,140**	**5,107**	**19,858**	**105,317**	**125,736**
U.S. trk.	1,585	1,590	6,701	51,693	51,002
Can. trk.	274	257	1,023	6,900	5,441
NAVISTAR	**1,859**	**1,847**	**7,724**	**58,593**	**56,443**
Altima	2,796	2,666	10,029	19,190	0
Sentra	2,338	2,330	9,690	91,657	101,956
Pickup (trk.)	2,760	2,799	11,484	101,257	98,042
NISSAN	**7,894**	**7,795**	**31,203**	**212,104**	**199,998**
Geo Prizm	1,475	1,135	3,341	55,666	74,439
Toyota Corolla	1,475	1,162	3,363	77,616	85,371
Toyota Pickup (trk.)	2,000	1,914	7,972	53,199	330
NUMMI	**4,950**	**4,211**	**14,676**	**186,481**	**160,140**
Legacy	1,184	1,175	5,068	44,945	44,356
Pickup (trk.)	565	561	2,335	18,799	20,047
Rodeo (trk.)	935	915	3,906	32,663	21,405
Total U.S. car	**1,184**	**1,175**	**5,068**	**44,945**	**44,356**
Total U.S. trk.	**1,500**	**1,476**	**6,241**	**51,462**	**41,452**
SUBARU-ISUZU	**2,684**	**2,651**	**11,309**	**96,407**	**85,808**
Camry	4,881	5,626	22,044	185,132	136,263
Corolla (Can.)	980	979	2,449	50,669	50,101
TOYOTA	**5,861**	**6,605**	**24,493**	**235,801**	**186,364**
VOLVO 740, 940 (Can.)	**120**	**120**	**475**	**4,898**	**6,029**
AM GENERAL (trk.)	**300**	**300**	**1,260**	**19,520**	**15,570**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**8,064**	**124,688**	**102,640**
Total U.S. car	**122,763**	**122,362**	**469,946**	**4,289,035**	**4,118,731**
Total Canada car	**23,095**	**18,980**	**78,391**	**780,101**	**831,299**
Total U.S.-Canada Car	**145,858**	**141,342**	**548,338**	**5,069,136**	**4,950,030**
Total U.S. truck	**89,491**	**88,432**	**349,367**	**3,058,752**	**2,584,809**
Total Canada truck	**18,887**	**19,069**	**76,137**	**726,024**	**627,882**
Total U.S.-Canada truck	**108,378**	**107,501**	**425,504**	**3,784,776**	**3,212,691**
TOTAL U.S.	**212,254**	**210,794**	**819,313**	**7,347,787**	**6,703,540**
TOTAL CANADA	**41,982**	**38,049**	**154,529**	**1,506,125**	**1,459,181**
TOTAL U.S.-CANADA CAR & TRUCK	**254,236**	**248,843**	**973,842**	**8,853,912**	**8,162,721**

*Estimate

*1991 figures reflect Grand Wagoneer production

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Trucks edge past 3 million

GWENDOLYN ZONGHETTI

Special Correspondent

U.S. truck production for 1992 topped 3 million last week, nearly six weeks earlier than that total was reached in 1991.

U.S. automakers last week produced 122,763 units, 0.3 percent more than the preceding week and 0.9 percent over last year.

So far this year, 4,289,035 cars have been built, up 4.1 percent over the same point in 1991.

Estimated Canadian auto production last week was 23,095, surpassing the preceding week by 21.7 percent and topping the year-ago week by 11.3 percent.

For the year-to-date, car output in Canada is 780,101, off 6.2 percent from 1991.

Truckmakers in the United States assembled an estimated 89,491 vehicles, an increase of 1.2 percent over the preceding week and 9.7 percent over the year-ago week.

Year-to-date U.S. truck production is 3,058,752, up 18.3 percent over last year.

In Canada last week, truck output was estimated at 18,887, off 1.0 percent from the preceding week and 11.6 percent from the 1991 week.

So far this year, Canadian truckmakers have assembled 726,024 units, 15.6 percent above the same period in 1991.

The estimated daily build rate of cars and trucks in the United States and Canada last week was 50,847, up 2.2 percent over the prior week and 3.6 percent over the year-ago week.

Last week's scheduled car and truck production was shared as follows:

General Motors, 35.6 percent; Ford Motor Co., 30.8 percent; Chrysler Corp., 15.2 percent; Honda of America Manufacturing Inc., 3.8 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.7 percent; New United Motor Manufacturing Inc., 2.3 percent; Toyota Motor Manufacturing (U.S.A.) 2.3 percent; AutoAlliance International Inc., 2.0 percent; Diamond Star Motors Corp., 1.3 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.7 percent; and AM General, 0.1 percent.

GM's Janesville, Wis., truck plant worked daily and weekend overtime last week, and the postal line at the Moraine, Ohio, truck plant also worked daily overtime.

Ford scheduled daily overtime at three car plants: Lorain, Ohio; Atlanta; and Chicago.

Five of Ford's truck plants also worked daily overtime last week: Kansas City, Mo.; Louisville, Ky.; Lorain, Ohio; Twin Cities (St. Paul, Minn.); and St. Louis.

Chrysler's St. Louis truck plant is scheduled to work daily and weekend overtime this week. The Windsor, Ontario, truck plant and the Bramalea, Ontario, car plant will work overtime next weekend. ■

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Automotive News

OCTOBER 12, 1992

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ISPAPER

late news

Isuzu cuts 66 jobs in U.S.

LOS ANGELES — American Isuzu Motors Inc. and two of its sister companies laid off 66 people last week amid slumping sales.

The cuts amounted to 8.2 percent of the firms' combined staffs. The layoffs were shared evenly among the American Isuzu sales and marketing arm, the Isuzu Motors of America Inc. import and distribution operation and Isuzu Technical Center of America Inc.

Isuzu spokesman Dan McCue blamed the prolonged automotive recession. He said the company has been searching for ways to cut costs since the start of the year.

Despite strong sales of the Rodeo sport-utility, Isuzu's car and truck sales dropped 18.9 percent in the just-ended model year.

— *Kristine Stiven Breese*

Ford registers for stock sale

DEARBORN, Mich. — Facing possible losses in the third and fourth quarters, Ford Motor Co. last week filed a registration statement with the Securities and Exchange Commission for a public offering of $1 billion of preferred stock.

"We believe this action represents an attractive opportunity to take advantage of strong individual investor demand and the present low levels of fixed-income yields," Chairman Harold Poling said.

In the filing, Ford says

see LATE NEWS, 2

Olds dealers join ad review

Retailers to have a voice as division selects agency

MARY CONNELLY
Staff Reporter

In a move marking the further "Saturnizing" of Oldsmobile, the division confirmed last week that at least two dealers will sit on the panel that selects its next advertising agency.

Oldsmobile, responding to criticism from its dealers, said in September that it would put its $140 million advertising account up for review. Leo Burnett USA and its predecessor agency have handled the account since 1934.

The division's sales have tumbled from more than a million in 1986 to 437,544 units in the just-completed 1992 model year, and many dealers blame the decline on Burnett's failure to come up with a clear image for the brand.

The incoming chairman of the national dealer council, R.F. (Dick) Smith of Royal Oldsmobile in Charleston, W. Va., is a likely choice for the panel.

In addition, at least one dealer from the division's national dealer advisory committee on marketing is expected to sit on the panel.

Dealers said the decision to give them vote in the selection of the agency is another example of Oldsmobile's new commitment to the Saturn Corp. philosophy. Oldsmobile's new general manager, John Rock, has embraced the groundbreaking tenets of Saturn, which include a strong factory-dealer partnership.

Saturn dealers were voting members of the team that selected San Franciso-based Hal Riney & Partners when the import-fighting subsidiary selected its first ad agency in 1988.

The review panel also will include representatives from Oldsmobile and Philip Guarascio, general manager of marketing and advertising for GM's North American Operations.

Oldsmobile last week began contacting advertising agencies on the initial list of prospects, according to *Advertising Age,* a sister publication to *Automotive News.*

In the 1992 model year, the advisory committee on marketing included six dealers from around the nation. The committee is one of

see OLDS, 40

PEUGEOT
PEUGE

Paris roof raiser RICHARD DOLE

Heuliez SA, the Paris-based house that penned the Citroen XM, unveiled this three-seater it calls the Raffica at the Paris auto show last week. The design study features a hard-metal roof that retracts part way to create the targa look above; or all the way to become a spyder. With roof fully raised, Raffica turns into a hardtop coupe. Paris show coverage on Page 8.

Ford Explorer a big star in California

KATHY JACKSON
Staff Reporter

The Ford Explorer sport-utility has been selling so well in California that dealers could barely get their hands on them last month.

"They've been critically short," said Los Angeles dealer Bert Boeckman, who sells an average 160 Explorers a month. Boeckman, owner of Galpin Ford, said that he "underestimated how strong the Explorer would be."

The Explorer, introduced in April 1990, has done something for Ford Motor Co. that no other domestic vehicle has been able to accomplish in import-minded California for a long time.

Through the first half of the calendar year, the last period for which vehicle registrations are available, California Ford dealers had sold 21,034 Explorers, making the sport-utility the third-best selling vehicle in California, according to the September edition of *The California Report*, a J.D. Power and Associates publication.

John Rettie, editor of the publication, says the

see EXPLORER, 41

Japanese price hike is double Big 3's

JOHN K. TEAHEN JR.
Senior Editor

In introducing their 1993 cars in the United States, the Japanese makers raised prices twice as much as the Big 3.

And since Jan. 1, prices of Japanese cars have gone up nearly four times as much as the prices of Big 3 cars.

Those actions, along with the quality improvements in Big 3 cars in recent years, mean that the domestic makers are in their strongest competitive position since the Japanese became a major force in the U.S. market.

An *Automotive News* analysis finds that stickers on the nine leading Japanese makes have gone up an average of 2.7 percent, or $460, in the 1993 model introduction period. The Big 3 hike was 1.31 percent, or $240.

That is just half of the story.

The Japanese had a major price increase last spring. It averaged 2.8 percent, or $452, for the nine makes studied. The Big 3 passed up a general hike last spring. Chrysler Corp. raised some car prices last January, and Saturn and Cadillac followed suit a while later, but the sales-weighted boost for the entire Big 3 car fleet was just $20, or about one-tenth of 1 percent.

Combining the early year and 1993 intro increases, the Japanese cars have gone up an average of about 5.5 percent, or $912. Their Big 3 rivals have jumped an average of 1.4 percent, or $260.

The nine Japanese makes are Toyota, Honda, Nissan, Mazda, Mitsubishi, Acura, Subaru, Lexus and Infiniti. They account for 99 percent of the Japanese-badged cars sold in the United States. Those Japanese makes and the Big 3 accounted for 94.2 percent of all cars sold in the United States in the first nine months of 1992.

The Japanese may find it necessary to take another ride on the price merry-go-round during the 1993 model year. Currency fluctuation is the reason. At the moment, it is socking the importers hard.

When the Japanese were raising

see PRICES, 40

PRICE INCREASES ON 1993 CARS

BIG 3	Average amount	Pct. of increase
Chrysler Corp.	$372	2.4
Ford Motor Co.	63	0.3
General Motors	313	1.7
Big 3 average	**240**	**1.3**
JAPANESE		
Acura	582	2.5
Honda	482	2.7
Infiniti	783	2.5
Lexus	1,013	2.9
Mazda	422	2.9
Mitsubishi*	1,005	6.1
Nissan	218	1.4
Subaru	250	1.5
Toyota	375	2.6
Japanese average	**460**	**2.7**

*Not adjusted for equipment changes

Dollar amounts and percentages were provided by the manufacturers/importers or calculated by Automotive News. All figures are sales-weighted

Source: Automotive News

Trucks star in a dreary model year

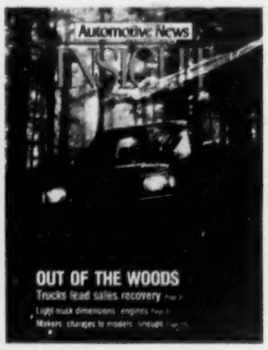
JIM HENRY
Staff Reporter

A sales gain of nearly 350,000 trucks led the way for the Big 3 as they stole a solid chunk of market share from the Japanese in a tough 1992 model year.

Total car and truck sales reached 12.6 million, inching past a dismal 1991 by just 0.5 percent. But the last 12 months have provided more than their share of turmoil beneath the surface calm.

A year ago, Ford and Chevrolet pickups waged war for the top-selling model (full-sized pickups), and Ford won by a narrow margin of 8,000 units. The divisions exchanged verbal shots in the aftermath. This year,

see SALES, 38



Automotive News
INSIGHT
OUT OF THE WOODS
Trucks lead sales recovery
Light-truck dimensions, engines
Makers' changes to models, lineups

Route to recovery

Beefier engines and creature comforts are helping rev up light-truck sales. A run-down on the 1993s is featured in *Automotive News Insight,* which follows Page 22.

Automotive News

WORKER JUGGLING LIKELY
GM Willow Run workers may bump 430 in Texas. PAGE 4

MORE GM STRIKES LIKELY
Union vows to battle maker's hard-nose stance. PAGE 4

HYUNDAI HIRES MAZZA
Former Suzuki exec tapped to dash sales slump. PAGE 4

TIGHTENING TIEUP
Volvo weighs plant closings for Renault merger. PAGE 5

REALLY FAST RX-7

▲ New RX-7 Type RZ launched for Japan market. PAGE 5

GM ENGINE STALLS
2.2-liter four-cylinders on hold for 1993 A cars. PAGE 6

MEXICO SALES DROP
Volkswagen leads 12.3% decline in August. PAGE 33

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Production, weekly by model	

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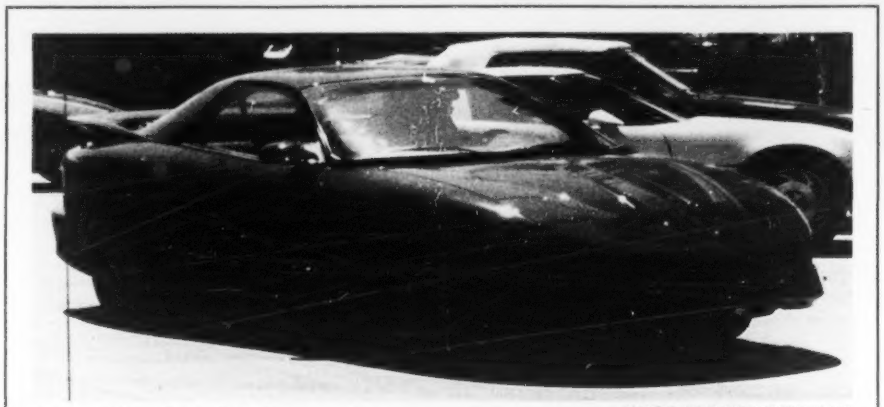
correction

An Oct. 5 table on Page 35 incorrectly listed Land Rover's model names. The 1993 lineup includes the Range Rover County, the Range Rover County LWB and the Defender 110.



HANS G. LEHMANN/HIDDEN IMAGE

New Firebird takes wing

The official introduction is set for early next year, but this spy photo shows an undisguised prototype of the new Pontiac Firebird. The new F-car makes generous use of plastic body panels. Buyers can opt for the Corvette's LT-1 5.7-liter V-8 mated to a six-speed transmission.

latenews

CONTINUED *from* PAGE 1

industry sales rates in the United States, Europe and other markets remain low and "these factors coupled with seasonal dealer inventory adjustments are expected to result in a loss for Ford in the third quarter."

The automaker said the losses could offset earnings in the first half of $840.3 million. The reason: recent instability in currency markets overseas resulting in reduced sales.

Still, the company could end the year in the black. According to the filing, "full-year 1992 results, however, still would represent a substantial improvement over 1991 losses."

Suzuki rebuffs CAW president

The president of Suzuki Motor Co. Ltd. wants the head of Canada's auto union to stay out of a month-old strike at Suzuki's Canadian joint venture.

In a letter to Canadian Auto Workers President Basil "Buzz" Hargrove, Osamu Suzuki said the strike "should basically be handled between the local union and the management" of CAMI Automotive Inc., Suzuki's 50-50 joint venture with General Motors in Ingersoll, Ontario.

The union wants CAMI to pay what other other Canadian automakers pay. Suzuki said that CAMI was still not profitable, but union officials claim that CAMI's parent companies are making money from the venture.

A CAMI spokeswoman said Friday that no talks are scheduled, and there is "no apparent movement toward a middle ground by either side."

— Lindsay Chappell

Hummer rises to 25 dealers

SOUTH BEND, Ind. — AM General, maker of the Hummer off-road vehicle, has signed a second group of dealers.

Nationwide, that brings the total to 25. The company hopes to sign 25 more by the end of the year, said James Armour, president and chief executive officer.

The Hummer is being produced with a 6.2-liter diesel engine and a three-speed automatic transmission. Prices range from $45,000 to $50,000.

Armour says work has begun on prototypes fitted with a 6.5-liter General Motors turbodiesel and a four-speed automatic, and the LT1 5.7-liter V-8 from the Chevrolet Corvette.

— Jack Keebler

Sales in Canada fall slightly

TORONTO — For the sixth month in a row, sales of cars and trucks fell in Canada, but the September decline was less than 1 percent.

Trucks again performed better than cars. Truck sales were up 9.86 percent over September 1991 levels, while cars slipped 4.85 percent. Combined sales were 102,225.

Chrysler, Mazda and Toyota had double-digit increases. Ford, General Motors, Nissan and Honda dropped.

Alarm firm sues for Viper name

DETROIT — A California auto security company is suing Chrysler Corp., claiming it owns the rights to the name Viper used on Dodge's 400-horsepower muscle car.

Directed Electronics Inc. filed trademark infringement suits in federal and California courts against the automaker in January. The two agreed in April to delay the suits while trying to reach a settlement, but the talks failed.

Directed Electronics, which makes and sells the Viper line of car alarms, then asked U.S. District Court in Detroit to schedule a hearing to stop Chrysler's use of the name.

Chrysler hasn't been served with any papers or received official notification of the Detroit filing, according to spokesman Tom Houston.

— The Associated Press

Nasser to head Ford of Europe

BRENTWOOD, England — Ford of Europe Chairman L. Lindsey Halstead has announced his retirement at the end of the year.

He will be replaced by Jac Nasser, 44, chief executive officer of Ford Motor Co. of Australia Ltd. since 1989. Nasser also was elected a vice president of Ford Motor Co.

John Ogden, director of car programs for Ford's North American Operations, will succeed Nasser. The changes are effective Jan. 1.

— Ed Wendt

Chrysler pays pension fund

Chrysler Corp. made a $300 million contribution to its unfunded pension liability during the first two weeks of September.

The contribution, following an earlier $10 million payment, was almost six times the $51 million required by the government, according to spokesman Tom Houston.

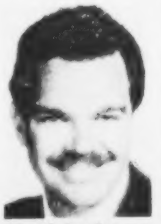
Through a tax carryback, Chrysler was able to get a $45 million tax refund from making the large payment.

The company owed $4.39 billion in unfunded pension liabilities as of Dec. 31, 1991, which it has pledged to pay off over the next 10 years.

Since Chrysler's pension liability continues to grow, the $310 million payment so far doesn't mean it has reduced its outstanding obligation by that amount, Houston said.

— Joseph Bohn

Mandel joins sales staff



Mandel: sales rep

Dutch Mandel has rejoined *Automotive News* as an advertising representative in the Detroit office. He will oversee a portion of the General Motors account and other key Detroit-based accounts.

Mandel, 34, began his career at Crain Communications in 1984 as associate editor of *AutoWeek*, joined *Automotive News* in 1988 as a reporter, and later sold ads for *Crain's Detroit Business*. He most recently served as an advertising account representative for *Detroit Monthly*. AN

briefly

Open wide, say Ahhh-chieva

Let's say the release for the fuel filler door doesn't work on your **Oldsmobile** Achieva, **Pontiac** Grand Am or **Buick** Skylark. Think you're out of luck when you run out of gas? No way! **General Motors'** high-tech solution is to "insert a common tongue depressor in the gap around the fuel filler door opening at the 9 o'clock position . . . (and) push the tongue depressor into the opening approximately 38 mm. . . ." Well, you get the idea. Then, apparently, the technician will be able to repair the root cause.

FIRST STRIKE — Automaker members of the World Electric Vehicle Association will try to set worldwide standards for their products before individual governments make a hodgepodge of regulations. "The automakers are more global than any other entity on the planet, for better or worse," said John Wallace, a **Ford Motor Co.** executive and the new chairman of the global group. "We won't leave anybody out" of the standards discussion, he said, but "we're going to get together and decide."

RING IT UP — GM opened its 1 millionth GM card account, less than one month after it launched the new MasterCard on Sept. 9. "People understand the value of the GM card, and for the 14 million people who buy a new car this year, the GM Card can make that purchase easier than ever before," said Ronald Zebeck, managing director of GM's Credit Card Operations. A cardholder in Jacksonville, Fla., last week used a $250 rebate to buy a **Buick** Park Avenue, the first car sold under the plan.

S.C. COP COUP — BMW of North America Inc. hit some snags as it tried to create some good will this summer. First, the Tennessee Highway Patrol balked at its offer of a new M5 squad car because BMW wanted some publicity showing the car in action. Then the car was delivered to South Carolina's Highway Patrol, with the same loose strings attached. The $59,000 sedan sat as the state's Ethics Commission pondered, and finally the state told BMW it was happy to keep the Bimmer as long as it didn't have to give the publicity. This time, BMW agreed.

FRATERNAL TWINS — Chevrolet General Manager Jim Perkins proudly stated recently that the fuel filler door was the only piece of sheet metal common to the **Geo** Prizm and **Toyota** Corolla, both built by the **GM-Toyota Motor Co.** joint venture **New United Motor Manufacturing Inc.** in Fremont, Calif. Turns out Perkins was wrong. Chevy says not even the fuel filler door is the same. The cars are virtually the same under the skin, though.

SCARY STUFF — Ford designer Fritz Mayhew told a meeting of SAE's Detroit Section some inside stuff about development of the 1993 Lincoln Mark VIII. The design staff showed the clay design to Ford Design Center management and "some were scared at first. But, we always say that if you're not a little uncomfortable at this step, you haven't reached enough." Mark VIII production began Oct. 6. Official introduction is set for Dec. 26.

Mayhew: scared bosses

	Est mpg City	Est mpg Hwy	Displ (liters)	Trans
Small Pickup Trucks/2wd				
Chevrolet S10	20	26	2.5	L4
Chevrolet S10	23	27	2.5	M5
Chevrolet S10	19	25	2.8	M5
Chevrolet S10	18	23	4.3	L4
Chevrolet S10	18	24	4.3	M5
Dodge Ram 50	19	23	2.4	L4
Dodge Ram 50	19	24	2.4	M5
GMC Sonoma	20	26	2.5	L4
GMC Sonoma	23	27	2.5	M5
GMC Sonoma	19	25	2.8	M5
GMC Sonoma	18	23	4.3	L4
GMC Sonoma	17	24	4.3	L4
GMC Sonoma	18	24	4.3	M5
Isuzu	22	24	2.3	M5
Isuzu	19	23	2.6	L4
Isuzu	18	23	2.6	M5
Mitsubishi	19	23	2.4	L4
Mitsubishi	19	24	2.4	M5
Nissan	21	26	2.4	L4
Nissan	23	27	2.4	M5
Nissan	19	23	3.0	M5
Standard Pickup Trucks/2wd				
Chevrolet C1500	17	21	4.3	L4
Chevrolet C1500	15	21	4.3	M5
Chevrolet C1500	17	22	4.3	M5
Chevrolet C1500	16	21	4.3	M5C
Chevrolet C1500	15	19	5.0	L4
Chevrolet C1500	14	19	5.0	M5
Chevrolet C1500	14	19	5.7	L4
Chevrolet C1500	14	19	5.7	M5
Chevrolet C1500	13	17	5.7	M5C
Chevrolet C1500	10	12	7.4	L4
Chevrolet C2500	16	21	4.3	L4
Chevrolet C2500	15	21	4.3	M5
Chevrolet C2500	16	21	4.3	M5C
Chevrolet C2500	14	18	5.0	L4
Chevrolet C2500	14	19	5.0	M5
Chevrolet C2500	14	19	5.7	L4
Chevrolet C2500	13	18	5.7	M5
Chevrolet C2500	13	17	5.7	M5C
Dodge Dakota	22	27	2.5	M5
Dodge Dakota	15	20	3.9	L4
Dodge Dakota	16	22	3.9	M5
Dodge Dakota	14	18	5.2	L4
Dodge D100/D150	15	17	3.9	L3
Dodge D100/D150	15	20	3.9	L4
Dodge D100/D150	15	19	3.9	M5C
Dodge D100/D150	13	17	5.2	L4
Dodge D100/D150	13	17	5.2	M5C
Dodge D100/D150	12	16	5.9	L4
Dodge D100/D150	11	15	5.9	M5C
Dodge D250	15	17	3.9	L3
Dodge D250	13	17	5.2	L4
Dodge D250	13	17	5.2	M5C
Dodge D250	12	16	5.9	L4
Dodge D250	11	15	5.9	M5C
Ford F-150	15	20	4.9	L4
Ford F-150	16	18	4.9	M4C
Ford F-150	15	20	4.9	M5
Ford F-150	14	19	5.0	L4
Ford F-150	14	19	5.0	L4
Ford F-150	15	16	5.0	M4C
Ford F-150	15	19	5.0	M5
Ford F-150	12	17	5.8	L4
Ford F-250	15	19	4.9	L4
Ford F-250	16	18	4.9	M4C
Ford F-250	15	20	4.9	M5
Ford F-250	14	19	5.0	L4
Ford F-250	15	17	5.0	M4C
Ford F-250	15	19	5.0	M5
Ford F-250	12	16	5.8	L4
Ford Ranger	21	24	2.3	L4
Ford Ranger	23	28	2.3	M5
Ford Ranger	18	24	3.0	L4
Ford Ranger	19	25	3.0	M5
Ford Ranger	17	22	4.0	L4
Ford Ranger	18	24	4.0	M5
GMC C1500 Sierra	17	21	4.3	L4
GMC C1500 Sierra	15	21	4.3	M5
GMC C1500 Sierra	17	22	4.3	M5
GMC C1500 Sierra	16	21	4.3	M5C
GMC C1500 Sierra	15	19	5.0	L4
GMC C1500 Sierra	14	19	5.0	M5
GMC C1500 Sierra	14	19	5.7	L4
GMC C1500 Sierra	14	19	5.7	M5
GMC C1500 Sierra	13	17	5.7	M5C
GMC C2500 Sierra	16	21	4.3	L4
GMC C2500 Sierra	15	21	4.3	M5
GMC C2500 Sierra	16	21	4.3	M5C
GMC C2500 Sierra	14	18	5.0	L4
GMC C2500 Sierra	14	19	5.0	M5
GMC C2500 Sierra	14	19	5.7	L4
GMC C2500 Sierra	13	18	5.7	M5
GMC C2500 Sierra	13	17	5.7	M5C
Jeep Comanche	20	23	2.5	M4
Jeep Comanche	19	23	2.5	M5
Jeep Comanche	15	21	4.0	L4
Jeep Comanche	17	22	4.0	M5
Mazda B2200/B2600I	20	25	2.2	L4
Mazda B2200/B2600I	21	26	2.2	M5
Mazda B2200/B2600I	21	26	2.2	L4
Mazda B2200/B2600I	24	26	2.2	M5
Mazda B2200/B2600I	19	24	2.6	L4
Mazda B2200/B2600I	19	23	2.6	M5
Toyota T100	22	25	2.4	A4
Toyota T100	23	28	2.4	M5
Toyota T100	16	20	3.0	L4
Toyota T100	18	23	3.0	L4
Toyota T100	16	21	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500	15	18	4.3	L4
Chevrolet K1500	15	19	4.3	M5
Chevrolet K1500	16	20	4.3	M5C
Chevrolet K1500	14	18	5.0	L4
Chevrolet K1500	13	17	5.0	M5
Chevrolet K1500	13	17	5.7	L4
Chevrolet K1500	13	17	5.7	M5
Chevrolet K1500	12	15	5.7	M5C
Chevrolet K1500	17	22	6.2	L4
Chevrolet K2500	15	18	4.3	L4
Chevrolet K2500	14	18	4.3	M5
Chevrolet K2500	15	19	4.3	M5C
Chevrolet K2500	14	18	5.0	L4
Chevrolet K2500	13	17	5.0	M5
Chevrolet K2500	13	17	5.7	L4
Chevrolet K2500	13	17	5.7	M5
Chevrolet K2500	12	15	5.7	M5C
Chevrolet K2500	17	22	6.2	L4
Chevrolet S10	17	20	4.3	L4
Chevrolet S10	16	21	4.3	M5
Dodge Dakota	14	18	3.9	L4
Dodge Dakota	15	19	3.9	M5
Dodge Dakota	13	17	5.2	L4
Dodge Power Ram 50	18	20	2.4	L4
Dodge Power Ram 50	19	22	2.4	M5
Dodge W100/W150	14	17	3.9	L4
Dodge W100/W150	13	17	3.9	M5C
Dodge W100/W150	12	16	5.2	L4
Dodge W100/W150	13	16	5.2	M5C
Dodge W100/W150	11	15	5.9	L4
Dodge W100/W150	11	14	5.9	M5C
Dodge W250	12	16	5.2	L4
Dodge W250	13	16	5.2	M5C
Dodge W250	11	15	5.9	L4
Dodge W250	11	14	5.9	M5C
Ford F-150	14	18	4.9	L4
Ford F-150	16	17	4.9	M4C
Ford F-150	15	18	4.9	M5
Ford F-150	14	18	5.0	L4
Ford F-150	14	18	5.0	L4
Ford F-150	13	16	5.0	M4C
Ford F-150	13	17	5.0	M5
Ford F-150	12	16	5.8	L4
Ford Ranger	22	26	2.3	M5
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Ford Ranger	16	21	4.0	L4
Ford Ranger	18	23	4.0	M5
GMC K1500 Sierra	15	18	4.3	L4
GMC K1500 Sierra	15	19	4.3	M5
GMC K1500 Sierra	16	20	4.3	M5C
GMC K1500 Sierra	14	18	5.0	L4
GMC K1500 Sierra	13	17	5.0	M5
GMC K1500 Sierra	13	17	5.7	L4
GMC K1500 Sierra	13	17	5.7	M5
GMC K1500 Sierra	12	15	5.7	M5C
GMC K1500 Sierra	17	22	6.2	L4
GMC K2500 Sierra	15	18	4.3	L4
GMC K2500 Sierra	14	18	4.3	M5
GMC K2500 Sierra	15	19	4.3	M5C
GMC K2500 Sierra	14	18	5.0	L4
GMC K2500 Sierra	13	17	5.0	M5
GMC K2500 Sierra	13	17	5.7	L4
GMC K2500 Sierra	13	17	5.7	M5
GMC K2500 Sierra	12	15	5.7	M5C
GMC K2500 Sierra	17	22	6.2	L4
GMC Sonoma	17	20	4.3	L4
GMC Sonoma	16	21	4.3	L4
GMC Sonoma	16	21	4.3	M5
Isuzu	17	20	2.6	M5
Isuzu	15	19	3.1	M5
Jeep Comanche	20	22	2.5	M4
Jeep Comanche	19	22	2.5	M5
Jeep Comanche	15	20	4.0	L4
Jeep Comanche	16	20	4.0	M5
Mazda B2600I	17	20	2.6	L4
Mazda B2600I	18	20	2.6	M5
Mitsubishi	18	20	2.4	L4
Mitsubishi	19	22	2.4	M5
Mitsubishi	17	22	3.0	M5
Nissan	18	22	2.4	M5
Nissan	15	19	3.0	L4
Nissan	15	19	3.0	M5
Toyota T100	18	19	2.4	L4
Toyota T100	19	22	2.4	M5
Toyota T100	14	17	3.0	L4
Toyota T100	13	17	3.0	L4
Toyota T100	15	18	3.0	M5
Cargo Vans				
Chevrolet Astro awd	16	21	4.3	L4
Chevrolat Astro 2wd	17	21	4.3	L4
Chevrolat Astro 2wd	17	23	4.3	L4
Chevrolet G10/20	16	21	4.3	L4
Chevrolet G10/20	14	18	5.0	L4
Chevrolet G10/20	14	19	5.7	L4
Chevrolet G30	16	21	4.3	L4
Chevrolet G30	14	19	5.7	L4
Dodge B150/B250	14	17	3.9	A4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	19	3.9	M5
Dodge B150/B250	13	14	5.2	A3
Dodge B150/B250	13	17	5.2	L4
Dodge B150/B250	12	16	5.9	L4
Dodge B350	15	17	3.9	L3
Dodge B350	13	17	5.2	L4
Dodge B350	12	15	5.9	L4
Ford Aerostar	18	24	3.0	L4
Ford Aerostar	19	25	3.0	M5
Ford Aerostar	16	22	4.0	L4
Ford Aerostar awd	16	21	4.0	L4
Ford E-150 Econoline	14	16	4.9	A3
Ford E-150 Econoline	14	19	4.9	L4
Ford E-150 Econoline	14	18	5.0	L4
Ford E-150 Econoline	14	18	5.0	L4
Ford E-150 Econoline	12	16	5.8	L4
Ford E-250 Econoline	13	15	4.9	A3
Ford E-250 Econoline	14	18	4.9	L4
Ford E-250 Econoline	11	15	5.8	L4
GMC G15/25 Vandura	16	21	4.3	L4
GMC G15/25 Vandura	14	18	5.0	L4
GMC G15/25 Vandura	14	19	5.7	L4
GMC G35 Vandura	16	21	4.3	L4
GMC G35 Vandura	14	19	5.7	L4
GMC Safari awd	16	21	4.3	L4
GMC Safari	17	21	4.3	L4
GMC Safari	17	23	4.3	L4
Passenger Vans				
Chevrolet Astro awd	15	20	4.3	L4
Chevrolet Astro	16	21	4.3	L4
Chevrolet Astro	15	20	4.3	L4
Chevrolet G10/20 Sportvan	15	19	4.3	L4
Chevrolet G10/20 Sportvan	13	17	5.0	L4
Chevrolet G10/20 Sportvan	13	17	5.7	L4
Chevrolet G30 Sportvan	13	17	5.7	L4
Dodge B150/B250 wagon	14	17	3.9	A4
Dodge B150/B250 wagon	14	17	3.9	L3
Dodge B150/B250 wagon	14	18	3.9	M5
Dodge B150/B250 wagon	12	14	5.2	A3
Dodge B150/B250 wagon	13	17	5.2	L4
Dodge B150/B250 wagon	12	15	5.9	L4
Dodge B350 wagon	12	15	5.2	L4
Dodge B350 wagon	11	14	5.9	L4
Ford Aerostar	17	23	3.0	L4
Ford Aerostar	17	24	3.0	M5
Ford Aerostar	16	22	4.0	L4
Ford Aerostar awd	15	20	4.0	L4
Ford E-150 Club Wagon	14	18	4.9	L4
Ford E-150 Club Wagon	13	16	5.0	L4
Ford E-150 Club Wagon	13	17	5.0	L4
Ford E-150 Club Wagon	11	15	5.8	L4
GMC G15/25 Rally	15	19	4.3	L4
GMC G15/25 Rally	13	17	5.0	L4
GMC G15/25 Rally	13	17	5.7	L4
GMC G35 Rally	13	17	5.7	L4
GMC Safari awd	15	20	4.3	L4
GMC Safari	16	21	4.3	L4
GMC Safari	15	20	4.3	L4
Toyota Previa	17	22	2.4	L4
Toyota Previa	18	22	2.4	M5
Toyota Previa All-Trac	17	21	2.4	L4
Volkswagen Eurovan	17	19	2.5	L4
Volkswagen Eurovan	17	21	2.5	M5
Special Purpose Vehicles/2wd				
Chevrolet APV	18	23	3.1	L3
Chevrolet APV	17	25	3.8	L4
Chevrolat C1500 Suburban	13	17	5.7	L4
Chevrolet S10 Blazer	17	23	4.3	L4
Chevrolet S10 Blazer	18	23	4.3	M5
Chrysler Town & Country	18	23	3.3	L4
Dodge Caravan C/V	20	26	2.5	L3
Dodge Caravan C/V	20	30	2.5	M5
Dodge Caravan C/V	19	24	3.0	L3
Dodge Caravan C/V	18	23	3.3	L4
Dodge Caravan	20	26	2.5	L3
Dodge Caravan	20	30	2.5	M5
Dodge Caravan	19	24	3.0	L3
Dodge Caravan	18	23	3.3	L4
Dodge Ramcharger	13	17	5.2	L4
Dodge Ramcharger	12	16	5.9	L4
Ford Explorer	16	22	4.0	L4
Ford Explorer	18	23	4.0	M5
Geo Tracker convertible	23	24	1.6	L3
Geo Tracker convertible	25	27	1.6	M5
GMC C1500 Suburban	13	17	5.7	L4
GMC Jimmy	17	23	4.3	L4
GMC Jimmy	18	23	4.3	M5
Isuzu Amigo	18	21	2.3	M5
Isuzu Amigo	17	20	2.6	L4
Isuzu Amigo	17	21	2.6	M5
Isuzu Rodeo	18	21	2.6	M5
Jeep Cherokee	20	23	2.5	M5
Jeep Cherokee	15	21	4.0	L4
Jeep Cherokee	17	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	16	21	3.0	L4
Mercury Villager fwd van	17	23	3.0	L4
Mercury Villager fwd wagon	17	23	3.0	L4
Nissan Pathfinder	17	20	3.0	L4
Nissan Pathfinder	15	19	3.0	M5
Nissan Quest	17	23	3.0	L4
Oldsmobile Silhouette	18	23	3.1	L3
Oldsmobile Silhouette	17	25	3.8	L4
Plymouth Voyager	20	26	2.5	L3
Plymouth Voyager	20	30	2.5	M5
Plymouth Voyager	19	24	3.0	L3
Plymouth Voyager	18	23	3.3	L4
Pontiac Trans Sport	18	23	3.1	L3
Pontiac Trans Sport	17	25	3.8	L4
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick hardtop	24	26	1.6	M5
Suzuki Sidekick hardtop	23	26	1.6	M5
Suzuki Sidekick	23	24	1.6	L3
Suzuki Sidekick	25	27	1.6	M5
Toyota 4Runner	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet K1500 Blazer	13	16	5.7	L4
Chevrolet K1500 Blazer	13	17	5.7	M5
Chevrolet K1500 Suburban	12	16	5.7	L4
Chevrolet S10 Blazer	16	21	4.3	L4
Chevrolet S10 Blazer	16	21	4.3	M5
Chrysler Town & Country	17	22	3.3	L4
Dodge Caravan	17	22	3.3	L4
Dodge Ramcharger	12	16	5.2	L4
Dodge Ramcharger	11	15	5.9	L4
Ford Bronco	14	18	5.0	L4
Ford Bronco	13	17	5.0	M5
Ford Bronco	12	16	5.8	L4
Ford Explorer	15	20	4.0	L4
Ford Explorer	17	22	4.0	M5
Geo Tracker convertible	23	24	1.6	L3
Geo Tracker convertible	25	27	1.6	M5
Geo Tracker	23	24	1.6	L3
Geo Tracker	25	27	1.6	M5
GMC Jimmy	16	21	4.3	L4
GMC Jimmy	16	21	4.3	M5
GMC K1500 Suburban	12	16	5.7	L4
GMC K1500 Yukon	13	16	5.7	L4
GMC K1500 Yukon	13	17	5.7	M5
GMC Typhoon	14	18	4.3	L4
Isuzu Amigo	18	21	2.6	M5
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	17	3.2	M5
Isuzu Trooper	16	18	3.2	M5
Jeep Cherokee	19	22	2.5	M5
Jeep Cherokee	15	20	4.0	L4
Jeep Cherokee	16	20	4.0	M5
Jeep Grand Cherokee	15	20	4.0	L4
Jeep Grand Cherokee	15	20	4.0	L4
Jeep Grand Cherokee	16	21	4.0	M5
Jeep Grand Cherokee	16	21	4.0	M5
Jeep Grand Cherokee	14	18	5.2	L4
Jeep Wrangler	18	20	2.5	M5
Jeep Wrangler	15	16	4.0	A3
Jeep Wrangler	16	20	4.0	M5
Land Rover Defender	10	12	3.9	M5
Land Rover Range Rover County	12	15	3.9	L4
Land Rover Range Rover County lwb	12	15	4.3	L4
Mazda MPV	15	19	3.0	L4
Mazda Navajo	16	21	4.0	L4
Mazda Navajo	17	23	4.0	M5
Mazda Navajo 4x4	15	20	4.0	L4
Mazda Navajo 4x4	17	22	4.0	M5
Mitsubishi Montero	15	18	3.0	L4
Mitsubishi Montero	15	18	3.0	M5
Nissan Pathfinder	15	18	3.0	L4
Nissan Pathfinder	15	18	3.0	M5
Oldsmobile Bravada	16	21	4.3	L4
Plymouth Voyager	17	22	3.3	L4
Subaru Loyale	22	23	1.8	A3
Subaru Loyale	24	29	1.8	M5
Subaru Loyale wagon	22	22	1.8	A3
Subaru Loyale wagon	24	29	1.8	M5
Suzuki Samurai soft-top	28	29	1.3	M5
Suzuki Sidekick hardtop	23	24	1.6	L3
Suzuki Sidekick hardtop	22	26	1.6	L4
Suzuki Sidekick hardtop	22	26	1.6	L4
Suzuki Sidekick hardtop	25	27	1.6	M5
Suzuki Sidekick hardtop	24	26	1.6	M5
Suzuki Sidekick hardtop	23	26	1.6	M5
Suzuki Sidekick soft-top	22	24	1.6	L3
Suzuki Sidekick soft-top	25	27	1.6	M5
Toyota Land Cruiser wagon	12	15	4.5	L4
Toyota 4Runner	18	19	2.4	L4
Toyota 4Runner	19	22	2.4	M5
Toyota 4Runner	14	16	3.0	L4
Toyota 4Runner	14	18	3.0	M5
Special Purpose Vehicles/Cab Chassis				
Buick Coachbuilder wagon	16	25	5.7	L4
Cadillac Commercial chassis	15	23	4.9	L4
Chevrolet Coachbuilder wagon	16	25	5.7	L4
Chevrolet Potal Cab Chassis 2wd	16	16	2.5	L3
Dodge Dakota Cab Chassis 2wd	13	14	3.9	L4
Dodge Dakota Cab Chassis 2wd	12	14	3.9	M5
Dodge Dakota Cab Chassis 2wd	13	17	5.2	L4
Dodge D250 Cab Chasis 2wd	12	15	5.9	L4
Toyota Cab/Chassis 2wd	11	11	3.0	L4
Toyota Cab/Chassis 2wd	11	12	3.0	M5

NOTES: Transmissions: M = Manual; A = Automatic; L = Lockup; C = Creeper; AV = Continuously Variable; S = Semiautomatic

Source: EPA

Range Rover leaps ahead with new air suspension

The Electronic Air Suspension on the 1993 Range Rover County LWB (long wheelbase), says Land Rover, represents a quantum leap forward in ride, handling and noise isolation.

By using air springs at all four corners, electronic height sensors and sway bars, the vehicle automatically adjusts spring rates to constantly maintain a level ride, even when the truck is fully loaded, the company says.

The driver has control over suspension settings that raise or lower the vehicle over a range of 5.1 inches. Normal ride height is comparable to previous Range Rovers with iron coil springs, the company says. The vehicle assumes this normal position during routine, around town driving and when towing.

Low Profile is automatically engaged when the vehicle cruises above 50 mph for 30 seconds, dropping ¾ inch for an aerodynamically lower profile and a two percent gain in fuel economy.

When parked, the driver may select the Access height by pushing the Down button that lowers the vehicle 2.4 inches to facilitate entry and exit.

When approaching deep water crossings or severe off-pavement conditions, the driver pushes the Up button for High Profile, which raises the vehicle 1.6 inches and enables it to wade in water nearly 22 inches deep.

A final capability is Extended Profile, which will cause a suspended wheel to reach down a full 2.8 inches from standard height to gain traction if the vehicle is high centered off-road. ☐

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ALLEN S.E.A. COMPUTER ANALYZER. Recently fully updated, with all attachments. Contact: Richard Myers or Dave White at Dick Myers Chevrolet-Geo, Elkton, Virginia, 1-800-942-CARS.

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MEXICO CAR AND TRUCK PRODUCTION

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Cars for Mexico	6,436	3,249	55,085	37,608
Cars for export	5,721	4,018	53,276	41,201
Trucks for Mexico	3,158	4,101	34,824	31,428
Trucks for export	2,334	969	18,710	5,688
CHRYSLER	**17,649**	**12,337**	**161,895**	**115,925**
Cars for Mexico	4,879	3,928	43,448	39,253
Cars for export	14,352	14,601	94,022	66,325
Trucks for Mexico	4,233	4,218	40,305	39,062
FORD	**23,464**	**22,747**	**177,775**	**144,640**
Cars for Mexico	2,158	761	33,007	24,073
Cars for export	6,662	9,863	49,863	56,552
Trucks for Mexico	4,454	5,641	48,424	47,854
GM	**13,274**	**16,265**	**131,294**	**128,479**
Cars for Mexico	8,454	7,846	63,730	59,245
Cars for export	2,666	1,770	15,611	12,282
Trucks for Mexico	3,531	3,944	25,522	24,704
Trucks for export	1,157	715	7,959	4,525
NISSAN	**15,808**	**14,275**	**112,822**	**100,756**
Cars for Mexico	3,169	8,377	84,220	92,972
Cars for export	1,036	3,925	35,323	36,596
Trucks for Mexico	193	832	8,889	7,599
VOLKSWAGEN	**4,398**	**13,134**	**128,432**	**137,167**
Cars for Mexico	25,096	24,161	279,490	253,151
Cars for export	30,437	34,177	248,095	212,956
Trucks for Mexico	15,569	18,736	157,964	150,647
Trucks for export	3,491	1,684	26,669	10,213
TOTAL BIG 5	**74,593**	**78,758**	**712,218**	**626,967**
Trucks for Mexico	2,981	2,858	19,556	18,665
Trucks for export	0	2	0	5
OTHER TRUCKMAKERS*	**2,981**	**2,860**	**19,556**	**18,670**
TOTAL INDUSTRY	**77,574**	**81,618**	**731,774**	**645,637**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK SALES

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Cars	6,152	3,663	54,795	36,802
Trucks	3,679	4,041	34,520	31,052
Imports	0	0	340	542
CHRYSLER	**9,831**	**7,704**	**89,655**	**68,396**
Cars	4,810	4,835	42,852	39,820
Trucks	3,931	4,716	39,556	39,704
Imports	82	14	278	1,693
FORD	**8,823**	**9,565**	**82,686**	**81,217**
Cars	1,449	1,444	32,297	25,554
Trucks	4,145	6,269	48,066	47,962
Imports	0	14	1,676	2,891
GM	**5,594**	**7,727**	**82,039**	**76,407**
Cars	8,446	7,791	63,699	59,106
Trucks	3,532	2,967	25,517	23,706
Imports	0	566	2,668	1,251
NISSAN	**11,978**	**11,324**	**91,884**	**84,063**
Cars	4,756	10,192	91,370	95,202
Trucks	597	886	8,600	7,645
Imports	0	0	4	59
VOLKSWAGEN	**5,353**	**11,078**	**99,974**	**102,906**
Cars	25,613	27,925	285,013	256,484
Trucks	15,884	18,879	156,259	150,069
Imports	82	594	4,966	6,436
TOTAL BIG 5	**41,579**	**47,398**	**446,238**	**412,989**
OTHER TRUCKMAKERS*	**2,714**	**2,604**	**20,825**	**18,337**
TOTAL INDUSTRY	**44,293**	**50,002**	**467,063**	**431,326**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

VW leads 12.3% fall in Mexico auto sales

MEXICO CITY — Sales of cars and trucks in Mexico dipped for the first time this year in August, as industry leader Volkswagen continued to suffer from a month of lost production.

But sales at Ford and General Motors also were down, leaving the country's five automakers with a 12.3 percent overall decline from August 1991. Both cars and trucks were down.

Chrysler, this year's success story, posted another strong gain in sales despite a drop in truck volume. Nissan sales were up 5.8 percent.

VW was outsold by every one of its competitors in August as its sales plunged 51.7 percent. VW production dropped by a third in July and two-thirds in August because of a labor dispute. Production resumed in late August.

August production among the five makers was down 5.3 percent, largely because of VW. Still, output through August was 13.6 percent ahead of 1991's pace.

Announcement of the sales results coincided with a report that a slowdown in the Mexican economy and changes in deductibility of business car fleets will not affect auto sales significantly.

The report, by the Banco Nacional de Mexico, says Mexico's economic slowdown will ease in mid-1993. As the overall economy has slipped, automakers have been offering special credit programs aimed at boosting car sales.

Cesar Flores, president of the Mexican Automotive Industry Association, predicts Mexican production will keep growing at an average rate of 10 percent through 2000. AN

U.S. CAR AND LIGHT-TRUCK SALES, SEPTEMBER — 1992 vs. 1991 (ranked by car and light-truck total sales)

Make	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	102,086	91,730	15.2	13.7	119,299	125,117	29.7	33.3	221,385	216,847	20.6	20.7	-0.1	2.1
Chevrolet/Geo†	72,108	88,660	10.7	13.2	102,206	102,367	25.4	27.3	174,314	191,027	16.2	18.2	-2.0	-8.7
Toyota	53,264	47,570	7.9	7.1	22,227	19,876	5.5	5.3	75,491	67,446	7.0	6.4	0.6	11.9
Dodge	27,123	32,881	4.0	4.9	43,035	31,735	10.7	8.4	70,158	64,616	6.5	6.2	0.4	8.6
Honda	58,355	58,099	8.7	8.7	—	—	—	—	58,355	58,099	5.4	5.5	-0.1	0.4
Nissan	33,617	37,020	5.0	5.5	17,426	16,812	4.3	4.5	51,043	53,832	4.7	5.1	-0.4	-5.2
Buick	47,540	46,910	7.1	7.0	—	—	—	—	47,540	46,910	4.4	4.5	-0.1	1.3
Pontiac	38,999	33,254	5.8	5.0	2,536	1,817	0.6	0.5	41,535	35,071	3.9	3.3	0.5	18.4
Mercury	34,045	27,545	5.1	4.1	1,942	0	0.5	0.0	35,987	27,545	3.3	2.6	0.7	30.6
Plymouth	17,246	19,306	2.6	2.9	15,680	12,913	3.9	3.4	32,926	32,219	3.1	3.1	0.0	2.2
Oldsmobile	31,016	37,118	4.6	5.5	1,743	2,466	0.4	0.7	32,759	39,584	3.0	3.8	-0.7	-17.2
GMC	—	—	—	—	29,134	24,078	7.2	6.4	29,134	24,078	2.7	2.3	0.4	21.0
Mazda	18,548	14,818	2.8	2.2	7,598	10,216	1.9	2.7	26,146	25,034	2.4	2.4	0.0	4.4
Jeep	—	—	—	—	24,424	14,734	6.1	3.9	24,424	14,734	2.3	1.4	0.9	65.8
Cadillac	17,549	18,702	2.6	2.8	—	—	—	—	17,549	18,702	1.6	1.8	-0.2	-6.2
Saturn	15,187	8,080	2.3	1.2	—	—	—	—	15,187	8,080	1.4	0.8	0.6	88.0
Lincoln	14,157	14,623	2.1	2.2	—	—	—	—	14,157	14,623	1.3	1.4	-0.1	-3.2
Chrysler	12,248	6,217	1.8	0.9	1,157	453	0.3	0.1	13,405	6,670	1.2	0.6	0.6	101.0
Mitsubishi	11,030	11,495	1.6	1.7	1,438	2,686	0.4	0.7	12,468	14,181	1.2	1.4	-0.2	-12.1
Isuzu	433	996	0.1	0.1	9,757	8,341	2.4	2.2	10,190	9,337	0.9	0.9	0.1	9.1
Acura	9,992	11,597	1.5	1.7	—	—	—	—	9,992	11,597	0.9	1.1	-0.2	-13.8
Hyundai	9,232	12,014	1.4	1.8	—	—	—	—	9,232	12,014	0.9	1.1	-0.3	-23.2
Subaru	7,751	10,455	1.2	1.6	—	—	—	—	7,751	10,455	0.7	1.0	-0.3	-25.9
Lexus	7,304	6,171	1.1	0.9	—	—	—	—	7,304	6,171	0.7	0.6	0.1	18.4
VW	6,400	7,458	0.9	1.1	276	361	0.1	0.1	6,676	7,819	0.6	0.7	-0.1	-14.6
BMW	5,883	4,643	0.9	0.7	—	—	—	—	5,883	4,643	0.5	0.4	0.1	26.7
Eagle	5,037	5,542	0.7	0.8	—	—	—	—	5,037	5,542	0.5	0.5	-0.1	-9.1
Infiniti	4,852	2,757	0.7	0.4	—	—	—	—	4,852	2,757	0.5	0.3	0.2	76.0
Mercedes	4,438	5,358	0.7	0.8	—	—	—	—	4,438	5,358	0.4	0.5	-0.1	-17.2
Volvo	2,926	3,455	0.4	0.5	—	—	—	—	2,926	3,455	0.3	0.3	-0.1	-15.3
Suzuki	645	591	0.1	0.1	1,738	1,165	0.4	0.3	2,383	1,756	0.2	0.2	0.1	35.7
Saab	1,981	2,226	0.3	0.3	—	—	—	—	1,981	2,226	0.2	0.2	0.0	-11.0
Audi	1,575	1,194	0.2	0.2	—	—	—	—	1,575	1,194	0.1	0.1	0.0	31.9
Jaguar	559	731	0.1	0.1	—	—	—	—	559	731	0.1	0.1	0.0	-23.5
Porsche	326	343	0.0	0.1	—	—	—	—	326	343	0.0	0.0	0.0	-5.0
Land Rover	—	—	—	—	286	282	0.1	0.1	286	282	0.0	0.0	0.0	1.4
Alfa Romeo	143	219	0.0	0.0	—	—	—	—	143	219	0.0	0.0	0.0	-34.7
Daihatsu	69	497	0.0	0.1	22	157	0.0	0.0	91	654	0.0	0.1	-0.1	-86.1
Rolls/Bentley	25	21	0.0	0.0	—	—	—	—	25	21	0.0	0.0	0.0	19.0
Peugeot	—	444	—	0.1	—	—	—	—	—	444	0.0	0.0	0.0	-100.0
Sterling	—	283	—	0.0	—	—	—	—	—	283	0.0	0.0	0.0	—
Yugo	—	332	—	0.0	—	—	—	—	—	332	0.0	0.0	0.0	—
Other*	117	117	0.0	0.0	—	—	—	—	117	117	0.0	0.0	0.0	—
TOTAL	**673,834**	**671,500**	**100.0**	**100.0**	**401,924**	**375,576**	**100.0**	**100.0**	**1,075,758**	**1,047,076**	**100.0**	**100.0**	**0.0**	**2.7**
TOTAL BIG 3	**434,341**	**430,568**	**64.5**	**64.1**	**341,156**	**315,680**	**84.9**	**84.1**	**775,497**	**746,248**	**72.1**	**71.3**	**0.8**	**3.9**
TOTAL JAPAN	**205,860**	**202,066**	**30.6**	**30.1**	**60,206**	**59,253**	**15.0**	**15.8**	**266,066**	**261,319**	**24.7**	**25.0**	**-0.2**	**1.8**
TOTAL EUROPE	**24,401**	**26,852**	**3.6**	**4.0**	**562**	**643**	**0.1**	**0.2**	**24,963**	**27,495**	**2.3**	**2.6**	**-0.3**	**-9.2**
GM	222,399	232,724	33.0	34.7	135,619	130,728	33.7	34.8	358,018	363,452	33.3	34.7	-1.4	-1.5
Ford	150,288	133,898	22.3	19.9	121,241	125,117	30.2	33.3	271,529	259,015	25.2	24.7	0.5	4.8
Chrysler	61,654	63,946	9.1	9.5	84,296	59,835	21.0	15.9	145,950	123,781	13.6	11.8	1.7	17.9
Toyota/Lexus	60,568	53,741	9.0	8.0	22,227	19,876	5.5	5.3	82,795	73,617	7.7	7.0	0.7	12.5
Honda/Acura	68,347	69,696	10.1	10.4	—	—	—	—	68,347	69,696	6.4	6.7	-0.3	-1.9
Nissan/Infiniti	38.469	39,777	5.7	5.9	17,426	16,812	4.3	4.5	55,895	56,589	5.2	5.4	-0.2	-1.2
VW/Audi	7,975	8,652	1.2	1.3	276	361	0.1	0.1	8,251	9,013	0.8	0.9	-0.1	-8.5
†Geo	*20,838*	*24,390*	*3.1*	*3.6*	*2,788*	*2,346*	*0.7*	*0.6*	*23,626*	*26,736*	*2.2*	*2.6*	*-0.4*	*-11.6*
*Made by Japan***	*242,594*	*243,902*	*36.0*	*36.3*	*62,844*	*60,693*	*15.6*	*16.2*	*305,438*	*304,595*	*28.4*	*29.1*	*-0.7*	*0.3*

*Includes 1992 estimated sales of 52-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants

U.S. CAR AND LIGHT-TRUCK SALES, 9 MONTHS — 1992 vs. 1991

Make	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	904,005	826,704	14.4	13.2	1,059,091	927,405	30.3	29.3	1,963,096	1,754,109	20.1	18.0	2.1	11.9
Chevrolet/Geo†	792,486	914,200	12.7	14.6	873,975	829,534	25.0	26.2	1,666,461	1,743,734	17.1	17.9	-0.8	-4.4
Toyota	509,651	507,180	8.1	8.1	196,736	202,024	5.6	6.4	706,387	709,204	7.2	7.3	0.0	-0.4
Dodge	209,082	247,446	3.3	3.9	411,944	338,742	11.8	10.7	621,026	586,188	6.4	6.0	0.4	5.9
Honda	489,890	507,286	7.8	8.1	—	—	—	—	489,890	507,286	5.0	5.2	-0.2	-3.4
Pontiac	407,369	379,217	6.5	6.0	23,530	16,965	0.7	0.5	430,899	396,182	4.4	4.1	0.4	8.8
Nissan	279,290	293,345	4.5	4.7	124,118	132,264	3.6	4.2	403,408	425,609	4.1	4.4	-0.2	-5.2
Buick	401,303	415,949	6.4	6.6	—	—	—	—	401,303	415,949	4.1	4.3	-0.2	-3.5
Oldsmobile	314,077	332,196	5.0	5.3	20,633	23,094	0.6	0.7	334,710	355,290	3.4	3.6	-0.2	-5.8
Mercury	309,290	285,857	4.9	4.6	3,699	0	0.1	0.0	312,989	285,857	3.2	2.9	0.3	9.5
Plymouth	138,135	145,584	2.2	2.3	151,641	129,828	4.3	4.1	289,776	275,412	3.0	2.8	0.1	5.2
Mazda	192,501	176,368	3.1	2.8	70,222	95,973	2.0	3.0	262,723	272,341	2.7	2.8	-0.1	-3.5
GMC	—	—	—	—	254,900	216,963	7.3	6.9	254,900	216,963	2.6	2.2	0.4	17.5
Jeep	—	—	—	—	187,136	132,011	5.4	4.2	187,136	132,011	1.9	1.4	0.6	41.8
Cadillac	155,059	154,823	2.5	2.5	—	—	—	—	155,059	154,823	1.6	1.6	0.0	0.2
Saturn	144,940	48,938	2.3	0.8	—	—	—	—	144,940	48,938	1.5	0.5	1.0	—
Mitsubishi	116,356	122,287	1.9	1.9	15,093	22,063	0.4	0.7	131,449	144,350	1.3	1.5	-0.1	-8.9
Chrysler	103,608	85,965	1.7	1.4	11,490	2,914	0.3	0.1	115,098	88,879	1.2	0.9	0.3	29.5
Lincoln	114,833	138,136	1.8	2.2	—	—	—	—	114,833	138,136	1.2	1.4	-0.2	-16.9
Acura	94,676	109,326	1.5	1.7	—	—	—	—	94,676	109,326	1.0	1.1	-0.2	-13.4
Hyundai	84,226	93,866	1.3	1.5	—	—	—	—	84,226	93,866	0.9	1.0	-0.1	-10.3
Subaru	80,319	84,338	1.3	1.3	—	—	—	—	80,319	84,338	0.8	0.9	0.0	-4.8
Isuzu	7,184	10,304	0.1	0.2	70,685	75,292	2.0	2.4	77,869	85,596	0.8	0.9	-0.1	-9.0
Lexus	67,259	47,271	1.1	0.8	—	—	—	—	67,259	47,271	0.7	0.5	0.2	42.3
VW	60,540	73,727	1.0	1.2	1,034	4,455	0.0	0.1	61,574	78,182	0.6	0.8	-0.2	-21.2
Volvo	52,007	54,812	0.8	0.9	—	—	—	—	52,007	54,812	0.5	0.6	0.0	-5.1
BMW	49,203	38,674	0.8	0.6	—	—	—	—	49,203	38,674	0.5	0.4	0.1	27.2
Mercedes	47,645	43,611	0.8	0.7	—	—	—	—	47,645	43,611	0.5	0.4	0.0	9.2
Eagle	43,226	45,638	0.7	0.7	—	—	—	—	43,226	45,638	0.4	0.5	0.0	-5.3
Infiniti	33,654	28,589	0.5	0.5	—	—	—	—	33,654	28,589	0.3	0.3	0.1	17.7
Saab	20,264	20,720	0.3	0.3	—	—	—	—	20,264	20,720	0.2	0.2	0.0	-2.2
Suzuki	4,751	4,190	0.1	0.1	14,248	12,728	0.4	0.4	18,999	16,918	0.2	0.2	0.0	12.3
Audi	10,664	9,040	0.2	0.1	—	—	—	—	10,664	9,040	0.1	0.1	0.0	18.0
Daihatsu	4,961	4,859	0.1	0.1	2,307	2,236	0.1	0.1	7,268	7,095	0.1	0.1	0.0	2.4
Jaguar	6,379	7,143	0.1	0.1	—	—	—	—	6,379	7,143	0.1	0.1	0.0	-10.7
Porsche	3,304	3,493	0.1	0.1	—	—	—	—	3,304	3,493	0.0	0.0	0.0	-5.4
Land Rover	—	—	—	—	2,472	2,232	0.1	0.1	2,472	2,232	0.0	0.0	0.0	10.8
Alfa Romeo	2,354	2,891	0.0	0.0	—	—	—	—	2,354	2,891	0.0	0.0	0.0	-18.6
Yugo	1,412	2,158	0.0	0.0	—	—	—	—	1,412	2,158	0.0	0.0	0.0	-34.6
Peugeot	335	3,402	0.0	0.1	—	—	—	—	335	3,402	0.0	0.0	0.0	-90.2
Rolls/Bentley	268	251	0.0	0.0	—	—	—	—	268	251	0.0	0.0	0.0	6.8
Sterling	—	2,696	—	0.0	—	—	—	—	—	2,696	0.0	0.0	0.0	-100.0
Other*	1,305	1,305	0.0	0.0	—	—	—	—	1,305	1,305	0.0	0.0	0.0	0.0
TOTAL	**6,257,811**	**6,273,785**	**100.0**	**100.0**	**3,494,954**	**3,166,723**	**100.0**	**100.0**	**9,752,765**	**9,440,508**	**100.0**	**100.0**	**0.0**	**3.3**
TOTAL BIG 3	**4,037,413**	**4,020,653**	**64.5**	**64.1**	**2,998,039**	**2,617,456**	**85.8**	**82.7**	**7,035,452**	**6,638,109**	**72.1**	**70.3**	**1.8**	**6.0**
TOTAL JAPAN	**1,880,492**	**1,895,343**	**30.1**	**30.2**	**493,409**	**542,580**	**14.1**	**17.1**	**2,373,901**	**2,437,923**	**24.3**	**25.8**	**-1.5**	**-2.6**
TOTAL EUROPE	**255,680**	**263,923**	**4.1**	**4.2**	**3,506**	**6,687**	**0.1**	**0.2**	**259,186**	**270,610**	**2.7**	**2.9**	**-0.2**	**-4.2**
GM	2,215,234	2,245,323	35.4	35.8	1,173,038	1,086,556	33.6	34.3	3,388,272	3,331,879	34.7	35.3	-0.6	1.7
Ford	1,328,128	1,250,697	21.2	19.9	1,062,790	927,405	30.4	29.3	2,390,918	2,178,102	24.5	23.1	1.4	9.8
Chrysler	494,051	524,633	7.9	8.4	762,211	603,495	21.8	19.1	1,256,262	1,128,128	12.9	11.9	0.9	11.4
Toyota/Lexus	576,910	554,451	9.2	8.8	196,736	202,024	5.6	6.4	773,646	756,475	7.9	8.0	-0.1	2.3
Honda/Acura	584,566	616,612	9.3	9.8	—	—	—	—	584,566	616,612	6.0	6.5	-0.5	-5.2
Nissan/Infiniti	312,944	321,934	5.0	5.1	124,118	132,264	3.6	4.2	437,062	454,198	4.5	4.8	-0.3	-3.8
VW/Audi	71,204	82,767	1.1	1.3	1,034	4,455	0.0	0.1	72,238	87,222	0.7	0.9	-0.2	-17.2
†Geo	*198,037*	*207,659*	*3.2*	*3.3*	*27,104*	*25,181*	*0.8*	*0.8*	*225,141*	*232,840*	*2.3*	*2.5*	*-0.2*	*-3.3*
*Made by Japan***	*2,214,907*	*2,267,127*	*35.4*	*36.1*	*517,883*	*562,457*	*14.8*	*17.8*	*2,732,790*	*2,829,584*	*28.0*	*30.0*	*-2.0*	*-3.4*

*Includes 1992 estimated sales of 720-Ferrari, 243-Lotus, 180-Maserati, 117-Lamborghini, and 45-Aston Martin

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants

TOP VEHICLE SELLERS MODEL YEAR 1992

Rank		
1	Ford F-series pickup	488,146
2	Chevrolet C/K pickup	447,291
3	**Honda Accord**	**387,881**
4	**Ford Taurus**	**347,534**
5	Ford Explorer	292,069
6	**Toyota Camry**	**277,792**
7	Ford Ranger	244,661
8	**Ford Escort**	**244,231**
9	Dodge Caravan	234,792
10	**Chevrolet Lumina**	**219,120**
11	**Honda Civic**	**217,832**
12	**Ford Tempo**	**213,352**
13	**Chevrolet Cavalier**	**212,676**
14	**Toyota Corolla**	**206,560**
15	**Pontiac Grand Am**	**198,596**
16	Plymouth Voyager	195,186
17	Chevrolet S10 pickup	173,947
18	Toyota pickup	171,930
19	Ford Aerostar	159,974
20	GMC Sierra pickup	142,290

Source: Automotive News Data Center

SALES

Trucks are the stars in slow model year

continued from PAGE 1

Ford's pickup margin increased to 41,000 units, yet Ford Division General Manager Ross Roberts shrugged his shoulders.

"As far as I'm concerned, the model year is history," he said. "It doesn't mean a damn thing."

He can afford to be modest. His division gained nearly a point of car market share and more than a point in trucks en route to a 7.7 percent overall sales increase.

And Ford swamped Chevy by 369,000 units, more than five times its 67,000-unit victory in 1991.

Ford finished No. 2 in another race: for best-selling car. Honda's Accord (387,881) increased sales and defended its title against a charging Ford Taurus. American Honda Motor Co. Inc. also used a late-September spurt to surpass Toyota Motor Sales U.S.A. Inc. at the wire and hang on to third place in corporate car sales.

Toyota remained fourth. But aside from Suzuki, Toyota Motor Sales was the only Japanese firm to boost car-truck sales in the 1992 model year. And for one main reason: Lexus. History will mark 1992 as the first model year that Lexus outsold every European make in the United States — including former kingpin Volkswagen.

Last year, only six makes surpassed their year-ago totals. This year, 13 did. And most of the strength came in trucks.

Trucks accounted for most of Ford Motor Co.'s 6.0 percent increase. Chrysler Corp. lost 71,000 car sales but gained 4.2 percent overall because of trucks. While Chevrolet's C/K line couldn't keep up with Ford's F series, it did gain nearly 24,000 sales. Without trucks, General Motors' overall decline would have been worse than the posted 0.4 percent.

Overall light-truck sales gained 6.7 percent to 4.49 million — or 35.5 percent of the total market.

Despite a 2.7 percent sales gain in September, the entire industry finished below 13 million units for the second straight model year. Before 1991, sales hadn't fallen below that total since 1983.

Car sales fell 2.7 percent for the model year to about 8.2 million, the sixth consecutive yearly decline.

For the entire light-vehicle market, the Big 3 gained 1.1 points of share to 71.6 percent, while Japanese nameplates slipped 0.9 points to 24.6 percent.

Other noteworthy items:

- The Big 3 owned 85.3 percent of the light-truck market. They gained 2.6 points at the expense of

continued on next page

DOMESTIC CAR SALES, SEPTEMBER & YTD

	Sept. 1992	Sept. 1991	9 Mos., 1992	9 Mos., 1991
Summit	712	1,035	5,379	6,327
Talon	2,653	2,549	23,444	23,679
Premier	0	872	2,232	8,768
Vision	629	0	2,224	0
Total Eagle	**3,994**	**4,456**	**33,279**	**38,774**
Horizon	0	0	0	505
Laser	2,359	2,688	19,929	23,011
Sundance	5,776	6,379	50,057	37,497
Acclaim*	7,741	8,205	54,816	71,271
Total Plymouth	**15,876**	**17,272**	**124,802**	**132,284**
LeBaron A*	2,708	1,924	22,602	13,856
LeBaron J	3,313	1,040	35,510	27,026
Concorde	178	0	178	0
Fifth Avenue	3,671	1,698	28,249	26,795
Imperial	561	624	4,680	7,313
New Yorker	1,817	717	12,389	9,898
Total Chrysler	**12,248**	**6,003**	**103,608**	**84,888**
Omni	0	0	0	561
Shadow*	7,311	7,371	64,785	57,949
Monaco	0	549	910	6,614
Daytona	1,468	953	10,932	10,864
Spirit*	7,674	7,463	48,290	60,539
Intrepid	1,693	0	3,068	0
Dynasty	6,450	13,155	58,248	81,061
Viper	13	0	55	0
Total Dodge	**24,609**	**29,491**	**186,288**	**217,588**
CHRYSLER CORP.	**56,727**	**57,222**	**447,977**	**473,534**
Escort*	21,147	24,736	226,494	192,512
Mustang	7,577	6,019	66,700	61,432
Tempo	16,401	17,606	166,174	142,279
Taurus	34,244	22,708	272,596	224,721
Thunderbird	5,916	5,533	62,015	56,064
Probe	5,957	5,485	46,931	66,306
Crown Victoria	8,328	6,497	74,461	55,156
Total Ford Division	**99,570**	**88,584**	**877,756**	**798,470**
Topaz	7,129	3,401	61,906	43,682
Sable	8,491	5,719	88,207	73,265
Cougar	3,759	4,153	40,092	45,400
Grand Marquis	10,118	8,596	75,688	73,752
Total Mercury	**29,497**	**21,869**	**265,893**	**236,099**
Continental	3,218	5,560	26,582	41,323
Town Car	10,496	8,273	84,120	89,323
Mark VII	443	790	4,131	7,490
Total Lincoln	**14,157**	**14,623**	**114,833**	**138,136**
Total L-M Division	**43,654**	**36,492**	**380,726**	**374,235**
FORD MOTOR CO.	**143,224**	**125,076**	**1,258,482**	**1,172,705**
Roadmaster	3,629	4,813	34,967	28,016
Skylark	6,979	1,913	48,634	50,832
Century*	10,428	11,524	87,212	100,623
Regal	6,579	9,431	72,773	84,274
LeSabre	13,666	9,275	104,592	71,509
Reatta	0	167	95	2,093
Park Avenue	5,300	8,972	44,074	68,177
Riviera	959	815	8,956	10,425
Total Buick	**47,540**	**46,910**	**401,303**	**415,949**
Allante	106	208	1,690	2,332
Seville	4,980	1,735	30,056	20,471
DeVille	7,834	13,902	93,948	104,346
Brougham	525	1,825	7,568	16,577
Fleetwood	638	0	640	0
Eldorado	3,466	1,032	21,157	11,097
Total Cadillac	**17,549**	**18,702**	**155,059**	**154,823**
Geo Metro	6,225	8,297	70,082	53,942
Geo Prizm	4,819	8,680	62,478	78,319
Cavalier	14,565	16,720	162,525	209,235
Camaro	4,948	4,760	50,705	40,644
Celebrity	0	1	2	4,079
Corsica-Beretta	8,266	14,615	122,241	174,648
Lumina	17,862	18,338	171,583	170,018
Caprice	4,040	8,567	73,223	94,726
Corvette	1,589	1,269	14,170	13,190
Total Chevrolet	**62,314**	**81,247**	**727,009**	**838,801**
Calais	52	2,781	3,741	42,716
Achieva	6,633	0	60,299	0
Cutlass Ciera	10,152	12,338	94,221	105,314
Cutlass Supreme	5,320	7,474	63,140	69,519
Eighty Eight	6,220	8,231	55,272	55,556
Custom Cruiser Wagon	300	546	3,863	5,939
Ninety Eight	1,972	5,401	29,212	46,489
Toronado	367	347	4,329	5,658
Total Oldsmobile	**31,016**	**37,118**	**314,077**	**332,196**
Sunbird	4,854	7,034	54,550	70,441
Firebird	2,067	2,165	18,292	18,926
Grand Am	16,611	5,908	168,770	113,948
Pontiac 6000	0	402	708	20,825
Grand Prix	7,354	7,776	79,405	78,586
Bonneville	7,388	7,074	73,799	47,829
Total Pontiac	**38,274**	**30,359**	**395,524**	**350,555**
Total Saturn	**15,187**	**8,080**	**144,940**	**48,938**
GENERAL MOTORS	**211,880**	**222,416**	**2,137,912**	**2,141,262**
Civic	12,400	17,800	110,403	123,616
Accord	32,947	26,829	255,433	252,542
HONDA	**45,347**	**44,629**	**365,836**	**376,158**
MX-6	1,979	703	19,650	18,632
626	4,262	3,945	38,462	45,991
MAZDA	**6,241**	**4,648**	**58,112**	**64,623**
Eclipse	3,658	3,227	44,045	39,835
Mirage	714	1,057	9,075	15,363
MITSUBISHI	**4,372**	**4,284**	**53,120**	**55,198**
Sentra	9,500	8,381	93,237	88,874
Altima	3,890	0	3,890	0
NISSAN	**13,390**	**8,381**	**97,127**	**88,874**
Corolla	6,409	11,002	109,438	102,261
Camry	18,483	8,265	158,441	149,769
TOYOTA	**24,892**	**19,267**	**267,879**	**252,030**
SUBARU Legacy	**4,030**	**6,010**	**40,184**	**40,207**
SUZUKI Swift	**0**	**64**	**110**	**592**
DOMESTIC TOTAL	**510,103**	**491,997**	**4,726,739**	**4,665,183**
IMPORT TOTAL	**163,731**	**179,503**	**1,531,072**	**1,608,602**
INDUSTRY TOTAL	**673,834**	**671,500**	**6,257,811**	**6,273,785**

*Includes units produced in Mexico.

Source: Automotive News Data Center

continued from previous page

Japanese badges, which were hurt by price hikes and intense political pressure.

Big 3 truck sales grew by nearly 348,000 units. Chrysler set a minivan sales record.

■ Thanks to Toyota Motor Sales, Japanese makers gained share in a shrinking car market. Japanese-badged cars had 30.6 percent share, up eight-tenths of a percentage point.

■ Ford Division outsold Chevrolet to lead in both cars and trucks. In the 1991 model year, Chevrolet sold more cars than Ford. But Chevrolet lost 1.5 points of market share in 1992 on a decline of 147,079 sales.

As in 1991, Ford sold five of the Top 10 vehicles. The Explorer's 19.9 percent sales increase enabled it to jump from ninth place to fifth in the standings.

But this year, Ford's Roberts downplayed the Ford-Chevy rivalry.

"That's a short-term deal," he said. "I think they're going to come back and do well." Chevrolet is looking forward to a wave of new products in the next couple years.

Chevrolet had an off year, even though the Lumina climbed among the Top 10 sellers. Buick slipped slightly, and so did Cadillac, despite strength from the Eldorado and Seville. Oldsmobile was down again. GMC Trucks posted an 11.6-percent improvement.

Chrysler Corp. was aided by a 32.2 percent jump in Jeep sales, paced by the all-new Grand Cherokee.

Staff Reporters Kristine Stiven Breese in Los Angeles and Mary Connelly, Phil Frame and Kathy Jackson in Detroit contributed to this report.

LIGHT-TRUCK SALES, SEPTEMBER & YTD

	Sept. 1992	Sept. 1991	9 Mos., 1992	9 Mos., 1991
Town & Country	1,157	453	11,490	2,914
Total Chrysler	**1,157**	**453**	**11,490**	**2,914**
Vans	4,127	2,524	43,064	34,407
Ram Wagon	876	831	15,109	13,729
Caravan	19,028	15,994	182,013	155,140
Caravan C/V	390	350	5,822	7,120
Ram 50 (imported)	604	320	3,951	3,171
Ramcharger	276	343	3,069	4,417
Dakota	12,027	5,611	98,502	59,255
Pickups	5,707	5,762	60,414	61,503
Total Dodge	**43,035**	**31,735**	**411,944**	**338,742**
Voyager	15,680	12,913	151,641	129,828
Total Plymouth	**15,680**	**12,913**	**151,641**	**129,828**
Wrangler	3,595	3,726	38,759	36,438
Cherokee	9,795	9,990	98,150	87,287
Grand Cherokee†	10,873	447	47,416	3,173
Comanche	161	571	2,811	5,113
Total Jeep	**24,424**	**14,734**	**187,136**	**132,011**
CHRYSLER CORP.	**84,296**	**59,835**	**762,211**	**603,495**
Vans	13,149	8,416	99,281	79,821
Aerostar	11,416	11,669	126,961	114,360
Club Wagon	2,302	738	26,287	15,109
Ranger	16,533	18,620	196,077	184,919
Bronco	2,120	2,050	18,695	19,251
Explorer	24,117	20,110	227,333	185,323
Pickups	49,662	63,514	364,457	328,622
Total Ford Division	**119,299**	**125,117**	**1,059,091**	**927,405**
Villager	1,942	0	3,699	0
Total Mercury	**1,942**	**0**	**3,699**	**0**
FORD MOTOR CO.	**121,241**	**125,117**	**1,062,790**	**927,405**
Vans	7,605	6,399	67,517	63,101
Sportsvan	404	307	5,581	6,470
Geo Tracker (domestic)	2,788	2,344	27,102	25,156
Geo Tracker (imported)	0	2	2	25
Astro	7,814	6,456	88,920	80,725
Lumina APV	2,997	4,668	34,212	38,050
S10	15,932	16,716	147,480	160,845
S10 Blazer	13,493	10,541	109,350	93,758
Blazer	1,983	767	13,751	8,149
Suburban	5,279	3,360	36,773	30,829
Pickups	43,911	50,807	343,287	322,426
Total Chevrolet	**102,206**	**102,367**	**873,975**	**829,534**
Vans	3,218	2,413	27,037	24,932
Safari	2,594	2,595	29,860	25,971
S15/Sonoma	3,764	3,506	36,769	34,573
S15 Jimmy	3,613	2,321	29,103	22,234
Yukon/Jimmy	670	164	3,965	2,061
Suburban	2,314	1,626	14,876	13,226
Pickups	12,564	11,211	110,005	91,131
P Model	197	115	1,512	1,845
W4	200	127	1,773	990
Total GMC	**29,134**	**24,078**	**254,900**	**216,963**
Silhouette	981	1,307	11,691	14,714
Bravada	762	1,159	8,942	8,380
Total Oldsmobile	**1,743**	**2,466**	**20,633**	**23,094**
Trans Sport	2,536	1,817	23,530	16,965
Total Pontiac	**2,536**	**1,817**	**23,530**	**16,965**
GENERAL MOTORS	**135,619**	**130,728**	**1,173,038**	**1,086,556**
DAIHATSU Rocky	**22**	**157**	**2,307**	**2,236**
Pickup (domestic)	2,741	1,756	18,123	13,791
Pickup (imported)	325	869	5,526	14,697
Amigo	789	668	6,807	6,234
Trooper	1,195	3,475	8,375	22,842
Rodeo (domestic)	4,707	1,573	31,854	17,728
ISUZU	**9,757**	**8,341**	**70,685**	**75,292**
LAND ROVER	**286**	**282**	**2,472**	**2,232**
Pickup	4,179	5,742	37,574	47,474
MPV	2,665	3,248	26,067	40,024
Navajo (domestic)	754	1,226	6,581	8,475
MAZDA	**7,598**	**10,216**	**70,222**	**95,973**
Pickup	870	1,913	10,062	14,882
Montero	568	773	5,029	7,123
Van	0	0	2	58
MITSUBISHI	**1,438**	**2,686**	**15,093**	**22,063**
Pickup (domestic)	12,000	13,182	95,595	102,172
Pathfinder	3,998	3,623	24,484	28,982
Quest	1,358	0	2,019	0
Axxess	0	6	0	319
Van	0	1	0	6
Hawaii	70	0	2,020	785
NISSAN	**17,426**	**16,812**	**124,118**	**132,264**
Samurai	251	308	2,683	3,715
Sidekick (domestic)	364	252	3,908	2,680
Sidekick (imported)	1,123	605	7,657	6,333
SUZUKI	**1,738**	**1,165**	**14,248**	**12,728**
Pickup (domestic)	7,789	0	41,727	0
Pickup (imported)	7,801	11,976	89,821	122,590
Previa	2,283	3,389	31,166	39,824
4Runner	3,704	3,880	28,514	33,418
Land Cruiser	650	631	5,508	6,192
TOYOTA	**22,227**	**19,876**	**196,736**	**202,024**
VW Eurovan/Vanagon	**276**	**361**	**1,034**	**4,455**
DOMESTIC TOTAL	**368,907**	**333,347**	**3,191,874**	**2,759,106**
IMPORT TOTAL	**33,017**	**42,229**	**303,080**	**407,617**
INDUSTRY TOTAL	**401,924**	**375,576**	**3,494,954**	**3,166,723**

† 1991 figures include Jeep Grand Wagoneer

Sales charts compiled by Karen Detkowski

Source: Automotive News Data Center

TOP TEN VEHICLE SELLERS, SEPTEMBER 1992

	Sales
1. Ford F-series pickup	49,662
2. Chevrolet C/K pickup	43,911
3. Honda Accord	36,033
4. Ford Taurus	34,244
5. Toyota Camry	25,038
6. Ford Explorer	24,117
7. Ford Escort	21,147
8. Honda Civic	19,105
9. Dodge Caravan	19,028
10. Chevrolet Lumina	17,862

Source: Automotive News Data Center

Sept.'s vehicle sales echo '92 trends

JIM HENRY

Staff Reporter

Car and truck sales rose 2.7 percent to 1,075,758 units in September, the last month of the 1992 model year.

And true to form for the year, car sales limped ahead 0.3 percent over September 1991 levels, while light trucks sprinted 7.0 percent.

On a seasonally adjusted basis, cars and trucks sold at an annual rate of 12.5 million. That's an improvement over August but well below the year's peak of 14.0 million in June.

For the Big 3, September echoed trends for the model year.

Chrysler Corp. sales jumped 17.9 percent, thanks largely to a 40.8 percent leap in light trucks.

Sales more than doubled for the Chrysler Division, while Jeep climbed 65.8 percent.

Ford Motor Co. improved 4.8 percent for the month, with Mercury up 30.6 percent.

Mercury sales included 1,942 units of the new Villager minivans.

General Motors dropped 1.5 percent in September to 358,018 units.

But Pontiac was 18.4 percent above the year-ago month, and GMC Truck soared 21.0 percent.

Honda and Acura cars outsold Toyota and Lexus cars by 7,779 units in September, allowing American Honda Motor Co. Inc. to retain third place in model year car sales.

But American Honda declined 1.9 percent for the month to 68,568 units, while Toyota Motor Sales U.S.A. Inc. improved 12.5 percent to 82,795 cars and trucks.

PRICES

Japanese '93 hike is double Big 3's

continued from PAGE 1

prices last spring, the yen was trading at about 131 to the dollar. In mid-September, during the 1993-intro price-hike season, it was 124. It dropped to 119.75 last Monday and was 121.95 last Thursday.

The Japanese importers will resist another price hike as long as they can. George Borst, vice president of strategic and product planning for Toyota Motor Sales U.S.A. Inc., told a Detroit news conference last month, "I'd like to see this as the only increase for 1993. We'll adjust as conditions adjust, but Toyota is not planning any mid-year increase at this time."

This intro season brought a considerable change in the importers' public approach to the currency situation. None of the Japanese importers mentioned the yen-dollar relationship in the press releases announcing their new prices.

In the past, currency fluctuation often has been the hook on which they hung their price hikes.

Also conspicuously absent was any mention of higher marketing costs (incentives) or higher manufacturing expenses.

The latest Japanese increases may steer more customers toward Big 3 showrooms, but the spring round did not bring that result. In the first three months of this year — before the price hikes played a role — the nine Japanese makes had 29.3 percent of the U.S. car market. For the first nine months, they had 29.8 percent.

Conversely, the Big 3 share of the car market dropped from 64.9 percent on March 31 to 64.5 percent on Sept. 30.

The 1993-intro boosts for the Japanese ranged from 1.4 percent for Nissan and 1.5 percent for Subaru to 2.9 percent for Mazda and Lexus. Acura, Infiniti, Toyota and Honda were clustered at 2.5 to 2.7 percent. Those percentages are based on comparably equipped 1993 and 1992 models. As noted, the average hike was 2.7 percent.

On the domestic side, Ford Motor Co.'s announcement that it hiked prices only three-tenths of 1 percent on comparably equipped models played a big role in limiting the overall Big 3 increase to 1.3 percent.

Chrysler reported a hike of 2.4 percent, and General Motors' was 1.7 percent.

Japan's move upmarket also has affected the amount of its price hikes.

It's pretty hard to find a basic-transportation auto in the lineup of a major Japanese player these days. Lexus, Infiniti and Acura have broadened the Japanese spectrum, and the Toyota Corolla and Camry and the Honda Civic and Accord are no longer the plain, inexpensive econoboxes they were in their early days in the United States.

It's the good old American way. The higher the price of the car, the higher the increase on that car.

And from a dollar standpoint, a 3 percent hike on a $40,000 Lexus carries a lot more weight than a 3 percent hike on a $7,000 Toyota Tercel.

Last spring's price boosts on Japanese cars were politically motivated, although only one leader of a Japanese firm said so publicly. That was Richard Recchia, executive vice president of Mitsubishi Motor Sales of America Inc., who said "it would be naive to think that politics didn't have some part in it."

U.S.-Japanese trade friction was at a peak last winter, and the price hike was viewed as a way to ease the tension by making U.S. cars more competitive.

From a dollars and cents standpoint, it also was a way to shore up the Japanese firms' flagging profits in this country during a severe recession at home.

The profit crunch still exists on both sides of the ocean, and the 1993 increases for both the Big 3 and the Japanese are efforts to ease the pain.

In all cases, the comparisons in this article are sales-weighted, and in every case but one, they are based on comparably equipped models. That means year-to-year (or period-to-period) equipment adjustments are factored into the price increases.

The lone exception is the 1993 intro hike for Mitsubishi. Mitsubishi Motor Sales of America has not provided an average increase, either percentage or dollars, for comparably equipped 1993 models.

Sales weighting means that the increase on each line of vehicles is weighted in accordance with that line's share of a company's overall sales.

For example, if the increase on a specific line averages $200 and that line accounts for 10 percent of sales, the $200 hike would be $20 for the company's full complement of vehicles. ■

Chrysler keeps preliminary '93 car prices; some trucks up

JOSEPH BOHN
Staff Reporter

The latest incentives > 42

Chrysler Corp. last week finalized 1993 car prices without any change in the base-model figures, optional equipment or destination charges from preliminary prices first issued in July.

Dealers solidly backed the move, saying it enabled them to get off to a faster start on selling 1993s. In recent years, dealers have had to wait until as long as November for their final prices.

Chrysler also is guaranteeing incentives for up to nine months on some models.

While car prices didn't change from July, full-sized Club Cab pickups went up by $200; two-wheel-drive Dakotas increased $212; and four-wheel-drive Dakotas went up $350.

Prices on Chrysler's imported Mitsubishi Motors Corp. vehicles, which didn't have any tentative increases in July, also increased between $58 and $987 from their final 1992 level.

Two of the Plymouth Colt Vista and Eagle Summit wagons went up $58 and $70, respectively, but the four versions of the Dodge Stealth jumped $666 to $987.

In the Dodge/Plymouth Colt and Eagle Summit lines, a notchback two-door has replaced last year's hatchback. The base 1993 model is up $232 and the high-line choice is up $302.

New to the Colt lineup are four-door sedans priced at $9,448 for the base trim and $10,423 for the GL. The Summit four-door models are the same price as the Colts. Compared with 1992 models, the Summit DL increased $180 and the ES is up $126.

New rebates on 1993 models, running from Oct. 1 to June 30, include: $1,500 for the Chrysler LeBaron coupe and the gas engine D- and W-series Ram pickups; $1,250, Chrysler Imperial and Fifth Avenue; $1,000, Dodge Daytona; $1,000, Dodge Ram Wagon, Ram Van and conversions built on van chassis; and $750, Chrysler New Yorker Salon.

Frank Galeana, owner of Van Dyke Dodge in Warren, Mich., and chairman of the Dodge National Dealer Council, said dealers were able to hit the ground running and start delivering 1993 models sooner as a result of getting firm prices earlier.

Dealers have been getting price protection on any sold orders they wrote since July. This year, for the first time, Monroney stickers and invoices on early 1993s didn't carry the "tentative" designation they usually do.

"In all my years at Chrysler we haven't had a program like that before. It really allows dealers to plan along with the company," Galeana said.

But Tom Szott, owner of Taylor Jeep-Eagle in Taylor, Mich., said Jeep dealers had hoped for more of a price reduction in the Jeep Cherokee Sport and Country models.

Szott said that with an extra $1,000 reduction in the price of these models, dealers could carve out a bigger market niche. ■

PRELIMINARY U.S. CAR AND LIGHT-TRUCK SALES, MODEL YEAR - 1992 vs. 1991

(ranked by car and light-truck total sales)

	Car Sales		1992	1991	Truck Sales		1992	1991	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
Make	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	1,158,591	1,116,275	14.1	13.3	1,362,987	1,224,487	30.4	29.1	2,521,578	2,340,762	19.9	18.6	1.3	7.7
Chevrolet/Geo†	1,039,709	1,186,788	12.7	14.2	1,112,711	1,086,758	24.8	25.8	2,152,420	2,273,546	16.9	18.1	–1.1	– 5.3
Toyota	673,286	676,756	8.2	8.1	263,171	269,608	5.9	6.4	936,457	946,364	7.4	7.5	–0.1	– 1.0
Dodge	286,231	348,285	3.5	4.2	521,971	476,885	11.6	11.3	808,202	825,170	6.4	6.6	–0.2	– 2.1
Honda	642,263	676,783	7.8	8.1	—	—	—	—	642,263	676,783	5.1	5.4	–0.3	– 5.1
Pontiac	517,964	515,089	6.3	6.1	30,247	22,879	0.7	0.5	548,211	537,968	4.3	4.3	0.0	1.9
Buick	529,679	544,277	6.4	6.5	—	—	—	—	529,679	544,277	4.2	4.3	–0.2	– 2.7
Nissan	363,443	385,336	4.4	4.6	162,816	169,718	3.6	4.0	526,259	555,054	4.1	4.4	–0.3	– 5.2
Oldsmobile	408,187	447,360	5.0	5.3	29,357	29,382	0.7	0.7	437,544	476,742	3.4	3.8	–0.3	– 8.2
Mercury	399,492	372,113	4.9	4.4	3,699	0	0.1	0.0	403,191	372,113	3.2	3.0	0.2	8.4
Plymouth	184,744	211,707	2.2	2.5	195,186	169,123	4.3	4.0	379,930	380,830	3.0	3.0	0.0	– 0.2
Mazda	237,776	222,926	2.9	2.7	96,218	123,733	2.1	2.9	333,994	346,659	2.6	2.8	–0.1	– 3.7
GMC	—	—	—	—	324,360	290,621	7.2	6.9	324,360	290,621	2.6	2.3	0.2	11.6
Jeep	—	—	—	—	232,900	176,208	5.2	4.2	232,900	176,208	1.8	1.4	0.4	32.2
Cadillac	213,524	218,429	2.6	2.6	—	—	—	—	213,524	218,429	1.7	1.7	–0.1	– 2.2
Mitsubishi	155,948	152,021	1.9	1.8	21,952	32,422	0.5	0.8	177,900	184,443	1.4	1.5	–0.1	– 3.5
Saturn	170,495	50,819	2.1	0.6	—	—	—	—	170,495	50,819	1.3	0.4	0.9	235.5
Chrysler	144,026	125,385	1.8	1.5	14,172	3,598	0.3	0.1	158,198	128,983	1.2	1.0	0.2	22.7
Lincoln	155,398	194,238	1.9	2.3	—	—	—	—	155,398	194,238	1.2	1.5	–0.3	–20.0
Acura	129,058	138,759	1.6	1.7	—	—	—	—	129,058	138,759	1.0	1.1	–0.1	– 7.0
Hyundai	107,990	127,588	1.3	1.5	—	—	—	—	107,990	127,588	0.9	1.0	–0.2	–15.4
Subaru	101,032	109,647	1.2	1.3	—	—	—	—	101,032	109,647	0.8	0.9	–0.1	– 7.9
Isuzu	10,181	21,171	0.1	0.3	90,521	103,068	2.0	2.5	100,702	124,239	0.8	1.0	–0.2	–18.9
Lexus	91,194	65,391	1.1	0.8	—	—	—	—	91,194	65,391	0.7	0.5	0.2	39.5
VW	78,476	100,379	1.0	1.2	1,619	5,627	0.0	0.1	80,095	106,006	0.6	0.8	–0.2	–24.4
Volvo	64,892	71,100	0.8	0.8	—	—	—	—	64,892	71,100	0.5	0.6	–0.1	– 8.7
BMW	63,871	55,736	0.8	0.7	—	—	—	—	63,871	55,736	0.5	0.4	0.1	14.6
Daihatsu	60,499	6,768	0.7	0.1	2,832	2,893	0.1	0.1	63,331	9,661	0.5	0.1	0.4	555.5
Mercedes	62,902	66,158	0.8	0.8	—	—	—	—	62,902	66,158	0.5	0.5	0.0	– 4.9
Eagle	56,935	58,385	0.7	0.7	—	—	—	—	56,935	58,385	0.4	0.5	0.0	– 2.5
Infiniti	39,945	37,194	0.5	0.4	—	—	—	—	39,945	37,194	0.3	0.3	0.0	7.4
Saab	25,645	26,445	0.3	0.3	—	—	—	—	25,645	26,445	0.2	0.2	0.0	– 3.0
Suzuki	6,091	5,671	0.1	0.1	17,386	15,742	0.4	0.4	23,477	21,413	0.2	0.2	0.0	9.6
Audi	13,905	13,142	0.2	0.2	—	—	—	—	13,905	13,142	0.1	0.1	0.0	5.8
Jaguar	8,612	11,780	0.1	0.1			—	—	8,612	11,780	0.1	0.1	0.0	–26.9
Porsche	4,211	5,544	0.1	0.1	—	—	—	—	4,211	5,544	0.0	0.0	0.0	–24.0
Land Rover	—	—	—	—	3,549	3,460	0.1	0.1	3,549	3,460	0.0	0.0	0.0	2.6
Alfa Romeo	2,941	3,756	0.0	0.0	—	—	—	—	2,941	3,756	0.0	0.0	0.0	–21.7
Yugo	2,346	3,418	—	0.0	—	—	—	—	2,346	3,418	0.0	0.0	0.0	—
Peugeot	647	4,211	0.0	0.1	—	—	—	—	647	4,211	0.0	0.0	0.0	–84.6
Rolls/Bentley	294	844	0.0	0.0	—	—	—	—	294	844	0.0	0.0	0.0	–65.2
Sterling	103	3,519	—	0.0	—	—	—	—	103	3,519	0.0	0.0	0.0	—
Other*	1,584	1,584	0.0	0.0	—	—	—	—	1,584	1,584	0.0	0.0	0.0	0.0
TOTAL	**8,214,266**	**8,382,933**	**100.0**	**100.0**	**4,487,654**	**4,206,212**	**100.0**	**100.0**	**12,701,920**	**12,589,145**	**100.0**	**100.0**	**0.0**	**0.9**
TOTAL BIG 3	**5,264,975**	**5,389,150**	**64.1**	**64.3**	**3,827,590**	**3,479,941**	**85.3**	**82.7**	**9,092,565**	**8,869,091**	**71.6**	**70.5**	**1.1**	**2.5**
TOTAL JAPAN	**2,510,716**	**2,498,423**	**30.6**	**29.8**	**654,896**	**717,184**	**14.6**	**17.1**	**3,165,612**	**3,215,607**	**24.9**	**25.5**	**–0.6**	**– 1.6**
TOTAL EUROPE	**330,585**	**367,772**	**4.0**	**4.4**	**5,168**	**9,087**	**0.1**	**0.2**	**335,753**	**376,859**	**2.6**	**3.0**	**–0.4**	**–10.9**
GM	2,879,558	2,962,762	35.1	35.3	1,496,675	1,429,640	33.4	34.0	4,376,233	4,392,402	34.5	34.9	–0.4	– 0.4
Ford	1,713,481	1,682,626	20.9	20.1	1,366,686	1,224,487	30.5	29.1	3,080,167	2,907,113	24.2	23.1	1.2	6.0
Chrysler	671,936	743,762	8.2	8.9	964,229	825,814	21.5	19.6	1,636,165	1,569,576	12.9	12.5	0.4	4.2
Toyota/Lexus	764,480	742,147	9.3	8.9	263,171	269,608	5.9	6.4	1,027,651	1,011,755	8.1	8.0	0.1	1.6
Honda/Acura	771,321	815,542	9.4	9.7	—	—	—	—	771,321	815,542	6.1	6.5	–0.4	– 5.4
Nissan/Infiniti	403,388	422,530	4.9	5.0	162,816	169,718	3.6	4.0	566,204	592,248	4.5	4.7	–0.2	– 4.4
VW/Audi	92,381	113,521	1.1	1.4	1,619	5,627	0.0	0.1	94,000	119,148	0.7	0.9	–0.2	–21.1
†Geo	*256,377*	*276,516*	*3.1*	*3.3*	*32,625*	*33,143*	*0.7*	*0.8*	*289,002*	*309,659*	*2.3*	*2.5*	*–0.2*	*– 6.7*
*Made by Japan***	*2,939,249*	*2,981,046*	*35.8*	*35.6*	*692,972*	*756,224*	*15.4*	*18.0*	*3,632,221*	*3,737,270*	*28.6*	*29.7*	*–1.1*	*– 2.8*

*Includes 1992 estimated sales of 960-Ferrari, 324-Lotus, 240-Maserati, 156-Lamborghini, and 80-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

OLDS

Dealers to help select ad agency

continued from PAGE 1

three standing advisory dealer committees at Oldsmobile. Members change periodically but not on a regularly scheduled basis.

The committee has not met since Rock came to Oldsmobile in April. The structure of the structure and its membership for the 1993 model year are likely to be decided during the dealer council's semiannual meeting, which is scheduled for Oct. 19 in Detroit.

The decision to allow dealers to help select the agency that will shape the division's message in the 1990s comes after at least two years of dealer criticism of Leo Burnett.

Both local and national dealer councils have sought the current agency review, and in some cases, they pressed for the ouster of the agency.

The national dealer council passed a resolution last October recommending the initiation "of an agency review process every three years beginning in 1992," according to minutes from the council meeting.

Maury O'Daniel, outgoing chairman of the national dealer council, confirmed the language of the resolution, but he said the council has backed away from the three-year schedule.

He described the wording as "an expression of frustration that we are not doing as well as we should be and part of it may be the marketing." ■

Four importers update rebates

JENNIFER HEIL
Special Correspondent

incentive
WATCH

Four imports have updated their incentive programs in an effort to boost fourth-quarter business.

Mazda has announced customer incentives for some 1992 and 1993 models.

The car incentives range from $700 for the 1993 Protege to $1,400 for the 1992 MX-6 and expire either Nov. 3 or Jan. 5.

Customer incentives for 1992 Mazda trucks range from $500 to $1,700.

Rebates for 1993 pickups range from $400 to $1,700. The truck payments vary by model and region and expire Jan. 5.

Rebates for **Suzuki** dealers expire Dec. 2. They range from $500 to $1,000 on 1992 Swift and Sidekick models and $300 to $500 on 1993 Swifts and Sidekicks.

Isuzu's fourth-quarter regional dealer incentive program offers both fixed and stair-step rebates. The program expires Dec. 31.

For all regions, Isuzu offers a rebate of $1,500 on 1992 Impulse models and $2,500 on 1991 Impulses. Incentives on 1993, 1992 and 1991 Stylus models range from $300 to $1,000 for all regions.

The program includes a nationwide $400 rebate for the 1991, 1992 and 1993 Isuzu Rodeo 4x2. The payment is $800 to $1,400 on the 1991, 1992 and 1993 Rodeo 4x4, depending on the number of units sold during the program.

Incentives for Isuzu pickups vary by region and the number of units sold.

Mitsubishi's dealer incentive program includes rebates and terms that vary by region. There is a rebate of 7 to 9 percent of the sticker price for 1991 and 1992 Eclipse models. The 1991 and 1992 Eclipse Turbo carry a $500 bonus. The rebate for 1993 Eclipses ranges from 4 to 7 percent of the sticker price.

The 1991 and 1992 Galant rebates range from zero to $3,000. The 1993 Galant has a rebate range of zero to $1,750. The rebates for 1992 Mitsubishi trucks range from zero to $1,800.

In Mitsubishi's regional programs, leased models and sales of 1993 trucks do not carry a rebate, but they are included in the number of units required to meet the sales bogey. AN

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS	
ISUZU (expires Dec. 31)	
Stylus (1991-93)	$300-600
Impulse (1991-92)	$1,500-2,500
Pickups 2.6-liter, short bed (1991-93, Calif. only)	$500-1,750 based on number sold
Pickups 2.3-liter (1991-93, 49 states)	$900-1,500 based on number sold
Other pickups (1991-93, 49 states)	$600
Rodeo 4x2 (1991-93)	$400
Rodeo 4x4 (1991-93)	$800-1,400 based on number sold
Rodeo 4x4 LS 3.2-liter (1991-93, Calif. only)	$800-1,900 based on number sold
MITSUBISHI (Expires Dec. 31. Rebates and terms vary by regions.)	
Eclipse (1991-92)	7%-9% of sticker
Eclipse Turbo (1991-92)	$500 extra
Eclipse (1993)	4%-7% of sticker
Galant (1991-92)	0-$3,000
Galant (1993)	0-$1,750
Pickup (1991-92)	0-$1.800
SUZUKI (Expires Dec. 2)	
Swift (1992)	$500-1,000
Swift (1993)	$300-500
Sidekick (1992)	$700-1,000
Sidekick (1993)	$300-500
Rebates differ by model.	
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
CADILLAC (1992 models; expires Oct. 31)	
DeVille, Fleetwood, Eldorado, Seville	$1,500
CHEVROLET (expires Jan. 24)	
Corvette (1992-93)	$1,000
Geo Prizm (1992)	$1,500
LOTUS (1991 models; no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
OLDSMOBILE (1992 models; expires Jan. 24)	
Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750
SUBARU (1992 models; expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	~$2,000
Loyale awd wagon	$800
TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS	
MAZDA	
Protege (1993, expires Jan. 5)	$700
MX-6 (1992, expires Nov. 3)	$1,400
626 (1992, expires Nov. 3)	$1,200
Protege and MPV (1992, expires Jan. 5)	$1,000
Pickup trucks (regional, 1993, expires Jan. 5)	$400-1,700
Pickup trucks (regional, 1992, expires Jan. 5)	$500-1,700
CONTINUING PROGRAMS	
CHRYSLER CORP.	
1993 models	
Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe (expires June 30)	$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	$1,250
N.Y. Salon (expires June 30)	$750
LeBaron sedan	$750
LeBaron conv.	$700
Dodge Daytona (expires June 30)	$1,000
Dynasty, Spirit	$750
Shadow	$500
Dodge Ramcharger, Ram pickup (gas; expires June 30)	$1,500
Ram wagon (expires June 30)	$1,000
Dakota, Ram 50, Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon	$700
Jeep Wrangler	$500
Cherokee (excludes Calif., Hawaii)	$500
Plymouth Acclaim	$750
Laser	$700
Sundance	$500
Minivans (excludes Calif., Hawaii)	
Caravan, Voyager (short and long wheelbase)	$500
1992 models	
Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Monaco	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon	$1,000
Dakota, Ram 50 pickup	$750
Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon Turbo, Premier	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (excludes Calif., Hawaii)	$700
Summit wagon (excludes Calif., Hawaii)	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Sundance, Acclaim, other Laser	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Vista (excludes Calif., Hawaii)	$500
Minivans: (excludes Calif., Hawaii)	
Long wheelbase	$1,000
Short wheelbase	$500
FORD MOTOR CO.	
1993 models	
Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance option)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
1992 models	
Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.	
Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000
No finance option on Lincoln	
Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750
GENERAL MOTORS	
1993 models	
Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.	
Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered	
Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (excludes Typhoon), G-Van (with YF7)	$1,000
Sonoma	$750
Other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered.	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500
1992 models	
Expires Jan. 24 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000
Rebates based on option package ordered.	
Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC Jimmy (excludes Typhoon)	$2,000
G-Van (with YF7), Safari (with YF7)	$1,000
Sonoma	$750
Other G-Van, other Safari	$500
Sierra pickup	$300
Pontiac (expires March 31)	
Grand Prix, Bonneville	$1,250
Trans Sport	$1,000
Grand Am	$900
Sunbird	$750
Firebird	$500
1991 models	
Chevrolet Geo Storm (expires Jan. 24)	$1,500
HYUNDAI (expires Nov. 3 on 1992-93 models)	
Sonata (1993)	$750
Elantra (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000

Mazda begins kit assembly of autos in Vietnam

RICHARD JOHNSON
Staff Reporter

TOKYO — Mazda Motor Corp. has become the first Japanese carmaker to launch auto assembly in Vietnam, which is widely regarded here has Asia's most important undeveloped market.

Mazda has begun semi-knockdown kit assembly of the 32/Familia and Cronos/626 at Hanoi-based Vietnam Motor Corp., according to a company spokesman.

Initially, assembly of 300 to 500 passenger cars per year is expected, with all units sold in Vietnam. So far Mazda has sent about 100 units to the Hanoi plant, the spokesman said.

Vietnam Motor is a joint venture between the Vietnamese government and Columbia Motor, a Philippine carmaker. The Mazda official said the company has signed a memorandum of understanding with Vietnam Motor, but plans no equity stake.

Vietnam Motor reportedly also is in negotiations with Daihatsu Motor Co. about production in Hanoi.

"We are expecting growth in sales in Vietnam," said the Mazda official. "They are making an effort to improve the infrastructure, which must come first."

A delegation of Vietnamese officials came to the Beijing Auto Show in June to court foreign vehicle and component manufacturers and promote the country's first international auto industry exhibition next April in Hanoi.

Prior to this year, the Vietnamese auto industry consisted mainly of reconditioning factories and a few components makers. But two joint ventures with foreign manufacturers began operations this year: Vietnam Motor and Mekong Co.

Mekong Co. earlier this year began assembling vehicles in Binh Chanh on the outskirts of Ho Chi Minh City. The plant assembles Jeep-like Mekong-Star four-wheel-drive vehicles, based on sport-utility kits from Korea's Ssangyong Motor Co. It also assembles commercial trucks.

Vietnam banned the import of passenger cars in April 1991, but has since dropped that policy.

The tariff rate for passenger cars is 100 percent. Through the first seven months of 1992, Japan exported 1,144 cars to Vietnam.

The entire country has a fleet of 118,675 motor vehicles, according to Vietnam's Ministry of Transport and Communications, including 60,321 trucks, 11,815 passenger buses and 20,485 cars.

The U.S. trade embargo with Vietnam prevents American companies from doing business in the country. However, the ban is widely expected to be removed within a year. AN

Chinese firm has stock listing

Brilliance China Automotive Holdings Ltd. last Friday became the first company with an interest in a Chinese enterprise to be listed on the New York Stock Exchange.

Brilliance China's initial public offering is 5 million shares of common stock at $16 per share. The stock will be traded under the symbol "CBA." Underwriters for the offering are The First Boston Corp., Merrill Lynch & Co. and Salomon Brothers Inc.

Brilliance China owns 51 percent of Shenyang JinBei Passenger Vehicle Manufacturing Co., a joint venture with Toyota Motor Co. that is China's leading builder of minibuses. Proceeds from the stock sale will be used to buy more production equipment, build warehouses and plants, and upgrade technical capabilities.

— Phil Frame

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	**10/12**	
Chrysler Fifth Avenue		900
Chrysler Imperial		200
Chrysler New Yorker		900
Dodge Dynasty		1,000
Newark, Del.	**10/12**	
Chrysler LeBaron J		700
Dodge Spirit		1,800
Plymouth Acclaim		1,550
FORD		
Wayne, Mich.	**10/12**	**5,000**
Ford Escort		
Lorain, Ohio	**10/12**	**4,500**
Ford Econoline		
GENERAL MOTORS		
Janesville, Wis.	**10/12**	
Chevrolet medium duty		200
GMC medium duty		250
Total U.S. car		**12,050**
Total U.S. truck		**4,950**
Total units lost week of 10/12		**17,000**

Source: Automotive News Data Center

ACID RAIN

Nissan not alone in battling problem

continued from PAGE 3

damaged Escorts built in Edison, N.J. Ford has also had problems at its Atlanta Taurus/Sable plant.

Three years ago, Ford responded with a new system of spraying a temporary acrylic-based coating onto vehicles to protect them during transit.

"There were situations in Atlanta where, if our cars sat on the ground unprotected for even one or two weeks, they would all have to be repainted," said Don Dopierala, a Ford paint operations supervisor in charge of new material development.

This summer at its Lincoln plant in Wixom, Mich., Ford switched to a new paint technology to protect its cars. The system replaces the traditional clearcoat with a "two-component" urethane coating.

General Motors and Chrysler are introducing similar systems in North America. Four of Chrysler's assembly plants now use urethane coatings, and the others are scheduled to switch over next year.

The Saturn plant in Spring Hill, Tenn., was the first GM operation in North America to use an acid-resistant polyurethane clearcoat. That factory is about 30 miles from Nissan's. Saturn engineers say the new system protected its cars from the same conditions that spoiled Nissan's.

GM plans to extend use of the Saturn system.

Meanwhile, Ford is already moving to a new system. Dissatisfied with its two-component chemistry, which requires the expense of mixing ingredients just before application, Ford is experimenting with a single-component coating that it hopes to introduce next year. If it works as planned, the company will switch all factories to the new system.

Carmakers may get some relief from the new Clear Air Act. Next month, new environmental regulations will require a reduction in sulfur dioxide emissions, a chief component of atmospheric acid. But those regulations will be phased in through the end of the decade.

Nissan's count of damaged vehicles includes 9,000 pickups, 4,000 Sentras and 1,300 Altimas. The rest have been imported models, including 1,000 Maximas. AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

—	Est. 10/5-10/10/92	Actual 9/28-10/3/92	Sept. Total	Year 1/1-10/10/92	Year 1/1-10/12/91
Concorde (Can.)	944	1,394	2,079	4,463	0
LeBaron A	550	606	1,954	5,095	0
LeBaron J	700	611	2,714	40,069	19,452
New Yorker	500	883	2,768	15,542	6,402
Fifth Avenue	850	823	3,413	33,854	23,915
Imperial	150	216	704	4,965	6,833
Town & Country (trk.)	600	678	2,302	15,236	3,388
Total Chrysler Div.	**4,294**	**5,211**	**15,934**	**119,224**	**59,990**
Sundance	1,600	1,679	6,819	52,972	49,429
Acclaim	2,020	2,120	5,771	60,250	63,712
Voyager (trk.)	2,500	2,003	9,085	80,981	78,312
Voyager (Can. trk.)	2,290	2,548	11,043	91,518	86,725
Total Plymouth	**8,410**	**8,350**	**32,718**	**285,721**	**278,178**
Intrepid (Can.)	712	747	4,914	10,700	0
Daytona	400	373	1,469	11,801	5,864
Shadow	2,100	2,234	9,599	78,675	54,594
Dynasty	2,500	2,168	6,052	69,827	95,207
Spirit	1,600	1,577	5,092	56,565	60,332
Viper	15	12	43	197	0
Monaco (Can.)	0	0	0	0	8,241
Caravan (trk.)	2,900	3,140	12,176	105,436	91,780
Caravan (Can. trk.)	3,110	3,654	13,439	131,594	113,869
Caravan C/V (trk.)	50	63	282	2,395	2,872
Caravan C/V (Can. trk.)	100	99	384	5,043	12,836
Dakota (trk.)	3,650	3,705	14,160	116,973	71,983
Ram pickup (trk.)	1,100	1,202	4,661	45,331	59,652
Ram wagon (Can. trk.)	350	339	1,341	16,928	15,887
Ram van (Can. trk.)	1,610	1,635	6,529	56,079	34,052
Total Dodge	**20,197**	**20,968**	**80,141**	**707,544**	**627,169**
Vision (Can.)	232	228	1,561	5,187	0
Premier (Can.)	0	0	0	0	8,425
Cherokee (trk.)	2,900	2,999	12,537	110,102	116,009
Comanche (trk.)	0	0	0	952	4,152
Grand Cherokee (trk.)*	3,900	3,889	15,127	78,478	1,539
Briarwood (trk.)	0	0	0	330	2,267
Wrangler (trk.)	1,450	1,627	6,585	16,118	0
Wrangler (Can trk.)	0	0	0	28,962	48,967
Total Jeep-Eagle	**8,482**	**8,743**	**35,810**	**240,129**	**181,359**
Total U.S. car	**12,985**	**13,302**	**46,398**	**429,812**	**385,740**
Total Can. car	**1,888**	**2,369**	**8,554**	**20,350**	**16,666**
Total U.S. truck	**19,050**	**19,326**	**76,915**	**572,332**	**431,954**
Total Can. truck	**7,460**	**8,275**	**32,736**	**330,124**	**312,336**
CHRYSLER CORP.	**41,383**	**43,272**	**164,603**	**1,352,618**	**1,146,696**
Escort	0	5,876	18,644	146,612	160,402
Mustang	2,806	0	7,147	74,529	68,868
Tempo	0	-2,601	10,196	106,566	88,916
Tempo (Can.)	3,201	2,928	6,365	97,022	84,990
Taurus	7,021	11,284	46,256	330,229	258,403
Thunderbird	2,758	2,886	10,092	72,160	58,334
Crown Victoria (Can.)	0	2,079	8,778	83,369	74,588
Aerostar (trk.)	5,000	5,005	20,710	154,912	137,391
Bronco (trk.)	0	729	2,298	20,063	14,827
Explorer (trk.)	6,694	6,699	23,807	236,858	217,889
Mazda Navajo (trk.)	121	0	0	3,103	9,448
Econoline (trk.)	0	4,494	15,222	150,854	109,103
Heavy (trk.)	1,006	1,006	4,074	36,470	25,566
Light truck (trk.)	7,698	9,712	39,015	348,864	249,852
Light truck (Can. trk.)	3,055	3,073	11,837	98,588	73,417
Ranger (trk.)	6,414	4,617	5,361	174,560	215,098
Total Ford Division	**45,774**	**62,989**	**229,802**	**2,134,759**	**1,847,092**
Topaz	0	1,799	8,097	49,363	36,601
Topaz (Can.)	1,380	1,255	2,675	39,385	28,030
Cougar	1,322	1,914	6,718	46,407	44,822
Sable	2,776	1,919	8,280	99,511	83,184
Grand Marquis (Can.)	0	2,438	10,215	84,028	83,483
Mercury Villager (trk.)	892	869	3,436	11,089	0
Nissan Quest (trk.)	504	515	2,091	6,599	0
Total Mercury	**6,874**	**10,709**	**41,512**	**336,382**	**276,120**
Continental	843	848	3,530	31,154	44,261
Mark VII	458	0	0	2,838	7,761
Town Car	2,529	2,542	10,589	93,330	104,100
Total Lincoln	**3,830**	**3,390**	**14,119**	**127,322**	**156,122**
Total L-M Division	**10,704**	**14,099**	**55,631**	**463,704**	**432,242**
Total U.S. car	**20,513**	**31,669**	**129,549**	**1,052,699**	**955,652**
Total Can. car	**4,581**	**8,700**	**28,033**	**303,804**	**271,091**
Total U.S. truck	**28,329**	**33,646**	**116,014**	**1,143,372**	**979,174**
Total Can. truck	**3,055**	**3,073**	**11,837**	**98,588**	**73,417**
FORD MOTOR CO.	**56,478**	**77,088**	**285,433**	**2,596,463**	**2,279,334**
Skylark	140	999	6,033	45,999	7,442
Century	1,925	1,218	4,815	65,796	75,790
Regal (Can.)	2,650	2,635	10,445	78,933	98,430
Riviera	281	267	943	9,188	39,048
Park Avenue	290	930	5,571	45,681	37,595
LeSabre	3,614	3,464	12,252	126,909	83,655
Roadmaster sedan	533	701	2,878	34,874	53,610
Roadmaster wagon	0	0	420	7,344	19,475
Reatta	0	0	0	0	1,205
Total Buick	**9,433**	**10,214**	**43,357**	**414,724**	**416,250**
Eldorado	694	595	1,341	24,470	9,646
Seville	1,193	1,068	2,640	37,160	18,588
Brougham	1,197	950	3,020	8,357	16,665
DeVille	3,669	1,934	9,239	89,602	123,828
Allante	64	64	268	1,794	2,378
Total Cadillac	**6,817**	**4,611**	**16,508**	**161,383**	**171,105**
Cavalier	5,659	4,982	14,501	160,174	199,368
Camaro	0	0	0	47,762	42,926
Camaro (Can.)*	15	15	60	116	0
Corsica-Beretta	4,800	4,168	12,938	148,247	189,404
Lumina (Can.)	6,100	6,125	24,263	183,194	184,952
Caprice	1,030	713	5,590	79,385	106,036
Corvette	480	384	2,019	17,023	16,459
Astro (trk.)	2,757	2,596	8,135	112,663	77,089
Blazer (trk.)	487	598	2,244	19,980	5,683
Lumina APV (trk.)	1,022	975	3,990	36,207	36,684
Mediums (trk.)	199	157	659	5,854	1,436
P-model (trk.)	543	373	1,646	16,713	15,607
Pickup (trk.)	6,257	6,278	26,593	225,744	228,869
Pickup (Can. trk.)	3,300	3,289	13,856	138,434	111,383
S10 (trk.)	4,158	4,739	19,755	156,386	201,171
S10 Blazer (trk.)	1,023	2,662	9,693	98,248	31,919
Sportsvan (trk.)	453	312	1,217	13,677	33,391
Sportsvan (Can. trk.)	1,600	1,624	6,030	57,363	41,472
Suburban (trk.)	1,845	1,872	7,408	51,562	21,327
Total Chevrolet	**41,728**	**41,862**	**160,597**	**1,568,732**	**1,545,176**
Achieva/Calais	400	570	2,761	76,564	34,616
Cutlass Ciera	3,703	3,106	9,516	103,638	78,323
Cutlass Ciera (Can.)	0	0	0	0	41,161
Cutlass Supreme	2,400	2,274	4,968	62,629	83,512
Toronado	0	0	0	3,274	4,062
Eighty Eight	1,092	1,123	4,535	53,061	68,467
Custom Cruiser wag.	0	0	0	2,077	6,886
Ninety Eight	736	133	341	19,386	62,241
Silhouette (trk.)	407	234	733	10,880	16,018
Bravada (trk.)	97	171	698	9,056	11,669
Total Oldsmobile	**8,835**	**7,611**	**23,552**	**340,565**	**406,955**
Sunbird	2,191	1,822	5,416	65,143	93,177
Grand Am	6,085	3,349	19,279	196,805	99,844
Firebird*	0	0	0	17,116	16,352
Firebird (Can.)	10	10	40	79	0
Grand Prix	2,531	2,530	10,481	87,864	85,934
Pontiac 6000	0	0	0	0	19,939
Bonneville	926	1,467	7,999	73,115	60,851
Trans Sport (trk.)	599	742	3,274	31,310	23,020
Total Pontiac	**12,342**	**9,920**	**46,489**	**471,432**	**399,117**
Yukon-Jimmy (trk.)	171	308	980	6,671	1,625
Medium (trk.)	255	303	1,189	15,317	3,037
P-model (trk.)	84	39	130	1,763	1,939
Pickup (trk.)	2,364	1,995	9,790	86,374	94,799
Pickup (Can. trk.)	1,250	1,254	5,162	50,944	40,773
Syclone-Sonoma (trk.)	1,059	1,127	4,670	39,904	46,944
Typhoon-S15 Jimmy (trk.)	367	982	3,450	31,637	11,539
Safari (trk.)	1,070	1,231	3,151	45,493	31,357
Suburban (trk.)	909	826	3,533	28,103	17,135
Vandura (trk.)	276	151	517	7,024	14,759
Vandura (Can. trk.)	350	345	2,192	23,729	17,466
Total GMC	**8,155**	**8,621**	**34,764**	**336,959**	**281,373**
Total Saturn*	**4,700**	**4,500**	**16,950**	**162,229**	**71,405**
Total U.S. car	**50,333**	**43,311**	**166,714**	**1,872,666**	**1,828,727**
Total Can. car	**8,775**	**8,785**	**34,708**	**262,322**	**324,543**
Total U.S. truck	**26,402**	**28,731**	**113,455**	**1,050,566**	**927,017**
Total Can. truck	**6,500**	**6,512**	**27,240**	**270,470**	**211,094**
GENERAL MOTORS	**92,010**	**87,339**	**342,117**	**3,456,024**	**3,291,381**
Can. car	0	0	3,360	70,278	86,216
Can. trk.	0	0	2,084	43,245	40,205
CAMI*†	**0**	**0**	**5,444**	**113,523**	**126,421**
DIAMOND-STAR†	**2,848**	**2,787**	**11,450**	**112,368**	**119,808**
Civic	2,195	2,145	8,894	79,612	64,148
Civic (Can.)	1,740	1,500	7,715	83,862	84,232
Accord	6,590	7,051	28,756	295,674	291,979
Total U.S. car	**8,785**	**9,196**	**37,650**	**375,286**	**356,127**
Total Can. car	**1,740**	**1,500**	**7,715**	**83,862**	**84,232**
HONDA	**10,525**	**10,696**	**45,365**	**459,148**	**440,359**
HYUNDAI Sonata (Can.)	**400**	**555**	**1,554**	**9,205**	**20,273**
AUTOALLIANCE†	**4,933**	**2,997**	**21,141**	**112,104**	**128,381**
U.S. trk.	411	1,578	6,705	52,733	51,965
Can. trk.	247	265	1,020	7,257	5,618
NAVISTAR	**658**	**1,843**	**7,725**	**59,990**	**57,583**
Altima	2,930	2,773	9,965	23,350	0
Sentra	2,380	2,343	9,677	94,975	105,117
Pickup (trk.)	2,760	2,772	11,555	105,223	103,949
NISSAN	**8,070**	**7,888**	**31,197**	**223,548**	**209,066**
Geo Prizm	1,790	1,324	3,272	58,079	72,054
Toyota Corolla	1,800	1,335	3,257	80,011	82,049
Toyota Pickup (trk.)	2,000	1,946	6,884	54,866	411
NUMMI	**5,590**	**4,605**	**13,413**	**192,956**	**154,514**
Legacy	1,144	1,177	5,034	46,512	45,384
Pickup (trk.)	560	546	2,336	19,568	20,710
Rodeo (trk.)	920	906	3,909	33,928	22,629
Total U.S. car	**1,144**	**1,177**	**5,034**	**46,512**	**45,384**
Total U.S. trk.	**1,480**	**1,452**	**6,245**	**53,496**	**43,339**
SUBARU-ISUZU	**2,624**	**2,629**	**11,279**	**100,008**	**88,723**
Camry	5,000	4,490	20,959	190,617	144,238
Corolla (Can.)	1,200	1,122	2,459	52,589	51,871
TOYOTA	**6,200**	**5,612**	**23,418**	**243,206**	**196,109**
VOLVO 740, 940 (Can.)	**120**	**120**	**505**	**5,103**	**6,138**
AM GENERAL (trk.)	**300**	**300**	**1,260**	**19,940**	**16,290**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**8,064**	**127,376**	**107,320**
Toal U.S. car	**115,441**	**116,704**	**465,066**	**4,448,479**	**4,223,277**
Total Canada car	**18,704**	**23,151**	**86,888**	**807,513**	**861,030**
Total U.S.-Canada Car	**134,145**	**139,855**	**551,954**	**5,255,992**	**5,084,307**
Total U.S. truck	**82,652**	**91,671**	**347,097**	**3,179,904**	**2,861,419**
Total Canada truck	**17,262**	**18,125**	**74,917**	**749,684**	**642,670**
Total U.S.-Canada truck	**99,914**	**109,796**	**422,014**	**3,929,588**	**3,304,089**
TOTAL U.S.	**198,093**	**208,375**	**812,163**	**7,628,383**	**6,084,696**
TOTAL CANADA	**35,966**	**41,276**	**161,805**	**1,557,197**	**1,503,700**
TOTAL U.S.-CANADA CAR & TRUCK	**234,059**	**249,651**	**973,968**	**9,185,580**	**8,388,396**

*Estimate

*1991 figures reflect Grand Wagoneer production

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Output tops '91 quarter

GWENDOLYN ZONGHETTI
Special Correspondent

Third-quarter vehicle production in the United States and Canada was 2,571,240, up 0.8 percent over last year. Because of changeover downtime, third-quarter output was 22 percent below the second quarter.

Car production of 1,250,791 in the United States was the lowest third-quarter total since 1982 when 1,215,347, cars were built.

The Canadian car production total of 221,104, was the lowest third-quarter figure since 1989.

September's U.S.-Canada production total of 974,068 cars and trucks was 5.7 percent over August, but was off 2.2 percent from September 1991.

U.S. car production was estimated at 115,441 last week, down 1.1 percent from the prior week and down 3.0 percent from the year-ago week.

So far in 1992, U.S. car production is 4,448,479, up 5.3 percent over last year.

Canadian car production of 18,704 last week fell 19.2 percent from the prior week and 23.9 percent from the 1991 week. Ford Motor Co. lost production of 4,500 vehicles due to the closing of the St. Thomas, Ontario, car plant for inventory adjustment.

Year-to-date car production in Canada is 807,513, down 6.2 percent from 1991.

U.S. truckmakers built an estimated 82,652 units last week, off 9.8 percent from the preceding week, but up 5.1 percent over 1991.

So far this year, truck production in the United States of 3,179,904 is down 19.5 percent from the same period in 1991.

Canadian truck production last week was 17,262, off 4.8 percent from the preceding week and up 0.2 percent from the 1991 week.

Year-to-date Canadian truck production is 749,684, a 16.7 increase over the 1991 period.

The estimated daily build of cars and trucks in the United States and Canada last week was 46,812, down 6.2 percent from the prior week.

General Motors' Moraine, Ohio, postal line worked daily overtime for the third consecutive week.

The Chevrolet Blazer and GMC Jimmy line at the Janesville, Wis., truck plant worked daily and weekend overtime last week.

Ford scheduled daily overtime at three car plants and five truck plants last week. The car plants were: Lorain, Ohio; Atlanta; and Chicago. The truck plants were: Kansas City, Mo; Edison, N.J.; Louisville, Ky.; Twin Cities (St. Paul, Minn.); and St. Louis.

Ford's Avon Lake, Ohio, truck plant worked daily and weekend overtime.

Chrysler Corp.'s St. Louis and Jefferson North (Detroit) truck plants are scheduled to work overtime this Saturday.

All Canadian car and truck plants will be closed today in observance of Thanksgiving Day. AN

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YEAR; $2/COPY

Cut, cut: 6 months after the coup

Smith's finance guys race GM against time

PHIL FRAME
Staff Reporter

In his six months as president of General Motors, Jack Smith has relentlessly focused on creating the new North American Operations organization and on cutting costs.

"It's all about cost cutting," a senior GM executive said last week. "Everything we do relates to that."

Men with backgrounds in finance have filled the top spots at Jack Smith's NAO. At least six of the top Smith appointees worked together on the New York financial staff in the early 1970s, and other finance men from Detroit have been elevated under Smith.

But Smith's cost-cutting is racing to stay ahead of GM's worsening market performance. In the first six months of 1992, GM's fortunes worsened as the North American market remained flat.

Financial analysts think that later this month, GM will report a third-quarter loss of up to $800 million. The fourth quarter is expected to be worse.

Meanwhile, labor unrest threatens Smith's plans. Strikes at two plants wounded GM briefly in August and September. Settlement of a contract at a parts plant forestalled a strike that would have shut down every GM assembly operation in North America.

The United Auto Workers union wants to save jobs, but GM knows it has to cut back if it is going to survive. The imperative was clearly identified in a report two weeks ago by Harbour & Associates, a manufacturing consulting firm based in Troy, Mich.

Chrysler looks profitable ➤ 3

The Harbour report said GM needs to cut 60,000 production jobs to become competitive with arch-rival Ford Motor Co. The report said GM could save $4 billion a year in the process.

There are no signs that GM will get any relief from increased car and truck sales. The economy is stagnant, consumer confidence is low and GM has just three new cars in the 1993 model year after introducing 15 redesigned cars and trucks a year ago. The next significant product push for GM comes in the 1994 model year.

GM's outlook seems so bleak that rumors surfaced in Detroit and New York two weeks ago that the company was considering filing for reorganization under Chapter 11 of the bankruptcy code.

Financial analysts flatly discounted that GM would consider such a tactic, and GM issued a strong denial.

"This is a perfect example of an irresponsible rumor," a GM spokesman said.

The spokesman said GM is encouraged by the results of its continuing cost cutting.

For all the reorganizing and cost cutting that has gone on in Smith's first six months, the company seems to be mired in an unforgiving marketplace.

Underlying GM's actions is a fundamental shift in policy that Smith engineered almost immediately after the GM board named him president April 6.

The new motto became "profit first," replacing the goal of "raising market share profitably" that Chairman Robert Stempel set

see SMITH, 50

JOE WILSSENS/AUTOMOTIVE NEWS

Since taking over in April, GM President Jack Smith has battled a sluggish economy and labor unrest in his quest to slash the automaker's costs.

GM, UAW discussing early-out program

LIZ PINTO and JACK KEEBLER
Staff Reporters

In a bid to avoid a costly confrontation over layoffs and income-guarantee programs, General Motors and the UAW are discussing an early-retirement program that could help the carmaker shed thousands of blue-collar workers.

Although such a program would be enormously expensive upfront, it would save money by reducing — and possibly eliminating — GM's payouts for income-guarantees in later years.

The programs, which pay 95 and 100 percent of a laid-off worker's salary and benefits for up to three years, cost the automaker $4.4 billion in the 1990 contract.

About 18,400 workers were in the program at the beginning of September, double the highest monthly total in 1990.

Rank-and-file pressure to extend the programs has grown since February, when GM announced it will shut 21 plants and cut 60,000 blue-collar jobs by 1995.

GM, as a matter of policy, does not discuss labor plans before informing employees. But the company said last week that discussions with the UAW about accelerated attrition are ongoing.

see JOBS, 50

news

IRS ends audits of Ford dealers

DEARBORN, Mich. — Ford dealers are off the hook with the Internal Revenue Service as a result of a settlement between the automaker and the IRS over extended service contracts its dealers sold between 1985 and 1989.

The IRS has agreed to halt audits of Ford and Lincoln-Mercury dealerships, to not fight dealers in tax appeals and to refund tax and interest amounts already paid by dealers on extended service contracts.

The IRS has audited hundreds of Ford dealers and assessed back taxes and interest on Ford-backed extended service contracts sold by dealers between 1985 and 1989. The IRS said dealers owed more taxes because in those years Ford contracts made the

see LATE NEWS, 2

VP debate raises question on CAFE, jobs

Quayle takes aim with dark scenario

MAX GATES
Staff Reporter

WASHINGTON — Fears about job losses stemming from higher fuel economy standards were stretched to an extreme during last week's vice presidential debate.

Vice President Dan Quayle raised the subject Tuesday in a charge against Democrat Al Gore, who has endorsed a bill to raise corporate average fuel economy standards to 40 mpg by 2001.

Quayle said: "You ought to ask somebody in Michigan, a UAW worker in Michigan, if they think increasing the CAFE standards, the fuel economy standards, to 45 miles a gallon is a good idea — 300,000 people out of work."

True? Maybe. But the vice president added five miles a gallon to the proposal of his opponent, and he took the worst case scenario from the Motor Vehicle Manufacturers Association to come up with a job loss figure.

In a March 1992 fact sheet labeled "Jobs at Risk," MVMA said the "potential adverse impact" of a 40 mpg CAFE standard would be the loss of 150,000 to 300,000 jobs.

The fact sheet's origin was in a 1990 analysis done to combat proposals in Congress. Sen. Richard Bryan, D-Nev., wanted a 40 percent increase in CAFE, and Sen. Gore was a co-sponsor. MVMA said that raising CAFE as the Bryan bill proposed "would result in a loss of 200,000 auto industry jobs" by 1996. The association said an additional 10,000 jobs would be lost in the year 2001, when the second of two steps in the new standard would take effect. The cur-

see VP, 52

Owners of 21 Club buy 31-franchise auto group

ARLENA SAWYERS
Staff Reporter

Emco Motor Holding Inc., a subsidiary of the company that owns New York's famed 21 Club, said last week it had acquired majority ownership of the 31-franchise DiFeo Automotive Group of Jersey City, N.J., for $75 million.

The transaction, one of the largest U.S. dealer takeovers ever, puts Emco in the retail automotive business for the first time.

Emco is a subsidiary of 21 International Holdings Inc., which owns the 21 Club in New York and Foamex, a manufacturer of polyurethane foam that is based in East Providence, R.I. The DeFeo franchises are expected to generate sales of $550 million in 1992, or nearly 7 percent of the total metropolitan New York market, according to J.D. Power and Associates, a marketing information company in

see EMCO, 53

Automotive News
INSIGHT
CREATIVE
LOGIC

Move 'em out

Those sparkling new 1993 cars and trucks don't sell themselves: Behind those flashy advertising campaigns are months of expensive research and hard work. That story, plus a directory of marketing information and a list of the top marketing execs in the U.S. auto industry, appears in *Automotive News Insight*, which follows Page 28.

Automotive News

DUEL FOR NADA POST
Maine dealer elected first vice president. PAGE 4

MERCEDES THINKS SMALL
Front-drive car below 190 class under consideration. PAGE 4

ACID RAIN'S SILVER LINING
Discount on damaged Nissans thrills dealers. PAGE 6

LOW KEY IN BIRMINGHAM
Few surprises in store at England's auto show. PAGE 6

NOT YOUR DAD'S VOLVO
850GLT campaign stresses fun, not tradition. PAGE 8

NUMMI STILL LABOR MODEL

▲ GM, Toyota each gain from joint venture. PAGES 38, 39

MIXED SEPTEMBER SALES
Europe car sales rise 7.2%; Japan's dip 4.4% PAGE 47

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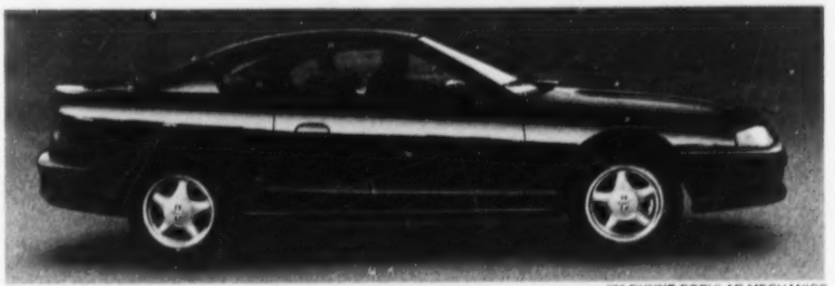
correction

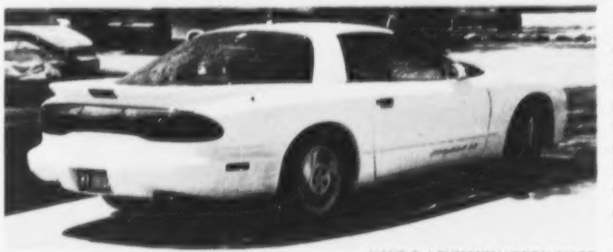
A Sept. 21 story on Page 14 misspelled Wingham, Ontario.



JIM DUNNE POPULAR MECHANICS

Clean look at new Mustang

This shot has been retouched to remove the camouflage on this 1994½ Ford Mustang prototype. The base rear-drive coupe reportedly will have a 3.5-liter V-6. Options may include a 5.0-liter V-8 and a limited-run, 320-hp high-performance version of Ford's modular V-8.



HANS G. LEHMANN HIDDEN IMAGE

Firebird's tail feathers

Here's a look at the rear styling on an undisguised prototype of the forthcoming Pontiac Firebird. The official debut is expected at the Detroit auto show in January.

latenews

CONTINUED

from PAGE 1

dealer the obligor.

The IRS expanded its net to include dealers selling extended service contracts through independent administrators. The Ford settlement does not include those contracts.

Ford apparently paid the IRS an undisclosed lump sum to settle back taxes and interest on behalf of dealers, according to sources close to situation.

The automaker told dealers it will assist them in obtaining a refund of tax and interest paid to the IRS.

— *Charles M. Thomas*

VWoA ups parts reimbursement

AUBURN HILLS, Mich. — Volkswagen of America Inc. said last week it will increase the rate at which it reimburses Volkswagen and Audi dealers for warranty parts.

Effective Jan. 2, 1993, reimbursement for parts used in warranty repairs on 1993 model year vehicles will be dealer cost plus 35 percent. Reimbursement for parts used in warranty repairs on 1994 and subsequent model year vehicles will be dealer cost plus 40 percent.

VWoA will continue to reimburse dealers at the current rate of cost plus 30 percent for warranty repairs on model year vehicles prior to 1993 and warranty repairs performed prior to Jan. 2.

— *Arlena Sawyers*

CAMI resumes labor talks

Negotiators at CAMI Automotive Inc. returned to the bargaining table last week to resolve a month-long strike.

The talks resumed just days after both sides indicated that their positions were too far apart to continue negotiating.

Spokeswomen for CAMI and the Canadian Auto Workers said there had been no change in either stance as the talks resumed. Negotiations broke down over compensation and grievance issues on Sept. 14.

CAMI is a joint venture between General Motors of Canada and Suzuki Motor Co. Ltd. in Ingersoll, Ontario.

Just before talks resumed, the CAW voted to approve a "dues assessment" that would have asked union members at GM's other Canadian plants for financial support for the 2,000 CAMI workers.

— *Lindsay Chappell*

Volvo trims 1993 build

GOTHENBURG, Sweden — Volvo Car said last week it will trim its planned 1993 model production by 12,000 units to 223,000, and will decide by November whether to close two of its three Swedish plants.

The two plants, at Kalmar and Uddevalla, each employ about 800 and have combined single-shift production of 45,000 units. Production would be shifted to the Torslanda plant in Sweden.

Volvo, with current capacity of 350,000 units, produced 204,000 1992 models.

More cars for Vietnam

TAIPEI, Taiwan — San Yang Industrial Corp. has become the latest overseas company to strike a deal to build cars in Vietnam.

San Yang, Taiwan's largest motorcycle manufacturer and a licensee of Honda technology, said it will invest $55 million in a plant. The first phase of the project will be just the assembly of motorcycles, but San Yang plans to add car production later.

Emissions rule pact signed

DETROIT — Officials from four domestic vehicle makers, the EPA and the California state government last week signed a landmark agreement to jointly develop technology to monitor and enforce future emissions standards.

The accord also will try to improve and standardize state and federal emissions tests. According to Rick Middleton, a Chrysler Corp. engineer involved in the consortium, new-car emissions will be so low in the second half of the decade that engineers do not now have equipment accurate enough to measure them.

The project, signed in Santa Clara, Calif., is expected to run for about three years.

The Big 3 and Navistar International are participating.

— *Jack Keebler*

Corvette gets run-flat tires

Chevrolet said last week it will install Goodyear run-flat tires on a few 1994 Corvettes and make them standard equipment on 1995 Corvettes.

Goodyear says a Corvette can travel up to 200 miles at 55 mph with zero inflation pressure in the tires. Carmakers like the idea because it gives drivers a measure of safety without requiring a jack and a spare.

The secret to the Goodyear Eagle EMT (extended mobility tire) is an extra beefy sidewall. Goodyear says there is no loss of fuel economy.

— *Jack Keebler*

Mercedes OKs Ssangyong deal

SEOUL — Mercedes-Benz will provide South Korea's Ssangyong Motor Co. with technology and know-how to build the Mercedes-Benz 3.0-liter M104 series and 4.0-liter M111 gasoline engines.

This broadens the scope of the technological cooperation started between the two in February 1991. The original agreement licensed Ssangyong to manufacture Mercedes-Benz's MB100 light-commercial vehicle, diesel engines and transaxles.

The gasoline engines will be fitted on Ssangyong's current and future sport-utilities.

— *Oles Gadacz*

briefly

Dealers lust for Saturn

Saturn has climbed to the top of another list. The sales-per-dealer leader is now the most desirable franchise in America, knocking off **Lexus** after a two-year reign. The dealer attitude survey by the National Automobile Dealers Association ranked Lexus No. 2 and **Infiniti** No. 3. "In fairness to Saturn, they've done a lot of things right," said Robert Franciono, NADA industry relations director.

SATURN-SAN — General Motor's Saturn Corp. is pushing capacity at its Tennessee plant already, yet it wants to sell Saturns in Japan. **Isuzu Motors Ltd.**, GM's junior partner in Japan, has a half-empty plant in Fujisawa. A GM official in Tokyo has put the thoughts together, and says there is a long-shot possibility of Saturn assembly at the Isuzu plant.

KEEP 'EM HAPPY — Last year, the National Automobile Dealers Association learned that having a star speaker — Stormin' Norman Schwarzkopf — raised attendance at the final convention session, from 800 to 5,000. So for the New Orleans convention's closing session Feb. 9, organizers invited the United Kingdom's ex-prime minister, now Lady, Margaret Thatcher. (She joined the House of Lords in June.) Our sources say she'll be paid more than the $50,000 the general is supposed to have received as a stipend.

ANOTHER ANALYSIS — Take that family sedan segment, equip 1993 models similarly, and what do you get? Runzheimer International, the Wisconsin consultancy that tracks such things for fleet buyers, says total annual fixed and operating costs (based on 20,000 annual miles) are:

Honda Accord DX	$6,678
Toyota Camry DLX	7,250
Chevrolet Lumina	7,824
Ford Taurus GL	8,040

Note: The Chevy and Ford have V-6s, the Honda and Toyota have inline fours.

HAIL, NISSAN — To sell 23,000 discounted vehicles damaged by acid rain, **Nissan Motor Corp. in U.S.A.** decided to take dealer orders by phone. You could hear the sighs of relief. Last May, after hail damaged 4,700 units at its Dallas distribution yard, Nissan organized a foot race. At the sound of the starting gun, dealers or their appointed employees ran through the fleet, claiming cars by ripping price stickers off windows. "I thought it was insane," said Neil Huffman, a Louisville, Ky., dealer. "I really wish we'd gotten more Maximas in Dallas, but my used-car manager couldn't run fast enough."

LEE LOOKS WEST — Lee Iacocca, now 68, will remain the part-time chairman of **Chrysler Corp.'s** executive committee after he retires Dec. 31, but he'll consider only big pictures. "If somebody wants to do a big alliance, or a partial merger, something like that, we'll talk about it," said Iacocca. But he wants to goof off, too. "I can't remember anything happening in my life that isn't related to a model year. I've got two houses out West that I never visit, and I want to live in them a little while, in Aspen and Palm Springs. I want to play some golf, stuff like that."

Iacocca: time to goof off

service & parts

Dealers finding profit in clearcoat paint fixes

Small investment brings big results

DALE JEWETT
Service Editor

More dealers are turning to detailing as a quick and easy fix for sagging profits and improving customer satisfaction.

In a recent *Automotive News* survey of dealer service managers, almost two-thirds said their dealerships offer detailing service, and 93 percent of them rated it as "very" or "somewhat" profitable.

Arnold Palmer Cadillac in Charlotte, N.C., for example, runs six to eight cars a day through its detailing center at $100 per. Sales Manager Troy Winkelmann figures a 50 percent profit on each car while maintaining a three-person staff devoted to detailing.

Until recently, the service has been available primarily at luxury car and large multi-franchise dealerships. But as backshops are being counted on to generate more profits, more small and medium-sized dealerships are considering the service.

"Customer satisfaction is the name of the game — the only game in town these days," says Peter Laitmon, a consultant for Meguiar's Inc., which makes finish repair and polishing products for the industry and consumers.

"When a dealership can take a customer's car, point out a flaw and say, 'We can fix that without repainting the car,' that customer is going to be happy and will want to come back," Laitmon says. "There are opportunities driving in the service door every day."

The use of clearcoat paint systems has grown rapidly as car buyers are attracted by the "wet look" finish the two-part process provides.

A clearcoat paint finish is susceptible to many types of damage, including:

- Etching from environmental fallout such as acid rain, which leaves marks that look like water spots.

Recently, Nissan Motor Corp. in U.S.A. said the clearcoat paint finishes on about 17,000 new cars was damaged by acid rain. Chevrolet, Toyota, Honda, Chrysler and Ford have all reported similar problems.

- "Dust mites," small imperfections in the finish caused by particles of contamination that are trapped beneath or in the clear paint coat.
- Scratches and swirl marks from belts brushing against the vehicle; brushes from automatic car washes; and marks left behind from improper washing and polishing.

The clearcoat can magnify these marks when viewed at an angle in bright light, particularly on cars with dark base coat colors.

"In the old days, you'd have to sand and repaint car," says Winkelmann. "With clearcoat you can get away with a lot more.

"I know that GM hired a paint guy away from BMW and he's a real fanatic about imperfections. The cars we're getting from the factory now are a lot better," Winkelmann says.

Several companies, most notably Meguiar's and DuPont, are offering polishing systems that remove minor imperfections from the clearcoat without repainting.

"If you can save the factory paint, it cuts down on a major warranty cost and improves looks and value of the vehicle," Laitmon says. "But the service writer is the key guy. He's on the firing line with customers."

Training is important to prevent the paint job from being damaged by removing too much of the clearcoat.

"You've got to know how to work clearcoat paints — what to look for, how to fix it and what to point out to the customer," Laitmon says. "I figure 93.5 percent of dealers are not detailing. I say they should feel guilty."

Laitmon says a dealership can get started detailing with a $100 investment and a buffer. Service groups at most automakers, and Meguiar's, offer training courses.

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President,
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in brief

SERVICE

134a compressors get special service

DETROIT — General Motors has set up a special service program for 1993 model vehicles equipped with the new R-134a air-conditioning compressor.

Under the program, if a compressor requires service it will be replaced with a new unit rather than disassembled at the dealership.

Repairs not involving the compressor are to be performed as directed by the service manual.

All repairs to the air conditioning system must be verified by the dealership with the Harrison Technical Assistance Group.

The compressors are being installed on the 1993 Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette minivans and will be used on the redesigned Pontiac Firebird and Chevrolet Camaro.

The campaign is similar to others instituted by the automaker to gain quick feedback on new product technologies.

ICI debuts new waterborne paint

WESTLAKE, Ohio — ICI Paints has launched what it claims is the first waterborne auto refinish metallic paint system under the brand name Aquabase.

The company said the system can cut the amount of organic solvent used in basecoat/clearcoat repairs by 50 percent.

The key components of the painting system are a new generation of waterborne primer and specially developed waterborne pre-wipe and gun wash, the company said.

Service business rises again

DETROIT — Repair business at new-car dealerships remained above year-ago levels in August for the third consecutive month.

Parts and labor revenue for the month was 101.7 percent of the August 1991 level, according to the Automotive News Service Index. For the first eight months of this year, service business is running 103.7 percent ahead of the same period last year.

The largest gains for the month were noted in shop parts sales, up 3.9 percent, and total labor sales, which rose 3.5 percent. Gross profit on all labor and parts and accessory sales increased 2.4 percent, and repair orders rose 1.2 percent.

The greatest gain for the year has occurred in shop parts sales, up 6.6 percent from 1991. Gross profit on all labor and parts and accessory sales is up 2.7 percent, while total labor sales have increased 1.5 percent for the period.

Repair orders written and sales of all parts and accessories are up slightly.

Among dealers reporting an increase, the depressed economy is a common factor: several dealers noted that customers are having older vehicles serviced instead of buying new cars. Other dealers attributed gains to more aggressive advertising campaigns and better management of shop personnel.

Figures used in the Service Index are compiled from a cross-section of new-car dealerships.

SERVICE INDEX
101.7*

	Aug. '92 vs. Aug. '91	Jan.-Aug. '92 vs. Jan.-Aug. '91
Gross Profit on All Labor and P&A Sales	+ 2.4%	+ 2.7%
Repair Orders Written	+ 1.2%	+ 0.1%
Total Labor Sales (Customer & Warranty)	+ 3.5%	+ 1.5%
Shop Parts Sales (Customer & Warranty)	+ 3.9%	+ 6.6%
Sales of All P&A	+ 0.1%	+ 0.1%

* Survey by Automotive News shows that dealers' service and parts business in August 1992 was 101.7 percent of business in August 1991. Service business in 1992 was 103.7 percent of business in the corresponding period in 1991.

Six indicted in part-stripping case

PITTSBURGH — Two auto dealers, three of their employees and a used-car manager have been indicted by a federal grand jury for their alleged roles in a car-parts ring.

The six men were charged with mail fraud and conspiracy.

Daniel Nicoletti, 45, allegedly headed a ring that defrauded insurance companies in 1986-91. He is accused of accepting automobiles that their owners had reported stolen, stripping the cars and using the parts in other autos.

Nicoletti owned the defunct Nicoletti Auto Sales Center in Pitcairn, a Pittsburgh suburb. Two of his employees, Thomas Blotzer, 38, and William McLaughlin, 27, were indicted with him.

Also indicted was Steven Plutnicki, 33, who was the used-car manager for two New Kensington auto dealerships: R.J. Chevrolet and the defunct World Class Motors (Chrysler-Plymouth-Dodge-Ford).

Plutnicki allegedly provided cars from his business to Nicoletti and told his insurance company the cars had been stolen.

William DelPrincipe, 47, a car dealer in New Castle, Pa., and Poland, Ohio, also is accused of providing cars to Nicoletti and reporting them stolen. DelPrincipe and one of his employees, Joseph Petrucci, 62, allegedly provided Nicoletti with two cars in 1988 and 1990.

— The Associated Press

trucks

Makers cautious about order surge

JOSEPH BOHN
Truck Editor

Heavy-truck sales and orders continued strong in September and seem likely to lead to further production increases by January.

But some industry executives are concerned that orders may be outpacing economic growth. If so, some order cancellations may be on the horizon, they fear.

Net new Class 8 orders, totaling about 13,600 units in September, were off from August's 15,075 — but sharply ahead of 7,974 in September 1991, according to Rothschild Inc., a New York investment firm.

Frank Prezelski, an analyst with Rothschild, said the strong order pattern reflected continued heavy buying by big fleets.

Because many of the truck orders are for 1993 delivery, they have not yet resulted in a boost in manufacturers' production schedules.

But that's likely to occur by January if strong demand continues for the next couple of months, Prezelski said.

Still, there's concern that current demand may actually be too strong, given the still weak state of the economy.

And, if the economy doesn't pick up in the near term, it could result in a surge of order cancellations later this year.

Industry officials, such as John Merrifield, Ford Heavy Truck general sales and marketing manager, said smaller-volume buyers still haven't returned to the market in appreciable numbers. That has limited sales gains in the medium-duty segment.

Class 8 sales in September rose 28.2 percent from a year earlier, to 10,637 units, according to the Motor Vehicle Manufacturer's Association. Nine-month Class 8 sales of 84,926 are now 17.8 percent ahead of last year, according to MVMA.

Ford Motor and Navistar International Corp. had particularly strong gains of 44.0 percent and 43.8 percent, respectively, in their September Class 8 sales.

Ford's big turnaround in heavy trucks has given it a 57.1 percent gain over last year for the first nine months of the year.

Medium-duty segments were all up in September with the exception of Class 4. Sales of 2,027 trucks there were off 17.2 percent from last year.

Class 7 sales rose 30 percent from a year earlier to 6,728 units, the strongest gain in the medium segment.

Class 6 sales were up 29.2 percent for September, to 2,130 units, and 27.2 percent for the year to date.

Medium-duty imports have generally had a very good year with Mitsubishi Fuso turning in particularly strong gains of 27.4 percent and 16.9 percent for the month and year-to-date, respectively. AN

SEPTEMBER 1992 TRUCK SALES BY GVW

	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Class 1-3	119,909	123,140	1,049,907	911,730
Class 4	1,332	1,977	12,883	15,695
Class 6	583	394	4,706	4,066
Class 7	1,784	1,265	15,404	15,002
Class 8	1,097	762	9,910	6,308
FORD	**124,705**	**127,538**	**1,092,810**	**952,801**
Class 6	21	11	228	12
Class 7	191	81	1,096	90
Class 8	2,551	2,080	19,788	16,563
FREIGHTLINER	**2,763**	**2,172**	**21,112**	**16,665**
Class 1-3	101,929	102,134	871,307	828,209
Class 4	277	233	2,668	1,325
Class 5	10	5	65	99
Class 6	132	133	1,369	2,218
Class 7	451	385	4,130	4,655
CHEVROLET	**102,799**	**102,890**	**879,539**	**836,506**
Class 1-3	28,975	24,005	253,565	216,177
Class 4	159	73	1,335	786
Class 5	37	37	322	278
Class 6	203	187	7,000	2,628
Class 7	897	817	8,189	10,307
GMC	**30,271**	**25,119**	**270,411**	**230,176**
Class 7	49	15	181	213
Class 8	1,215	1,022	9,679	8,506
KENWORTH	**1,264**	**1,037**	**9,860**	**8,719**
Class 6	40	37	312	381
Class 7	89	49	670	509
Class 8	1,098	809	8,878	7,797
MACK	**1,227**	**895**	**9,860**	**8,687**
Class 6	8	37	323	259
Class 7	5	45	110	584
MERCEDES-BENZ	**13**	**82**	**433**	**843**
Class 4	0	7	0	24
Class 5	0	1	6	24
Class 6	840	621	5,610	6,104
Class 7	3,067	2,214	22,859	23,847
Class 8	2,150	1,495	17,280	16,602
NAVISTAR	**6,057**	**4,338**	**45,755**	**46,601**
Class 7	9	17	116	186
Class 8	1,056	805	7,931	7,049
PETERBILT	**1,065**	**822**	**8,047**	**7,235**
Class 7	69	157	614	822
Class 8	1,339	1,213	10,649	8,424
VOLVO/GM HEAVY	**1,408**	**1,370**	**11,263**	**9,246**
Class 1-3	1	15	18	181
Class 4	41	11	235	39
Class 5	23	40	344	303
Class 6	49	45	449	421
Class 7	43	49	512	466
HINO	**157**	**160**	**1,558**	**1,410**
Class 1-3	102	78	734	490
Class 5	72	74	610	563
Class 6	65	81	616	382
Class 7	29	41	239	279
NISSAN DIESEL	**268**	**274**	**2,199**	**1,714**
Class 1-3	338	471	3,730	4,679
Class 4	218	148	1,574	828
Class 5	70	61	707	659
Class 6	110	64	1,260	617
Class 7	12	22	150	175
ISUZU TRUCK	**748**	**766**	**7,421**	**6,958**
Class 1-3	180	164	1,451	1,290
Class 5	66	59	581	494
Class 6	79	38	483	299
Class 7	33	20	216	254
MITSUBISHI FUSO	**358**	**281**	**2,731**	**2,337**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**67**	**47**	**473**	**466**
Class 1-3	151,111	126,287	1,334,091	1,203,971
Class 6,7,8	64	24	338	355
OTHER TRUCKS	**151,175**	**126,311**	**1,334,429**	**1,204,326**
CLASS 1-3	**402,545**	**376,294**	**3,514,803**	**3,167,635**
CLASS 4	**2,027**	**2,449**	**18,695**	**18,994**
CLASS 5	**278**	**277**	**2,635**	**2,569**
CLASS 6	**2,130**	**1,648**	**22,356**	**17,483**
CLASS 7	**6,728**	**5,177**	**54,486**	**57,389**
CLASS 8	**10,637**	**8,257**	**84,926**	**72,070**
TOTAL TRUCKS	**424,345**	**394,102**	**3,697,901**	**3,336,140**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

in brief

TRUCKS

Navistar launches new powertrain

CHICAGO — Navistar International Transportation Corp. will begin offering a new optional Variable Power Drivetrain system in November.

The system will be available on all 9000 series heavy-duty cabover and conventional-cab premium tractors powered by Cummins N14 ESP Command 14.0-liter diesel engines equipped with CELECT electronics.

The system incorporates special electronic software and was jointly developed by Navistar and Cummins Engine Co. of Columbus, Ind. The software enables a truck's engine to "learn" a driver's chosen speed and then maintain it. It reduces shifting by as much as 75 percent, according to Mike Telley, Navistar vice president of heavy truck business.

Freightliner adds sleeper models

PORTLAND — Freightliner Corp. expanded its cab line to include four sizes of SleeperCab and five sleeper box configurations in its conventional trucks.

New choices include the 70-inch Raised Roof SleeperCab, 58-inch SleeperCab and 50-inch Walk-in Sleeper Box.

The SleeperCabs are available for Freightliner's FLD 120 Long Conventional or the FLD 112 Medium Conventional with a wide variety of custom features and interior trim packages.

Freightliner has added at least one new sleeper model to its line every year since 1988.

Jim Hebe, Freightliner president and chief executive officer, said changing market requirements created a need for larger and better furnished sleepers for long-haul drivers and teams and a need for different size sleepers to optimize cargo-carrying capacity.

Truck distributor profits drop

LIVONIA, Mich. — Truck equipment distributors' net profits before taxes fell to 0.9 percent in 1991 from 1.5 percent in 1990, according to the National Truck Equipment Association.

The top 25 percent of distributors' profit margins fell to 4.4 percent in 1991 from 4.8 percent in 1990, NTEA reported.

Isuzu names Vikner to top post

BREA, Calif. — Paul Vikner, Isuzu Truck of America Inc.'s former vice president of sales and marketing, was appointed vice president and general manager of the company.

Vikner's duties were expanded to include the management and operation of the company.

Vikner is the senior executive responsible for Isuzu Truck's activities as they relate to the industry, according to Hajime Senga, Isuzu Truck president.

Vikner will continue to be responsible for sales, marketing and field organizations.

He also has responsibility for the company's parts and service activities.

Vikner credits Isuzu Truck's rapid sales expansion over the past seven years to its focus on dealers and their needs.

— Joseph Bohn

Paul Vikner is now vice president and general manager of Isuzu Truck.

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Luxury imports defy the sales slump

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Although everything from the economy to the election seems to be working against them, luxury imports are holding their own in the current market.

In fact, sales results for the first nine months of this year show that six of the nine imports that have topped their year-ago totals are luxury nameplates.

Mazda, Suzuki and Daihatsu are the others that show upturns for the year.

BMW, Audi, Infiniti, Lexus, Mercedes-Benz and Rolls-Royce/Bentley all reported healthy gains through the first nine months of the year.

Year-to-date, Lexus was the big winner, with a 42.3 percent sales increase.

The September winner was rival Infiniti, whose sales were up 76 percent.

The positive results reflect two trends. Luxury car buyers are often less susceptible to the hardships brought on by recession. But even luxury buyers recognize a good deal when they see one. And this year, leases have been the "good deal" those customers were looking for.

Audi, BMW, Infiniti, Lexus and Mercedes have been pushing leases this year.

In many cases, leasing now accounts for more than half their business. AN

IMPORTED CAR SALES, SEPTEMBER & YTD

(Domestic cars not included in imported totals.)

	Sept. 1992	Sept. 1991	9 Mos., 1992	9 Mos., 1991
Integra	3,794	4,755	45,054	52,594
Legend	5,456	5,418	36,895	47,289
NSX	81	112	938	1,677
Vigor	661	1,312	11,789	7,766
ACURA	**9,992**	**11,597**	**94,676**	**109,326**
Milano	2	1	5	4
Spider	60	62	926	1,161
164	81	156	1,423	1,726
ALFA ROMEO	**143**	**219**	**2,354**	**2,891**
ASTON MARTIN*	**5**	**5**	**45**	**45**
S4	35	0	262	0
80	39	143	992	1,422
90	197	37	782	825
V8 Quattro	18	46	231	370
Coupe Quattro	1	21	58	233
100/200	1,088	843	6,953	5,465
100/200 Quattro	197	104	1,386	725
AUDI	**1,575**	**1,194**	**10,664**	**9,040**
3 series	3,521	2,487	28,981	19,602
5 series	1,794	1,315	14,756	13,087
635 CSi	0	1	4	7
7 series	472	730	4,445	4,113
850i	77	65	721	1,260
M3	1	11	70	307
M5	18	34	226	298
BMW	**5,883**	**4,643**	**49,203**	**38,674**
Geo Storm	9,294	6,410	54,418	65,080
Geo Metro (imported)	500	1,003	11,059	10,319
Geo Metro (domestic)	*6,225*	*8,297*	*70,082*	*53,942*
CHEVROLET/GEO	**9,794**	**7,413**	**65,477**	**75,399**
Colt	2,075	2,981	16,327	22,401
Stealth	1,345	1,413	13,249	14,210
Summit (imported)	1,043	1,030	9,947	6,864
Summit (domestic)	*712*	*1,035*	*5,379*	*6,327*
Vista	464	1,030	6,551	6,547
TC	0	214	0	1,077
CHRYSLER CORP.	**4,927**	**6,724**	**46,074**	**52,176**
DAIHATSU	**69**	**497**	**4,961**	**4,859**
FERRARI*	**80**	**80**	**720**	**720**
FORD Festiva	**2,516**	**3,146**	**26,249**	**28,234**
Civic/CRX (imported)	6,705	5,469	52,107	53,752
Civic (domestic)	*12,400*	*17,800*	*110,403*	*123,616*
Accord (imported)	3,086	5,665	43,214	57,521
Accord (domestic)	*32,947*	*26,829*	*255,433*	*252,542*
Prelude	3,217	2,336	28,733	19,855
HONDA	**13,008**	**13,470**	**124,054**	**131,128**
Excel	3,585	8,099	31,025	53,727
Sonata	1,721	1,895	14,007	17,582
Scoupe	1,397	2,020	14,086	22,557
Elantra	2,529	0	25,108	0
HYUNDAI+	**9,232**	**12,014**	**84,226**	**93,866**
M30	266	802	3,633	5,338
Q45	1,623	731	9,071	12,031
G20	1,234	1,224	11,036	11,220
J30	1,729	0	9,914	0
INFINITI	**4,852**	**2,757**	**33,654**	**28,589**
I-Mark	1	6	5	89
Impulse	147	209	2,988	2,672
Stylus	285	781	4,191	7,543
ISUZU	**433**	**996**	**7,184**	**10,304**
XJ6	362	548	4,605	5,085
XJS	197	183	1,774	2,058
JAGUAR	**559**	**731**	**6,379**	**7,143**
LAMBORGHINI*	**13**	**13**	**117**	**117**
ES250/300	3,308	1,586	27,923	13,139
LS400	2,556	3,437	23,310	28,494
SC400/300	1,440	1,148	16,026	5,638
LEXUS	**7,304**	**6,171**	**67,259**	**47,271**
LOTUS*	**27**	**27**	**243**	**243**
MASERATI*	**20**	**20**	**180**	**180**
323	808	1,240	11,850	14,288
Protege	5,440	5,524	58,264	41,082
626 (imported)	8	410	443	10,963
626 (domestic)	*4,262*	*3,945*	*38,462*	*45,991*
MX-6 (imported)	0	122	124	1,512
MX-6 (domestic)	*1,979*	*703*	*19,650*	*18,632*
MX-5 Miata	1,810	1,789	20,879	27,272
MX-3	2,347	0	22,140	0
929	1,420	460	15,851	10,601
RX-7	474	605	4,836	6,027
MAZDA	**12,307**	**10,170**	**134,389**	**111,745**
190 class	1,034	1,265	11,731	10,664
300 class	1,572	1,877	17,458	13,588
S class	1,415	1,518	14,331	12,968
SL Coupe/Roadster	361	586	3,712	5,884
Tourist	56	112	413	507
MERCEDES-BENZ	**4,438**	**5,358**	**47,645**	**43,611**
Tracer	3,786	4,425	32,546	34,461
Capri	762	1,251	10,851	15,117
MERCURY	**4,548**	**5,676**	**43,397**	**49,758**
Diamante	786	1,542	17,551	10,093
Mirage (imported)	1,403	641	6,152	16,334
Mirage (domestic)	*714*	*1,057*	*9,075*	*15,363*
Galant	892	2,990	17,311	27,798
Sigma	0	3	3	145
Precis	1,147	351	2,211	2,140
3000GT	968	759	8,594	9,058
Expo LRV	281	381	3,990	535
Expo	1,180	534	7,418	789
Wagon	1	10	6	197
MITSUBISHI	**6,658**	**7,211**	**63,236**	**67,089**
Sentra (imported)	2,435	3,653	33,762	22,952
Sentra (domestic)	*9,500*	*8,381*	*93,237*	*88,874*
Pulsar	0	1	0	33
NX	1,417	958	6,997	5,819
Stanza	4,207	9,596	47,499	59,301
Maxima	8,757	9,644	63,488	77,663
240SX/200SX	2,196	2,828	21,877	25,581
300ZX	965	1,729	8,032	11,615
Hawaii	250	230	508	1,507
NISSAN	**20,227**	**28,639**	**182,163**	**204,471**
PEUGEOT	**0**	**444**	**335**	**3,402**
PONTIAC LeMans	**725**	**2,895**	**11,845**	**28,662**
968/Cabriolet	87	62	1,005	747
911 Carrera 2	187	150	1,490	1,579
911 Turbo	19	29	301	354
911 Carrera 4	18	84	359	597
928S4/GT	15	18	149	216
PORSCHE	**326**	**343**	**3,304**	**3,493**
ROLLS/BENTLEY	**25**	**21**	**268**	**251**
900	568	390	3,524	3,716
900S	554	767	5,927	5,444
900 Turbo	344	449	3,137	3,951
9000S	191	197	3,779	3,365
9000CD	130	250	2,412	2,451
9000CS	152	0	152	0
9000 Turbo	39	164	1,237	1,714
Tourist	3	9	96	84
SAAB	**1,981**	**2,226**	**20,264**	**20,725**
STERLING	**0**	**283**	**0**	**2,696**
Legacy (imported)	750	1,156	7,676	13,707
Legacy (domestic)	*4,030*	*6,010*	*40,184*	*40,207*
Loyale	2,537	2,357	27,276	23,210
XT/XT6	0	46	0	1,387
Justy	136	534	2,580	5,474
SVX	302	352	2,607	616
SUBARU	**3,725**	**4,445**	**40,139**	**44,131**
Swift (imported)	645	527	4,641	3,598
Swift (domestic)	*0*	*64*	*110*	*592*
SUZUKI	**645**	**527**	**4,641**	**3,598**
Corolla (imported)	5,761	2,692	43,463	43,163
Corolla (domestic)	*6,409*	*11,002*	*109,438*	*102,261*
Paseo	3,184	2,957	29,870	14,472
Tercel	8,416	7,198	73,087	80,310
Celica	3,689	3,935	33,191	50,203
Supra	114	372	980	2,887
Camry (imported)	6,555	9,608	53,699	48,397
Camry (domestic)	*18,483*	*8,265*	*158,441*	*149,769*
Cressida	314	970	2,995	7,743
MR2	339	571	4,487	7,975
TOYOTA	**28,372**	**28,303**	**241,772**	**255,150**
Cabriolet	527	399	6,254	4,687
Corrado	266	131	2,787	3,529
Jetta	2,998	3,360	26,537	30,985
Golf/GTI	689	1,389	8,389	11,453
Passat	1,189	1,383	9,099	12,778
Fox	731	796	7,478	10,295
VOLKSWAGEN	**6,400**	**7,458**	**60,544**	**73,727**
240 series	813	1,271	18,759	19,009
700 series	563	1,401	11,871	24,175
940 series	1,527	757	20,937	11,234
Tourist	23	26	440	394
VOLVO+	**2,926**	**3,455**	**52,007**	**54,812**
YUGO	**0**	**332**	**1,412**	**2,158**
IMPORT TOTAL	**163,735**	**179,503**	**1,531,080**	**1,608,602**

*Estimate
+Includes units produced in Canada

Compiled by Karen Detkowski

NISSAN
Introducing the Nissan Quest. The minivan that doesn't feel like a bus.

A print ad for the Nissan Quest touts the minivan's car-like ride, handling and comfort.

Making A Good First Impression

Carefully researched, crafted campaigns are vital to the launch of new vehicles

By: Raymond Serafin

There's a television commercial currently running for a dandruff shampoo that says you never get a second chance to make a good first impression. It's advice that automakers have taken to heart as they rev up marketing efforts to make sure new products make a good first impression with consumers.

"A lot of time and money is spent on getting the products right," says Ren Rooney, corporate marketing manager for Toyota Motor Sales, which hopes its introduction of an all-new Corolla this fall will be as successful as its launch of the redesigned Camry was a year ago.

"Toyota is very dedicated to launching new products creatively and aggressively."

For the Corolla, Toyota and its agency, Saatchi & Saatchi DFS, developed the subtheme, "Discover Corolla. Again," featured in four new TV commercials, an eight-page magazine insert, outdoor billboards and a separate Hispanic campaign using Spanish-language TV, print, radio and outdoor advertising.

As the Corolla example illustrates, auto marketers depend on several factors coming together to create a successful launch.

At the heart of the effort is strong ad creative backed by a sufficient ad budget targeted to reach the right audience. But a lot of research goes into a campaign before creative concepts are developed, says Bill Ludwig, creative director of Chevrolet agency Lintas:Campbell-Ewald, which developed the launch campaign for the Geo Prizm this fall and is working on the early 1993 introduction of the redesigned Chevrolet Camaro.

AUTOMOTIVE AD SPENDING
Figures in millions

	1991	1990	1989	1988	1987
Magazine	$ 940.3	$ 901.2	$ 882.5	$ 800.1	$ 677.7
Magazines, Sunday	38.3	25.5	29.1	19.1	15.7
Newspaper	746.2	809.2	882.1	819.3	810.0
Outdoor	51.9	53.0	59.7	59.9	57.9
Radio, network	72.2	106.7	85.2	72.0	57.9
Radio, spot	131.7	120.5	117.0	196.5	156.3
TV, cable	117.7	114.1	85.9	57.2	45.3
TV, network	1559.5	1790.0	1520.0	1331.0	1044.1
TV, spot	1480.6	1664.8	1656.4	1538.5	1424.7
TV, syndicated	120.7	115.7	64.9	30.5	28.2
TOTAL	**$5,259.1**	**$5,700.7**	**$5,382.8**	**$4,924.1**	**$4,317.8**

Note: Dollars are in millions.
Source: LNA/Arbitron

The agency uses the research to distill the views of consumers on the product, the brand and its competitors, and also meets with designers and engineers to get a good understanding of the product itself, says Ludwig. Then it develops the concepts it wants to communicate, and finally, the creative way to do it.

As in the case of the Geo Prizm, production of a launch commercial often involves some eye-catching special effects.

A Prizm launch commercial uses a giant Rubik's Cube made up of video monitors in order to introduce the redesigned Geo Prizm. Parts of the cube are rotated until the Prizm comes together, and the car then drives out of the cube and onto the set. Boss Films, which created special effects for films such as "Batman" and "Die Hard," created the visuals by mixing computer generated images with real photography.

Ludwig says the Rubik's Cube was used to convey the idea that the car is well put together, and because it appeals to Prizm's target audience of highly educated buyers.

"Any technique should be used to enhance

▶ Page 6i

GMC Truck has one of its Jimmy sport-utilities do a bungee jump off a bridge to demonstrate its strength.

◀ Page 4i

the idea, not as a substitute for an idea," Ludwig says.

One of the most concerted launch efforts this fall is coming from Chrysler Corp., which is introducing its line of new sedans, the Chrysler Concorde, Dodge Intrepid and Eagle Vision. A carefully orchestrated public relations effort began more than a year ago, and Chrysler is even spending $30 million on dealer training efforts this year to ensure the LH launch goes off without a hitch at the retail level.

To make clear the distinct target audience for each of the new models, Chrysler's marketing staff went as far as staging its own game show, hiring actors to portray the typical buyer for each of the brands.

Media buying is being segmented to reach those different buyers, with Dodge making heavy use of network TV, Chrysler emphasizing cable TV, and Eagle relying largely on magazines.

Chrysler is backing the launch with an estimated $80 million in media buys, including a major presence on Nov. 3 election night broadcasts to introduce the individual models.

"This town has fallen in the trap of not effectively seeding the names of its new products," says John Damoose, vice president of marketing at Chrysler. He says the LH introduction is particularly important because Chrysler is trying to reach out to buyers who are leaning toward imports.

"If you have a poor launch, you're always playing catch-up," he says.

Ford's Lincoln-Mercury division and Nissan are giving substantial backing to their respective versions of a jointly developed minivan, with both emphasizing the car-like attributes of the product.

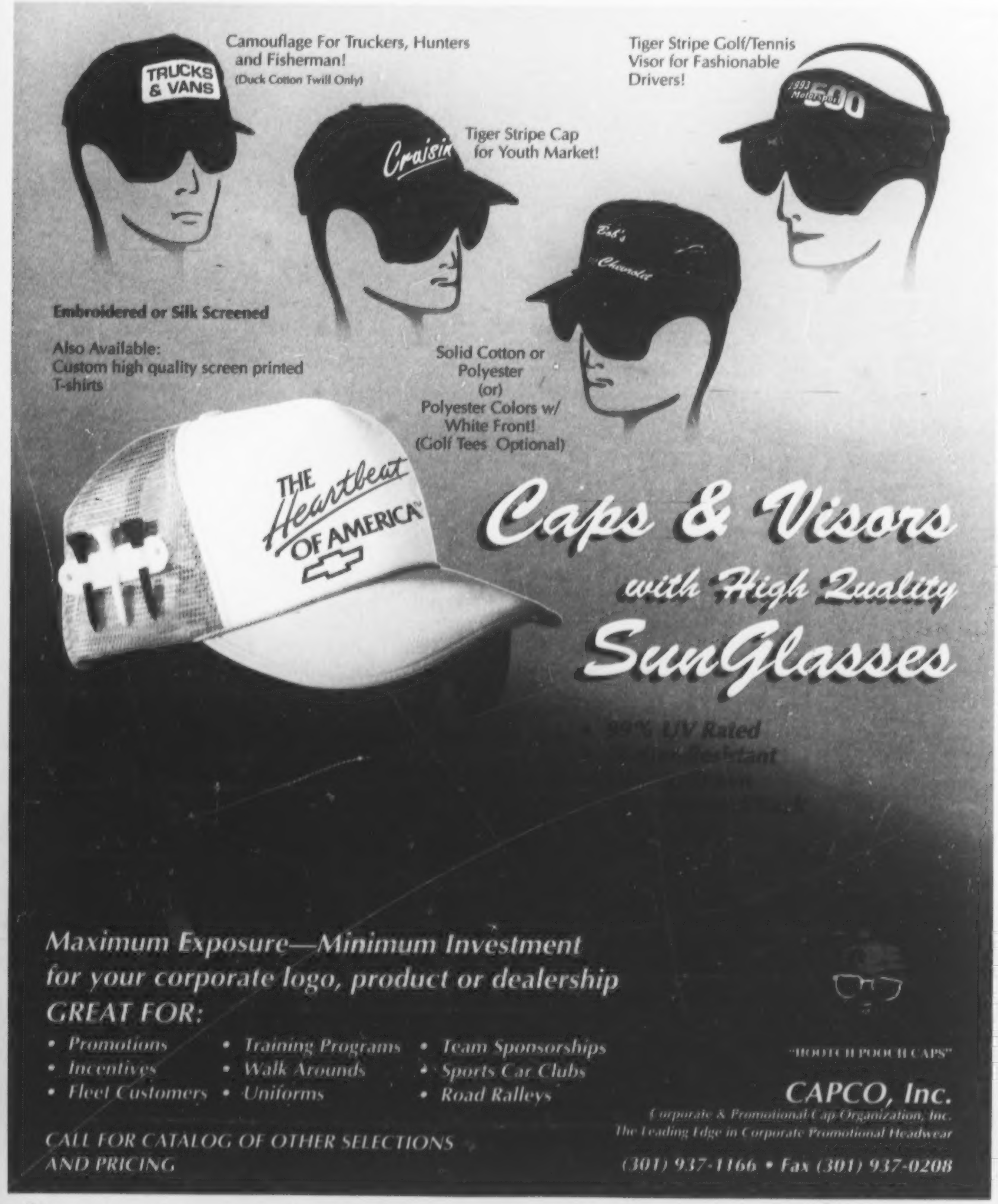
The Mercury Villager ad launch will be the biggest ever for the division, which is spending more than $20 million over a two-month span, said Steve Lyons, Lincoln-Mercury's general marketing manager. The launch began on Sept. 24 when Lincoln-Mercury booked a "roadblock" on the four major networks, reaching 51 million viewers.

"We haven't been in the minivan business before, so we have to create awareness," says Lyons, who is working on plans now for another major launch, the Dec. 26 introduction of the Lincoln Mark VIII.

Nissan revised its entire ad strategy to coincide with this fall's launch of its Quest minivan and Altima sedan, dropping the 5-year-old "Built for the human race" slogan and replacing it with, "It's time to expect more from a car."

The Altima's Oct. 4 introduction included a barrage of commercials on network TV, independent stations and cable networks delivering 500 million impressions, believed to be the largest ever single-day TV buy. □

Raymond Serfain is staff writer for Advertising Age, *a sister publication of Automotive News Insight.*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Car exports up, but trade deficit rises again

LINDSAY CHAPPELL
Staff Reporter

Gains in exports of American-made vehicles are being outpaced by a stronger U.S. thirst for imports.

The latest automotive trade data from the U.S. International Trade Commission shows respectable gains in automotive exports in the second quarter and in the year ended June 30.

U.S. manufacturers exported more than $12.6 billion in vehicles during the 12 months ended June 30. That was $2 billion more than the year-before total.

But a jump in imports from such countries as Canada, Japan, Germany, Mexico and Sweden made the automotive trade deficit worse.

For that 12-month period, foreign manufacturers shipped $54.6 billion in cars and trucks into the United States. That was almost $2.6 billion more than year-earlier shipments.

That resulted in a $42 billion trade deficit for the year — $550 million more than in the previous 12 months.

Several automakers in the United States are pushing for export gains, and Washington policy makers are championing the effort as a means of stimulating U.S. economic recovery.

Citing brisk sales of its Accord wagon, America Honda Motor Co. Inc. recently increased its 1992 export forecast to 50,000 from 40,000.

General Motors this month established a separate German company to import and distribute North American vehicles in that country. GM hopes to increase its exports to Europe more than tenfold by the end of the decade, to 250,000 year.

The new government numbers indicate that cars are leading the export expansion.

Car exports rose just over $1.9 billion in the year ended June 30, while truck exports rose about $100 million.

But the overall gains were more than offset by U.S. demand for products made outside this country.

Shipments of Canadian-made vehicles alone increased $2.8 billion during the year. Imports from Mexican assembly plants grew by $400 million. The Big 3 dominate exports from both countries.

Imports from Japan grew during the 12-month period, but not as fast as those from Canada. The Japan-to-United States figure rose $310 million.

For the year, Canadian exports to the United States were less than $1 billion below Japan's 12-month tally.

Japan exported $22.13 billion in vehicles to the United States during the year. Canada's car and truck exports totaled $21.17 billion for the period.

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	2nd Qtr. '92	2nd Qtr. '91	Annualized trade July '91-June '92	Annualized trade July '90-June '91
Japan	from U.S.	$ 159,658	$ 138,380	$ 513,854	$ 579,456
	to U.S.	4,709,053	4,604,525	22,127,722	21,818,352
Canada	from U.S.	2,226,598	2,220,839	7,469,632	6,873,483
	to U.S.	5,845,752	5,397,010	21,173,507	18,339,329
Germany	to U.S.	1,492,939	1,009,671	5,140,568	4,967,900
S. Korea	to U.S.	159,453	262,147	839,505	1,149,370
Sweden	to U.S.	386,661	286,354	1,249,855	1,209,335
Mexico	to U.S.	882,987	643,094	3,183,377	2,765,082
Yugoslavia	to U.S.	0	0	2,316	6,438
United Kingdom	to U.S.	74,495	134,768	358,583	729,818
Italy	to U.S.	15,182	42,912	106,405	235,903
France	to U.S.	108	2,636	5,947	34,743
Brazil	to U.S.	30,262	24,268	60,229	71,946
Others	from U.S.	1,507,265	1,121,690	4,634,822	3,155,989
	to U.S.	75,252	173,545	374,395	728,733
Car and truck total	from U.S.	3,893,521	3,480,897	12,618,308	10,608,928
	to U.S.	13,672,144	12,580,928	54,622,409	52,056,949
VEHICLE TRADE BALANCE		(9,778,623)	(9,100,031)	(42,004,101)	(41,448,021)
Car total	from U.S.	3,266,149	2,750,734	10,600,492	8,696,343
	to U.S.	11,481,522	10,829,549	46,168,986	45,196,899
CAR TRADE BALANCE		(8,215,373)	(8,078,815)	(35,568,494)	(36,500,556)
Truck total	from U.S.	627,372	730,163	2,017,816	1,912,585
	to U.S.	2,190,622	1,751,379	8,453,423	6,860,050
TRUCK TRADE BALANCE		(1,563,250)	(1,021,216)	(6,435,607)	(4,947,465)
TOTAL U.S.	from U.S.	110,408,200	105,742,000	435,715,100	406,208,400
Merchandise trade	to U.S.	131,174,100	119,061,000	505,514,500	489,912,100
U.S. TRADE BALANCE		(20,765,900)	(13,319,000)	(69,799,400)	(83,703,700)

dealers

BEGINNINGS

■ **Cedric Theel** has opened Cedric Theel Toyota-Hyundai in Bismarck, N.D., next to Cedric Theel Dodge-Mitsubishi.

■ **Saturn of Haverhill** has opened in Haverhill, Mass.

■ **Richard Gudoian Jr.** has signed with Rolls-Royce Motor Cars Inc. for Inskip Autocenter in Warwick, N.J.

■ **John Meissner** has added Oldsmobile at his Philadelphia dealership, which is now called Meissner Chevrolet-Geo-Oldsmobile Inc.

■ The following dealers have signed recently with Chevrolet: **Pat Bombard** of Bombard Car Co. Inc. in Skaneateles, N.Y.; **Larry Clement** of Clement Crossroads Chevrolet-Geo-Oldsmobile-Cadillac-Toyota in Fort Dodge, Iowa; **Craig Denver** of Leman Motors Inc. in Sabetha, Kan.; **Robert Gregory** of Santa Paula Chevrolet Inc. in Santa Paula, Calif.; **Phillip Grimsley** of Phil Grimsley Chevrolet-Geo-Pontiac-Oldsmobile-Buick-GMC Truck Inc. in Cairo, Ga.; **Gary Hanson** of Hanson-Kopperud Inc. in Grafton, N.C.; **James Hayden** of Coastal Chevrolet-Buick-Oldsmobile-Pontiac-Geo in Kitty Hawk, N.C.; **Greg Jacobson** of Jacobson Inc. in Baldwin, Wis.; **Kenneth Johnson** of Johnson/Lehto Chevrolet-Pontiac-Geo Inc. in Crystal Falls, Mich.; **Dennis Kelly** of Den Kelly Chevrolet-Geo-Pontiac-Oldsmobile-Buick-GMC Truck Inc. in Hamilton, Mass.; **John Kranz** of Salem Auto Center in Salem, S.D.; **Jim Lewis** and **Rod Lewis** of Garden City Auto Plaza Inc. in Garden City, Kan.; **Robert Long** of Tustin Chevrolet-Geo in Tustin, Calif.; **Roger McCreless** and **Ronnie Ware** of Glynn Smith Chevrolet-Geo Inc. in Opelika, Ala.; **Chad Michael** of Chad Michael Inc. in Fitzgerald, Ga.; **Michael Morgan** of Riverside Motors Inc. in Sevierville, Tenn.; **Walter E. Otto II** of Otto Chevrolet-Geo Inc. in Pittsfield, Mass.; **Joseph Pais** of Pace Chevrolet-Oldsmobile-Geo in Huntington Ind.; **James Pierson** of Pierson Chevrolet-Geo in Middletown, Ohio; **Gary Schultz** of Simon Motor Co. in Gothenburg, Neb.; **Charles Stapleford Jr.** and **Richard Stapleford** of Stapleford's Chevrolet-Oldsmobile Inc. in St. George's, Del.; **Peter Tierno** of Ken Wilson Chevrolet in Vestal, N.Y.; and **Jay Tracy** of Tracy Motors Inc. in Plymouth, Mass.

■ UD Trucks has selected six new dealers to carry its line of light- and medium-duty diesel trucks. The new dealers are: **Julian Lucini** and **William Lucini** of Lucini Motors Sales in West Bridgewater, Mass.; **Vinnie Ricco** of Mid-Atlantic Truck Centre in Linden, N.J.; **William Fanuzzi** of T.F. Motors in Lynbrook, N.Y.; **Kelly Harrison** of Trucks are Us Inc. in Broussard, La.; **Guy Jardine** of UD of Utah in Murray, Utah; and **Butch Varnado** and **Gary Varnado** of GM Varnado & Sons Inc. in Baton Rouge, La. Nissan Diesel America distributes UD Trucks models.

MILESTONES

■ **Doug Alley** of Alley's Saab in Kingsport, Tenn., has received a 10-year dealer award.

■ The University of Akron has awarded an honorary doctorate degree to **Eugene Graham** of Graham Ford in Columbus, Ohio. He had served on the University of Akron board of trustees from 1982 to 1991. Graham opened his dealership in 1962.

— Compiled by xx xx

Kemper Pontiac hits 50

Ben Kemper, left, and Jean Kemper, center, of Kemper Pontiac in Bridgewater, N.J., receive congratulations on the dealership's 50th anniversary from John McCormack, Pontiac New York zone manager.

New Venture, Lotus team up

TROY, Mich. — New Venture Gear Inc. and Lotus Engineering, two companies in which General Motors has an interest, are linking up to develop new transmission technology.

GM owns 36 percent of New Venture Gear. Acustar Inc., Chrysler Corp.'s components subsidiary, owns 64 percent. New Venture Gear engineers and manufactures manual transmissions.

Lotus Engineering is part of Group Lotus PLC in England, which is wholly owned by GM.

The companies will combine resources to design and develop new transmission technology, advance existing transmission technology and go after new manufacturing business with automakers. AN

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FINAL U.S. CAR AND LIGHT-TRUCK SALES, MODEL YEAR - 1992 vs. 1991

(ranked by car and light-truck total sales)

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Changes Sales (Points)	Changes (Percent)
Ford	1,158,591	1,116,275	14.1	13.3	1,362,987	1,224,487	30.4	29.1	2,521,578	2,340,762	19.9	18.6	1.3	7.7
Chevrolet/Geo†	1,039,709	1,186,788	12.7	14.2	1,112,711	1,086,756	24.8	25.8	2,152,420	2,273,546	16.9	18.1	–1.1	–5.3
Toyota	673,286	676,756	8.2	8.1	263,171	269,608	5.9	6.4	936,457	946,364	7.4	7.5	–0.1	–1.0
Dodge	286,231	348,285	3.5	4.2	521,971	476,885	11.6	11.3	808,202	825,170	6.4	6.6	–0.2	–2.1
Honda	642,263	676,783	7.8	8.1	—	—	—	—	642,263	676,783	5.1	5.4	–0.3	–5.1
Pontiac	517,964	515,089	6.3	6.1	30,247	22,879	0.7	0.5	548,211	537,968	4.3	4.3	0.0	1.9
Buick	529,679	544,277	6.4	6.5	—	—	—	—	529,679	544,277	4.2	4.3	–0.2	–2.7
Nissan	363,443	385,336	4.4	4.6	162,816	169,718	3.6	4.0	526,259	555,054	4.1	4.4	–0.3	–5.2
Oldsmobile	408,187	447,360	5.0	5.3	29,357	29,382	0.7	0.7	437,544	476,742	3.4	3.8	–0.3	–8.2
Mercury	399,492	372,113	4.9	4.4	3,699	0	0.1	0.0	403,191	372,113	3.2	3.0	0.2	8.4
Plymouth	184,744	211,707	2.2	2.5	195,186	169,123	4.3	4.0	379,930	380,830	3.0	3.0	0.0	–0.2
Mazda	237,776	222,926	2.9	2.7	96,218	123,733	2.1	2.9	333,994	346,659	2.6	2.8	–0.1	–3.7
GMC	—	—	—	—	324,360	290,621	7.2	6.9	324,360	290,621	2.6	2.3	0.2	11.6
Jeep	—	—	—	—	232,900	176,208	5.2	4.2	232,900	176,208	1.8	1.4	0.4	32.2
Cadillac	213,524	218,429	2.6	2.6	—	—	—	—	213,524	218,429	1.7	1.7	–0.1	–2.2
Mitsubishi	155,948	152,021	1.9	1.8	21,952	32,422	0.5	0.8	177,900	184,443	1.4	1.5	–0.1	–3.5
Saturn	170,495	50,819	2.1	0.6	—	—	—	—	170,495	50,819	1.3	0.4	0.9	235.5
Chrysler	144,026	125,385	1.8	1.5	14,172	3,598	0.3	0.1	158,198	128,983	1.2	1.0	0.2	22.7
Lincoln	155,398	194,238	1.9	2.3	—	—	—	—	155,398	194,238	1.2	1.5	–0.3	–20.0
Acura	129,058	138,759	1.6	1.7	—	—	—	—	129,058	138,759	1.0	1.1	–0.1	–7.0
Hyundai	107,990	127,588	1.3	1.5	—	—	—	—	107,990	127,588	0.9	1.0	–0.2	–15.4
Subaru	101,036	109,647	1.2	1.3	—	—	—	—	101,036	109,647	0.8	0.9	–0.1	–7.9
Isuzu	10,181	21,171	0.1	0.3	90,521	103,068	2.0	2.5	100,702	124,239	0.8	1.0	–0.2	–18.9
Lexus	91,194	65,391	1.1	0.8	—	—	—	—	91,194	65,391	0.7	0.5	0.2	39.5
VW	78,476	100,379	1.0	1.2	1,619	5,627	0.0	0.1	80,095	106,006	0.6	0.8	–0.2	–24.4
Volvo	64,892	71,100	0.8	0.8	—	—	—	—	64,892	71,100	0.5	0.6	–0.1	–8.7
BMW	63,871	55,736	0.8	0.7	—	—	—	—	63,871	55,736	0.5	0.4	0.1	14.6
Mercedes	62,902	66,158	0.8	0.8	—	—	—	—	62,902	66,158	0.5	0.5	0.0	–4.9
Eagle	56,935	58,385	0.7	0.7	—	—	—	—	56,935	58,385	0.4	0.5	0.0	–2.5
Infiniti	39,955	37,194	0.5	0.4	—	—	—	—	39,955	37,194	0.3	0.3	0.0	7.4
Saab	25,645	26,445	0.3	0.3	—	—	—	—	25,645	26,445	0.2	0.2	0.0	–3.0
Suzuki	6,091	5,671	0.1	0.1	17,386	15,742	0.4	0.4	23,477	21,413	0.2	0.2	0.0	9.6
Audi	13,905	13,142	0.2	0.2	—	—	—	—	13,905	13,142	0.1	0.1	0.0	5.8
Jaguar	8,612	11,780	0.1	0.1		—	—	—	8,612	11,780	0.1	0.1	0.0	–26.9
Daihatsu	6,304	6,768	0.7	0.1	2,832	2,893	0.1	0.1	9,136	9,661	0.1	0.1	0.0	5.4
Porsche	4,211	5,544	0.1	0.1	—	—	—	—	4,211	5,544	0.0	0.0	0.0	–24.0
Land Rover	—	—	—	—	3,549	3,460	0.1	0.1	3,549	3,460	0.0	0.0	0.0	2.6
Alfa Romeo	2,941	3,756	0.0	0.0	—	—	—	—	2,941	3,756	0.0	0.0	0.0	–21.7
Yugo	2,346	3,418	—	0.0	—	—	—	—	2,346	3,418	0.0	0.0	0.0	—
Peugeot	647	4,211	0.0	0.1	—	—	—	—	647	4,211	0.0	0.0	0.0	–84.6
Rolls/Bentley	294	844	0.0	0.0	—	—	—	—	294	844	0.0	0.0	0.0	–65.2
Sterling	103	3,519	—	0.0	—	—	—	—	103	3,519	0.0	0.0	0.0	—
Other*	1,584	1,584	0.0	0.0	—	—	—	—	1,584	1,584	0.0	0.0	0.0	0.0
TOTAL	**8,160,085**	**8,382,933**	**100.0**	**100.0**	**4,487,654**	**4,206,212**	**100.0**	**100.0**	**12,647,739**	**12,589,145**	**100.0**	**100.0**	**0.0**	**0.5**
TOTAL BIG 3	**5,264,975**	**5,389,150**	**64.1**	**64.3**	**3,827,590**	**3,479,941**	**85.3**	**82.7**	**9,092,565**	**8,869,091**	**71.6**	**70.5**	**1.1**	**2.5**
TOTAL JAPAN	**2,456,535**	**2,498,423**	**30.6**	**29.8**	**654,896**	**717,184**	**14.6**	**17.1**	**3,111,431**	**3,215,607**	**24.6**	**25.5**	**–0.9**	**–3.2**
TOTAL EUROPE	**330,585**	**367,772**	**4.0**	**4.4**	**5,168**	**9,087**	**0.1**	**0.2**	**335,753**	**376,859**	**2.8**	**3.0**	**–0.4**	**–10.9**
GM	2,879,558	2,962,762	35.1	35.3	1,496,675	1,429,640	33.4	34.0	4,376,233	4,392,402	34.5	34.9	–0.4	–0.4
Ford	1,713,481	1,682,626	20.9	20.1	1,366,686	1,224,487	30.5	29.1	3,080,167	2,907,113	24.2	23.1	1.2	6.0
Chrysler	671,936	743,762	8.2	8.9	964,229	825,814	21.5	19.6	1,536,165	1,569,576	12.9	12.5	0.4	4.2
Toyota/Lexus	764,480	742,147	9.3	8.9	263,171	269,608	5.9	6.4	1,027,651	1,011,755	8.1	8.0	0.1	1.6
Honda/Acura	771,321	815,542	9.4	9.7	—	—	—	—	771,321	815,542	6.1	6.5	–0.4	–5.4
Nissan/Infiniti	403,388	422,530	4.9	5.0	162,816	169,718	3.6	4.0	566,204	592,248	4.5	4.7	–0.2	–4.4
VW/Audi	92,381	113,521	1.1	1.4	1,619	5,627	0.0	0.1	94,000	119,148	0.7	0.9	–0.2	–21.1
†Geo	*256,377*	*276,516*	*3.1*	*3.3*	*32,625*	*33,143*	*0.7*	*0.8*	*289,002*	*309,659*	*2.3*	*2.5*	*–0.2*	*–6.7*
*Made by Japan***	*2,939,249*	*2,981,046*	*35.8*	*35.6*	*692,972*	*756,224*	*15.4*	*18.0*	*3,632,221*	*3,737,270*	*28.6*	*29.7*	*–1.1*	*–2.8*

*Includes 1992 estimated sales of 960-Ferrari, 324-Lotus, 240-Maserati, 156-Lamborghini, and 60-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies, excludes vehicles sold by Japanese but made in Big 3 plants

Final '92 model sales

Printed above is the final 1992 model-year sales table.

The preliminary table was printed in the Oct. 12 issue of *Automotive News*. Revisions were made for Infiniti, Subaru and Daihatsu. AN

M-B, Mitsubishi talks quietly fade away

MARY ANN MASKERY
Staff Reporter

TOKYO — The fourth meeting of the Daimler Benz and Mitsubishi groups underscored just how little the two sides have to say to each other, particularly about autos, despite high expectations when the talks started two years ago.

"Basically it's over," says analyst Steve Usher of Kleinwort Benson International, "There's not much left."

After the one-day Kobe meeting the parties issued a vague statement about an agreement to discuss possible future cooperation in environmental protection. Japanese press reports called it a face-saving device, added by Mitsubishi to show some apparent progress.

A fifth meeting is slated about one year from now, in Berlin.

Of the many projects raised and then shelved, the one remaining possibility for a deal — a Mercedes purchase of a Mitsubishi diesel engine — was still not ready for resolution when the two sides met.

The executives on both sides simply "confirmed that working level groups would continue the discussion," says Mitsubishi Managing Director Taizo Yokoyama.

Mercedes-Benz executives left Japan and immediately went to Seoul and signed an agreement with Ssangyong Motor Co. to supply engine technology to the South Korean company.

> "What Mitsubishi wants and needs, Benz is apparently not willing to provide."
>
> **STEVE USHER**
> ANALYST

The Mitsubishi engine under discussion is a diesel engine that would be supplied to a "Transporter" van-type commercial vehicle to be remodeled in 1995. The Mitsubishi side wanted to announce a final agreement, according to Japanese press reports, but were put off by Mercedes.

There may still be some potential between the two giant conglomerates, perhaps an agreement in aerospace, according to Usher. But in the automotive area, "they are mutually incompatible," Usher says.

"Mitsubishi needs a foothold in Europe. But why in the world would Benz give them that? What Mitsubishi wants and needs, Benz is apparently not willing to provide."

But the Mitsubishi agreement to sell Mercedes-Benz cars is still a peripheral effort in the Mercedes distribution network.

Of 230 Mercedes-Benz dealers in Japan, 184 are Yanase & Co. shops, 35 are independent Mercedes dealers and 11 are Mitsubishi. Mitsubishi expects to double that figure by next March. AN

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF:

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6. Full names and complete mailing address of Publisher, Editor, and Managing Editor:

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Editor: Peter Brown, 1400 Woodbridge, Detroit, MI 48207

Managing Editor: Edward Lapham, 1400 Woodbridge, Detroit, MI 48207

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11. I certify that the statements made by me above are correct and complete: Keith E. Crain

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Sept. Total	Aug. Total
Saturn	75	—	75	63
Toyota	45	19	64	69
Honda	59	—	59	61
Ford	24	27	51	50
Lexus	47	—	47	55
Nissan	31	16	47	49
Infiniti	41	—	41	38
Chevrolet	16	22	38	39
Acura	34	—	34	38
Mazda	20	8	29	34
Dodge	10	15	25	21
Mitsubishi	21	3	24	20
Hyundai	18	—	18	21
Isuzu	1	16	17	17
BMW	17	—	17	16
Buick	16	—	16	13
Jeep	—	16	16	14
Pontiac	13	1	14	13
Mercury	13	1	14	14
GMC	—	12	12	13
Plymouth	6	5	11	10
Mercedes	11	—	11	9
Cadillac	11	—	11	9
Oldsmobile	10	1	11	9
Subaru	11	—	11	10
VW	9	1	10	10
Lincoln	9	—	9	7
Suzuki	2	6	8	7
Volvo	8	—	8	10
Saab	7	—	7	8
Audi	5	—	5	5
Chrysler	4	0	5	4
Jaguar	4	—	4	4
Range Rover	—	3	3	3
Eagle	3	—	3	4
Porsche	2	—	2	2
Daihatsu	1	0	1	5
Alfa Romeo	1	—	1	2

Saturn 1st in Sept. dealership sales count

KAREN DETKOWSKI
Statistician

With cars alone, Saturn Corp. last month returned to claim its No. 1 position from Toyota Motor Corp. in the *Automotive News* sales-per-dealer calculations.

Saturn took the top spot for the first time in September 1991 with a calculated 67 sales for each of its 114 outlets.

A year later, the company holds its lead with an estimated 203 outlets and an average of 75 sales per outlet, up from 63 in August when supplies were disrupted.

Saturn plans to have 225 outlets by Dec. 31.

Toyota, with cars and trucks combined, slipped to 64 sales per dealer from 69 in August.

Honda Motor Co. dealers also have been selling high averages since March. The company occupied third place in the September survey with 59 passenger-car sales per dealer, down from 61 in August.

Ford car/truck sales won back fourth position, which Lexus had laid claim to in August, with an overall average of 51 sales per car/truck outlet.

When considering trucks only, Ford remains the unchallenged leader.

In September, 17 makes showed increases on a per dealer basis, 14 dropped and 7 remained in line with August.

September had 25 selling days

Rolls sees some encouraging signs

KRISTINE STIVEN BREESE
Staff Reporter

BEVERLY HILLS, Calif. — In the rarefied lobby of the Four Seasons hotel here, it is easy to believe Rolls-Royce Motor Cars Inc. has a great future.

A stream of luxury cars pulls up to the valet outside as the rich and famous stroll around the grounds. These people can afford what Rolls-Royce has to offer, cars that cost between $138,000 and $310,000.

But beyond the gates, a weak economy and the anti-ostentatiousness of the 1990s foretell a different future for Rolls-Royce. But President Howard Mosher says that in spite of the troubles, he sees some encouraging signs.

In an interview here last week, where Rolls introduced its 1993 line, Mosher noted:

Mosher: Nine-month sales up 7 percent

■ Rolls-Royce sold 268 cars through September, nearly a 7.0 percent increase over the same span in an abysmal 1991. Although that was done with the help of a new model, the Bentley Continental R, Mosher says it's a sign that the worst is over.

■ The cost of a Rolls-Royce or Bentley may be high, but it's "no longer seen as stratospheric."

Due in large part to Mercedes-Benz, which last year climbed the price ladder with its top-of-the-line 600SEL ($129,000). The new "entry-level" Bentley Brooklands sedan, which the company describes as having "practical appeal as an everyday car," starts at $138,500.

Mosher says it will aim this car at current and prospective Mercedes-Benz buyers and tell them that for about $10,000 more "they can have a Rolls-Royce."

"The Mercedes price hike helps us in a way because it increases our consideration pool," he said.

■ He has cut the number of dealers from almost 70 in the late 1980s to 47 today. He says the numbers are just about right for current and projected sales.

■ Mosher says that Rolls-Royce is responding to the 1990s trend against conspicuous consumption by focusing less on status. "Instead, we're putting more attention on selling the buyer on what he's getting from the car. It's more of a story about the personal value he'll get from owning it." AN

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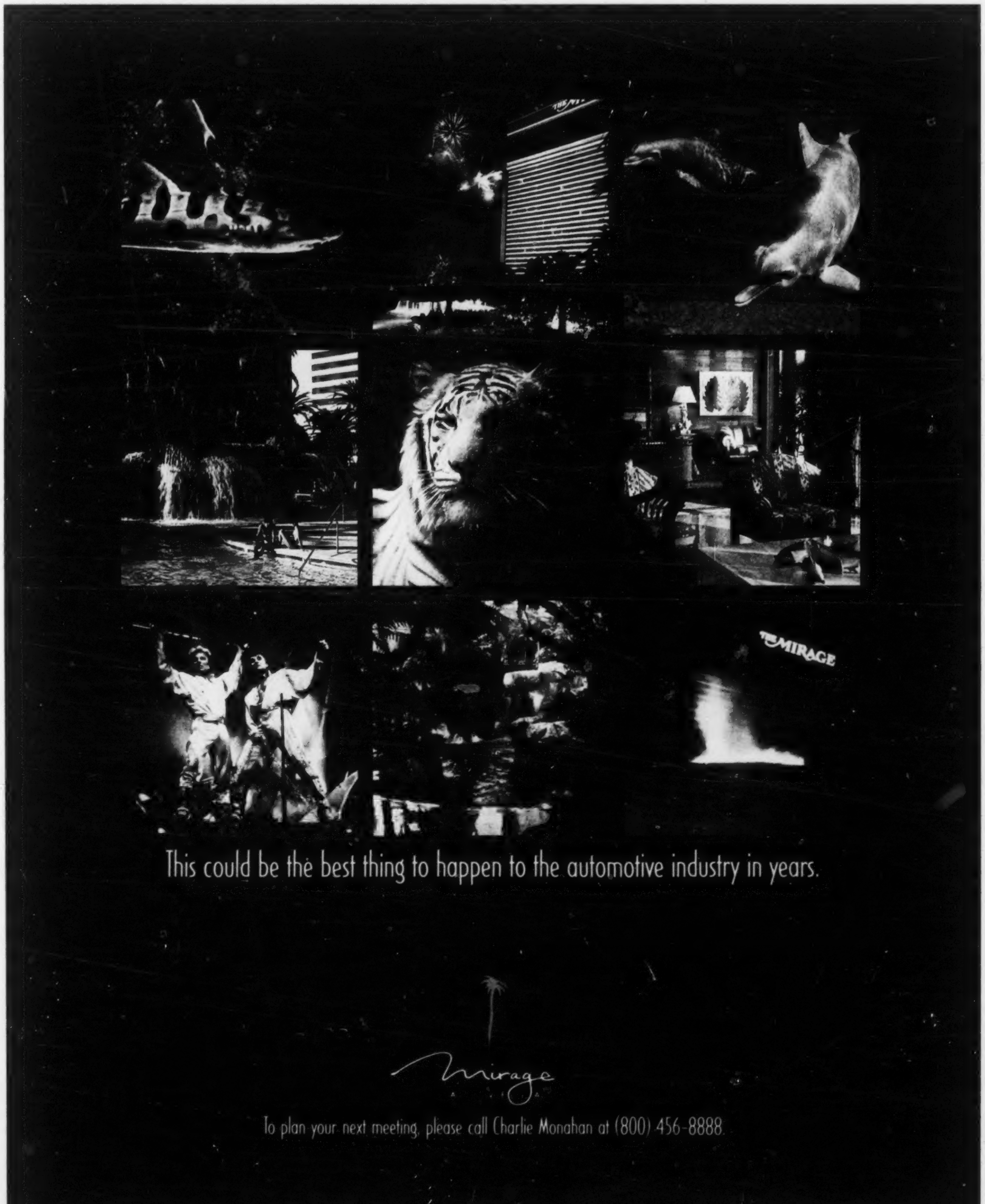
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Canada likes minivans

JEREMY SINEK
Staff Correspondent

TORONTO — With the Chrysler minivan now entering its 10th model year, the niche-sized snowball it set rolling in 1983 is still growing in Canada.

The Dodge, Plymouth and Chrysler vans — popularly known as Chrysler MagicWagons — set a new record of 59,583 units in Canada during the 1992 model year. That's 18.9 percent higher than the previous record of 50,115 in 1991. And it happened in a market that was down 6.1 percent in the just-ended model year and 7.2 percent since January.

"It's been a bright spot right through this recession," said Chrysler Canada spokesman Walt McCall.

But while Chrysler still reigns, the competition also posted significant gains. Combined sales of General Motors' APV minivans and Chevrolet/GMC rear-wheel-drive minivans rose 20.5 percent over the previous model year to 31,076. The Ford Aerostar rose 9.6 percent to 23,786 and was Ford's third-best selling nameplate, behind the F-series pickups and Tempo.

As a result, minivans now account for 11 percent of the Canadian market, up from 9 percent in model year 1991. That compares to a 7.9 percent share in the United States for the 1992 model year, up from 7.0 percent the year before.

Ian Forsyth, marketing director of Nissan Canada, attributes the difference in part to "a more utilitarian mindset" among Canadian buyers. There are also fewer multi-vehicle households in Canada, so the sole family "car" tends to be versatile — like a minivan, station wagon or sport-utility.

Another indicator of minivans' popularity in Canada: Nissan discontinued the Axxess in the United States two years ago, but it's still on sale in Canada, even after this year's introduction of a second Nissan minivan, the Quest. AN

CANADIAN CAR AND TRUCK SALES

	Sept. 1992	Sept. 1991	9 mos. 1992	9 mos. 1991
BMW (imported car)	406	402	3,533	3,337
N.A. car	7,663	6,847	58,632	75,144
Imported car	2,349	1,389	18,751	14,656
N.A. truck	9,423	7,024	83,216	74,447
Imported truck	195	124	761	1,082
CHRYSLER	19,630	15,384	161,360	165,329
N.A. car	9,540	12,980	95,756	112,799
Imported car	431	422	5,535	5,510
N.A. truck	11,254	8,156	83,900	78,243
FORD	21,225	21,558	185,191	196,552
N.A. car	16,281	19,944	196,724	221,691
Imported car	2,350	1,596	10,129	13,007
N.A. truck	9,606	10,890	100,329	107,989
Imported truck	502	1,177	3,090	4,099
GM	28,739	33,607	310,272	346,786
N.A. car	3,444	3,255	22,405	21,252
Imported car	5,570	6,125	46,532	62,912
HONDA	9,014	9,380	68,937	84,164
N.A. car	458	502	3,862	4,219
Imported car	1,066	1,288	11,288	13,077
HYUNDAI	1,524	1,790	15,150	17,296
JAGUAR (imported car)	47	70	450	559
Imported car	124	96	718	447
Imported truck	40	18	249	132
LADA	164	114	967	579
LAND ROVER (imported truck)	14	13	92	109
N.A. car	812	266	4,124	5,037
Imported car	2,872	2,371	30,666	23,426
Truck*	1,547	1,638	16,790	17,360
MAZDA	5,231	4,275	51,580	45,823
MERCEDES-BENZ (imported car)	247	278	2,544	2,678
N.A. car	628	815	7,939	7,115
Imported car	1,943	1,901	16,976	16,872
Truck*	1,092	1,104	8,906	9,825
NISSAN	3,663	3,820	33,821	33,812
PEUGEOT (imported car)	0	15	15	133
SUBARU (imported car)	771	619	5,691	6,445
N.A. car	0	105	96	1,139
Imported car	511	670	5,612	4,225
N.A. truck	121	307	2,438	2,899
Imported truck	214	368	1,939	3,204
SUZUKI	846	1,450	10,087	11,467
N.A. car	1,549	1,061	15,897	16,008
Imported car	4,868	4,272	41,914	41,660
Imported truck	1,326	1,431	12,283	15,470
TOYOTA	7,743	6,764	70,094	73,138
Imported car	2,571	2,493	21,864	26,320
Imported truck	191	86	1,446	732
VOLKSWAGEN	2,762	2,579	23,310	27,052
N.A. car	99	93	1,055	1,294
Imported car	100	223	1,713	2,131
VOLVO	199	315	2,768	3,425
N.A. car	40,474	45,868	406,492	465,698
Imported car	26,226	24,230	223,931	237,395
TOTAL CAR	66,700	70,098	630,423	703,093
N.A. truck	30,404	26,377	269,883	263,578
Imported truck	5,121	5,959	45,556	52,013
TOTAL TRUCK	35,525	32,336	315,439	315,591
TOTAL CANADA SALES	102,225	102,434	945,862	1,018,684

*Break down of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada.

Sales in Japan off as large cars lose their luster

MARY ANN MASKERY
Staff Reporter

TOKYO — A downturn in the big-car segment pulled September sales of cars and trucks to a 4.4 percent decline from a year earlier to 466,256 units.

Except for a slight increase in June, sales have fallen continuously for almost two years.

JAPAN CAR AND TRUCK SALES

	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Cars regular*	56,154	63,236	515,648	454,667
Cars small	254,169	269,247	2,221,235	2,582,726
TOTAL CAR	310,323	332,483	2,736,883	3,037,393
Trucks large	19,415	23,910	118,293	142,642
Trucks small	134,551	129,004	1,106,821	1,125,786
TOTAL TRUCKS	153,966	152,914	1,225,114	1,268,428
Mini vehicle commercial	80,063	74,408	639,320	701,826
Mini vehicle passenger	67,902	70,147	605,788	655,909
TOTAL MINI VEHICLES	147,965	144,555	1,245,108	1,357,735
TOTAL JAPAN SALES	612,254	629,952	5,207,105	5,663,556

*Cars over 2.0 liters

Through September, sales of regular cars and light trucks were 5.7 percent behind the previous year. Including mini vehicles with engines below 660 cc, the drop this year has been 6.4 percent, to 5,332,100 units.

A small increase in the mini market and import segments kept September from being completely bleak.

But, says analyst Koji Endo of S.G. Warburg Securities: "The market has not really bottomed out yet. There is no sign of growth."

It was the second consecutive month of decline for the large-car segment, over 2.0 liters, which had been enjoying gains even as the broad market fell for two years.

Japan's Big Five automakers posted mixed results in September. Toyota was flat, Nissan and Honda were off, and Mazda and Mitsubishi were up.

Nissan had a relatively high sales figure a year ago when it was introducing three major remodeled vehicles: the Cedric/Gloria, Cima, and Bluebird.

Mitsubishi's upturn is fueled largely by its lightweight commercial vehicles.

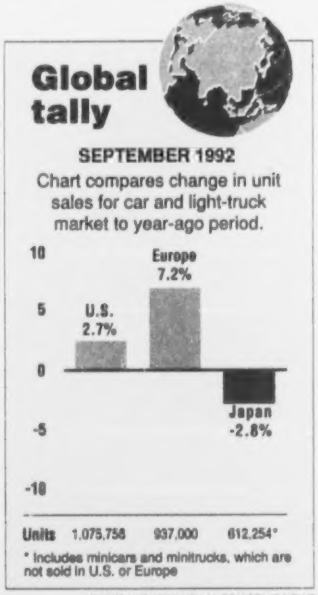
Mazda sales were supported by a major internal campaign to get employees to buy a new car or get a friend to buy one.

Sales of mini vehicles climbed 2.4 percent, the first upturn in 17 months.

Sparked by increased shipments of station wagons from U.S. Toyota and Honda transplants, September import sales climbed 9.0 percent to 19,370 units. Except for a blip in June of this year, the increase is the only real one since December 1990.

The German makes, which dominate the import market, also reported mixed results. BMW and Volkswagen were down, Mercedes Benz and Audi were up.

For the Big 3, General Motors was down 9.5 percent to 817 units, Ford was up 23.5 percent to 294, and Chrysler was up 39.8 percent to 151. AN



DAVID L. BURHANS / AUTOMOTIVE NEWS

European sales rise 7.2%

VW leads market, up 31.1% in Sept.

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Despite the currency confusion and reduced production schedules in Great Britain, European sales of cars and light trucks in September were up 7.2 percent over the prior year.

September sales in the 17 nations surveyed by *Automotive News* were 937,000 units vs. 874,300 a year earlier.

For the nine-month period, sales were down 1.5 percent to 10.5 million units, from 10.7 million in 1991. Analysts now expect European sales to reach 13.1 million this year.

After a strong August, Germany again had a big increase in September, up 18.5 percent to 276,500 units from 233,300 a year earlier. Through September, German sales were down 9.3 percent.

In the other major markets, Italy was up 13 percent in September to 162,000 units and French sales improved 3.5 percent to 146,900 vehicles. The United Kingdom continued to show signs of the recession and sales were off 4 percent to 121,800 vehicles. Spain was off 1.1 percent to 55,000 units.

Volkswagen AG continued its runaway dominance of the European market, capturing a 17.7 percent share in September with a 31.3 percent sales increase to 165,600 units. VW has sales of 1.8 million for the nine-month period, up 5.6 percent from last year.

Peugeot S.A. is outperforming Ford of Europe and General Motors for the nine-month period. Sales of Peugeot, Citroen and Talbot makes were up 2.2 percent for September, and for the nine months the group topped GM with 1.3 million units, up 2.2 percent from a year earlier.

GM sales were up 32.1 percent for the month, increasing to 115,300 vehicles as the Astra production neared capacity, from 87,300 units last year. But nine-month sales are off 1 percent, ranking GM third for the period with a 12 percent market share.

Ford sales were down for both the month and year to date, making it the only Big Six European maker to show a decline in September. Sales fell 13.4 percent in September to 93,700 units, and were off 6 percent for the first three quarters to 1.2 million units. AN

EUROPEAN SALES BY MANUFACTURER

Ranked by year-to-date

Manufacturer	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Volkswagen[1]	165,600	126,100	1,799,100	1,704,400
Peugeot S.A.[2]	112,900	110,500	1,265,400	1,237,800
General Motors[3]	115,300	87,300	1,259,300	1,275,700
Fiat Auto[4]	108,200	100,200	1,232,700	1,335,600
Ford[5]	93,700	108,200	1,214,900	1,293,000
(Jaguar)	800	1,000	8,700	10,200
Renault	92,600	86,200	1,098,500	1,039,700
BMW	29,600	31,800	348,100	318,900
Nissan	29,300	30,600	341,300	365,800
Mercedes-Benz	27,500	35,200	322,300	365,700
Toyota	28,900	27,900	258,400	293,800
Rover	26,400	23,100	248,300	284,900
Mazda	20,700	21,700	215,300	236,800
Volvo	12,400	12,500	159,200	155,400
Honda	13,600	13,500	140,800	137,900
Mitsubishi	12,000	14,900	127,800	158,500
Suzuki	8,400	7,500	85,500	82,100
Lada	7,600	8,400	70,800	84,300
Subaru	3,800	3,600	41,600	41,900
Saab	3,400	3,800	39,900	39,800
Skoda	3,800	3,400	37,600	38,000
Daihatsu	3,200	4,100	36,300	42,800
Others	18,100	13,900	158,200	132,300
TOTAL	937,000	874,300	10,501,300	10,665,100

1 Includes Volkswagen, Audi and Seat brands.
2 Includes Peugeot and Citroen.
3 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
4 Includes Fiat, Alfa Romeo and Lancia.
5 Includes Jaguar.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	9 mos., 1992	Pct. change vs. 1991
Germany	3,046,900	− 9.3
Italy	1,880,300	4.2
France	1,513,900	0.4
United Kingdom	1,297,400	− 2.6
Spain	753,800	12.7
Belgium-Lux.	419,100	2.5
Netherlands	389,100	− 7.5
Austria	260,700	− 6.9
Switzerland	234,000	− 5.8
Portugal	206,700	23.0
Greece	145,200	17.6
Sweden	121,100	−11.5
Denmark	70,600	5.8
Ireland	59,600	− 1.0
Finland	57,700	−23.0
Norway	45,200	11.9
TOTAL	10,501,300	− 1.5

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Oct. 1, 1992	Days' Supply Sept. 1, 1992
ALFA ROMEO (imp.)	**800**	**140**	**96**
Acura (imp.)	**20,700**	**52**	**64**
Domestic car	76,600	42	44
Imported car	44,800	86	60
Honda	**121,400**	**52**	**48**
AMERICAN HONDA	**142,100**	**52**	**50**
BMW (imp.)	**11,800**	**50**	**66**
Summit	2,500	88	121
Talon	9,500	90	93
Vision	2,000	79	20
Wrangler (trk.)	10,500	73	75
Cherokee (trk.)	27,200	69	68
Grand Cherokee (trk.)	18,100	42	47
Comanche (trk.)	400	62	66
Total Jeep-Eagle	**14,000**	**88**	**71**
Total Jeep-Eagle (imp.)	**7,200**	**173**	**159**
Total Jeep-Eagle (trk.)	**56,200**	**58**	**61**
Laser	8,300	88	109
Sundance	18,200	79	83
Acclaim	15,600	50	71
Voyager (trk.)	43,000	69	74
Total Plymouth	**42,200**	**66**	**82**
Total Plymouth (trk.)	**43,000**	**69**	**74**
LeBaron A	6,800	63	81
LeBaron J	10,100	76	105
Concorde	1,500	211	105
Fifth Avenue	9,100	62	85
Imperial	1,600	71	87
New Yorker C	4,200	58	77
Town & Country (trk.)	3,700	80	65
Total Chrysler	**33,200**	**68**	**89**
Total Chrysler (imp.)	**14,700**	**145**	**119**
Total Chrysler (trk.)	**3,700**	**80**	**65**
Shadow	20,500	70	77
Daytona	4,600	78	86
Spirit	15,400	50	79
Intrepid	5,100	75	49
Dynasty	11,700	45	70
Viper	100	192	145
Vans (trk.)	20,000	121	110
Ram Wagon (trk.)	1,900	54	82
Caravan (trk.)	45,700	60	69
Caravan C/V (trk.)	700	45	86
Ram 50 (imp. trk.)	2,400	99	142
Ramcharger (trk.)	1,000	91	91
Dakota (trk.)	38,900	81	93
Pickups (trk.)	19,800	87	95
Total Dodge	**57,500**	**58**	**74**
Total Dodge (imp.)	**7,000**	**130**	**74**
Total Dodge (trk.)	**130,500**	**76**	**86**
Total domestic car	**146,900**	**65**	**79**
Total imported car	**28,900**	**147**	**122**
Total domestic truck	**233,400**	**69**	**76**
CHRYSLER CORP.	**409,200**	**70**	**80**
Escort	71,200	84	85
Mustang	21,500	71	95
Tempo	33,100	50	56
Taurus	70,500	51	57
Thunderbird	17,900	76	63
Probe	25,300	106	90
Crown Victoria	21,900	66	70
Vans (trk.)	41,200	78	83
Aerostar (trk.)	29,100	64	48
Club Wagon (trk.)	5,200	56	41
Ranger (trk.)	31,000	47	56
Bronco (trk.)	6,500	77	88
Explorer (trk.)	38,500	40	41
Pickups (trk.)	119,200	60	65
Total Ford Division	**261,400**	**66**	**70**
Total Ford Division (imp.)	**12,700**	**126**	**115**
Total Ford Division (trk.)	**274,000**	**56**	**59**
Topaz	15,300	54	49
Sable	19,300	57	51
Cougar	12,000	80	50
Grand Marquis	21,500	53	70
Villager (trk.)	3,300	42	52
Total Mercury	**68,100**	**58**	**56**
Total Mercury (imp.)	**18,800**	**103**	**90**
Total Mercury (trk.)	**3,300**	**42**	**52**
Continental	8,100	63	58
Town Car	18,800	45	71
Mark VII	500	28	56
Total Lincoln	**27,400**	**48**	**65**
Total L-M Div.	**95,500**	**55**	**58**
Total domestic car	**356,900**	**62**	**66**
Total imported car	**31,500**	**111**	**99**
Total domestic truck	**277,300**	**56**	**59**
FORD MOTOR CO.	**665,700**	**61**	**64**
Somerset/Skylark	10,300	37	114
Century	11,200	27	46
Regal	16,700	63	54
LeSabre	30,000	55	68
Roadmaster	10,500	72	79
Electra/Park Ave	15,800	75	92
Riviera	2,800	73	85
Total Buick	**97,300**	**51**	**68**
Allante	1,300	307	121
Seville	7,500	38	61
DeVille	18,900	60	68
Brougham	4,300	205	164
Fleetwood	2,000	78	164
Eldorado	7,100	51	81
Total Cadillac	**41,100**	**59**	**75**
Geo Prizm	7,400	38	26
Cavalier	29,200	50	54
Camaro	8,900	45	61
Corsica/Beretta	19,300	58	48
Lumina	37,400	52	47
Caprice	16,100	100	80
Corvette	6,200	98	122
Vans (trk.)	27,600	91	95
Sportsvan (trk.)	1,000	62	124
Geo Tracker (trk.)	11,300	101	93
Astro (trk.)	31,600	101	104
Lumina APV (trk.)	8,300	69	73
S10 (trk.)	48,300	76	67
S10 Blazer (trk.)	24,800	46	44
Blazer (trk.)	5,300	67	75
Suburban (trk.)	5,800	27	39
Pickups (trk.)	110,600	63	56
Total Chevrolet	**124,500**	**50**	**45**
Total Chevrolet (imp.)	**49,000**	**125**	**183**
Total Chevrolet (trk.)	**274,600**	**67**	**64**
Achieva/Calais	18,200	69	96
Cutlass Ciera	16,200	40	54
Cutlass Supreme	14,400	68	102
Eighty Eight	20,500	82	109
Ninety Eight	5,800	74	75
Toronado	1,000	68	48
Silhouette (trk.)	2,500	64	71
Bravada (trk.)	2,400	79	82
Total Oldsmobile	**76,100**	**61**	**82**
Total Oldsmobile (trk.)	**4,900**	**70**	**75**
Sunbird	8,500	44	54
Firebird	4,500	54	82
Grand Am	37,800	57	50
Grand Prix	17,200	58	58
Bonneville	18,600	64	56
Trans Sport	6,400	63	66
Total Pontiac	**86,800**	**57**	**55**
Total Pontiac (imp.)	**2,800**	**97**	**88**
Total Pontiac (trk.)	**6,400**	**63**	**66**
Vans (trk.)	16,500	128	127
Safari (trk.)	12,900	124	121
S15/Sonoma (trk.)	15,500	103	84
S15 Jimmy (trk.)	9,400	65	63
Jimmy (trk.)	2,300	86	139
Suburban (trk.)	3,400	37	48
Pickups (trk.)	37,900	75	66
Total GMC (trk.)	**97,900**	**84**	**79**
Total Saturn	**11,300**	**19**	**28**
Total domestic car	**437,100**	**52**	**52**
Total imported car	**51,800**	**123**	**171**
Total domestic truck	**383,800**	**71**	**68**
GENERAL MOTORS	**872,700**	**61**	**65**
HYUNDAI (imp.)	**20,300**	**55**	**55**
Imported car	800	46	58
Truck (dom./imp.)	39,800	102	115
ISUZU	**40,500**	**100**	**112**
JAGUAR (imp.)	**1,000**	**45**	**47**
LAND ROVER (imp. trk.)	**1,100**	**94**	**81**
Domestic car	15,700	63	48
Imported car	34,200	69	61
Truck (dom./imp.)	26,100	86	76
MAZDA	**76,000**	**73**	**62**
MERCEDES-BENZ (imp.)	**9,800**	**55**	**65**
Domestic car	18,500	106	115
Imported car	28,400	107	148
Imported truck	7,200	125	169
MITSUBISHI	**54,100**	**108**	**138**
Infiniti (imp.)	**7,400**	**38**	**35**
Domestic car	35,700	67	56
Imported car	53,600	66	70
Truck (dom./imp.)	55,000	79	79
Nissan	**144,300**	**71**	**69**
NISSAN MOTOR CORP.	**151,700**	**68**	**66**
PORSCHE (imp.)	**1,000**	**77**	**83**
SAAB (imp.)	**6,200**	**78**	**68**
Domestic car	30,500	197	217
Imported car	19,600	132	128
SUBARU	**50,100**	**162**	**171**
Car (dom./imp.)	2,500	97	194
Truck (dom./imp.)	6,100	88	117
SUZUKI	**8,600**	**90**	**135**
Lexus (imp.)	**5,600**	**19**	**20**
Domestic car	18,200	19	24
Imported car	39,700	35	28
Imported truck	31,100	35	37
Toyota	**89,000**	**29**	**29**
TOYOTA MOTOR SALES	**94,600**	**29**	**28**
Audi (imp.)	**5,300**	**84**	**108**
Volkswagen (imp.)	**22,800**	**89**	**100**
Volkswagen (trk.)	**1,500**	**136**	**191**
VWoA	**29,600**	**90**	**103**
VOLVO (imp.)	**11,000**	**94**	**57**
Domestic car	**1,136,000**	**58**	**60**
Imported car	**459,400**	**70**	**70**
TOTAL CAR	**1,595,400**	**59**	**63**
Domestic truck	**891,200**	**68**	**65**
Imported truck	**167,800**	**72**	**71**
TOTAL TRUCK	**1,059,000**	**66**	**66**
TOTAL STOCK	**2,654,400**	**62**	**64**

Cars and trucks go own ways as year kicks off

JIM HENRY

Staff Reporter

The light-vehicle market began the 1993 model year with a widening split between rising truck sales and falling car sales.

Truck sales jumped 20.3 percent, while cars dropped 11.1 percent in the first 10 days of October. Automakers sold 299,314 cars and trucks, off 1.4 percent from the year-ago period.

Trucks have provided the only real growth so far this year, but as of Oct. 1, cars were in shorter supply than trucks. At the start of the month, the industry had a 59-day supply of cars and a 66-day supply of trucks, with a 62-day supply overall. That's down slightly from Sept. 1 levels, and up from 58 days a year ago. Last year, the supply of domestic-built cars was the lowest in nine years.

Early-October sales showed wide swings behind the steady inventory numbers.

In the Oct. 1-10 period, Ford Motor Co. trucks shot up 35.0 percent. The hot Ford Explorer was down to a 40-day supply Oct. 1.

Ford car sales also rose, up 6.1 percent. The Ford Taurus, another strong gainer, was down to a 51-day supply Oct. 1. Ford Motor Co. sales topped the slow year-ago period by 16.2 percent.

General Motors trucks climbed 24.8 percent, but GM sales were about even with a poor year-ago period because of a fall-off in cars. As of Oct. 1, the Saturn division had one of the lowest inventories in the business — 19 days.

Chrysler Corp. trucks rose nearly 16.0 percent, but car sales fell about 22.0 percent. Strong September sales helped clear the shelves at Chrysler, which had a 70-day supply Oct. 1, compared with 80 days a month earlier.

Automotive News estimates 10-day sales for Chrysler and for most imports.

Ten-day sales for American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. both fell short of a strong year-ago period. Toyota, which was up 39.1 percent last year, fell 18.7 percent this year. American Honda was up 29.1 percent a year ago, but plummeted 38.6 percent this year. Toyota's Lexus was down to a 19-day supply on Oct. 1.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Oct. 1-10, 1992	Oct. 1-10, 1991
ALFA ROMEO (Imp. car)*	**29**	**44**
Acura (Imp. car)	**2,155**	**3,240**
Domestic car	7,906	13,560
Imported car	3,561	5,367
Honda	**11,467**	**18,927**
AMERICAN HONDA	**13,622**	**22,167**
ASTON MARTIN		
Imported car*	**1**	**1**
BMW (Imp. car)*	**1,177**	**929**
Domestic car*	2,767	3,532
Imported car*	0	43
Domestic truck*	118	102
Chrysler Division*	**2,884**	**3,677**
Domestic car*	7,790	9,947
Imported car*	503	678
Domestic truck*	13,323	11,509
Imported truck*	121	64
Dodge*	**21,737**	**22,198**
Domestic car*	811	1,035
Imported car*	209	217
Eagle*	**1,020**	**1,253**
Domestic truck*	5,147	4,446
Jeep*	**5,147**	**4,446**
Domestic car*	4,532	5,786
Imported car*	274	407
Domestic truck*	4,912	4,243
Plymouth*	**9,717**	**10,435**
Domestic car*	15,899	20,300
Imported car*	985	1,345
Domestic truck*	23,500	20,300
Imported truck*	121	64
CHRYSLER CORP.*	**40,505**	**42,009**
Imported car*	14	99
Imported truck*	4	31
DAIHATSU*	**18**	**131**
FERRARI (Imp. car)*	**16**	**16**
Domestic car	34,316	31,956
Imported car	728	1,512
Domestic truck	34,846	26,447
Ford Division	**69,890**	**59,915**
Domestic car	5,156	3,904
Lincoln	**5,156**	**3,904**
Domestic car	10,599	9,486
Imported car	1,562	2,488
Domestic truck	856	0
Mercury	**13,017**	**11,974**
Domestic car	50,071	45,346
Imported car	2,290	4,000
Domestic truck	35,702	26,447
FORD	**88,063**	**75,793**
Domestic car	13,514	12,987
Buick	**13,514**	**12,987**
Domestic car	5,026	6,666
Cadillac	**5,026**	**6,666**
Domestic car	20,838	28,178
Imported car	2,194	1,503
Domestic truck	29,703	23,549
Imported truck	94	40
Chevrolet	**52,829**	**53,270**
GMC	**8,544**	**6,740**
Domestic car	8,261	11,226
Domestic truck	607	644
Oldsmobile	**8,868**	**11,870**
Domestic car	11,665	10,349
Imported car	155	525
Domestic truck	850	895
Pontiac	**12,670**	**11,769**
Domestic car	4,419	2,515
Saturn	**4,419**	**2,515**
Domestic car	63,723	71,921
Imported car	2,349	2,028
Domestic truck	39,704	31,828
Imported truck	94	40
GENERAL MOTORS	**105,870**	**105,817**
HYUNDAI*†	**1,846**	**2,403**
Imported car*	87	199
Domestic truck	1,052	755
Imported truck*	462	1,002
ISUZU*	**1,600**	**1,957**
JAGUAR (Imp. car)*	**112**	**146**
LAMBORGHINI (Imp. car)*	**3**	**3**
LAND ROVER (Imp. trk)*	**57**	**56**
LOTUS (Imp. car)*	**5**	**5**
MASERATI (Imp. car)*	**4**	**4**
Domestic car	1,216	1,077
Imported car*	2,461	2,034
Domestic truck	105	258
Imported truck*	1,369	1,798
MAZDA*	**5,151**	**5,167**
MERCEDES-BENZ		
Imported car*	**888**	**1,072**
Domestic car	1,423	1,018
Imported car*	1,332	1,442
Imported truck*	288	537
MITSUBISHI*	**3,042**	**2,997**
Infiniti	**970**	**551**
Domestic car	2,940	1,598
Imported car*	4,045	5,728
Domestic truck	2,270	2,507
Imported truck*	784	688
Nissan*	**10,039**	**10,520**
NISSAN MOTOR CORP.	**11,010**	**11,072**
PEUGEOT (Imp. car)*	**0**	**89**
PORSCHE (Imp. car)*	**65**	**69**
ROLLS/BENTLEY		
Imported car*	5	4
SAAB (Imp. car)*	**396**	**445**
STERLING (Imp. car)*	**0**	**57**
Domestic car	1,209	1,435
Imported car*	744	889
SUBARU*	**1,953**	**2,324**
Imported car	129	105
Imported truck	275	183
SUZUKI†	**404**	**288**
Lexus (imp. car)	**1,498**	**2,190**
Domestic car	5,782	8,284
Imported car	7,901	9,176
Domestic truck	2,138	13
Imported truck	3,917	6,445
Toyota	**19,738**	**23,918**
TOYOTA MOTOR SALES	**21,236**	**26,108**
Audi (imp. car)*	**315**	**239**
Imported car*	1,280	1,492
Imported truck*	55	72
Volkswagen*	**1,335**	**1,564**
VWoA*	**1,650**	**1,803**
VOLVO*†	**585**	**691**
YUGO (Imp. car)*	**0**	**66**
Domestic car	**150,169**	**164,539**
Imported car	**37,248**	**46,167**
TOTAL CAR	**187,417**	**210,706**
Domestic truck	**104,471**	**82,095**
Imported truck	**7,425**	**10,917**
TOTAL TRUCK	**111,896**	**93,012**
TOTAL CAR & TRK.	**299,314**	**303,718**

*Estimated †Breakdown of North American built and imported car sales not available

There were 9 selling days in the period this year and 9 last year.

EARNINGS

Chrysler profits; Ford, GM see red

continued from PAGE 3

soft economies in the United States and Europe.

Ford said industry sales rates in the United States, Europe and other markets remain low and "these factors, coupled with seasonal dealer inventory adjustments, are expected to result in a loss in the third quarter."

Earnings could be worse. The Big 3 reported a combined net loss of $7.5 billion for 1991.

Third-quarter earnings are traditionally weak due to retooling costs and end-of-year model clearance sales. Combined third-quarter losses in 1991 were $1.7 billion.

The difference this year is that the Big 3 benefitted from a 3 percent improvement in production over last year, lower incentive costs and better fleet-to-retail sales mix. Automaker profits on retail sales of vehicles are higher than on fleet sales.

Chrysler continues to ride the crest of its low-cost manufacturing and rich product mix including strong consumer acceptance of new vehicles such as the Jeep Grand Cherokee.

Automakers will begin announcing third-quarter earnings this week.

VW will idle Passat and parts plants

FRANKFURT — Declining demand has forced Volkswagen AG to cut annual production of the Passat medium-sized family car by 11,600 vehicles through the end of the year. It is the first slowdown for Europe's biggest automaker since the mid-1980s.

Volkswagen, which captured a commanding 17.7 percent share of the European market in September, will shut its Emden plant that makes Passats Nov. 23-27 and Dec. 7-11, which will idle 11,000 of the factory's 12,000 workers. Emden will manufacture 250,000 Passats this year.

A transmission and stamping plant at Kassel will idle 2,500 of the 19,000 workers that make Passat parts, during the same period.

In addition, the truck plant at Hanover will reduce production of the Transporter T4 vehicle by 5,000 vehicles to 170,000 units this year by requiring workers to take a two-day holiday in late November.

Mercedes-Benz AG and Ford-Werke AG announced production cuts earlier this month. Adam Opel AG and BMW AG said they had no plans to trim output.

— Diana T. Kurylko

No cars? Saturn dealer trains staff

ARLENA SAWYERS
Staff Reporter

Don Lucas didn't have any Saturns to sell last week, but he kept the 150 employees in his four Saturn stores busy anyway.

Lucas, president of the Lucas Dealership Group in Cupertino, Calif., and his employees took a week-long refresher course in the Saturn way of doing things.

"There is no ideal time to be out of cars, but we've tried to turn a negative into a positive," Lucas said.

The stores — three located in northern California and another in Hawaii — have about 31 cars among them. Normally, each facility would have about 30 new cars on the lot.

Saturn reported a 19-day supply on Oct. 1, down sharply from a 42-day supply of cars a year earlier.

Saturns have been in short supply since last summer. Growing sales have taxed Saturn's Spring Hill, Tenn., plant, which is already operating at capacity. The shortage was compounded by a strike at a GM plant that supplied Saturn.

Lee Lucas, president of the group's Saturn division, said the company held 428 Saturn orders last week, down from about 450 a few weeks ago.

"We get them by the truck loads, about 10 at a time. Nine of the 10 are already sold," he said.

Lucas sold 2,057 Saturns in calendar 1991, and expects to sell 3,800 this year. Sales through July totaled 2,635.

The group plans to open Saturn stores in San Francisco and San Jose this year.

The training sessions, conducted by a team from the Saturn factory, included such mutual-trust builders as falling backwards off a ladder into the arms of teammates and being led blindfolded through an obstacle course by co-workers. AN

Mercedes says increase is 0.1%

JIM HENRY
Staff Reporter

TYSON'S CORNER, Va. — Mercedes-Benz of North America Inc. continues to sacrifice profit to protect its market share.

Price hikes for the 1993 models introduced so far range from zero to 2 percent, despite significant improvements to some models in the mid-sized 300 class, such as airbags and new engines.

Mercedes will continue to offer its subsidized "Win/Win" leases, said Michael Bassermann, president and chief executive officer.

U.S. sales through September were up 9.2 percent to 47,645 units, after falling about 25 percent last year.

"The uncertainty of the upcoming election is causing hesitancy on the part of our customers," Bassermann said.

Daimler-Benz of North America Corp., the holding company that includes the Mercedes distributor, reported net income of $54 million in 1991. That was only $1 million below 1990, but it was 28.6 percent below 1989. Mercedes-Benz cars account for about 75 percent of the holding company's sales.

Mercedes-Benz of North America said its 1993 price hikes averaged 0.1 percent. *Automotive News* estimates that amounts to $532.

A year ago, when the 1992 models were introduced, the Mercedes increase averaged 4.4 percent, which *Automotive News* put at $2,215.

Price hikes were enormous for the 1992 S class, which was an all-new model. The least-expensive version, the 300SE, was more than $11,000 above its predecessor. This year, the 1993 300SE is $500 above last year.

For 1993, Mercedes held the line on its 190-class models, which were introduced earlier. The 190 will be replaced by an all-new model next year.

Mercedes 300-class cars rose $400 to $850, even though the 300E sedan, the 300E 2.8 sedan, the 300CE coupe and the 300TE station wagon all got new, 24-valve engines. The new 300CE cabriolet debuts with a sticker of $76,500.

The S-class sedans, which were little changed for 1993, went up $500 to $1,200. Mercedes added the long-wheelbase 400SEL to replace the 400SE. Still to come are S-class coupes badged 500SEC and 600SEC.

SL-class roadsters for 1993 will be introduced later this year including the new 600SL.

On a percentage basis, the 300 models rose 0.8 to 2.0 percent, and the S class went up 0.7 to 1.0 percent. AN

1993 IMPORT PRICES

(Not adjusted for equipment changes)

	1993 Price	Change from final 1992 price
BMW		
3 Series		
318is 2-door	$ 24,810	+$1,210
318i 4-door	23,710	+ 810
325iC convertible	36,320	0
325iS 2-door	30,950	+ 1,850
325i 4-door	29,650	+ 1,660
5 Series		
525i 4-door	37,100	+ 1,500
525iT 4-door	39,800	+ 1,200
535i 4-door	44,350	0
M5 4-door	60,700	+ 2,100
7 Series		
740i 4-door	54,000	+ 1,010
740iL 4-door	58,000	+ 1,050
750iL 4-door	80,900	+ 4,400
8 Series		
850Ci 2-door	83,400	+ 4,900
MERCEDES-BENZ		
190 Class		
190E 2.3 4-door	28,950	0
190E 2.6 4-door	34,000	0
300 Class		
300D 4-door*	43,800	+ 850
300E 2.8 4-door	43,800	+ 850
300E 4-door	49,900	+ 400
300E 4Matic 4-door (awd)	57,700	+ 600
400E 4-door	56,400	+ 600
500E 4-door	80,000	+ 800
300TE wagon	54,400	+ 500
300TE 4Matic wagon (awd)	61,700	+ 600
300CE coupe	61,000	+ 600
300CE Cabriolet**	76,500	—
S Class		
300SD 4-door*	69,900	+ 500
300SE 4-door	69,900	+ 500
400SEL 4-door	78,700	+ 800
500SEL 4-door	94,400	+ 900
600SEL 4-door	129,000	+ 1,200

*Not available in California
**New model for 1993

	1993 Price	Change from final 1992 price
AUDI		
Audi 90		
S 4-door*	25,850	—
CS 4-door*	28,700	—
CS Quattro Sport 4-door (awd)*	32,250	—
Audi 100		
4-door	30,400	+ 2,300
S 4-door	33,250	+ 2,900
CS 4-door	37,750	+ 4,350
CS Quattro 4-door (awd)	40,950	+ 4,550
CS Quattro wagon (awd)	44,250	+ 3,450
Audi S4		
Turbo 4-dr (awd)	46,850	+ 3,100
Audi V8		
Quattro 4-door (awd)	56,400	+ 2,500

*New model for 1993

	1993 Price	Change from final 1992 price
VOLVO		
240 Series		
4-door	21,820	+ 1,000
Wagon	22,820	+ 500
850 Series		
4-door*	24,100	—
940 Series		
4-door	24,995	0
Wagon*	25,995	—
960 Series		
4-door	35,675	+ 1,700
Wagon	36,675	+ 2,020

*New model for 1993

	1993 Price	Change from final 1992 price
MITSUBISHI		
Expo LRV		
3-door wagon	11,429	+ 260
3-door Sport Wagon	14,269	+ 2,280
3-door wagon (awd)	13,169	– 726
Expo		
4-door wagon	13,569	+ 20
SP 4-door wagon	15,669	+ 1,160
4-door wagon (awd)*	14,889	—
SP 4-door wagon (awd)	17,019	+ 1,180
Mighty Max pickup		
Standard cab (2wd)	8,539	+ 310
Macrocab (2wd)	9,909	+ 350
V-6 (4wd)	12,979	+ 450
Montero		
4-door	18,929	+ 420
RS 4-door	20,769	+ 540
LS 4-door	24,650	+ 950
SR 4-door	25,250	+ 2,125

*New model for 1993
Prices of other Mitsubishi models were published in the Sept. 28 issue of Automotive News

	1993 Price	Change from final 1992 price
CHRYSLER IMPORTS		
Dodge Colt		
2-door	7,806	+ 232
GL 2-door	8,705	+ 302
4-door*	9,448	—
GL 4-door*	10,423	—
Dodge Stealth		
2-door hatch	18,506	+ 666
ES 2-door hatch	20,322	+ 534
RT 2-door hatch	27,366	+ 847
RT Turbo 2-door hatch (awd)	33,107	+ 987
Eagle Summit		
DL 2-door	7,806	+ 232
ES 2-door	8,705	+ 302
DL 4-door	9,448	+ 180
ES 4-door	10,423	+ 126
DL wagon	11,455	+ 58
LX wagon	12,368	+ 266
Wagon (awd)	13,539	+ 70
Plymouth Colt		
2-door	7,806	+ 232
GL 2-door	8,705	+ 302
4-door*	9,448	—
GL 4-door*	10,423	—
Vista wagon	11,455	+ 58
Vista SE wagon	12,368	+ 266
Vista wagon (awd)	13,539	+ 70

*New model for 1993

BMW prices rise

WOODCLIFF LAKE, N.J. — BMW of North America Inc. announced a price increase averaging 4.4 percent, or $1,552, for its 1993 models, but the company said that equipment additions played a big role in the boost.

"When new equipment is factored into the pricing, the actual increase is only 1.1 percent," said President Karl Gerlinger. *Automotive News* estimates that the 1.1 percent amounts to $380.

New standard equipment includes a V-8 engine and electronically controlled five-speed automatic transmission for the 740i and 740iL sedans. The V-8 replaces the inline six-cylinder powerplant used in last year's models, which were designated 735i and 735iL.

New standard features include eight-way electric seats for the 325i four-door and the 325is two-door, and leather interior and wood trim for the 525i four-door.

Final 1993 prices have also been announced by Audi of America Inc. and several other importers. AN

NASSER

Ford exec told to revive Europe

continued from PAGE 3

months after assuming the presidency at Ford Australia in 1990, an almost completely new team of younger faces found itself in positions of power.

His fast track to the chairmanship of Ford's European operations bypassed several significant rungs on the Ford ladder. His promotion follows five years in South America, culminating as vice president of finance with Ford's Autolatina joint venture with Volkswagen AG, and a tumultuous 35 months as president of Ford Australia.

TROUBLE AT HOME

He came home to Melbourne, where he joined Ford as a graduate financial analyst in 1968, to find a bloated bureaucracy, a bland corporate image, two badly executed major product introductions and some fairly dull cars of poor quality.

Ford was on a slide, losing its decade-long market leadership to Toyota and posting losses.

The situation was similar to one Nasser will face in Europe. Ford of Europe is accused of having dull products, is losing money and its share of the market this year has slipped to 11.6 percent through September, down from 12.1 percent last year. The scale is different; the European market is 30 times as big as the 515,000 cars and trucks sold in Australia in 1991.

In Australia, Nasser's response was to write to every Ford employee detailing, in very plain language, the company's predicament. The document was long on home-truths and devoid of corporate-speak. He stressed that Japanese cost and quality standards were his goal and that major job cuts were imminent. He then cut a swath through executive, middle-management and factory floor ranks, shrinking Ford Australia's payroll by one-third to 8,500. By comparison, Ford has 117,000 employees in Europe.

Two years later, the much-criticized Ford Falcon, the company's biggest seller, emerged near the top of Australia's quality rankings and, after four years in the sales wilderness, regained its position as Australia's No. 1 seller. This without a single sheet-metal change.

Along the way, Nasser introduced affordable anti-lock brakes, smart color and trim combinations, more aggressive handling, increased performance, extended warranties and a large dose of added value equipment. He surprised rival General Motors with rapid-fire improvements.

PRODUCT, FINANCE SAVVY

Nasser is a hands-on product man, a regular visitor to Ford Australia's design studios and frequent fast-lane operator at the company's You Yangs Proving Ground. A lover of motorsports, he prompted Ford back on to Australian racetracks and was the driving force behind the formation of a joint venture with Britain's Tickford Ltd. to establish a Special Vehicle Operations-style, fast-car division at Ford Australia.

He's been equally adroit with the balance sheet. Ford Australia is operating profitably and, say insiders, the company's heavy debt load has been halved with an innovative approach to managing cash flow. Ford may even regain market leadership. It trails Toyota by just 3,000 units going into the last quarter.

Nasser has earned a high public profile with trenchant criticism of the Australian Opposition party's industrial and manufacturing policies. A recent message to employees, amounting to "don't vote for these guys if you want to keep your job," generated national publicity.

"I don't have an objective to be any one's fair-haired boy" he quips.

SHUNS CORPORATE ATTIRE

This engaging Lebanese-born Australian graduated from the Royal Melbourne Institute of Technology, then spent five years at Ford Australia before transferring to the United States. He worked in various financial positions in Asia-Pacific, Brazil and Argentina, interwoven with periods in the United States, before going home to restructure Ford of Australia.

Nasser projects a relaxed, controlled aura and he's seldom, if ever, seen in the corporate uniform of dark blue suit and conservative tie. He despairs of comment on his personal style but has a fondness for well-cut suits and antique Rolexes. He's also a regular at his brother's upscale Melbourne nightclub.

A natural communicator, he opened his first Australian press conference, facing a hostile audience, with the words:

> “I'm pretty demanding in what I expect from people, pretty single-minded. But I don't yell or scream. I'm pretty even tempered and I like people to express their views.”
>
> **JAC NASSER**
> FORD OF AUSTRALIA

"I'll never tell you something I don't believe. I'll never meet with you and tell you something that will mislead you."

He has lived up to that promise.

Here's how a top-selling Australian Sunday newspaper reported that press conference: "Ford's new president speaks six languages. Arabic, Spanish, Portuguese, English, Straight and Corporate Blasphemy."

Europe can expect a whirlwind of energy and drive with a refreshing dash of informality.

"Whenever I enter a job" says Nasser, "I do so with a degree of reluctance. Whenever I leave a country or a job I leave with a degree of sadness, but I adapt pretty quickly and I enjoy it. I'm pretty demanding in what I expect from people, pretty single-minded. But I don't yell or scream. I'm pretty even tempered and I like people to express their views."

Europe, he readily admits, will be his biggest challenge.

The 1966 Mustang 289 convertible and the 1970 Aston-Martin DBS V-8 will stay in Melbourne.

But that long-discussed new Italian-built Moto Guzzi motorcycle may finally materialize in a garage near Ford of Europe's headquarters in England. AN

VP

High mpg will kill how many jobs?

continued from PAGE 1

rent standard is 27.5 mpg for cars.

MVMA based projections for the year 2001 on these assumptions:

- A 10 percent decline in car and light truck sales. The sales drop is blamed on higher prices, due to the increased cost of fuel technology.
- An 87 percent drop in the sales of the Big 3's large and luxury cars, and a 72 percent drop in mid-sized cars.
- Increased sales of small cars, which require nearly 20 percent less labor than large cars.
- Asian transplants grabbing half the new market for smaller cars. Auto industry jobs would be cut because transplants require half the labor of Big 3 production.

That was the basic scenario. Only 173,000 jobs would be lost if sales held steady, the MVMA said. That could happen, for example, if the price of gas went up enough to make investments in new technology cost-effective.

In another scenario, 159,000 jobs would be lost if the Big 3 could raise their share of the small-car market to 53 percent.

In the worst-case projection, MVMA said total vehicle sales would drop an additional 1 million units as consumers held on to their older, bigger cars. In that case, 315,000 jobs would be lost, MVMA said.

The group issued its research as it fought CAFE increases during the last two sessions of Congress.

UAW economist Steve Beckman characterized the MVMA study as "speculation."

Said Beckman, "It's not based on real hard evidence of what might really happen."

But like the rest of the auto industry, the UAW opposed the Bryan proposal. "It's not technologically feasible," he said.

The union believes that more modest increases in fuel economy, coupled with revisions of the CAFE law, would help U.S. auto workers, Beckman said.

Privately, MVMA officials say they have been questioned by the Bush-Quayle campaign about the job loss estimates. They say the campaign was trying to get the MVMA to support the worst-case scenarios.

When asked about the Bush-Quayle inquiries, MVMA spokesman Edward Lewis said, "We stand by our numbers." He stressed that the association is neutral in the presidential campaign.

A Republican briefing paper on the issue accurately cites the MVMA figures on potential job losses. It also quotes Gov. Bill Clinton as saying he would seek to raise CAFE to 40 mpg by 2001 and 45 mpg by 2020.

Quayle's charge in last week's debate merged the upper range of those two unrelated statements.

Clinton has softened his own stance on CAFE, saying the goal of 45 mpg he endorsed earlier should be weighed against the feasibility of available technology to improve gas mileage.

In a Detroit speech in August, Clinton cited reports by the National Academy of Sciences and the U.S. Office of Technology Assessment. Those studies said CAFE standards in the range of 33 to 35 mpg would be technologically feasible by the end of the century.

Gore has been a leading Senate advocate of environmental protection.

In his book, *Earth in the Balance*, Gore said the cumulative effects of automobiles worldwide poses a "mortal threat" to the global environment. Gore makes no fuel economy recommendations in the book, but he said it should be possible to phase out the internal combustion engine over the next 25 years.

President Bush may try to get some mileage out of the fuel economy issue as the presidential debate shifts tonight to East Lansing, Mich., not far from headquarters for General Motors' Oldsmobile Division and several GM factories.

Bush has consistently opposed any increase in the CAFE standard. He says higher mileage requirements would cost jobs and lives would be lost by making cars smaller.

In the vice presidential debate, Quayle's charge on CAFE came during an answer to a question on balancing environmental protection with job growth. Quayle said that with "prudent policies," the United States can have both.

In his response, Gore never addressed CAFE. He said that his religious tradition has taught him to be a steward of the earth. He believes an "environmental revolution" will create jobs. AN

INCENTIVE WATCH—DEALER INCENTIVES

NEW PROGRAMS	
HONDA (Expires Oct. 31)	
Accord (1992)	$500
NISSAN (Expires Nov. 3. Rebates and terms vary by region.)	
Sentra(1992)	$500-1,000
1600 NX, 240 SX (1992)	$1,000-1,500
Pathfinder (1992)	$1,000-1,750
Maxima (1992)	$1,000-2,000
Stanza (1992)	$1,000-2,300
300ZX (1992)	$1,000-2,500
Truck (1992)	$1,000-1,750
Truck (1993)	$750-1,600
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
CADILLAC (1992 models; expires Oct. 31)	
DeVille, Fleetwood, Eldorado, Seville	$1,500
CHEVROLET (Expires Jan. 24)	
Corvette (1992-93)	$1,000
Geo Prizm (1992)	$1,500
ISUZU (Expires Dec. 31)	
Stylus (1991-93)	$300-600
Impulse (1991-92)	$1,500-2,500
Pickups 2.6-liter, short bed (1991-93, Calif. only)	$500-1,750 based on number sold
Pickups 2.3-liter (1991-93, 49 states)	$900-1,500 based on number sold
Other pickups (1991-93, 49 states)	$600
Rodeo 4x2 (1991-93)	$400
Rodeo 4x4 (1991-93)	$800-1,400 based on number sold
Rodeo 4x4 LS 3.2-liter (1991-93, Calif. only)	$800-1,900 based on number sold
LOTUS (1991 models; no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (Expires Dec. 31. Rebates and terms vary by region.)	
Eclipse (1991-92)	7%-9% of sticker
Eclipse Turbo (1991-92)	$500 extra
Eclipse (1993)	4%-7% of sticker
Galant (1991-92)	0-$3,000
Galant (1993)	0-$1,750
Pickup (1991-92)	0-$1,800
OLDSMOBILE (1992 models; expires Jan. 24)	
Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750
SUBARU (1992 models; expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (Expires Dec. 2)	
Swift (1992)	$500-1,000
Swift (1993)	$300-500
Sidekick (1992)	$700-1,000
Sidekick (1993)	$300-500
Rebates differ by model.	
TOYOTA (Expires Nov. 3; all rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS	
CHRYSLER CORP.	
1993 models	
Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe (expires June 30)	$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	$1,250
N.Y. Salon (expires June 30)	$750
LeBaron sedan	$750
LeBaron conv.	$700
Dodge Daytona (expires June 30)	$1,000
Dynasty, Spirit	$750
Shadow	$500
Dodge Ramcharger, Ram pickup (gas; expires June 30)	$1,500
Ram wagon (expires June 30)	$1,000
Dakota, Ram 50, Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon	$700
Jeep Wrangler	$500
Cherokee (excludes Calif., Hawaii)	$500
Plymouth Acclaim	$750
Laser	$700
Sundance	$500
Minivans (excludes Calif., Hawaii)	
Caravan, Voyager (short and long wheelbase)	$500
1992 models	
Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Monaco	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon	$1,000
Dakota, Ram 50 pickup	$750
Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon Turbo, Premier	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (excludes Calif., Hawaii)	$700
Summit wagon (excludes Calif., Hawaii)	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Sundance, Acclaim, other Laser	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Vista (excludes Calif., Hawaii)	$500
Minivans: (excludes Calif., Hawaii)	
Long wheelbase	$1,000
Short wheelbase	$500
FORD MOTOR CO.	
1993 models	
Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance option)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
1992 models	
Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.	
Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000
No finance option on Lincoln	
Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750
GENERAL MOTORS	
1993 models	
Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.	
Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered	
Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (excludes Typhoon), G-Van (with YF7)	$1,000
Sonoma	$750
Other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500
1992 models	
Expires Jan. 24 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000
Rebates based on option package ordered	
Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC Jimmy (excludes Typhoon)	$2,000
G-Van (with YF7), Safari (with YF7)	$1,000
Sonoma	$750
Other G-Van, other Safari	$500
Sierra pickup	$300
Pontiac (expires March 31)	
Grand Prix, Bonneville	$1,250
Trans Sport	$1,000
Grand Am	$900
Sunbird	$750
Firebird	$500
1991 models	
Chevrolet Geo Storm (expires Jan. 24)	$1,500
HYUNDAI (expires Nov. 3 on 1992-93 models)	
Sonata (1993)	$750
Elantra (1993), Scoupe (1993), Excel (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000
MAZDA	
Protege (1993, expires Jan. 5)	$700
MX-6 (1992, expires Nov. 3)	$1,400
626 (1992, expires Nov. 3)	$1,200
Protege and MPV (1992, expires Jan. 5)	$1,000
Pickup trucks (regional, 1993, expires Jan. 5)	$400-1,700
Pickup trucks (regional, 1992, expires Jan. 5)	$500-1,700

Nissan adds spiffs to '92s, some '93s

JENNIFER HEIL
Special Correspondent

Nissan has announced a new dealer incentive program that expires Nov. 3. Rebates and terms of the program vary among Nissan's seven regions.

Depending on region, the incentives for the 1992 Sentra range from $500 to $1,000; 1992 NX1600 and 240SX, $1,000 to $1,500; 1992 Maxima, $1,000 to $2,000; and 1992 Stanza, $1,000 to $2,300. The highest rebate range is for the 1992 300ZX, $1,000 to $2,500.

Dealer rebates range from $1,000 to $1,750 on the 1992 Pathfinder and 1992 trucks. Rebates for 1993 trucks range from $750 to $1,600.

Nissan also is in the process of selling off about 18,000 vehicles apparently damaged by acid rain. Nissan is giving dealers up to $1,000 per unit and cutting retail prices up to $1,200 per vehicle. (See story on Page 6)

Honda has placed a $500 dealer incentive on the 1992 Accord. It expires Oct. 31.

Hyundai added two more 1993 models to its customer incentive program. A $500 rebate was placed on the 1993 Scoupe and Excel models. Hyundai incentives expire Nov. 3. AN

incentive
WATCH

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost week
CHRYSLER		
Belvidere, Ill.	**10/19**	
Chrysler Fifth Avenue		900
Chrysler Imperial		200
Chrysler New Yorker		900
Dodge Dynasty		1,000
FORD		
Dearborn, Mich.	**10/19, 10/26, 11/2**	**2,800**
Ford Mustang		
Oakville, Ontario	**10/19, 10/26**	
Ford Tempo		3,000
Mercury Topaz		1,250
GENERAL MOTORS		
Janesville, Wis.	**10/19**	
Chevrolet medium-duty		200
GMC medium-duty		250
Detroit, Mich.	**10/26**	**250**
P-model		
Commercial vehicle chasis		
Total U.S. car		**5,800**
Total Canada car		**4,250**
Total U.S. truck		**700**
Total units lost week of 10/19		**10,750**

Source: Automotive News Data Center

EMCO

31-franchise auto group bought

continued from PAGE 1

Agoura Hills, Calif.

Emco President Ezra Mager said the company also had purchased six other franchises in the area in unrelated transactions. Some will go into DiFeo real estate while others will require new real estate acquisition.

The DiFeo franchises are spread across 21 locations in northern New Jersey; Rockland County, N.Y.; and Fairfield County, Conn. They include all General Motors and Chrysler brands and Lexus, Infiniti, Toyota, Honda, Nissan, BMW and Volkswagen.

Emco plans to add new dealerships in the future, Mager said.

"We hope to eventually have a company doing in excess of $1.5 billion in sales annually," he said.

The DiFeo name will remain on the dealerships and the former owners, brothers Samuel DiFeo Jr. and Joe DiFeo, were named executive vice presidents at Emco responsible for the management of the dealerships.

Joseph Herman, a former partner with the U.S. Auto Group, a Birmingham, Mich., holding company that operates a chain of dealerships around the country, was named chief executive officer.

Published reports say the DiFeo family will retain a 10 percent to 30 percent stake in the new partnership.

The DiFeo group has nine locations in Jersey City; seven in Danbury, Conn.; two each in Bound Brook, N.J., and Nyack, N.Y.; and one in Tenafly, N.J. Another location is to open in Waterbury, Conn.

Dave Power, president of J.D. Power and Associates, said the dealership acquisition is part of a growing trend toward dealership consolidations. He expects to see other large transactions in the near future.

Mager, a former investment banker, was involved in the purchase of the California-based Val Strough Dealership Group by Select Automotive in 1990. Select Automotive is a subsidiary of Warburg Pincus, a New York investment firm. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 10/12-10/17/92	Actual 10/5-10/10/92	10/1 10/17/92	Year 1/1-10/17/92	Year 1/1-10/19/91
Concorde (Can.)	850	1,105	2,513	5,474	0
LeBaron A	0	596	838	5,141	0
LeBaron J	0	686	930	40,055	19,800
New Yorker	0	563	916	15,605	7,461
Fifth Avenue	0	900	1,229	33,904	25,732
Imperial	0	161	247	4,976	7,151
Town & Country (trk.)	500	600	1,371	15,736	3,431
Total Chrysler Div.	**1,350**	**4,611**	**8,045**	**120,891**	**63,574**
Sundance	1,700	1,641	4,013	54,713	51,069
Acclaim	0	1,860	2,708	60,090	65,555
Voyager (trk.)	2,700	2,500	6,001	83,681	78,155
Voyager (Can. trk.)	1,800	2,251	5,070	93,279	88,651
Total Plymouth	**6,200**	**8,252**	**17,792**	**291,763**	**283,430**
Intrepid (Can.)	600	590	1,489	11,178	0
Daytona	350	439	938	12,190	6,575
Shadow	2,000	2,126	5,020	80,701	56,583
Dynasty	0	2,472	3,339	69,790	97,392
Spirit	0	1,777	2,408	56,742	62,292
Viper	15	14	34	211	0
Monaco (Can.)	0	0	0	0	8,364
Caravan (trk.)	2,750	2,900	6,906	108,186	91,754
Caravan (Can. trk.)	2,400	3,005	6,867	133,889	117,038
Caravan C/V (trk.)	50	50	133	2,445	2,830
Caravan C/V (Can. trk.)	50	82	172	5,075	12,915
Dakota (trk.)	3,400	3,650	8,532	120,373	76,249
Ram pickup (trk.)	1,100	1,100	2,681	46,431	61,117
Ram wagon (Can. trk.)	300	371	807	17,249	16,259
Ram van (Can. trk.)	1,250	1,622	3,526	57,341	35,248
Total Dodge	**14,265**	**20,198**	**42,850**	**721,810**	**644,616**
Vision (Can.)	250	173	514	5,378	0
Premier (Can.)	0	0	0	0	8,752
Cherokee (trk.)	3,000	3,027	7,227	113,229	120,303
Comanche (trk.)	0	0	0	952	4,323
Grand Cherokee (trk.)*	4,850	4,258	10,664	83,686	1,539
Briarwood (trk.)	0	0	0	330	2,280
Wrangler (trk.)	1,550	1,547	3,748	17,765	0
Wrangler (Can trk.)	0	0	0	28,962	50,263
Total Jeep-Eagle	**9,650**	**9,005**	**22,152**	**250,302**	**187,460**
Total U.S. car	**4,065**	**13,235**	**22,621**	**434,127**	**399,609**
Total Can. car	**1,700**	**1,868**	**4,516**	**22,030**	**17,116**
Total U.S. truck	**19,900**	**19,032**	**47,262**	**592,814**	**441,981**
Total Can. truck	**5,800**	**7,331**	**16,441**	**335,795**	**320,374**
CHRYSLER CORP.	**31,465**	**42,066**	**90,840**	**1,384,766**	**1,179,080**
Escort	0	0	2,350	146,612	166,110
Mustang	2,825	2,812	5,637	77,360	71,091
Tempo	1,803	0	2,843	108,369	91,955
Tempo (Can.)	2,780	3,423	7,374	100,024	87,314
Taurus	9,117	9,878	23,509	342,203	265,622
Thunderbird	2,859	2,756	6,769	75,017	61,242
Crown Victoria (Can.)	1,810	0	2,642	85,179	76,323
Aerostar (trk.)	5,010	5,005	12,017	159,927	141,352
Bronco (trk.)	720	0	1,012	20,783	15,534
Explorer (trk.)	6,691	6,509	15,880	243,364	225,370
Mazda Navajo (trk.)	154	151	305	3,287	9,670
Econoline (trk.)	0	0	1,798	150,854	113,195
Heavy (trk.)	1,010	999	2,411	37,473	26,602
Light truck (trk.)	9,901	7,740	21,526	358,807	260,249
Light truck (Can. trk.)	2,439	3,074	6,742	101,046	75,849
Ranger (trk.)	7,780	6,417	16,044	182,343	222,396
Total Ford Division	**54,899**	**48,764**	**128,859**	**2,192,648**	**1,909,873**
Topaz	1,357	0	2,077	50,720	37,918
Topaz (Can.)	1,032	1,198	2,732	40,235	29,023
Cougar	1,221	1,324	3,311	47,630	46,234
Sable	2,713	2,751	6,232	102,199	86,375
Grand Marquis (Can.)	2,050	0	3,025	86,078	85,618
Mercury Villager (trk.)	712	962	2,022	11,871	0
Nissan Quest (trk.)	431	564	1,201	7,090	0
Total Mercury	**9,516**	**6,799**	**20,599**	**345,823**	**285,168**
Continental	842	848	2,029	32,001	45,449
Mark VII	521	490	1,011	3,391	7,969
Town Car	2,530	2,542	6,089	95,873	106,896
Total Lincoln	**3,893**	**3,880**	**9,129**	**131,265**	**160,314**
Total L-M Division	**13,409**	**10,679**	**29,728**	**477,088**	**445,482**
Total U.S. car	**25,788**	**23,401**	**61,857**	**1,081,375**	**986,860**
Total Can. car	**7,672**	**4,621**	**15,773**	**311,516**	**278,278**
Total U.S. truck	**32,409**	**28,347**	**74,214**	**1,175,799**	**1,014,368**
Total Can. truck	**2,439**	**3,074**	**6,742**	**101,046**	**75,849**
FORD MOTOR CO.	**68,308**	**59,443**	**158,586**	**2,669,736**	**2,355,355**
Skylark	1,002	1,209	2,611	48,070	9,213
Century	2,392	1,910	4,789	68,173	78,554
Regal (Can.)	1,800	1,789	4,643	79,872	101,847
Riviera	301	247	655	9,455	39,324
Park Avenue	288	352	1,012	46,031	39,763
LeSabre	3,614	3,571	8,571	130,480	87,638
Roadmaster sedan	459	551	1,290	35,351	54,909
Roadmaster wagon	259	0	259	7,603	19,767
Reatta	0	0	0	0	1,205
Total Buick	**10,115**	**9,629**	**23,830**	**425,035**	**432,220**
Eldorado	743	655	1,636	25,174	10,217
Seville	1,277	1,120	2,824	38,364	19,235
Brougham	1,197	1,033	2,610	9,390	17,226
DeVille	3,719	3,454	7,947	93,106	127,552
Allante	64	64	154	1,858	2,440
Total Cadillac	**7,000**	**6,326**	**15,170**	**167,892**	**176,671**
Cavalier	6,085	4,959	13,037	165,559	205,034
Camaro	0	0	0	47,762	44,281
Camaro (Can.)	15	15	36	131	0
Corsica-Beretta	4,800	4,322	10,789	152,569	193,776
Lumina (Can.)	5,500	5,514	13,464	188,108	191,113
Caprice	2,625	803	3,713	81,783	108,279
Corvette	480	484	1,118	17,507	16,939
Astro (trk.)	2,821	2,783	6,642	115,510	79,952
Blazer (trk.)	363	530	1,132	20,386	5,790
Lumina APV (trk.)	1,103	1,046	2,539	37,334	38,467
Mediums (trk.)	0	141	204	5,796	1,654
P-model (trk.)	428	396	973	16,994	15,607
Pickup (trk.)	6,269	6,505	15,285	232,261	235,476
Pickup (Can. trk.)	3,500	3,441	8,257	142,075	113,959
S10 (trk.)	4,861	4,653	11,410	161,742	209,589
S10 Blazer (trk.)	2,631	2,666	6,362	102,522	34,727
Sportsvan (trk.)	527	527	1,179	14,278	34,556
Sportsvan (Can. trk.)	1,500	1,511	3,661	58,774	42,578
Suburban (trk.)	2,217	2,128	5,094	54,062	21,235
Total Chevrolet	**45,725**	**42,424**	**104,894**	**1,615,153**	**1,503,811**
Achieva/Calais	536	492	1,256	77,192	34,616
Cutlass Ciera	4,275	3,669	9,186	107,879	82,124
Cutlass Ciera (Can.)	0	0	0	0	41,161
Cutlass Supreme	2,370	2,341	5,621	64,940	86,520
Toronado	0	0	0	3,274	4,220
Eighty Eight	1,092	1,089	2,630	54,150	71,438
Custom Cruiser wag.	0	0	0	2,077	7,024
Ninety Eight	736	584	1,373	19,970	63,717
Silhouette (trk.)	346	401	841	11,220	16,517
Bravada (trk.)	195	176	439	9,330	11,991
Total Oldsmobile	**9,550**	**8,752**	**21,346**	**360,032**	**419,328**
Sunbird	2,350	1,752	4,831	67,054	95,756
Grand Am	5,800	4,740	11,880	201,260	104,810
Firebird	0	0	0	17,116	16,913
Firebird (Can.)	10	10	24	89	0
Grand Prix	2,531	2,509	6,052	90,373	89,293
Pontiac 6000	0	0	0	0	19,939
Bonneville	921	872	2,380	73,982	64,356
Trans Sport (trk.)	641	596	1,534	31,948	24,127
Total Pontiac	**12,253**	**10,479**	**26,700**	**481,822**	**415,194**
Yukon-Jimmy (trk.)	191	48	386	6,739	1,655
Medium (trk.)	0	273	394	15,335	3,349
P-model (trk.)	27	27	70	1,733	1,939
Pickup (trk.)	1,912	2,449	5,159	88,371	96,436
Pickup (Can. trk.)	1,300	1,272	3,074	52,266	42,158
Syclone-Sonoma (trk.)	1,237	1,336	3,024	41,418	48,347
Typhoon-S15 Jimmy (trk.)	989	1,002	2,384	33,261	12,524
Safari (trk.)	1,031	1,048	2,571	46,502	32,150
Suburban (trk.)	811	909	2,050	28,914	17,055
Vandura (trk.)	324	332	716	7,404	15,208
Vandura (Can. trk.)	425	425	988	24,229	17,576
Total GMC	**8,247**	**9,121**	**20,816**	**346,172**	**288,397**
Total Saturn∗	**4,500**	**4,700**	**11,000**	**166,729**	**75,055**
Total U.S. car	**54,416**	**47,482**	**119,222**	**1,924,231**	**1,891,133**
Total Can. car	**7,325**	**7,328**	**18,107**	**268,200**	**334,121**
Total U.S. truck	**28,924**	**29,072**	**70,388**	**1,083,060**	**958,351**
Total Can. truck	**6,725**	**6,649**	**15,979**	**277,344**	**216,271**
GENERAL MOTORS	**97,396**	**91,431**	**223,697**	**3,552,835**	**3,399,876**
Can. car	0	0	0	70,278	88,416
Can. trk.	0	0	0	43,245	41,505
CAMI†	**0**	**0**	**0**	**113,523**	**129,921**
DIAMOND-STAR†	**2,848**	**2,769**	**6,732**	**115,137**	**123,297**
Civic	2,350	2,144	5,352	81,911	65,583
Civic (Can.)	1,440	1,650	3,690	85,212	85,823
Accord	6,400	6,909	16,129	302,393	299,980
Total U.S. car	**8,750**	**9,053**	**21,481**	**384,304**	**365,563**
Total Can. car	**1,440**	**1,650**	**3,690**	**85,212**	**85,823**
HONDA	**10,190**	**10,703**	**25,171**	**469,516**	**451,386**
HYUNDAI Sonata (Can.)	**400**	**568**	**1,190**	**9,773**	**20,894**
AUTOALLIANCE†	**6,020**	**4,962**	**12,181**	**118,153**	**132,427**
U.S. trk.	1,585	417	2,633	54,324	52,660
Can. trk.	206	239	551	7,455	5,585
NAVISTAR	**1,791**	**656**	**3,184**	**61,779**	**58,245**
Altima	2,930	2,853	6,892	26,203	0
Sentra	2,380	2,382	5,699	97,357	107,958
Pickup (trk.)	2,760	2,757	6,626	107,980	106,722
NISSAN	**8,070**	**7,992**	**19,217**	**231,540**	**214,680**
Geo Prizm	1,750	1,694	3,974	59,733	73,874
Toyota Corolla	2,100	1,994	4,628	82,305	84,389
Toyota Pickup (trk.)	2,000	2,317	5,095	57,183	582
NUMMI	**5,850**	**6,005**	**13,697**	**199,221**	**158,845**
Legacy	1,160	1,107	2,738	47,635	46,620
Pickup (trk.)	565	585	1,368	20,158	21,290
Rodeo (trk.)	935	976	2,273	34,919	23,506
Total U.S. car	**1,160**	**1,107**	**2,738**	**47,635**	**46,620**
Total U.S. trk.	**1,500**	**1,561**	**3,642**	**55,077**	**44,796**
SUBARU-ISUZU	**2,660**	**2,668**	**6,380**	**102,712**	**91,416**
Camry	5,000	4,958	11,754	195,575	147,816
Corolla (Can.)	1,300	1,324	3,073	54,013	53,282
TOYOTA	**6,300**	**6,282**	**14,827**	**249,588**	**201,098**
VOLVO 740,940 (Can.)	**96**	**120**	**264**	**5,199**	**6,283**
AM GENERAL (trk.)	**300**	**360**	**720**	**20,240**	**16,690**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**4,606**	**129,296**	**109,920**
Total U.S. car	**117,207**	**115,890**	**279,779**	**4,566,135**	**4,359,546**
Total Canada car	**19,933**	**17,479**	**46,612**	**826,221**	**884,213**
Total U.S.-Canada Car	**137,140**	**133,369**	**326,391**	**5,392,356**	**5,243,759**
Total U.S. truck	**91,298**	**87,223**	**215,189**	**3,275,773**	**2,746,070**
Total Canada truck	**15,170**	**17,293**	**39,713**	**754,885**	**659,584**
Total U.S.-Canada truck	**106,468**	**104,516**	**254,902**	**4,030,658**	**3,405,654**
TOTAL U.S.	**208,505**	**203,113**	**494,968**	**7,841,908**	**7,105,616**
TOTAL CANADA	**35,103**	**34,772**	**86,325**	**1,581,106**	**1,543,797**
TOTAL U.S.-CANADA CAR & TRUCK	**243,608**	**237,885**	**581,293**	**9,433,014**	**8,649,413**

∗Estimate

*1991 figures reflect Grand Wagoneer production

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Truck build hits 4 million

ANNE E. WRIGHT
Chief Statistician

Truck production in the United States and Canada topped the 4 million mark last Friday, nearly two months earlier than that total was reached in 1991.

U.S. truck production totaled 91,298 last week, 4.7 percent ahead of the prior week and 1.3 percent ahead of the year-ago week.

Year-to-date U.S. truck production is 3,275,773, 19.3 percent ahead of the 2,746,070 assembled at this point in 1991.

In Canada, truck production totaled 15,170 last week, 12.3 percent below the prior week and 15.2 percent below the same week in 1991.

Car production in the United States was 117,207 last week, 1.1 percent above the prior week and 14.6 percent below the same week in 1991.

Since the beginning of the year, 4,566,133 cars have been assembled in the United States, 4.7 percent ahead of the 4,359,546 assembled at this point last year.

Canadian car production totaled 19,933 last week, 14.0 percent above the prior week and 9.7 percent below the year-ago week.

So far in 1992, the Canadian car total is 826,221, 6.6 percent behind the 884,213 produced in 1991.

Last week's scheduled U.S. car and truck production was shared as follows:

General Motors, 39.9 percent; Ford Motor Co., 27.9 percent; Chrysler Corp., 11.5 percent; Honda of America Manufacturing Inc., 4.2 percent; Nissan Motor Manufacturing Corp., 3.9 percent; AutoAlliance International Inc., 2.9 percent; New United Motor Manufacturing Inc., 2.8 percent; Toyota Motor Manufacturing (U.S.A.), 2.4 percent; Diamond-Star Motors Corp., 1.4 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.8 percent and AM General, 0.1 percent.

Ford scheduled daily overtime last week at the Atlanta and Chicago car plants. Both plants produce the Ford Taurus and the Mercury Sable and have operated daily overtime since start-up of the 1993 model production in early August.

Five of Ford's truck plants also worked daily overtime last week: Louisville, Ky.; Twin Cities (St. Paul, Minn.); St. Louis; Kansas City, Mo.; and Edison, N.J.

GM will idle the Detroit truck assembly plant this Thursday due to slow sales and high inventory levels. The plant will resume production on Monday, Oct. 26.

Chrysler's St. Louis, Jefferson Ave. North (Detroit), and Windsor, Ontario, truck plants scheduled overtime last Saturday.

Last Monday all Canadian assemblies were closed in observance of the Canadian Thanksgiving holiday. ■

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Automotive

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GM board pours on heat

Smale casts doubt on Stempel's job

PHIL FRAME and CHARLES M. THOMAS
Staff Reporters

General Motors' outside directors last week added fuel to rampant speculation that Robert Stempel is about to be ousted as chairman, a post he has held since August 1990.

John Smale, the former Procter & Gamble Co. chairman who is leading the increasingly assertive group of 11 non-employee directors, pointedly failed to endorse the embattled Stempel, 59, in a statement issued last week.

The statement, which followed a *Washington Post* story that directors were preparing to ask Stempel to step down, said the board had taken "no action" regarding any management changes at GM.

"However, the question of executive leadership is a primary concern to . . . directors of any company, and GM is no exception," the statement continued. "The board continues to carefully reflect upon the wisest course for assuring the most effective leadership for the corporation."

In another apparent indication of the uncertainty surrounding Stempel, GM officials early Friday canceled on two hours' notice an interview with Stempel that *Automotive News* had scheduled more than a month ago.

A GM spokesman said Stempel had to rearrange his schedule.

According to Eugene Jennings, a retired Michigan State University management professor with ties to the GM board, directors have been moving for weeks to convince Stempel to leave quietly.

But now, Jennings said, their time line has been shortened by the *Post* leak, and the departure likely will be announced at the Nov. 2 board meeting.

"Stempel is a good manager, but not the right man at the right time," he said. "He is not the guy to run the company in a crisis."

According to Jennings, the 65-year-old Smale likely will be named interim chairman to assure investors that the board is living up to its responsibilities.

"Pair Smale with the car guys in the company, and you'll have a good team," he said. "Smale has the organizational skills to refocus and restructure GM."

Smale led a board revolt in April that removed Lloyd Reuss as president of GM, replacing him with Jack Smith. At that time, Smale also replaced Stempel as chairman of the board's executive committee.

However, the board in April issued a statement asserting confidence in Stempel.

While Stempel enjoys the respect of many of GM's 9,100 dealers, they also acknowledge Smale's abilities, said a member of a division's national dealer council.

"Dealers have always trusted

see STEMPEL, 33

Smale's statement:

The GM Board of Directors has taken no action regarding any management changes at GM. However, the question of executive leadership is a primary concern to the Board of Directors of any company and GM is no exception. The GM Board of Directors continues to carefully reflect upon the wisest course for assuring the most effective leadership for the corporation.

JOE WILSSENS/AUTOMOTIVE NEWS

Three outside directors at the May annual meeting: Pastor Leon Sullivan; John Smale; and Anne Armstrong, a presidential adviser.

More cuts: GM merges platform operations

PETER BROWN
Editor

In a further effort to eliminate jobs and to focus on car programs, General Motors is centralizing its car-development operations.

GM said Friday it is combining its five car platform organizations into three.

Cadillac, which alone among GM's traditional divisions had responsibility for car development and manufacturing, will lose that autonomy. Cadillac will combine with the Flint Automotive Division into the Cadillac/Luxury Car Engineering and Manufacturing Division, in charge of large front-wheel-drive cars.

The company also is folding the rear-wheel-drive product team into the Midsize Car Division.

So the new system has three platform teams: Cadillac/Luxury; Midsize; and Lansing Automotive Division, which continues in charge of small cars. Saturn Corp. remains a separate system.

The moves follow the strategy

see RESHAPED, 33

late news

VW may delay Golf launch

FRANKFURT — The U.S. launch of the new Volkswagen Golf may be delayed past January because of problems at the Mexican plant producing the vehicle for North America.

Thomas Sauer, a Volkswagen AG marketing executive for the Golf and Vento lines, said the new generation Golf may not be ready for a December or

see LATE NEWS, 2

ELECTION ★ '92 ★

BUSH · CLINTON · PEROT

READY FOR NOV. 3

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New Mazda franchise angers dealers in California

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Mazda Motor of America Inc. is locked in a battle with a group of California dealers over the company's new franchise.

The dealers believe the agreement gives Mazda far-flung rights to terminate their franchises, add new points and dictate when and if they can sell their dealerships.

But the company says a stronger agreement is "the next logical step" in the evolution of the "new Mazda." The company has provided a lineup of new products, said George McCabe, Mazda group vice president and general manager. Mazda expects dealers to give something in return.

Dealers think Mazda is asking more than other franchisors.

"It's like Mazda took the worst of all the other agreements out there and patched them together to make their new agreement," said a multi-line Southern California dealer. Like the other dealers contacted for this report, he did not want his name used.

The pact is due to take effect Jan. 1. The agreement was last revised in 1987, before Mazda's separate U.S. sales organizations were

see MAZDA, 35

HANS G. LEHMANN/HIDDEN IMAGE

Development work continues on Chrysler's new compact car, code-named PL, which replaces the Dodge Shadow and Plymouth Sundance. This computer-enhanced photo shows the 1994 model.

Chrysler dealers revived

Record profits pouring in; brass tout no-dicker stickers

Chrysler tallies profit ➤ 35

JOSEPH BOHN
Staff Reporter

NEW YORK — Chrysler Corp.'s rising fortunes are propelling dealers to record profit levels.

Chrysler's three franchised dealer groups will earn an average 26 to 28 percent return on investment this year, said Chrysler President Robert Lutz. About 90 percent of the dealers are profitable, Lutz added.

Chrysler-Plymouth dealers, in fact, are expected to average well over $300,000 in earnings and Jeep-Eagle and Dodge dealers close to $250,000.

Chrysler plans to keep up the profit pressure with its new LH models, and "no-dicker stickers," geared to customer satisfaction.

see CHRYSLER, 35

Automotive News

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Advertising chief Christopher Wackman resigns. PAGE 4

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Approaches to national credit card considered. PAGE 4

NEW SUBARU SET FOR FEB.
Loyale replacement wears Impreza name. PAGE 6

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Esprit Turbo's sticker is $20,000 less. PAGE 6

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Bowling Green could solve Saturn capacity woes. PAGE 8

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$80 million campaign pitches cars, defines brands. PAGE 8

THE MAN FOR THE TIMES

▲ GM design guru Chuck Jordan retires Nov. 1., leaving an impressive legacy. PAGE 34

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3 series helps lead 27 percent gain over 1991. PAGE 35

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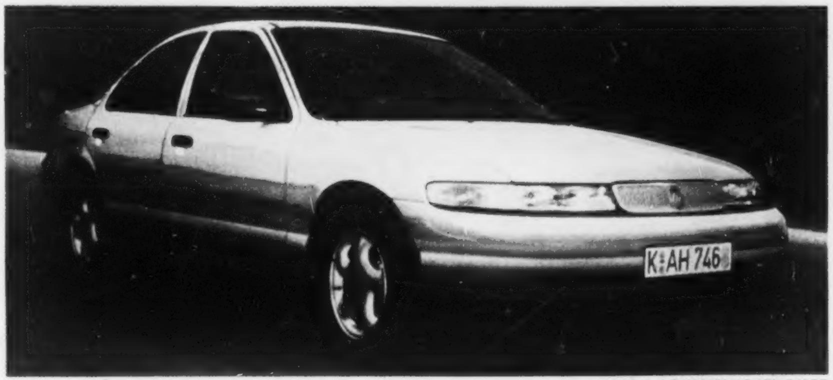

HANS G. LEHMANN/HIDDEN IMAGE

Ford's new Topaz

Expected styling for the next generation Mercury Topaz is shown in this computer-enhanced spy photograph. A product of the automaker's world car program, the European version will debut next spring as the Ford Mondeo. U.S. versions are expected in the 1994 model year. Power will come from Ford's new four-cylinder Zeta engine with a six-cylinder engine also available. Two- and four-door body styles are expected.

latenews

CONTINUED
from PAGE 1

January introduction. The car originally was scheduled to be sold in the United States in October, a year after its European launch.

Labor problems have arisen. As a result, production is slow and quality is not up to standards, Sauer said.

Volkswagen of America also told Volkswagen AG that it does not want the new 16-valve GTI Golf, which bowed at the Paris auto show, and would rather wait for the six-cylinder Golf, he said.

— Diana T. Kurylko

Downtime set for Vette plant

General Motors plans to close its Corvette plant in Bowling Green, Ky., for two weeks in November because of slow sales, a union source said.

The single-shift plant will shut down during the first and third weeks of the month. The plant builds 96 cars a day, so the closing will cost 960 cars. On Oct. 1, Chevrolet had a 98-day supply of Corvettes, with 6,200 cars on hand.

Corvette sold 14,170 cars through the first nine months of this year, up from 13,190 a year ago. GM had planned to build 22,000 cars this year.

A GM spokesman would not comment. He cited GM's policy of not announcing production schedules more than a week in advance.

— Lindsay Chappell

Cut-rate price for loaded Olds

Oldsmobile is offering a heavily equipped "95th Anniversary Special Edition Cutlass Supreme" that carries a deeply discounted $15,995 sticker price. The car is offered from Oct. 19 to Jan. 24.

The SL Supreme, available in coupe and four-door versions, is offered to dealers nationwide and includes a four-speed automatic transmission, 3.1-liter V-6, cruise control, power windows, rear defogger, pulse wiper, tilt wheel and cassette tape player.

The special price is offered in response to the one-price Ford Thunderbird LX. Jill Witzenburg, an Oldsmobile spokeswoman, said that dealers can lower the price to be more competitive.

— Jack Keebler

Saab trims Nov. build

GOTHENBURG, Sweden — Because of weak demand in key markets, Saab Automobile has announced it will close its Trollhattan plant for five days in late November.

This will reduce production by 2,700 cars.

— Stig Bjorklund

Mark VIII V-8 gets fixed

Ford Motor Co. has identified and fixed a serious engine problem in some of its 1993 Lincoln Mark VIIIs. None of the vehicles will be shipped to dealers.

Bert Serre, a Ford spokesman, said engine production at the Romeo, Mich., plant was stopped for four hours earlier this month when a "missing or defective piston rod clip" in the new 32-valve, all-aluminum V-8 turned up through "in-plant quality control testing procedures."

He said about 400 to 500 vehicles were checked and given the green light.

A source said these cars will be placed in Ford's fleets.

Chrysler Corp. had a similar problem with its 24-valve, 3.5-liter V-6, which is offered in the 1993 Dodge Intrepid, Eagle Vision and Chrysler Concorde. The automaker said that problem was a misinstalled piston wrist pin clip. Approximately 1,600 cars were recalled last month.

— Liz Pinto

Contracts near for battery r&d

The United States Advanced Battery Consortium Thursday will announce development contracts totaling $53 million with three battery companies and three national labs.

The contracts are for new high-energy batteries for vehicles that could provide significant range and power advantages over batteries currently available. The types to be funded are: lithium polymer, lithium metal sulfide and nickel metal hydride.

In January 1991, Chrysler Corp., Ford Motor Co. and General Motors formed a partnership with the Electric Power Research Institute to form the consortium.

— Jack Keebler

Car sales jump in mid-October

U.S. domestic-built car and light-truck sales rose 25.6 percent in the middle 10 days of October.

Total domestic car sales increased 15.6 percent from the year-ago period and trucks rose 43.2 percent.

Total domestic unit sales at General Motors rose 19.3 percent. Ford Motor Co. sales were up 38.7 percent. Chrysler Corp. sales increased an estimated 15.7 percent.

Total Big 3 sales accounted for 87.7 percent of all reported domestic sales.

There were eight selling days in the period this year and last year.

— Karen Detkowski

Lamborghini might be sold

NEW YORK — Chrysler Corp. has discussed selling its Automobili Lamborghini S.p.A. operation with interested outsiders, but has no current offers for the Italian firm, Chrysler Vice Chairman Robert Eaton said.

Some analysts value the firm at $40 million, but Chrysler President Robert Lutz said he's never heard an offer that low. Chrysler is "in no big hurry" to sell the firm, he added.

— Joseph Bohn

Nissan to open safety center

TOKYO — Nissan Motor Co. will establish a research center early next year in Cambridge, Mass., to study active forms of safety. Nissan will invite faculty from nearby Massachusetts Institute of Technology and Harvard University to help develop the program.

— Mary Ann Maskery

briefly

Eaton: it's just like home

Chrysler Corp. Vice Chairman Robert Eaton was surprised at how easy it was to adapt to Chrysler from his post as president of **General Motors of Europe.** "I quite frankly would have had a much bigger cultural shock going from GM of Europe to GM in the United States than from GM of Europe to Chrysler. They're roughly the same size, operate without much bureaucracy, operate without a formalized committee structure and there's a very, very strong team in place. And so it's been far, far, far less of a change than I expected."

WICKET RACKET — Volvo has tennis, **Land Rover** goes for polo, everybody loves golf, and now **Jaguar Cars USA** is the official sponsor for the United States Croquet Association. "Jaguar cites many similarities between croquet followers and Jaguar owners," says Jaguar's owner newsletter, *The Leaper*.

SMEAR CAMPAIGN — Land Rover North America Inc. has a timely ad running. It invites buyers to "sling some mud this election year."

L&TT&R FROM HOM& — What a difference an 'e' can make. Vice President Dan Quayle knows. So does **Chrysler** marketing honcho John Damoose. He was asked why Chrysler resurrected the Concorde name, last used on the **American Motors** Concord, for its new luxury sedan. "It's not the same name," Damoose said. "The AMC Concord did not use an 'e.' "

RED WATCH — When will **Ford Motor Co.** Chairman Red Poling retire? Probably not before Feb. 6. He speaks then to the National Automobile Dealers Association convention in New Orleans.

COUNTING CHICKENS — Ford had a snazzy TV ad ready to run last June, featuring Michael Andretti winning the Indy 500 for Ford. "When we're cookin', everybody else has to settle for seconds," the ad said. Trouble is, Andretti finished 13th. The ad never ran. Ross Roberts, general manager of Ford Division, said that's OK. Roberts said Ford can use the same ad "when we win next year."

EVERYONE PAYS — When the Toyota delegation showed up at Convergence '92 in Dearborn, Mich., last week, a staff member asked at the registration desk for Shoichiro Toyoda's badge. Ah, the **Toyota** chairman has not yet paid. What, even though he was asked to be a keynote speaker? Yes. Even President Bush's science adviser, D. Allan Bromley, was expected to buy his own $190 ticket.

SILVER STREAK— Kim Sung-Hong, chairman of **Kia Motors Corp.**, told Convergence '92 that Kia would find its place in the global auto industry by occupying product niches. Then he said electronics should be used in future cars to make them friendlier for elderly drivers. So is Chairman Kim suggesting that Kia's niche might be cars for seniors? No. He told *Automotive News* after his address that he was merely giving free ideas to the electronics industry.

Kim: a future in niches

Sampler of sayings on '92 election

Auto industry executives' views of the presidential election vary. Here's a sampling:

Chuck Worrell, Subaru of America Inc. executive vice president: "People are tired with whatever's going on right now. Good or bad, they're looking for a change."

Michael Plumley, chairman of Plumley Cos., a rubber-extrusion products supplier in Paris, Tenn.: "I'm in a quandry right now. I'm either going to vote for Bush or Perot.

"I'm definitely not going to vote for Bill Clinton. Clinton's trade policies are short-term fixes.

"Trade protection might protect some American jobs by forcing some Japanese buyers over to Big 3 cars. But that's not in the industry's long-term best interests.

"In the long term, we should have a free market that forces us all to be more efficient and competitive."

Victor Sun, the WEFA Group senior economic analyst: "The biggest thing that Clinton has going for him is health care reform. If he can get that passed, it might work in favor of the Big 3. Health care is one of the biggest costs they're carrying right now."

Richard Recchia, Mitsubishi Motor Sales of America Inc. executive vice president and chief operating officer: "I think the election for president is important, but for import car companies I'm not sure that it's as important as what happens in the House and Senate.

"If Bush gets re-elected, for example, and the Congress passes some type of protectionist legislation, he would probably veto it. But depending on the makeup of the Congress, it's unclear if there would be enough votes to override the veto or not.

"If Clinton gets elected, as all the polls seem to suggest, the question is whether he would veto the same legislation.

"He calls himself a free trader and says he's for NAFTA, but he might be more prone to go along with Congress because he'd be fighting his own party."

Walter Genthe, president of Hella North America Inc., a lighting components supplier in Flora, Ill.: Ross Perot is the only candidate "with the guts to fight Congress and the business experience to correct the problems." But Genthe believes free trade with Mexico is the most important issue. Perot opposes the agreement. "I don't agree with his view that free trade will create a sucking sound of industry going south. It's a contradiction I'm caught in."

Jerry Benefield, Nissan Motor Manufacturing Corp. U.S.A. president and chief executive officer: "I hope that whoever becomes president can get beyond the rhetoric and see how important free trade is to the United States' global strength. They should have the attitude that direct foreign investment is important for this country and be able to do the job without resorting to protectionist action."

Lee Iacocca, Chrysler Corp. chairman: "It's not one guy that makes the difference. It's the 535 guys in Congress who really decide what happens." AN

ELECTION

No candidate gets complete auto OK

continued from PAGE 3

stration will be less free trade," said Harrington, assistant vice president of government and industry relations at Honda North America Inc.

Some important issues haven't come up in the campaign at all.

"There has been no discussion of harmonization of government policy," Pochiluk said. "Emissions, CAFE and safety are often in conflict. You improve one at the expense of the others. We haven't seen anything about that."

And there has been little talk of the candidates' differences on labor issues. That could be important to the Big 3, where UAW contracts expire next year.

David Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan, said that while Clinton and Bush may set slightly different tones in the White House, he doesn't view the choice as an either-or decision.

"I see Washington becoming more committed to the role of private enterprise in our economy," he said. "I expect to see a much more reasonable approach to industry, not just viewing it as the enemy.

"The industry desperately needs a government that is going to be a little less focused on regulation and more on a systems view of the industry," Cole added. "There needs to be more coordination of policies. I think there is movement in that direction, and it seems to be reasonably bipartisan." AN

Automotive News Staffers Kristine Stiven Breese in Los Angeles, Edward Lapham in Detroit, Jim Henry in New York and Lindsay Chappell in Nashville, Tenn., contributed to this report.

incentive WATCH

Chrysler puts dealer rebates on some '93s

Chrysler Corp. is offering dealer incentives on some 1992 and 1993 models. The rebates expire Dec. 31 and are based on units sold.

Rebates for the 1992 and 1993 **Chrysler** New Yorker Salon, Fifth Avenue and Imperial range from $1,000 to $2,000.

Dodge Colt and Dynasty 1992 and 1993 models carry dealer incentives from zero to $2,000.

Incentives for the **Eagle** Summit and **Plymouth** Colt and Vista range from zero to $1,000.

— Jennifer Heil

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.	
1993 models	
Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe (expires June 30)	$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	$1,250
N.Y. Salon (expires June 30)	$750
LeBaron sedan	$750
LeBaron conv.	$700
Dodge Daytona (expires June 30)	$1,000
Dynasty, Spirit	$750
Shadow	$500
Dodge Ramcharger, Ram pickup (gas; expires June 30)	$1,500
Ram wagon (expires June 30)	$1,000
Dakota, Ram 50, Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon	$700
Jeep Wrangler	$500
Cherokee (excludes Calif., Hawaii)	$500
Plymouth Acclaim	$750
Laser	$700
Sundance	$500
Minivans (excludes Calif., Hawaii)	
Caravan, Voyager (short and long wheelbase)	$500
1992 models	
Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.	
Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Monaco	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon	$1,000
Dakota, Ram 50 pickup	$750
Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon Turbo, Premier	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (excludes Calif., Hawaii)	$700
Summit wagon (excludes Calif., Hawaii)	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Sundance, Acclaim, other Laser	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Vista (excludes Calif., Hawaii)	$500
Minivans: (excludes Calif., Hawaii)	
Long wheelbase	$1,000
Short wheelbase	$500
FORD MOTOR CO.	
1993 models	
Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.	
Ford Crown Victoria	$1,000
Taurus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance option)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500
1992 models	
Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.	
Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Escort	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000
No finance option on Lincoln	
Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750
GENERAL MOTORS	
1993 models	
Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.	
Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered	
Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (excludes Typhoon), G-Van (with YF7)	$1,000
Sonoma	$750
Other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500
1992 models	
Expires Jan. 24 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.	
Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000
Rebates based on option package ordered	
Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC Jimmy (excludes Typhoon)	$2,000
G-Van (with YF7), Safari (with YF7)	$1,000
Sonoma	$750
Other G-Van, other Safari	$500
Sierra pickup	$300
Pontiac (expires March 31)	
Grand Prix, Bonneville	$1,250
Trans Sport	$1,000
Grand Am	$900
Sunbird	$750
Firebird	$500
1991 models	
Chevrolet Geo Storm (expires Jan. 24)	$1,500
HYUNDAI (expires Nov. 3)	
Sonata (1993)	$750
Elantra (1993), Scoupe (1993), Excel (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000
MAZDA	
Protege (1993, expires Jan. 5)	$700
MX-6 (1992, expires Nov. 3)	$1,400
626 (1992, expires Nov. 3)	$1,200
Protege and MPV (1992, expires Jan. 5)	$1,000
Pickup trucks (regional, 1993, expires Jan. 5)	$400-1,700
Pickup trucks (regional, 1992, expires Jan. 5)	$500-1,700

INCENTIVE WATCH—DEALER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP. (1992-93 models; expires Dec. 31; rebates are based on number sold.)	
Chrysler New Yorker Salon, Fifth Avenue, Imperial	$1,000-2,000
Dodge Dynasty	$1,000-2,000
Colt	0-$1,000
Eagle Summit	0-$1,000
Plymouth Colt, Vista	0-$1,000
CONTINUING PROGRAMS	
ACURA (1992 models; expires Nov. 3)	
Legend sedan	$2,500
Legend coupe	$1,000
CADILLAC (1992 models; expires Oct. 31)	
DeVille, Fleetwood, Eldorado, Seville	$1,500
CHEVROLET (Expires Jan. 24)	
Corvette (1992-93)	$1,000
Geo Prizm (1992)	$1,500
HONDA (Expires Oct. 31)	
Accord (1992)	$500
ISUZU (Expires Dec. 31)	
Stylus (1991-93)	$300-600
Impulse (1991-92)	$1,500-2,500
Pickups 2.6-liter, short bed (1991-93, Calif. only)	$500-1,750 based on number sold
Pickups 2.3-liter (1991-93, 49 states)	$900-1,500 based on number sold
Other pickups (1991-93, 49 states)	$600
Rodeo 4x2 (1991-93)	$400
Rodeo 4x4 (1991-93)	$800-1,400 based on number sold
Rodeo 4x4 LS 3.2-liter (1991-93, Calif. only)	$800-1,900 based on number sold
LOTUS (1991 models; no expiration date)	
Elan	$5,000
Esprit Turbo	$11,000-15,000
MITSUBISHI (Expires Dec. 31. Rebates and terms vary by region.)	
Eclipse (1991-92)	7%-9% of sticker
Eclipse Turbo (1991-92)	$500 extra
Eclipse (1993)	4%-7% of sticker
Galant (1991-92)	0-$3,000
Galant (1993)	0-$1,750
Pickup (1991-92)	0-$1,800
NISSAN (Expires Nov. 3. Rebates and terms vary by region.)	
Sentra (1992)	$500-1,000
1600 NX, 240SX (1992)	$1,000-1,500
Pathfinder (1992)	$1,000-1,750
Maxima (1992)	$1,000-2,000
Stanza (1992)	$1,000-2,300
300ZX (1992)	$1,000-2,500
Truck (1992)	$1,000-1,750
Truck (1993)	$750-1,600
OLDSMOBILE (1992 models; expires Jan. 24)	
Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750
SUBARU (1992 models; expires Nov. 3)	
Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800
SUZUKI (Expires Dec. 2)	
Swift (1992)	$500-1,000
Swift (1993)	$300-500
Sidekick (1992)	$700-1,000
Sidekick (1993)	$300-500
Rebates differ by model.	
TOYOTA (Expires Nov. 3. All rebates are based on dealer's performance against quota)	
Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Sterling Heights, Mich.	**10/26**	
Dodge Daytona		350
Dodge Shadow		2,000
Plymouth Sundance		1,600
FORD		
Dearborn, Mich.	**10/26, 11/2**	
Ford Mustang		2,800
Oakville, Ontario	**10/26**	
Ford Tempo		3,000
Mercury Topaz		1,250
GENERAL MOTORS		
Detroit	**10/26**	250
P-model		
Commercial vehicle chasis		
Total U.S. car		**6,750**
Total Canada car		**4,250**
Total U.S. truck		**250**
Total units lost week of 10/26		**11,250**

Source: Automotive News Data Center

UAW seeks voice at Navistar

LIZ PINTO

Staff Reporter

The UAW has won a chair at General Motors' table to determine how the company will be downsized. Now, the union is seeking a similar spot with Navistar International Corp.

The UAW wants to have a say in the buyouts and changes that will be made to save Navistar.

Through a series of strategic strike letters this summer and fall that threatened virtually all GM operations, the UAW proved the importance of its role.

"If there is a requirement for a lean contract for the ultimate survival of GM, it will now be a negotiated one, not one directed at them," said Sean McAlinden of the University of Michigan's Office for the Study of Automotive Transportation.

The UAW announced Oct. 13 that it was "prepared to be a part of the solution" at GM and, according to labor sources, "they are now at the table every day with GM working on a plan for downsizing in an orderly fashion."

John Maciarz, GM spokesman, said, "We certainly appreciate not only the UAW's offer of help but anyone else who wants to help. We've always said we have more in common than in conflict."

On Oct. 16, Navistar announced it has withdrawn the lawsuit that sought court approval of its right to change retirees' health care packages unilaterally. The UAW issued a statement of support.

Labor experts called the Navistar and UAW moves positive and similar to the scenario at GM.

"The only way to solve the current issues at Navistar and GM is at the bargaining table, and it's good to see that both sides have come to their senses and are going back to it," said Ron Seeber, Cornell University labor expert.

A union spokesman said that since Navistar and GM are in trouble, "we're in trouble."

"But we disagree about the root of the problems," he said. "We don't think the UAW contract or work force are the problems."

David Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan, said cooperative attitudes will help facilitate solutions for the struggling corporations. ■

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 10/19-10/24/92	Actual 10/12-10/17/92	10/1-10/24/92	Year 1/1-10/24/92	Year 1/1-10/26/91
Concorde (Can.)	1,000	1,071	3,734	6,695	0
LeBaron A	700	0	1,538	5,841	0
LeBaron J	650	0	1,580	40,705	20,303
New Yorker	0	0	916	15,605	8,259
Fifth Avenue	0	0	1,229	33,904	26,381
Imperial	0	0	247	4,976	7,240
Town & Country (trk.)	650	579	2,100	16,465	3,653
Total Chrysler Div.	**3,000**	**1,650**	**11,345**	**124,191**	**65,837**
Sundance	1,650	1,694	5,657	56,357	51,793
Acclaim	1,800	0	4,508	61,890	66,107
Voyager (trk.)	1,850	2,277	7,428	85,108	80,673
Voyager (Can. trk.)	2,700	2,252	8,222	96,431	90,749
Total Plymouth	**8,000**	**6,223**	**25,815**	**299,786**	**289,322**
Intrepid (Can.)	700	778	2,367	12,056	0
Daytona	350	424	1,362	12,614	7,160
Shadow	1,850	2,130	7,000	82,681	57,416
Dynasty	0	0	3,339	69,799	98,435
Spirit	1,650	0	4,058	58,392	63,463
Viper	15	11	45	222	0
Monaco (Can.)	0	0	0	0	8,477
Caravan (trk.)	3,550	3,033	10,739	112,019	94,184
Caravan (Can. trk.)	3,650	3,180	11,297	138,319	120,165
Caravan C/V (trk.)	10	18	111	2,423	3,004
Caravan C/V (Can. trk.)	100	86	308	5,211	12,995
Dakota (trk.)	3,400	3,440	11,972	123,813	79,651
Ram pickup (trk.)	1,100	1,144	3,825	47,575	62,275
Ram wagon (Can. trk.)	300	285	1,092	17,534	16,227
Ram van (Can. trk.)	1,600	1,286	5,162	58,977	35,188
Total Dodge	**18,275**	**15,815**	**62,675**	**741,635**	**658,640**
Vision (Can.)	300	319	883	5,747	0
Premier (Can.)	0	0	0	0	8,911
Cherokee (trk.)	2,750	3,039	10,016	116,018	124,645
Comanche (trk.)	0	0	0	952	4,400
Grand Cherokee (trk.)*	4,300	4,574	14,688	87,710	1,539
Briarwood (trk.)	0	0	0	330	2,327
Wrangler (trk.)	1,600	1,586	5,384	19,401	0
Wrangler (Can trk.)	0	0	0	28,962	51,867
Total Jeep-Eagle	**8,950**	**9,518**	**30,970**	**259,120**	**193,689**
Total U.S. car	**8,665**	**4,259**	**31,480**	**442,986**	**406,558**
Total Can. car	**2,000**	**2,168**	**6,984**	**24,498**	**17,388**
Total U.S. truck	**19,210**	**19,690**	**66,262**	**611,814**	**456,351**
Total Can. truck	**8,350**	**7,089**	**26,080**	**345,434**	**327,191**
CHRYSLER CORP.	**38,225**	**33,206**	**130,806**	**1,424,732**	**1,207,488**
Escort	5,828	0	8,178	152,440	168,489
Mustang	0	2,854	5,666	77,389	73,732
Tempo	2,723	1,726	5,489	111,015	93,063
Tempo (Can.)	0	2,766	7,360	100,010	90,806
Taurus	9,488	9,228	33,108	351,802	268,413
Thunderbird	2,872	2,856	9,638	77,886	64,268
Crown Victoria (Can.)	2,225	1,783	4,840	87,377	76,356
Aerostar (trk.)	5,010	5,025	17,042	164,952	145,332
Bronco (trk.)	588	716	1,596	21,367	16,172
Explorer (trk.)	7,806	6,526	23,521	251,005	231,708
Mazda Navajo (trk.)	182	156	489	3,471	9,885
Econoline (trk.)	3,431	0	5,229	154,285	117,268
Heavy (trk.)	1,043	1,002	3,446	38,508	26,597
Light truck (trk.)	8,952	9,924	30,501	367,782	271,051
Light truck (Can. trk.)	3,054	2,459	9,816	104,120	78,821
Ranger (trk.)	8,801	8,008	25,073	191,372	229,587
Total Ford Division	**62,003**	**55,029**	**190,992**	**2,254,781**	**1,961,549**
Topaz	1,286	1,434	3,440	52,083	38,552
Topaz (Can.)	0	1,048	2,748	40,251	29,916
Cougar	1,208	1,224	4,522	48,841	47,528
Sable	2,638	2,683	8,840	104,807	87,836
Grand Marquis (Can.)	2,553	2,027	5,555	88,608	85,625
Mercury Villager (trk.)	786	788	2,884	12,733	0
Nissan Quest (trk.)	453	526	1,749	7,636	0
Total Mercury	**8,924**	**9,730**	**29,737**	**354,961**	**289,457**
Continental	843	846	2,876	32,848	45,930
Mark VII	574	558	1,622	4,002	8,050
Town Car	2,529	2,544	8,632	98,416	108,010
Total Lincoln	**3,946**	**3,948**	**13,130**	**135,266**	**161,990**
Total L-M Division	**12,870**	**13,678**	**42,867**	**490,227**	**451,447**
Total U.S. car	**29,989**	**25,953**	**92,011**	**1,111,529**	**1,003,872**
Total Can. car	**4,778**	**7,624**	**20,503**	**316,246**	**282,703**
Total U.S. truck	**37,052**	**32,671**	**111,528**	**1,213,113**	**1,047,600**
Total Can. truck	**3,054**	**2,459**	**9,816**	**104,120**	**78,821**
FORD MOTOR CO.	**74,873**	**68,707**	**233,858**	**2,745,008**	**2,412,996**
Skylark	1,743	364	3,716	49,175	45,123
Century	2,019	2,452	6,868	70,252	80,770
Regal (Can.)	2,180	2,182	7,205	82,434	104,493
Riviera	306	272	932	9,732	7,545
Park Avenue	968	298	1,990	47,009	79,188
LeSabre	3,614	3,541	12,112	134,021	81,689
Roadmaster sedan	459	429	1,719	35,780	34,820
Roadmaster wagon	279	275	554	7,898	12,568
Reatta	0	0	0	0	1,210
Total Buick	**11,568**	**9,813**	**35,096**	**436,301**	**447,406**
Eldorado	759	658	2,310	25,848	10,462
Seville	1,302	1,164	4,013	39,553	20,543
Brougham	1,197	1,113	3,723	10,503	17,502
DeVille	3,769	3,647	11,644	96,803	129,082
Allante	64	64	218	1,922	2,469
Total Cadillac	**7,091**	**6,646**	**21,907**	**174,629**	**180,057**
Cavalier	5,428	4,896	17,276	169,798	208,297
Camaro	0	0	0	47,762	44,779
Camaro (Can.)	15	15	51	146	0
Corsica-Beretta	4,600	4,468	15,057	156,837	196,662
Lumina (Can.)	5,200	5,175	18,339	192,983	196,403
Caprice	2,825	2,530	6,443	84,513	108,540
Corvette	480	482	1,600	17,989	17,196
Astro (trk.)	2,695	2,264	8,780	117,648	83,320
Blazer (trk.)	358	203	1,330	20,584	5,967
Lumina APV (trk.)	1,201	1,098	3,735	38,530	39,788
Mediums (trk.)	0	0	204	5,796	1,930
P-model (trk.)	197	369	1,111	17,132	16,092
Pickup (trk.)	6,306	4,979	20,301	237,277	242,625
Pickup (Can. trk.)	2,930	2,922	10,609	144,427	117,174
S10 (trk.)	4,279	3,867	14,695	165,027	216,599
S10 Blazer (trk.)	2,555	2,601	8,887	105,047	37,792
Sportsvan (trk.)	705	560	1,917	15,016	35,680
Sportsvan (Can. trk.)	1,020	1,016	4,197	59,310	43,922
Suburban (trk.)	1,841	2,011	6,729	55,697	21,311
Total Chevrolet	**42,635**	**39,456**	**141,260**	**1,651,519**	**1,634,078**
Achieva/Calais	1,107	826	2,653	78,589	34,616
Cutlass Ciera	3,609	4,264	12,784	111,477	83,576
Cutlass Ciera (Can.)	0	0	0	0	41,161
Cutlass Supreme	2,400	2,336	7,987	67,306	88,239
Toronado	0	0	0	3,274	4,304
Eighty Eight	1,251	1,079	3,868	55,388	72,016
Custom Cruiser wag.	0	0	0	2,077	7,093
Ninety Eight	736	743	2,116	20,713	64,028
Silhouette (trk.)	255	347	1,097	11,476	17,108
Bravada (trk.)	199	193	636	9,527	12,201
Total Oldsmobile	**9,557**	**9,788**	**31,141**	**359,827**	**424,342**
Sunbird	2,097	1,555	6,133	68,356	97,177
Grand Am	6,085	5,357	17,522	206,902	107,690
Firebird	0	0	0	17,116	17,249
Firebird (Can.)	10	10	34	99	0
Grand Prix	2,531	2,346	8,398	92,719	90,225
Pontiac 6000	0	0	0	0	19,603
Bonneville	3,114	1,035	5,608	77,210	64,704
Trans Sport (trk.)	698	655	2,246	32,660	24,874
Total Pontiac	**14,535**	**10,958**	**39,940**	**495,062**	**421,522**
Yukon-Jimmy (trk.)	159	155	509	6,862	1,772
Medium (trk.)	0	0	394	15,335	3,691
P-model (trk.)	19	15	77	1,740	1,989
Pickup (trk.)	2,399	1,876	7,522	90,734	99,153
Pickup (Can. trk.)	1,090	1,087	3,951	53,143	43,276
Syclone-Sonoma (trk.)	1,358	981	4,126	42,520	49,682
Typhoon-S15 Jimmy (trk.)	1,000	936	3,331	34,208	13,408
Safari (trk.)	1,081	815	3,436	47,367	33,392
Suburban (trk.)	1,062	380	2,681	29,545	17,108
Vandura (trk.)	332	268	992	7,680	15,670
Vandura (Can. trk.)	600	578	1,741	24,982	18,359
Total GMC	**9,100**	**7,091**	**28,760**	**354,116**	**297,500**
Total Saturn•	**4,500**	**4,500**	**15,500**	**171,229**	**77,730**
Total U.S. car	**57,242**	**50,694**	**172,742**	**1,977,751**	**1,926,695**
Total Can. car	**7,405**	**7,382**	**25,544**	**275,662**	**342,057**
Total U.S. truck	**28,699**	**24,573**	**94,736**	**1,107,408**	**991,152**
Total Can. truck	**5,640**	**5,603**	**20,497**	**281,862**	**222,731**
GENERAL MOTORS	**98,986**	**88,252**	**313,520**	**3,642,683**	**3,482,635**
Can. car	200	0	200	70,478	90,384
Can. trk.	100	0	100	43,345	43,080
CAMI†	**300**	**0**	**300**	**113,823**	**133,464**
DIAMOND-STAR†	**2,880**	**2,846**	**9,610**	**118,015**	**125,524**
Civic	2,350	2,321	7,673	84,232	67,373
Civic (Can.)	1,800	1,515	5,565	87,087	88,021
Accord	6,475	6,613	22,817	309,081	302,806
Total U.S. car	**8,825**	**8,934**	**30,490**	**393,313**	**370,179**
Total Can. car	**1,800**	**1,515**	**5,565**	**87,087**	**88,021**
HONDA	**10,625**	**10,449**	**36,055**	**480,400**	**458,200**
HYUNDAI Sonata (Can.)	**500**	**427**	**1,717**	**10,300**	**21,352**
AUTOALLIANCE†	**5,856**	**5,432**	**17,449**	**123,421**	**134,178**
U.S. trk.	1,003	1,604	3,655	55,346	54,160
Can. trk.	285	202	832	7,736	5,700
NAVISTAR	**1,288**	**1,806**	**4,487**	**63,082**	**59,860**
Altima	2,930	2,953	9,845	29,156	0
Sentra	2,380	2,386	8,085	99,743	108,724
Pickup (trk.)	2,760	2,754	9,380	110,734	109,420
NISSAN	**8,070**	**8,093**	**27,310**	**239,633**	**218,144**
Geo Prizm	2,010	1,471	5,705	61,464	74,625
Toyota Corolla	2,695	1,891	7,114	84,791	85,280
Toyota Pickup (trk.)	2,200	1,912	7,207	59,295	746
NUMMI	**6,905**	**5,274**	**20,026**	**205,550**	**160,651**
Legacy	1,144	1,246	3,968	48,865	47,180
Pickup (trk.)	559	584	1,946	20,736	21,883
Rodeo (trk.)	921	975	3,234	35,880	24,156
Total U.S. car	**1,144**	**1,246**	**3,968**	**48,865**	**47,180**
Total U.S. trk.	**1,480**	**1,559**	**5,181**	**56,616**	**46,039**
SUBARU-ISUZU	**2,624**	**2,805**	**9,149**	**105,481**	**93,219**
Camry	5,820	4,952	17,526	201,347	151,747
Corolla (Can.)	1,200	1,104	4,077	55,017	54,370
TOYOTA	**7,020**	**6,056**	**21,603**	**256,364**	**206,117**
VOLVO 740,940 (Can.)	**120**	**96**	**384**	**5,319**	**6,433**
AM GENERAL (trk.)	**300**	**300**	**1,020**	**20,540**	**17,090**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**6,526**	**131,216**	**112,520**
Total U.S. car	**130,436**	**113,017**	**406,025**	**4,692,381**	**4,434,562**
Total Canada car	**18,003**	**20,316**	**64,973**	**844,607**	**902,708**
Total U.S.-Canada Car	**148,439**	**133,333**	**470,998**	**5,536,988**	**5,337,270**
Total U.S. truck	**94,624**	**86,983**	**305,498**	**3,366,082**	**2,835,078**
Total Canada truck	**17,429**	**15,353**	**57,325**	**782,497**	**677,523**
Total U.S.-Canada truck	**112,053**	**102,336**	**362,823**	**4,148,579**	**3,512,601**
TOTAL U.S.	**225,060**	**200,000**	**711,523**	**8,058,463**	**7,269,640**
TOTAL CANADA	**35,432**	**35,669**	**122,298**	**1,627,104**	**1,580,231**
TOTAL U.S.-CANADA CAR & TRUCK	**260,492**	**235,669**	**833,821**	**9,685,567**	**8,849,871**

•Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Output resumes at CAMI

ANNE E. WRIGHT

Chief Statistician

Employees at the CAMI plant in Ingersoll, Ontario, returned to work last Wednesday after a five-week strike that stopped production of the Geo Metro and Suzuki Swift cars and the Geo Tracker and Suzuki Sidekick sport-utilities.

In Canada, car production was estimated at 18,003 last week, 11.4 percent below the prior week and 12.6 percent below the same week in 1991.

So far this year, 844,607 cars have been assembled in Canada, 6.4 percent behind 1991.

Car production in the United States was estimated at 130,436 last week, 15.4 percent above the prior week and 5.9 percent below the year-ago week.

Year-to-date car production in the United States is 4,692,381, up 5.8 percent from 1991.

Estimated truck production in the United States was 94,624 last week, 8.8 percent above the prior week and 9.1 percent above the year-ago week.

So far this year, 3,366,082 trucks have been assembled, 18.7 percent ahead of 1991.

In Canada, truck production was estimated at 17,429 last week, 13.5 percent ahead of the prior week and 11.6 percent below the year-ago week.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 52,098, up 10.5 percent from the prior week and down 2.0 percent from the year-ago week.

Last week's estimated car and truck production in the United States was shared as follows: General Motors, 38.1 percent; Ford Motor Co., 29.8 percent; Chrysler Corp., 12.4 percent; Honda of America Manufacturing Inc., 3.9 percent; Nissan Motor Manufacturing Corp., 3.6 percent; New United Motor Manufacturing Inc., 3.1 percent; AutoAlliance International Inc., 2.6 percent; Toyota Motor Manufacturing (U.S.A.), 2.6 percent; Diamond-Star Motors Corp., 1.3 percent; Subaru-Isuzu Automotive Inc., 1.2 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.4 percent; and AM General, 0.1 percent.

Ford scheduled daily overtime last week at the Atlanta and Chicago car plants and on the car line at the Lorain, Ohio, facility.

Ford also ran daily overtime last week at the following truck plants: Louisville, Ky.; Twin Cities (St. Paul, Minn.); St. Louis; Kansas City, Mo.; Edison, N.J; and Avon Lake, Ohio.

GM scheduled daily overtime this week at the Moraine, Ohio, truck facility and on the Suburban line at the Janesville, Wis., truck plant.

Chrysler's St. Louis; Jefferson Avenue North (Detroit); and Windsor, Ontario, truck plants worked overtime last Saturday.

Toyota's Georgetown, Ky., car plant worked two shifts of overtime last Saturday. ■